

Cafe Sales and Customer Analysis

Introduction

This project involves analyzing the performance of a coffee shop's online business over the past two years with the objective of increasing its online customer base. The analysis will be conducted using SQL, and the results will be visualized using Power BI. The project will work with two datasets – one containing transaction details and another containing item prices.

Task

The main tasks in this project include:

1. Calculating the total revenue in the year 2020 and 2021.
2. Differentiating between weekdays and weekends to understand customer count patterns.
3. Identifying the top-selling products.
4. Analyzing coffee sales per year.

Prepare

Before we begin the analysis, we need to ensure that we have the necessary datasets and tools in place:

- The Coffee Shop transaction dataset.
- The Items and Price dataset contains item prices.
- SQL for data manipulation and extraction.
- Power BI for data visualization.

Steps

1. Data Collection
2. Data Exploration
3. Data Cleaning
4. Data Analysis
5. Data Visualization (Power BI)

Dashboard



20387

Month	Deaths
January	7622
February	6844
March	8129
April	2512
May	2300
June	1809
July	1870
August	1772
September	1471
October	2601
November	7576
December	6463

1. **Weekday Specials:** Introduce weekday-specific promotions, discounts, or special menu items to attract more customers during non-peak times and encourage weekday visits.
2. **Promote Best-Selling Coffee and Tea Products:** Focus marketing efforts on the most popular coffee and tea products. Consider running promotions or featuring these items prominently on the online menu to attract more customers.
3. **Optimize Afternoon Offers:** Recognize that the most busy time is in the afternoon. Create special afternoon offers or discounts to incentivize customers to visit or order during these peak hours.
4. **Weekend and Holiday Marketing:** Since weekends and holidays are the busiest times, develop targeted marketing campaigns for these periods. This could include holiday-themed promotions, extended hours, or special menu items.