

Methodology: Bright coffee shop sales

1: I started by planning how I'm going to approach the project. I used a tool called Miro to outline everything that I need to do

2: I used Snowflake to perform the following

Create a new column: transaction_time_bucket to group transactions into 30-minute intervals (Or it can be 1-hour intervals)

Cast unit_price properly (some entries use commas, e.g., '3,1' should be converted to 3.1)

Compute total_amount = unit_price * transaction_qty. Use SQL to group by product types, time buckets, etc.

3: I got the processed data from Snowflake and saved it as a CSV file, and then I used Excel to create pivot tables of the following

- Total revenue per product type
- Peak time intervals for sales
- Quantity of items sold by product category
- Best-selling product types or details
- Use charts and graphs to make the story visually appealing

And from the pivot tables, I was able to generate graphs to help me analyse the Bright Coffee sales

4: I used Canva to make a presentation, and below is my analysis

Bright Coffee Shop analysis with actionable, data-driven insights that reveal customer trends, revenue patterns, and growth opportunities hidden in past transactions to help our CEO make exceptional decisions,

Based on sales performance, brewed chai tea and gourmet brewed coffee are our top-performing product categories, while green beans and green tea are among the lowest. I recommend increasing stock levels for the top performers to meet demand and maximize revenue, while carefully reviewing the underperforming items. If the trend continues, it may be more efficient to reduce inventory for those items or explore strategies to improve their sales.

From the sales data, we can see that the morning has the highest number of sales, followed by the afternoon, and the evening has the least. Because of this, I recommend increasing the number of products available in the morning when demand is high. For the evening, we can reduce the stock a bit since fewer items are sold at that time. This way, we can avoid wasting products and possibly save money while making the most out of peak sales hours.

From the data, we can see that coffee and tea have the highest quantities sold, while branded loose tea and packaged chocolate have the lowest. This shows that customers prefer coffee and tea more, so we might need to focus on these top sellers when planning stock and future promotions

it's clear that coffee and tea are the top-selling products. In contrast, branded loose tea and packaged chocolate have the lowest sales. This might mean customers are more interested in drinks like coffee and tea, rather than packaged items