```sql
-- This is to explore the dataset in full and see the different rows and columns that make up the dataset
SELECT *
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- Here I want to see how many store locations there are
SELECT DISTINCT STORE_LOCATION
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To Check the different products which are offered
SELECT DISTINCT PRODUCT_CATEGORY
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To Check the different product typs which are offered
SELECT DISTINCT PRODUCT_TYPE
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- In this code I would like to explore the amount of Transactions there are
SELECT Count(DISTINCT TRANSACTION_ID)
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To Check when the shop start operating
SELECT MIN(TRANSACTION_DATE) AS Shop_Opening_Date
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To Check whe the last time the shop performed a transction
SELECT MAX(TRANSACTION_DATE) AS Shop_Last_Tranaction_Date
FROM BRIGHTLEARN.COFFEESHOP.SALES;


SELECT TRANSACTION_ID,
    TRANSACTION_DATE,
```

```sql
    DAYNAME(TRANSACTION_DATE) AS Day_of_Transaction,
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To check the time the shop starts to operate
SELECT MIN(TRANSACTION_TIME) AS Opening_Time
FROM BRIGHTLEARN.COFFEESHOP.SALES;


-- To check the time the shop closes and ends operation
SELECT MAX(TRANSACTION_TIME) AS Closing_Time
FROM BRIGHTLEARN.COFFEESHOP.SALES;


---------------------------------------------------------------
SELECT COUNT (DISTINCT TRANSACTION_ID) AS Number_of_Sales,
    CASE
    WHEN Number_of_Sales < 2 THEN 'New Customer'
    WHEN Number_of_Sales >= 2 THEN 'Regular Customer'
    END AS Customer_Status,
    TRANSACTION_DATE,
    DAYNAME(TRANSACTION_DATE) AS Day_of_Transaction,
    CASE
    WHEN Day_of_Transaction IN ('Sun','Sat') THEN 'Weekend'
    ELSE 'Weekday'
    END AS Time_of_The_Week,
    MONTHNAME(TRANSACTION_DATE) AS Month_of_Transaction,
    CASE
    WHEN Month_of_Transaction IN ('Dec','Jan','Feb') THEN 'Summer'
    WHEN Month_of_Transaction IN ('Mar','Apr','May') THEN 'Autumn'
    WHEN Month_of_Transaction IN ('Jun','Jul','Aug') THEN 'Winter'
    WHEN Month_of_Transaction IN ('Sep','Oct','Nov') THEN 'Spring'
    END AS Season_of_The_Year,
    TRANSACTION_TIME,
```

```sql
    TRANSACTION_QTY,

    CASE

    WHEN TRANSACTION_TIME between '06:00:00' AND '10:59:59' THEN 'Morning'

    WHEN TRANSACTION_TIME between '11:00:00' AND '17:59:59' THEN 'Afternoon'

    WHEN TRANSACTION_TIME >= '18:00:00' THEN 'Evening'

    END AS Time_of_Day,

    HOUR (TRANSACTION_TIME) AS Hour_of_Purchase,

    STORE_ID,

    STORE_LOCATION,

    PRODUCT_ID,

    PRODUCT_CATEGORY,

    PRODUCT_TYPE,

    PRODUCT_DETAIL,

    SUM (TRANSACTION_QTY*UNIT_PRICE) AS REVENUE
FROM BRIGHTLEARN.COFFEESHOP.SALES
GROUP BY ALL;
```