

Business Insights for a New CEO using Historical Transactional Data from Bright Coffee Shop

Data to prepare, analyze, visualize, and present

Brights Coffee Shop Sales file

Customer Behaviors

Revenue Trends

Time periods

Analyse, visualise and present findings with recommendations

Product offerings

Transactions/Sales trends

Store performances

Data Preparation and Modelling

Use the CASE statement to create a time_bucket into Morning, Afternoon, Evening, and Night.

Use the various SQL statements to extract, transform, and display the data on Snowflake

Use the CASE statement to create a spend_trend into Low, Medium, and High

Convert the transaction date in transaction month_id and day_name

COUNT the numbers of rows and transactions

Calculate the number of units sold

Calculate the total revenue and per transaction

Run the SQL queries to display the results and view the new columns and rows, playing with the group by and order conditions

download the results and save as CSV file.

Data Analysis and Visualization

Open the save project csv file in Excel

Copy and paste all charts Canva presentation template

Determine the total numbers of sales, transactions, units sold and total revenue

Analyse customer activities

Create a daily activity chart showing time_bucket

Analyse product performance

Analyse total revenue per store

Create Monthly performance PivotChart

Create a daily activities and results charts

Create PivotCharts for Product performance

Create PivotCharts for Product type performance

Create PivotCharts for total revenue

create a spend trend chart per store

Create PivotCharts for sales performance overview showing sales, product units, store revenue and revenue.

Create PivotCharts for Product type performance

Create PivotCharts for total revenue

create a spend trend chart per store

Data Presentation

Review the presentation

Start with the introduction on page 1

Login to Canva and search for the best presentation template

Edit and create the Bright Coffee Shop cover page

Create the overview of sales slide and paste the charts

Choose the best presentation template to paste all the charts.

add customer activity slide

create a product type performance slide

Provide some recommendations regarding Revenue, Products, Customers

add a slide for daily activities

Create slide for monthly performance

Provide some recommendations regarding Revenue, Products, Customers

add another slide for Spend trends per store

Save and export the flowchart and the presentation to upload on GitHub

End

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