

Methodology

To carry out the Bright Coffee Shop Sales Analysis, I followed a structured, four-phase approach: planning, data preparation, analysis, and presentation. I used Miro to map the data flow and architecture, identifying the source (Excel dataset), the transformation steps needed (ETL), the storage platform (Snowflake), and final presentation tools. Key metrics to be extracted included sales volume by product, revenue trends over time, and time-based sales peaks.

1. I converted the Excel file to CSV format and uploaded it into Snowflake for processing. Using SQL, I cleaned and transformed the data, computing total revenue ($\text{unit_price} * \text{transaction_qty}$), and grouping transactions into hourly intervals with a `transaction_time_bucket` column. I then exported the transformed data into Excel for deeper analysis.
2. In Excel, I built interactive dashboards using pivot tables and charts to highlight total revenue per product type, top-selling items, peak sales hours, and location-based performance.
3. Lastly, I compiled the insights and recommendations into a PowerPoint presentation tailored for the CEO using CANVA, supported by visual data and business-driven recommendations such as optimizing product stocking, running promotions during off-peak times, and automating daily reporting.