BRIGHT COFFEE ANALYSIS

By: Primrose Lekala

Primrose Lekala

1. About the data

1.1 ETL Process

1.1.1 Extract

- Sales data is collected and captured from the point of sales(POS) devices in the 3 stores during every transaction
- The data is stored at each store's database

Column	Description
transactionID	Unique identifier to identify the transaction that took place at
	the shop
Transaction_date	Date the successful transaction took place
Transaction_time	Time the successful transaction took place
Transaction_qty	The number of products bought within one transaction
Store_id	The unique identifier used to identify the store
Store_location	The location of the coffee store
Product_ID	The unique identifier used to identify the shop's products
Unit_price	The selling price of the product
Product_category	The category under which products sold will be identified
Product_type	The type of product sold
Product_detail	The detailed name/description of the product for sale

1.1.2 Transformation

- Data collected from the 3 databases is combined and manipulated
- Data is cleaned, standardized and restructured

Transformed data

Column	Description
Number of sales	Number of sales occurred
Products sold	Number of products sold
Revenue	Revenue generated from sales
Product category	
Product type	
Product detail	
Store location	
Time category	Time slots sales took place
Sales month	Month sales took place

1.1.3 Load

• This data is then uploaded into the Bright Coffee Shop data warehouse.

Primrose Lekala

1.2

• The loaded data is then downloaded/accessed as an excel file

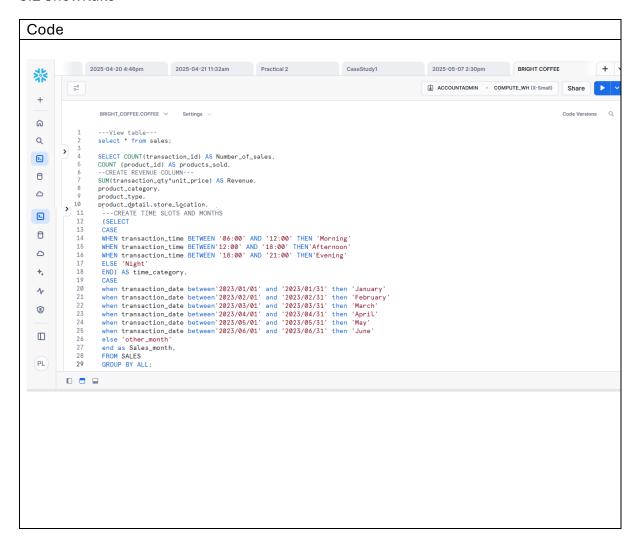
2. Tools Used

Tool	Used for
Excel	Data analysis and visualization
Miro	Project planning
Snowflake	Data transformation
PowerPoint	Stakeholder presentation
Word	Methodology documentation

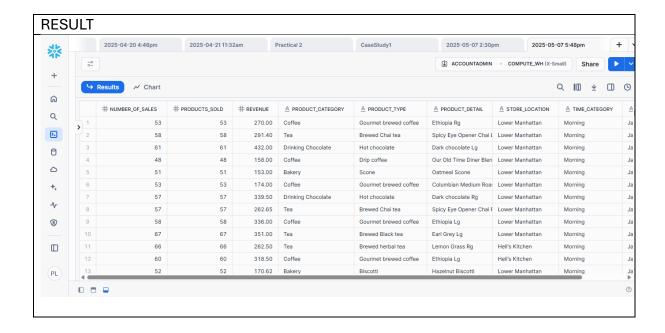
3. Methodology

3.1 Refer to the miro flow diagram for project planning.

3.2 Snowflake



Primrose Lekala



4. For analysis

In excel, I have created multiple pivot tables to investigate the following:

- 4.1 Which products generate the most revenue
- 4.2 What time of day does the shop make the most sales
- 4.3 Sales trends across products and time intervals
- 4.4 best and worst performing products
- 4.5 Monthly store performance