📋 **Business Request - MAVEN ROASTERS SALES ANALYSIS**

🟢 **1. Context**

Maven Roasters is a coffee shop chain that wants to improve its **sales reporting** by shifting from raw data analysis to a structured **Power BI dashboard**.

Currently, sales data is stored in a **single CSV file** (coffee-shop-sales-revenue), but there is **no clear summary** of key metrics such as revenue, best-selling products, or store performance.

🟢 **2. Business Needs**

The **Sales Manager**, Steven, has requested a **static dashboard** that summarizes key sales performance indicators (KPIs).

Key Business Questions:
✅ **How much revenue has been generated?**
✅ **What are the top-selling products and which generate the most revenue?**
✅ **Which store locations perform the best in terms of sales?**
✅ **What are the peak sales hours and trends over time?**

🟢 **3. Goals & Deliverables**

The project will deliver the following:

🎯 **A static Power BI dashboard** displaying sales insights using pre-aggregated data from SQL queries.
📊 **SQL queries** that summarize revenue, top products, and store performance.
📂 **Clean and structured data in CSV format** for easy import into Power BI.

🟢 **4. Data Sources**

- **Dataset:** coffee-shop-sales-revenue.csv

- **Database:** PostgreSQL for SQL-based analysis.

- **Visualization Tool:** Power BI (Static Dashboard).

🟢 **5. Expected Insights & Impact**

📌 **Total revenue and sales volume** → Understand overall business performance.

📌 **Top revenue-generating products** → Optimize stock and pricing strategies.

📌 **Store performance comparison** → Identify high and low-performing locations.

📌 **Sales trends over time** → Determine peak hours and seasonal trends.