**COFFEE SHOP ANALYSIS TASK**

You have recently become a franchise owner at Elvis Roasters, a coffee shop with three locations in Central London.

To better understand purchase behaviour and streamline operations, you have collected transaction data from Jan-Jun 2023.

Your goal is to transform the data into a dynamic dashboard that franchise owners can use to identify patterns, trends and opportunities for the business.

**OBJECTIVES**

1. Profile and prepare the raw data for analysis
2. Explore the data with excel pivot table to
   * + Show the total revenue by month
     + Count of transactions by days of the week
     + Count of transactions by hours of purchase
     + Count of transactions and sum of revenue by product type
     + Count of transaction by product category
3. Use SQL to write queries for the above
4. Build a dynamic dashboard to visualise patterns and trends
5. Provide an insight and recommendations for future of the business