METHODOLOGY

I used an excel file that contained coffee shop transactions, it had fields such as transaction id, product category, type and detail, unit price and number of quantity sold to name a few. I cleaned my data by removing duplicate data, corrected inconsistency in store names and filtered out incomplete records. When I was done I then converted my excel file to csv file to make it compatible for database uploads.

Uploaded my csv file on Snowflake which is a cloud based data warehouse to perform SQL queries. First thing after uploading my file was to check if my file is loaded successfully no missing rows, I ran a query to confirm that and everything was in order.

I wrote an SQL query using the date column to create different time modes months, day and time of the day, this kind of information helped me when I wanted to retrieve the best performing months or time of the day for our stores.
I also performed a query for financial data, calculating the total revenue using the unit price and number of quantity sold, this is also important as our focus is more on the revenue for each store and products sold.

After executing my queries successfully on Snowflake, I downloaded my processed file and saved it on my desktop for later use on excel to create a dashboard.

Loaded my data on excel, verified if all my fields are correct, no discrepancies and then started with creating pivot tables, I had to decide how am I gonna show each chart for example the revenue across the 3 stores, I decided to use a doughnut chart, stacked column to show sale peak times, clustered column for best selling products and stacked area chart and line market to present revenue over a period of time. Initially I wanted to have a chart that will present our revenue in seasons but my data was somehow limiting as it did not have some months, so I opted to do a trend analysis focusing on month to month analysis.

I took the graphs/ charts created on excel saved them as images and loaded them on Canva. When on Canva I created a presentation with 7 slides:
1. Slide is the cover page
2. Slide is the introduction
3. Slide is the problem statement
4. Slide is the store performance slide
5. Slide is the trend analysis
6. slide shows the top 5 most performing products and
7. Slide is the recommendation slide