SQL Queries Of Coffee Shop Sales

KPI's Requirements:

Total sales Analysis:

Total sales:

```
select round(sum(unit_price* transaction_qty)) as totalsales
 from coffeeshop where  month(transaction_date)=3;
```

totalsales
98835

Total sales -MoM difference increase or decreses

```
select
month(transaction_date) as currentmonthsales,
round(sum(unit_price*transaction_qty))as totalsales,
(sum(unit_price*transaction_qty)-lag(sum(unit_price*transaction_qty))
 over(order by month(transaction_date)))/lag(sum(unit_price*transaction_qty))
 over(order by month(transaction_date))*100 as mom_increase
from coffeeshop where month(transaction_date)in (4,5)
 group by  month(transaction_date)
 order by month(transaction_date);
```

currentmonthsales	totalsales	mom_increase
4	118941	NULL
5	156728	31.76924238474932

Total Orders Analysis:

Total orders:

```
select count(transaction_id) totalorders
from coffeeshop where month(transaction_date)=5;
```

totalorders
33527

Total orders-MoM difference increase or decrese

```
select  month(transaction_date) as Month,
 count(transaction_id) as totalorders,
(count(transaction_id)-lag(count(transaction_id)) over(order by month(transaction_date)))/
 lag(count(transaction_id)) over(order by month(transaction_date))*100 as mom_change
 from coffeeshop
 where month(transaction_date) in(4,5)
 group by month(transaction_date)
 order by month(transaction_date);
```

	Month	totalorders	mom_change
▶	4	25335	NULL
	5	33527	32.3347

3.Total Quantity sold Analysis:

Total Quantity:

```
select sum(transaction_qty) as totalquantitysold
from coffeeshop where month(transaction_date) =5;
```

	totalquantitysold
▶	48233

Total quantity -MoM difference

```
select
month(transaction_date) as Month,
sum(transaction_qty) as totalquantitysold,
(sum(transaction_qty)-lag(sum(transaction_qty)) over(order by month(transaction_date)))/
lag(sum(transaction_qty)) over(order by month(transaction_date)) *100 as  mom_change
from coffeeshop where  month(transaction_date) in(4,5)
group by  month(transaction_date)
order by  month(transaction_date);
```

	Month	totalquantitysold	mom_change
▶	4	36469	NULL
	5	48233	32.2575

Dashboards:

Calendre Map

Metrices:

```
select count(transaction_id) as total_orders,
sum(transaction_qty) as total_quantity,
round(sum(unit_price*transaction_qty)) as total_sales
from coffeeshop where transaction_date='2023-05-18';
```

total_orders	total_quantity	total_sales
1192	1659	5583

If we want to show the values in roundoff with exact values:

```
select
concat(Round(count(transaction_id)/1000,1), 'K') as total_orders,
concat(round(sum(transaction_qty)/1000,1), 'K') as total_quantity,
concat(round(sum(unit_price*transaction_qty)/1000,1), 'K') as total_sales
from coffeeshop where transaction_date='2023-05-18';
```

total_orders	total_quantity	total_sales
1.2K	1.7K	5.6K

Sales Analysis: weekdays/Weekends:

```
select
case when dayofweek(transaction_date) in(1,7) then 'Weekends'
else 'weekdays'
end as  day_type,
concat(round(sum(unit_price*transaction_qty)/1000,1), 'K') as totalsales
from coffeeshop
where month(transaction_date)=2 --Febmonth
group by case when dayofweek(transaction_date) in(1,7) then 'Weekends'
else 'weekdays' end;
```

day_type	totalsales
weekdays	54K
Weekends	22.1K

Sales Analysis by Store Location:

```
select store_location,
concat(round(sum(unit_price*transaction_qty)/1000,2),'K') as totalsales
 from coffeeshop where month(transaction_date)=2 /*febmonth*/
 group by store_location
 order by sum(unit_price*transaction_qty) desc;
```

store_location	totalsales
Hell's Kitchen	25.72K
Lower Manhattan	25.32K
Astoria	25.11K

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

```
select day_of_month,
case
when totalsales>avg_sales then 'above Average'
when totalsales<avg_sales then 'Below Average'
else 'Average' end as sales_Status,totalsales
from(
select day(transaction_date) as day_of_month,
round(sum(unit_price*transaction_qty),3) totalsales,
avg(sum(unit_price*transaction_qty)) over() as avg_sales from coffeeshop
where month(transaction_date)=2
group by day(transaction_date)
)as sales_data
order by day_of_month;
```

day_of_month	sales_Status	totalsales
1	Below Average	2466.3
2	Below Average	2506.9
3	Below Average	2591.45
4	Below Average	2551.7
5	Below Average	2304.7
6	Below Average	2203.4
7	Below Average	2434.55
8	above Average	2762.43
9	Below Average	2610.63
10	above Average	2901.6
11	Below Average	2526.74
12	above Average	2894
13	above Average	2845.48
14	Below Average	2673.93
15	above Average	2928.05
16	above Average	3023.33
17	Below Average	2300.75
18	above Average	2865.48
19	above Average	3219.6
20	above Average	2883.63
21	above Average	2783.53
22	above Average	2928.7
23	above Average	2746.21
24	above Average	2940.7
25	above Average	2823.55
26	above Average	2956.75
27	above Average	3160
28	Below Average	2311.1

Sales by product category:

```
select product_category,
sum(unit_price*transaction_qty) as totalsales
from coffeeshop where month(transaction_date)=5
group by product_category
order by sum(unit_price*transaction_qty) desc ;
```

product_category	totalsales
Coffee	60362.85003042221
Tea	44539.849858522415
Bakery	18565.520008563995
Drinking Chocolate	16319.75
Coffee beans	8768.950023651123
Branded	2889
Loose Tea	2395.1499643325806
Flavours	1905.6000283956528
Packaged Chocolate	981.0899949073792

Sales top 10 products:

```
 select product_type,
sum(unit_price*transaction_qty) as totalsales
from coffeeshop where month(transaction_date)=5 /* and product_category='coffee'*/
group by product_type
order by sum(unit_price*transaction_qty) desc limit 10 ;
```

product_type	totalsales
Barista Espresso	20423.749980926514
Brewed Chai tea	17427.349858522415
Hot chocolate	16319.75
Gourmet brewed coffee	15559.200046539307
Brewed herbal tea	10930
Brewed Black tea	10778
Premium brewed coffee	8739.19995713234
Organic brewed coffee	8350.20004582405
Scone	8305.280007362366
Drip coffee	7290.5

Sales by day|hour

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