

Bright Coffee Shop Sales Analysis



Columns

transaction_id

transaction_date

transaction_time

transaction_qty

store_id

store_location

product_id

unit_price

product_category

product_type

Product detail

Time brackets

-Transaction Date:
January 2023 to December 2023

-Trading hours:
06:00:00 to 21:00:00
Group by 30 minutes time intervals

-Daily/weekly & Monthly Sales report:
Extract day name from transaction_date
-Extract from transaction_date and group by monthly transactions

determine peak hour of store location

What suggestions to you have for improvement?
-lead coffee
-looking into going into MrDfood
-Introduce loyalty cards to track customer birthday and making them feel special
-Seasonal Drinks

Revenue per Store
Group by store-id or store-location.
Average Transaction Size per Store
Avg of transaction quantity or revenue per store.
Product Diversity per Store
Count of distinct product-id sold per store.

SUM(total amount) and GROUP BY store location

total amount =
transaction_qty * unit_price

total amount would enable me to generate different data types that would be beneficial for decision making and analysing performance

SUM(total amount) and calculate revenue

Which priorities need function in our team / organization?

Top-Selling Products by Quantity/Revenue
Group by product-id, sum transaction_quantity and revenue.
Revenue per Product Category or Type
Group by product-category or product-type.
Unit Price Distribution by Product Type
Analyse variation of unit-price within types.
Average Quantity Sold per Product per Transaction

SUM(total amount) and GROUP BY product type

Identify potential costs, resources & n