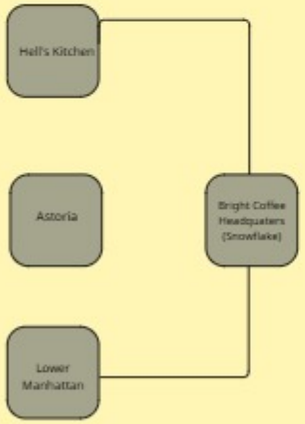
Bright Coffee Shop Sales Analysis Data Flow

STEP 1
Data is transferred from the individual stores to the HQ to be stored in a Database and is EXTRACTED , TRANSFERRED and LOADED onto SNOWFLAKE to be manipulated

STEP 2
The data is transfered into a spreadsheet and divided into colums as below

STEP 3
Data manipulation and wrangling occurs at this stage.
TOOLS USED- SQL on Snowflake and Microsoft excel.
The below objectives have to be achieved

STEP 4
Data Visualisation
TOOL USED: Microsoft Powerpoint , Power BI



ID's
- Store ID
- Transaction-ID
Product ID
- Store Location

Date and Time
- Transaction Date
- Transaction Time
- Transaction Quantity

Product ID
- Unit Price
- Product Category
-Product Type
-Product Detail

Data Wrangling
Tools (Excel and Snowflake)
Check Duplicates
Check Nulls
-Confirm Data Types

Data wrangling Microsoft Excel and SQL

COUNTS
Distinct Customers
Distinct products
* group by Store ID

Aggregate Function on SQL

TIME
- Highest performing time of the day
- Opening Time
- Closing Time
- Monthly performance by store location
-Total Sale per month per store Location

-Time Buckets on SQL CASE STATEMENTS
-Grouping by 30-minute time intervals

- Highest-selling product category, Product ID
- Unit Price
- Product Category
-Product Type
-Product Detail Type and Product Detail.

Aggregates (SUM, AVG, MIN, MAX)

MICROSOFT EXCEL
Download tables from Snowflake onto Excel.
Pivot Tables: generation of graphs to interpret findings

POWER BI
Visualization of the data with graphs and charts that are interactive and present data in a clear and engaging way

Idea Box
- Factors affecting revenue/sales per store location
- Revenue versus number of customers difference
- shop contribution towards revenue