**COFFEE SHOP SALES PROJECT**

**Queries\_output\_interpretation**

**What are the total sales in month 5?**

SELECT

ROUND(SUM(unit\_price \* transaction\_qty)) as Total\_Sales

FROM coffee\_shop\_sales

WHERE MONTH(transaction\_date) = 5;

**OUTPUT**



**Interpretation**

It measures overall revenue generated in the month of may.

**How many orders received in the month 5?**

SELECT

COUNT(transaction-id) AS total\_orders

FROM coffee\_shop\_sales

WHERE MONTH(transaction-date) = 5;

**OUTPUT**



**Interpretation**

Shows 33527 items/products sold in May, illustrating product movement and demand.

**How much quantity sold in month 5?**

SELECT SUM(transaction-qty) AS total\_qty\_sold

FROM coffee\_shop\_sales

WHERE MONTH(transaction-date) = 5;

**OUTPUT**



**Interpretation**

Shows 48233 items/products sold in May, illustrating product movement and demand.

**TOTAL SALES KPI - MOM DIFFERENCE AND MOM GROWTH**

WITH monthly\_sales AS (

SELECT

MONTH(transaction\_date) AS Month,

ROUND(SUM(unit\_price \* transaction\_qty)) AS Total\_sales

FROM coffee\_shop\_sales

WHERE MONTH(transaction\_date) IN (4,5)

GROUP BY MONTH(transaction\_date)

)

SELECT Month,

Total\_sales,

ROUND(

(Total\_sales - LAG(Total\_sales) OVER (ORDER BY Month))

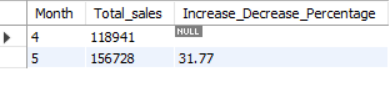
/ LAG(Total\_sales) OVER (ORDER BY Month) \* 100, 2

) AS Increase\_Decrease\_Percentage

FROM monthly\_sales

ORDER BY Month;

**OUTPUT**

  
**Interpretation**

It shows sales has been increased by 31.77% from apirl month to may month.

**TOTAL ORDERS KPI - MOM DIFFERENCE AND MOM GROWTH**with order\_analysis as (

select

month(transaction\_date) as month,

round(count(transaction\_id)) as total\_orders

from coffee\_shop\_sales

where month(transaction\_date) in (1,6)

group by month(transaction\_date)

)

select

month,

total\_orders,

round(

(total\_orders - lag(total\_orders) over (order by month))

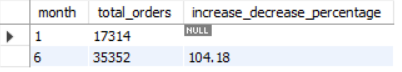
/ Nullif(lag(total\_orders) over (order by month),0) \*100, 2) as increase\_decrease\_percentage

from

order\_analysis

order by month;

**OUTPUT**

****

**Interpretation**

It shows total orders has been increased by 104.18% from the month of January to june, it means growth of business.

**TOTAL QUANTITY SOLD KPI - MOM DIFFERENCE AND MOM GROWTH**with quantity\_sold as (

select

month(transaction\_date) as month,

round(sum(transaction\_qty)) as total\_quantity\_sold

from coffee\_shop\_sales

where month(transaction\_date) in (1,6)

group by month(transaction\_date)

)

select

month,

total\_quantity\_sold,

round(

(total\_quantity\_sold - lag(total\_quantity\_sold) over (order by month))

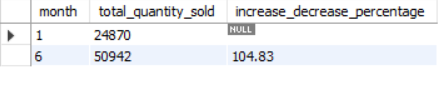
/ Nullif(lag(total\_quantity\_sold) over (order by month),0) \* 100, 2) as increase\_decrease\_percentage

from

quantity\_sold

order by month;

**OUTPUT**

****

**Interpretation**

Quantity sold has a positive increment from the month of Jan to month June by 104.83%

**Daily sales, orders, quantity for specific date**  
Select

date (transaction\_date) as day,

sum(unit\_price\*transaction\_qty) as Total\_sales,

count(transaction\_id) as Total\_orders,

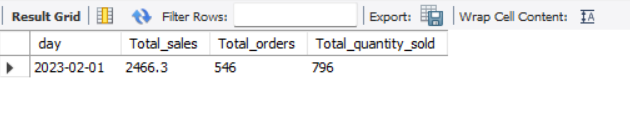
sum(transaction\_qty) as Total\_quantity\_sold

from coffee\_shop\_sales

where date(transaction\_date) = '2023-02-01'

group by day

**OUTPUT**

**Interpretation**

It is showing us the sales,quantity,orders for the date 2023-02-01.

***If you want to get exact Rounded off values then use***

SELECT

CONCAT(ROUND(SUM(unit\_price \* transaction\_qty) / 1000, 1),'K') AS total\_sales,

CONCAT(ROUND(COUNT(transaction\_id) / 1000, 1),'K') AS total\_orders,

CONCAT(ROUND(SUM(transaction\_qty) / 1000, 1),'K') AS total\_quantity\_sold

FROM

coffee\_shop\_sales

WHERE

transaction\_date = '2023-05-18';

**OUTPUT**



**SALES TREND OVER PERIOD**

**Average of total sales for the month 4,5**

with avg\_sales as (

select

month(transaction\_date) as month,

concat(round(sum(unit\_price\*transaction\_qty)/1000,1),'k') as sales

from coffee\_shop\_sales

where month(transaction\_date) in (4,5)

group by month(transaction\_date)

)

select

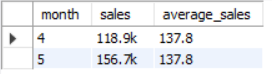
month,

sales,

avg(sales) over() as average\_sales

from avg\_sales;

**OUTPUT**



**Interpretation**

Average sales for the month 4,5 is 137.8.

**DAILY SALES FOR MONTH SELECTED**

SELECT

DAY(transaction\_date) AS day\_of\_month,

ROUND(SUM(unit\_price \* transaction\_qty),1) AS total\_sales

FROM

coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5

GROUP BY

DAY(transaction\_date)

ORDER BY

DAY(transaction\_date);

**OUTPUT**



**Interpretation**

Tracks day-by-day business performance, helping spot sales peaks and slow days.

***COMPARING DAILY SALES WITH AVERAGE SALES – IF GREATER THAN “ABOVE AVERAGE” and LESSER THAN “BELOW AVERAGE”***

SELECT

day\_of\_month,

total\_sales,

CASE

WHEN total\_sales > avg\_sales THEN 'above average'

WHEN total\_sales < avg\_sales THEN 'below average'

ELSE 'average'

END AS average\_status

FROM (

SELECT

DAY(transaction\_date) AS day\_of\_month,

SUM(unit\_price \* transaction\_qty) AS total\_sales,

AVG(SUM(unit\_price \* transaction\_qty)) OVER () AS avg\_sales

FROM coffee\_shop\_sales

WHERE MONTH(transaction\_date) = 5

GROUP BY DAY(transaction\_date)

) AS sales\_data

ORDER BY day\_of\_month;

**OUTPUT**

**Interpretation**

Identifies which days performed above or below the monthly average, highlighting outliers.

**SALES BY WEEKDAY / WEEKEND:**

SELECT

CASE

WHEN DAYOFWEEK(transaction\_date) IN (1, 7) THEN 'Weekends'

ELSE 'Weekdays'

END AS day\_type,

ROUND(SUM(unit\_price \* transaction\_qty),2) AS total\_sales

FROM

coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5 -- Filter for May

GROUP BY

CASE

WHEN DAYOFWEEK(transaction\_date) IN (1, 7) THEN 'Weekends'

ELSE 'Weekdays'

END;

**OUTPUT**



**Interpretation**

Separates sales volume between weekends and weekdays to uncover buying pattern differences.

**SALES BY STORE LOCATION**

select

store\_location,

sum(transaction\_qty \* unit\_price) as total\_sales

from coffee\_shop\_sales

where month(transaction\_date) = 1

group by store\_location

order by sum(transaction\_qty \* unit\_price) desc

**OUTPUT**



**Interpretation**

Helli’s kitchen store has the highest sales for the month of January  
  
**SALES BY PRODUCT CATEGORY**

SELECT

product\_category,

ROUND(SUM(unit\_price \* transaction\_qty),1) as Total\_Sales

FROM coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5

GROUP BY product\_category

ORDER BY SUM(unit\_price \* transaction\_qty) DESC

**OUTPUT**



**Interpretation**

Shows COFFEE product is the best sellers, packaged chocolate is worst sellers within the month.

**SALES BY PRODUCTS (TOP 10)**

SELECT

product\_type,

ROUND(SUM(unit\_price \* transaction\_qty),1) as Total\_Sales

FROM coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5

GROUP BY product\_type

ORDER BY SUM(unit\_price \* transaction\_qty) DESC

LIMIT 10

**OUTPUT**



**Interpretation**

Highlights the “Barista Espresso” is the highest-earning individual item, guiding stocking and promotion.

**SALES BY DAY | HOUR**

SELECT

ROUND(SUM(unit\_price \* transaction\_qty)) AS Total\_Sales,

SUM(transaction\_qty) AS Total\_Quantity,

COUNT(\*) AS Total\_Orders

FROM

coffee\_shop\_sales

WHERE

DAYOFWEEK(transaction\_date) = 3 -- Filter for Tuesday (1 is Sunday, 2 is Monday, ..., 7 is Saturday)

AND HOUR(transaction\_time) = 8 -- Filter for hour number 8

AND MONTH(transaction\_date) = 5; -- Filter for May (month number 5)

**OUTPUT**



**Interpretation**

It shows the specific hour(8th hour) 5th month sales, quantity, orders.

***TO GET SALES FROM MONDAY TO SUNDAY FOR MONTH OF MAY***

SELECT

CASE

WHEN DAYOFWEEK(transaction\_date) = 2 THEN 'Monday'

WHEN DAYOFWEEK(transaction\_date) = 3 THEN 'Tuesday'

WHEN DAYOFWEEK(transaction\_date) = 4 THEN 'Wednesday'

WHEN DAYOFWEEK(transaction\_date) = 5 THEN 'Thursday'

WHEN DAYOFWEEK(transaction\_date) = 6 THEN 'Friday'

WHEN DAYOFWEEK(transaction\_date) = 7 THEN 'Saturday'

ELSE 'Sunday'

END AS Day\_of\_Week,

ROUND(SUM(unit\_price \* transaction\_qty)) AS Total\_Sales

FROM

coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5 -- Filter for May (month number 5)

GROUP BY

CASE

WHEN DAYOFWEEK(transaction\_date) = 2 THEN 'Monday'

WHEN DAYOFWEEK(transaction\_date) = 3 THEN 'Tuesday'

WHEN DAYOFWEEK(transaction\_date) = 4 THEN 'Wednesday'

WHEN DAYOFWEEK(transaction\_date) = 5 THEN 'Thursday'

WHEN DAYOFWEEK(transaction\_date) = 6 THEN 'Friday'

WHEN DAYOFWEEK(transaction\_date) = 7 THEN 'Saturday'

ELSE 'Sunday'

END;

**OUTPUT**



**Interpretation**

It shows the sales by day of the week.

***TO GET SALES FOR ALL HOURS FOR MONTH OF MAY***

SELECT

HOUR(transaction\_time) AS Hour\_of\_Day,

ROUND(SUM(unit\_price \* transaction\_qty)) AS Total\_Sales

FROM

coffee\_shop\_sales

WHERE

MONTH(transaction\_date) = 5 -- Filter for May (month number 5)

GROUP BY

HOUR(transaction\_time)

ORDER BY

HOUR(transaction\_time);

**OUTPUT**



**Interpretation**

Identifies 10th hour is the sales spike during the day, informing staff scheduling and targeted deals.

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