



BRIGHT COFFEE ANALYSIS

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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.

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

Code



2025-04-20 4:46pm

2025-04-21 11:32am

Practical 2

CaseStudy1

2025-05-07 2:30pm

BRIGHT COFFEE

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ACCOUNTADMIN

COMPUTE_WH (X-Small)

Share

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Settings

Code Versions

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View table---

select * from sales;

SELECT COUNT(transaction_id) AS Number_of_sales,

COUNT (product_id) AS products_sold,

--CREATE REVENUE COLUMN---

SUM(transaction_qty*unit_price) AS Revenue,

product_category,

product_type,

product_detail,store_location,

CREATE TIME SLOTS AND MONTHS

(SELECT

CASE

WHEN transaction_time BETWEEN '06:00' AND '12:00' THEN 'Morning'

WHEN transaction_time BETWEEN '12:00' AND '18:00' THEN 'Afternoon'

WHEN transaction_time BETWEEN '18:00' AND '21:00' THEN 'Evening'

ELSE 'Night'

END) AS time_category,

CASE

when transaction_date between '2023/01/01' and '2023/01/31' then 'January'

when transaction_date between '2023/02/01' and '2023/02/31' then 'February'

when transaction_date between '2023/03/01' and '2023/03/31' then 'March'

when transaction_date between '2023/04/01' and '2023/04/31' then 'April'

when transaction_date between '2023/05/01' and '2023/05/31' then 'May'

when transaction_date between '2023/06/01' and '2023/06/31' then 'June'

else 'other_month'

end as Sales_month,

FROM SALES

GROUP BY ALL;

RESULT										
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<div> <div>ACCOUNTADMIN</div> <div>COMPUTE_WH (X-Small)</div> <div>Share</div> <div>▶</div> </div>										
<div> <div>Results</div> <div>Chart</div> <div>🔍</div> <div>🗑️</div> <div>⬇️</div> <div>📄</div> <div>🕒</div> </div>										
	# NUMBER_OF_SALES	# PRODUCTS_SOLD	# REVENUE	PRODUCT_CATEGORY	PRODUCT_TYPE	PRODUCT_DETAIL	STORE_LOCATION	TIME_CATEGORY		
1	53	53	270.00	Coffee	Gourmet brewed coffee	Ethiopia Rg	Lower Manhattan	Morning	Ja	
2	58	58	291.40	Tea	Brewed Chai tea	Spicy Eye Opener Chai L	Lower Manhattan	Morning	Ja	
3	61	61	432.00	Drinking Chocolate	Hot chocolate	Dark chocolate Lg	Lower Manhattan	Morning	Ja	
4	48	48	158.00	Coffee	Drip coffee	Our Old Time Diner Blen	Lower Manhattan	Morning	Ja	
5	51	51	153.00	Bakery	Scone	Oatmeal Scone	Lower Manhattan	Morning	Ja	
6	53	53	174.00	Coffee	Gourmet brewed coffee	Columbian Medium Roas	Lower Manhattan	Morning	Ja	
7	57	57	339.50	Drinking Chocolate	Hot chocolate	Dark chocolate Rg	Lower Manhattan	Morning	Ja	
8	57	57	262.65	Tea	Brewed Chai tea	Spicy Eye Opener Chai F	Lower Manhattan	Morning	Ja	
9	58	58	336.00	Coffee	Gourmet brewed coffee	Ethiopia Lg	Lower Manhattan	Morning	Ja	
10	67	67	351.00	Tea	Brewed Black tea	Earl Grey Lg	Lower Manhattan	Morning	Ja	
11	66	66	262.50	Tea	Brewed herbal tea	Lemon Grass Rg	Hell's Kitchen	Morning	Ja	
12	60	60	318.50	Coffee	Gourmet brewed coffee	Ethiopia Lg	Hell's Kitchen	Morning	Ja	
13	52	52	170.62	Bakery	Biscotti	Hazelnut Biscotti	Lower Manhattan	Morning	Ja	

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