**MONDAY COFFEE REPORT**

**--Reports and Data Analysis**

**--(1) Coffee Consumers Count**

**--How many people in each city are estimated to consume coffee, given that 25% of the population does?**

select

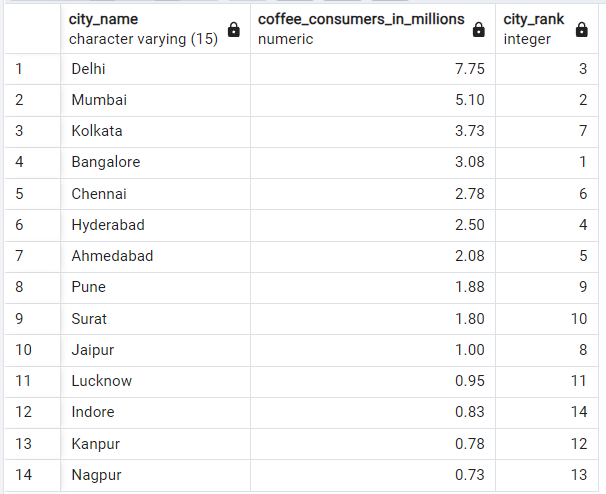
city\_name,

round((population\*0.25)/1000000,2)as coffee\_consumers\_in\_millions,

city\_rank

from city

order by 2 desc



**--(2) Total Revenue from Coffee Sales**

**--What is the total revenue generated from coffee sales across all cities in the last quarter of 2023?**

select

c.city\_name,

sum(s.total)as total\_revenue

from sales as s

join customers as cu

on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

where

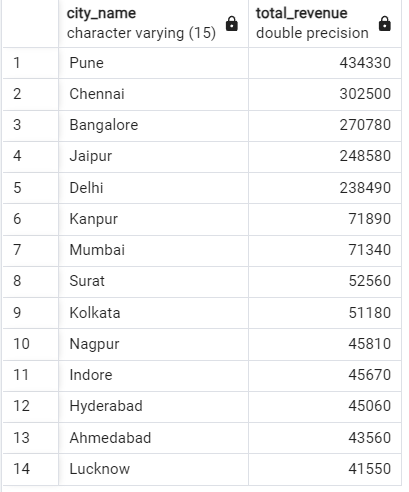
extract(year from sale\_date)='2023'

and

extract(quarter from sale\_date)='4'

group by 1

order by 2 desc



**--(3) Sales Count for Each Product**

**--How many units of each coffee product have been sold?**

select

p.product\_name,

count(sale\_id)as total\_orders

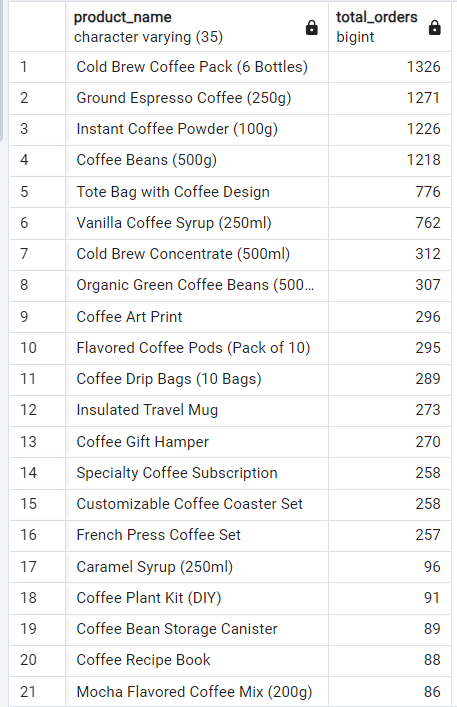
from products as p

join sales as s

on s.product\_id=p.product\_id

group by 1

order by 2 desc



**--(4) Average Sales Amount per City**

**--What is the average sales amount per customer in each city?**

select

c.city\_name,

sum(s.total)as total\_revenue,

count(distinct s.customer\_id)as total\_customers,

round(sum(s.total)::numeric/count(distinct s.customer\_id)::numeric,2)as average\_sale\_per\_customer

from sales as s

join customers as cu

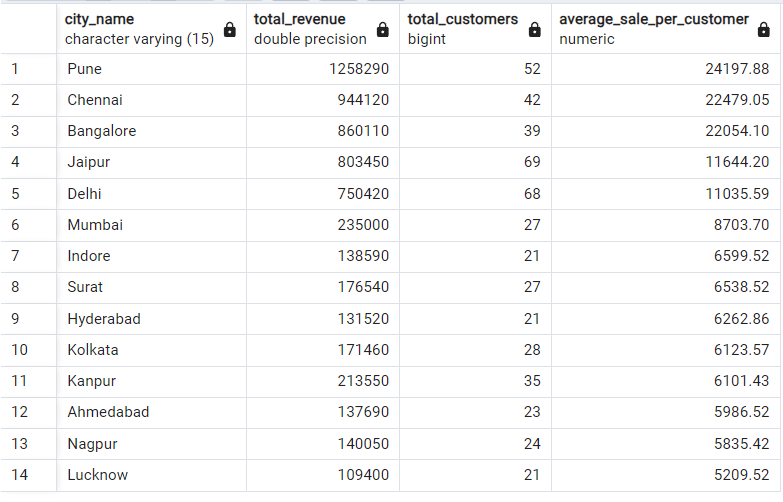
on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

group by 1

order by 4 desc



**--(5) City Population and Coffee Consumers**

**--Provide a list of cities along with their populations and estimated coffee consumers?**

select

c.city\_name,

round((c.population\*0.25)/1000000,2)as coffee\_consumers,

count(distinct cu.customer\_id)as unique\_customer

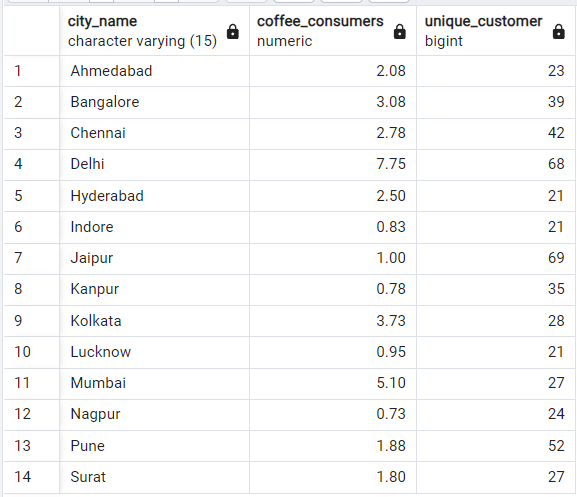
from city as c

join customers as cu

on cu.city\_id=c.city\_id

group by 1,2

order by 1



**--(6) Top Selling Products by City**

**--What are the top 3 selling products in each city based on sales volume?**

with t1 as

(

select

c.city\_name,

p.product\_name,

count(s.sale\_id)as Total\_orders,

dense\_rank()over(partition by c.city\_name order by count(s.sale\_id)desc)as rank

from sales as s

join products as p

on p.product\_id=s.product\_id

join customers as cu

on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

group by 1,2

)

select\*from t1

where rank<=3



**--(7) Customer Segmentation by City**

**--How many unique customers are there in each city who have purchased coffee products?**

select

c.city\_name,

p.product\_name,

count(distinct cu.customer\_id)as unique\_customer

from sales as s

join customers as cu

on cu.customer\_id=s.customer\_id

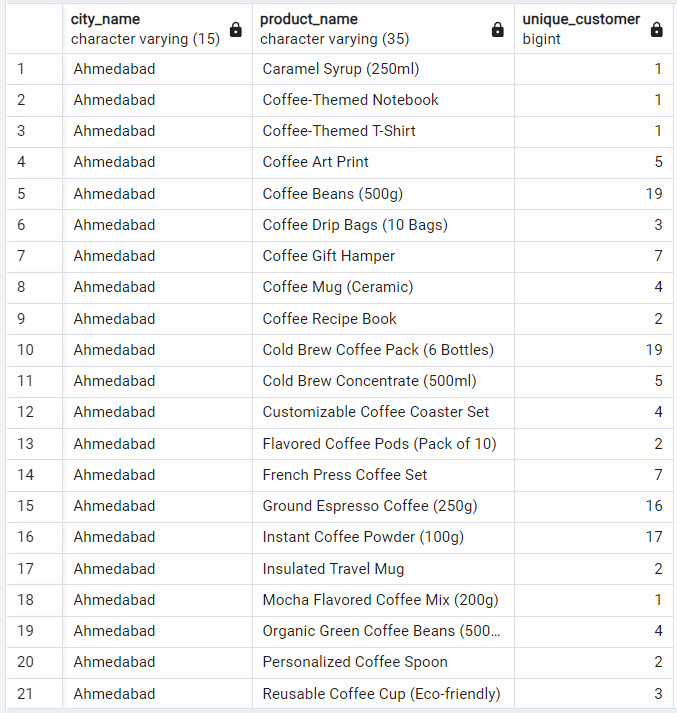
join city as c

on c.city\_id=cu.city\_id

join products as p

on p.product\_id=s.product\_id

group by 1,2



**--(8) Average Sale vs Rent**

**--Find each city and their average sale per customer and avg rent per customer?**

with city\_table as

(

select

c.city\_name,

sum(s.total)as total\_revenue,

count(distinct s.customer\_id)as total\_customers,

round(sum(s.total)::numeric/count(distinct s.customer\_id)::numeric,2) as average\_sales\_per\_customer

from sales as s

join customers as cu

on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

group by 1

order by 4 desc

),

city\_rent as

(

select

city\_name,

sum(estimated\_rent)as total\_rent

from city

group by 1

)

select

city\_rent.city\_name,

city\_rent.total\_rent,

city\_table.total\_customers,

city\_table.average\_sales\_per\_customer,

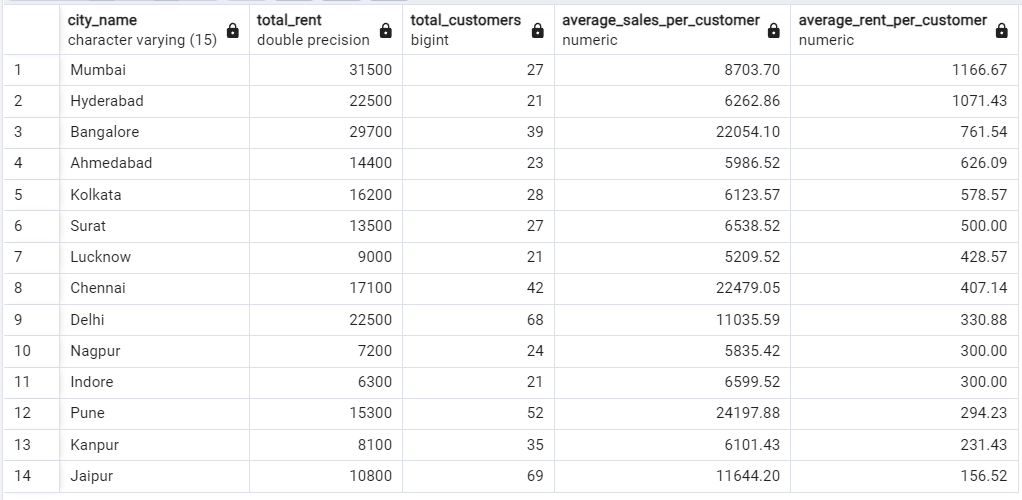
round((city\_rent.total\_rent::numeric/city\_table.total\_customers::numeric),2)as average\_rent\_per\_customer

from city\_rent

join city\_table

on city\_table.city\_name=city\_rent.city\_name

order by 5 desc



**--(9) Monthly Sales Growth**

**--Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly)?**

with monthly\_sales as

(

select

c.city\_name,

extract(year from s.sale\_date)as year,

extract(month from s.sale\_date)as month,

sum(s.total)as total\_sale

from sales as s

join customers as cu

on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

group by 1,2,3

order by 1,2,3

),

growth\_ratio as

(

select

city\_name,

year,

month,

total\_sale as current\_month\_sale,

lag(total\_sale)over(partition by city\_name order by year,month)as previous\_month\_sale

from monthly\_sales

)

select

city\_name,

year,

month,

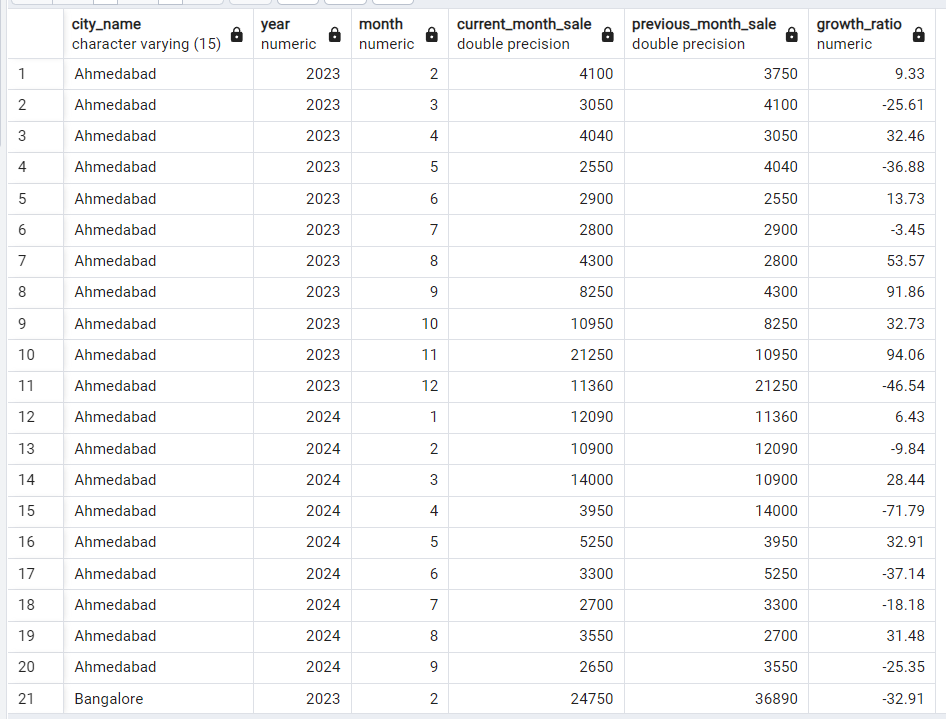
current\_month\_sale,

previous\_month\_sale,

round((current\_month\_sale-previous\_month\_sale)::numeric/previous\_month\_sale::numeric\*100,2)as growth\_ratio

from growth\_ratio

where previous\_month\_sale is not null



**--(10) Market Potential Analysis**

**--Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer?**

with city\_table as

(

select

c.city\_name,

sum(s.total)as total\_revenue,

count(distinct s.customer\_id)as total\_customers,

round(sum(s.total)::numeric/count(distinct s.customer\_id)::numeric,2) as average\_sales\_per\_customer

from sales as s

join customers as cu

on cu.customer\_id=s.customer\_id

join city as c

on c.city\_id=cu.city\_id

group by 1

order by 2 desc

),

city\_rent as

(

select

city\_name,

estimated\_rent,

round((population\*0.25)/1000000,3) as estimated\_coffee\_consumers\_in\_millions

from city

)

select

city\_rent.city\_name,

city\_table.total\_revenue,

city\_rent.estimated\_rent as total\_rent,

city\_table.total\_customers,

city\_rent.estimated\_coffee\_consumers\_in\_millions,

city\_table.average\_sales\_per\_customer,

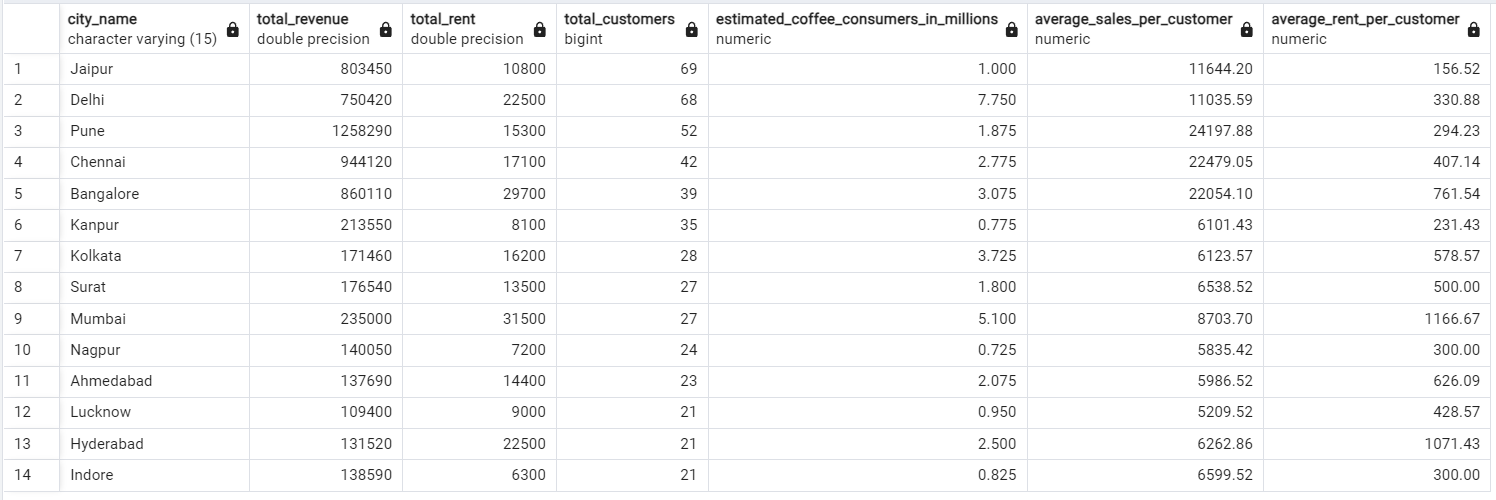
round((city\_rent.estimated\_rent::numeric/city\_table.total\_customers::numeric),2)as average\_rent\_per\_customer

from city\_rent

join city\_table

on city\_table.city\_name=city\_rent.city\_name

order by 4 desc



/\*

**--Recommendation**

**City 1: Pune**

1. average\_rent\_per\_customer is very less

2. highest\_total\_revenue

3. average\_sale\_per\_customer is also high

**City 2: Delhi**

1. highest\_estimated\_coffee\_comsumer which is 7.7M

2. highest total\_customer which is 68

3. average\_rent\_per\_customer is 330(still under 500)

**City 3: Jaipur**

1. highest customer no is 69

2. average\_rent\_per\_customer is very less 156

3. average\_sale\_per\_customer is better which is at 11.6k