

This project analyses sales data to explore key business insights that support strategic decision-making for **Bright Coffee Shop**. The goal is to help the business owner better understand product and store performance, optimize operations, and identify opportunities for expansion into new locations.

Through SQL, data analytics and data visualisation, this analysis provides actionable insights into sales trends, peak revenue periods, and top-selling products to guide business growth and improve overall performance.

- **Project Objectives**

- Identify the **highest revenue generating products**
- Determine **peak sales hours and best performing time periods**
- Analyze **sales trends across products and store locations**
- Provide **data-driven recommendations** for improving sales and supporting expansion strategies

- **Tools**

- Miro (Planning and creating a visual plan for the project)
- Snowflakes (Data Processing)
- Data analytics (Excel) and reporting
- Data visualization (Excel and Canva)

- **Expected Outcome**

The insights from this project will help the business owner:

- Understand customer purchasing behaviour
- Optimize product offerings and store performance
- Make informed decisions on future store locations and expansion strategies