COFFEE SHOP SALES PROJECT

Total sales for each respective month.

select month(transaction_date) as month_number,round(sum(unit_price *transaction_qty)) as total_sales from coffee_shop_sales group by month_number;

Result Grid | Filter Rows:

month_number	total_sales
1	81678
2	76145
3	98835
4	118941
5	156728
6	166486

Total sales KPI month on month increase and decrease in sales.

SELECT MONTH(transaction_date) AS month,ROUND(SUM(unit_price * transaction_qty)) AS total_sales,(SUM(unit_price * transaction_qty) - LAG(SUM(unit_price * transaction_qty), 1) OVER (ORDER BY MONTH(transaction_date))) / LAG(SUM(unit_price * transaction_qty), 1) OVER (ORDER BY MONTH(transaction_date)) * 100 AS mom_increase_percentage FROM coffee_shop_sales WHERE MONTH(transaction_date) IN (4, 5) -- for months of April and May GROUP BY MONTH(transaction_date) ORDER BY MONTH(transaction_date);

Result Grid | Filter Rows:

month	total_sales	mom_increase_percentage
4	118941	NULL
5	156728	31.769242384551315

Total Orders

SELECT COUNT(transaction_id) as Total_Orders FROM coffee_shop_sales WHERE MONTH (transaction_date)= 5 -- for month of (CM-May);

Result Grid

Total_Orders
33527

Total number of orders for each respective month.

SELECT MONTH (transaction_date) as month_number, COUNT(transaction_id) as Total_Orders FROM coffee_shop_sales group by month_number ;

Result Grid | Filter Rows:

month_number	Total_Orders
1	17314
2	16359
3	21229
4	25335
5	33527
6	35352

TOTAL QUANTITY SOLD KPI - MOM DIFFERENCE AND MOM GROWTH

SELECT MONTH(transaction_date) AS month, ROUND(SUM(transaction_qty)) AS total_quantity_sold,(SUM(transaction_qty) - LAG(SUM(transaction_qty), 1) OVER (ORDER BY MONTH(transaction_date))) / LAG(SUM(transaction_qty), 1) OVER (ORDER BY MONTH(transaction_date)) * 100 AS mom_increase_percentage FROM coffee_shop_sales WHERE MONTH(transaction_date) IN (4, 5) GROUP BY MONTH(transaction_date)ORDER BY MONTH(transaction_date);

Result Grid | Filter Rows: | Export:

month	total_quantity_sold	mom_increase_percentage
4	36469	NULL
5	48233	32.2575

CALENDAR TABLE – DAILY SALES, QUANTITY and TOTAL ORDERS

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';

Result Grid | Filter Rows:

total_sales	total_orders	total_quantity_sold
5.6K	1.2K	1.7K

SALES TREND OVER PERIOD

SELECT AVG(total_sales) AS average_sales FROM (SELECT SUM(unit_price * transaction_qty) AS total_sales FROM coffee_shop_sales WHERE MONTH(transaction_date) = 5 GROUP BY transaction_date) AS internal_query;

Result Grid | Filter Rows

average_sales
5055.7341935483855

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);

Result Grid | Filter Rows:

day_of_month	total_sales
1	4731.4
2	4625.5
3	4714.6
4	4589.7
5	4701
6	4205.1
7	4542.7
8	5604.2
9	5101
10	5256.3
11	4850.1
12	4681.1
13	5511.5
14	5052.6
15	5385
16	5542.1
17	5418
18	5583.5
19	5657.9
20	5519.3
21	5370.8
22	5541.2
23	5242.9
24	5391.4
25	5230.8
26	5300.9
27	5559.2
28	4338.6
29	3959.5
30	4835.5
31	4684.1

COMPARING DAILY SALES WITH AVERAGE SALES – IF GREATER THAN "ABOVE AVERAGE" and LESSER THAN "BELOW AVERAGE"

SELECT day_of_month,CASE WHEN total_sales > avg_sales THEN 'Above Average' WHEN total_sales < avg_sales THEN 'Below Average' ELSE 'Average' END AS sales_status, total_sales 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;

day_of_month	sales_status	total_sales
1	Below Average	4731.449999999999
2	Below Average	4625.499999999997
3	Below Average	4714.599999999994
4	Below Average	4589.699999999995
5	Below Average	4700.999999999997
6	Below Average	4205.149999999998
7	Below Average	4542.699999999998
8	Above Average	5604.209999999995
9	Above Average	5100.969999999997
10	Above Average	5256.329999999999
11	Below Average	4850.059999999996
12	Below Average	4681.1299999999965
13	Above Average	5511.529999999999
14	Below Average	5052.649999999999
15	Above Average	5384.9800000000005
16	Above Average	5542.129999999997
17	Above Average	5418.000000000001
18	Above Average	5583.470000000001
19	Above Average	5657.880000000005
20	Above Average	5519.280000000003
21	Above Average	5370.810000000003
22	Above Average	5541.16
23	Above Average	5242.910000000001
24	Above Average	5391.45
25	Above Average	5230.8499999999985
26	Above Average	5300.949999999998
27	Above Average	5559.1500000000015
28	Below Average	4338.649999999998
29	Below Average	3959.499999999998
30	Below Average	4835.479999999997
31	Below Average	4684.129999999993

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 GROUP BY CASE WHEN DAYOFWEEK(transaction_date) IN (1, 7) THEN 'Weekends' ELSE 'Weekdays' END;

Result Grid | Filter Rows:

day_type	total_sales
Weekdays	116627.84
Weekends	40099.92

SALES BY STORE LOCATION

SELECT store_location, SUM(unit_price * transaction_qty) as Total_Sales FROM coffee_shop_sales WHERE MONTH(transaction_date) =5 GROUP BY store_location ORDER BY SUM(unit_price * transaction_qty) DESC;

Result Grid | Filter Rows: | Export:

store_location	Total_Sales
Hell's Kitchen	52598.929999999375
Astoria	52428.75999999932
Lower Manhattan	51700.06999999959

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;

Result Grid | Filter Rows:

product_category	Total_Sales
Coffee	60362.8
Tea	44539.8
Bakery	18565.5
Drinking Chocolate	16319.8
Coffee beans	8768.9
Branded	2889
Loose Tea	2395.2
Flavours	1905.6
Packaged Chocolate	981.1

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;

Result Grid | Filter Rows:

product_type	Total_Sales
Barista Espresso	20423.7
Brewed Chai tea	17427.4
Hot chocolate	16319.8
Gourmet brewed coffee	15559.2
Brewed herbal tea	10930
Brewed Black tea	10778
Premium brewed coffee	8739.2
Organic brewed coffee	8350.2
Scone	8305.3
Drip coffee	7290.5

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 AND HOUR(transaction_time) = 8 AND MONTH(transaction_date) = 5;

Result Grid | Filter Rows:

Total_Sales	Total_Quantity	Total_Orders
2969	874	612

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;
```

Result Grid | Filter Rows:

Day_of_Week	Total_Sales
Monday	25221
Tuesday	25347
Wednesday	25465
Thursday	20254
Friday	20341
Saturday	20795
Sunday	19305

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 GROUP BY HOUR(transaction_time) ORDER BY HOUR(transaction_time);

Result Grid Filter Rows:

Hour_of_Day	Total_Sales
6	4913
7	14351
8	18822
9	19145
10	19639
11	10312
12	8870
13	9379
14	9058
15	9525
16	9154
17	8967
18	7680
19	6256
20	656