Source code: Sales Analysis

CREATE OR REPLACE TABLE COFFEESALES.ANALYSIS AS

(

WITH cte\_1 AS (

SELECT

transaction\_id,

-- DATES

transaction\_date,

DAYNAME(TO\_DATE(transaction\_date)) AS day\_name,

MONTHNAME(TO\_DATE(transaction\_date)) AS name\_of\_month,

TO\_CHAR(TO\_DATE(transaction\_date), 'YYYYMM') AS month\_id,

--Decimal-safe revenue calculation

CAST(TO\_NUMBER(REPLACE(unit\_price, ',', '.'), 10, 2) \* transaction\_qty AS NUMBER(12, 2)) AS revenue,

transaction\_time,

product\_id,

store\_location,

product\_category,

product\_detail,

product\_type,

-- TIME BUCKETS

CASE

WHEN transaction\_time BETWEEN '06:00:00' AND '11:59:59' THEN 'Morning'

WHEN transaction\_time BETWEEN '12:00:00' AND '15:59:59' THEN 'Afternoon'

WHEN transaction\_time BETWEEN '16:00:00' AND '19:59:59' THEN 'Evening'

ELSE 'Night'

END AS time\_buckets

FROM COFFEESALES.BRIGHTCOFFEESALES

),

cte\_2 AS (

SELECT \*,

CASE

WHEN day\_name NOT IN ('Sunday', 'Saturday') THEN 'Weekday'

ELSE 'Weekend'

END AS day\_type

FROM cte\_1

)

SELECT

COUNT(DISTINCT transaction\_id) AS number\_of\_transactions,

COUNT(DISTINCT product\_id) AS number\_of\_unique\_products,

SUM(IFNULL(revenue, 0)) AS total\_revenue,

-- SPEND BUCKET

CASE

WHEN SUM(IFNULL(revenue, 0)) BETWEEN 0 AND 10 THEN 'Low spender'

WHEN SUM(IFNULL(revenue, 0)) BETWEEN 11 AND 30 THEN 'Medium spender'

ELSE 'High spender'

END AS spend\_bucket,

-- GROUPING FIELDS

store\_location,

product\_category,

product\_detail,

product\_type,

time\_buckets,

day\_type,

day\_name,

name\_of\_month,

month\_id

FROM cte\_2

GROUP BY

store\_location,

product\_category,

product\_detail,

product\_type,

time\_buckets,

day\_type,

day\_name,

name\_of\_month,

month\_id

);