SELECT \* FROM coffee\_shop\_sales ORDER BY transaction\_id DESC;

-- SALES

WITH monthly\_sales AS

(SELECT

MONTH(transaction\_date) month,

ROUND(SUM(unit\_price \* transaction\_qty)) total\_sales

FROM

coffee\_shop\_sales

GROUP BY month

)

SELECT month,

total\_sales,

ROUND((total\_sales -

LAG(total\_sales) OVER (ORDER BY month))

/LAG(total\_sales) OVER (ORDER BY month)

\* 100, 2)

as mon\_increase\_percentage

FROM monthly\_sales;

-- ORDERS

WITH monthly\_orders AS

(SELECT

MONTH(transaction\_date) month,

COUNT(\*) total\_orders

FROM

coffee\_shop\_sales

GROUP BY

month)

SELECT month, total\_orders,

((total\_orders - LAG(total\_orders) OVER (ORDER BY month))

/LAG(total\_orders) OVER (ORDER BY month)) \*100 AS monthly\_inc\_percentage

FROM

monthly\_orders;

-- QUANTITY

WITH monthly\_order\_qty AS

(SELECT

MONTH(transaction\_date) month,

SUM(transaction\_qty) quantity

FROM

coffee\_shop\_sales

GROUP BY

month)

SELECT month, quantity,

((quantity - LAG(quantity) OVER (ORDER BY month))

/LAG(quantity) OVER (ORDER BY month)) \*100 AS monthly\_inc\_percentage

FROM

monthly\_order\_qty;

-- ALL\_KPIS

select

concat(round(sum(transaction\_qty\*unit\_price)/1000, 1), "K") as total\_sales,

concat(round(sum(transaction\_qty)/1000, 2), "K") as total\_qty\_sold,

concat(round(count(transaction\_id)/1000, 2), "K") as total\_orders

from

coffee\_shop\_sales

group by

transaction\_date;

--- BY WEEK

SELECT

MONTH(transaction\_date) as month,

CASE WHEN DAYOFWEEK(transaction\_date) IN (1,7) THEN 'Weekend'

ELSE 'Weekday'

END AS day\_type,

CONCAT(ROUND(SUM(unit\_price\*transaction\_qty), 1)/1000,"K") AS total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

day\_type;

-- SALES BY CITY

SELECT

MONTH(transaction\_date) month,

store\_location,

CONCAT(ROUND(SUM(unit\_price\*transaction\_qty)/1000,2),"K") as total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

store\_location

ORDER BY

month,

total\_sales DESC;

-- MONTHLY AVG SALES

SELECT

month,

CONCAT(ROUND(AVG(total\_sales)/1000,2),'K') avg\_sales

FROM

(SELECT

MONTH(transaction\_date) month,

SUM(unit\_price\*transaction\_qty) AS total\_sales

FROM

coffee\_shop\_sales

GROUP BY

transaction\_date) X

GROUP BY

month;

-- SALES BY DAY

SELECT

MONTH(transaction\_date) month,

DAY(transaction\_date) day\_of\_the\_month,

CONCAT(ROUND(SUM(transaction\_qty\*unit\_price)/1000, 1), 'K') total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

day\_of\_the\_month;

-- SALES STATUS BY DAY BA/AA

WITH daily\_sales AS

(SELECT

MONTH(transaction\_date) month,

DAY(transaction\_date) day\_of\_the\_month,

SUM(transaction\_qty\*unit\_price) total\_sales,

AVG(SUM(transaction\_qty\*unit\_price) avg\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

day\_of\_the\_month)

SELECT

month,

day\_of\_the\_month,

CASE WHEN total\_sales > avg\_sales THEN 'Above Average'

WHEN total\_sales < avg\_sales THEN 'Below Average'

ELSE 'Average'

END AS sales\_status,

CONCAT(ROUND(total\_sales/1000, 1), 'K') total\_sales

FROM

daily\_sales

ORDER BY

month,

day\_of\_the\_month;

-- SALES BY PRODUCT CATEFORY

SELECT \* FROM coffee\_shop\_sales;

SELECT

MONTH(transaction\_date) month,

product\_category,

ROUND(SUM(transaction\_qty\*unit\_price),2) total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

product\_category

ORDER BY

month,

total\_sales DESC;

-- TOP TEN PRODUCTS BY SALES

WITH ranked\_rows AS

(SELECT

MONTH(transaction\_date) month,

product\_type,

SUM(transaction\_qty\*unit\_price) total\_sales,

RANK() OVER(PARTITION BY MONTH(transaction\_date)

ORDER BY SUM(transaction\_qty\*unit\_price) DESC) rnk

FROM

coffee\_shop\_sales

GROUP BY

month,

product\_type)

SELECT

month,

product\_type,

total\_sales

FROM

ranked\_rows

WHERE

rnk <= 10

ORDER BY

month,

rnk;

-- SALES,ORDERS BY DAY OF THE WEEK AND HOUR

WITH ranked\_rows AS

(SELECT

MONTH(transaction\_date) month,

DAYOFWEEK(transaction\_date) day\_of\_week,

HOUR(transaction\_time) hour,

SUM(transaction\_qty\*unit\_price) total\_sales,

SUM(transaction\_qty) total\_qty\_sold,

COUNT(\*) total\_orders

FROM

coffee\_shop\_sales

GROUP BY

month,

day\_of\_week,

hour)

SELECT

month,

day\_of\_week,

hour,

total\_qty\_sold,

total\_sales,

total\_orders

FROM

ranked\_rows

ORDER BY

month,

day\_of\_week,

hour;

-- HOURLY SALES

SELECT

MONTH(transaction\_date) month,

HOUR(transaction\_time) hour,

SUM(transaction\_qty\*unit\_price) total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

hour

ORDER BY

month,

hour;

-- SALES BY DAY NAME OF THE WEEK

WITH cte AS

(SELECT

MONTH(transaction\_date) month,

DAYNAME(transaction\_date) day,

DAYOFWEEK(transaction\_date) day\_of\_week,

SUM(transaction\_qty\*unit\_price) total\_sales

FROM

coffee\_shop\_sales

GROUP BY

month,

day,

day\_of\_week

ORDER BY

month,

day\_of\_week)

SELECT

month,

day,

ROUND(total\_sales, 2) total\_sales

FROM

cte

ORDER BY

month,

day\_of\_week;