**Bright Coffee shop analysis**

**Project overview**

The purpose of this project is to highlight sales performance across multiple stores using transaction data. It entails SQL-based data preparation, visualisation in Excel and final presentation using Microsoft PowerPoint. The aim is to extract business insights to support data-driven decisions.

**Tools Used**

- Miro: Planning flow and project map

- SQL (Snowflake): Aggregation, and transformations

- Excel: Chart creation and dashboard data visualization

- Microsoft PowerPoint: Final slide presentation design

**Data Columns Provided**

- Transportation ID

- Transaction date

-Transaction time

- Transaction quantity

- Store ID & Location

- Product ID

- Unit Price

- Product type

-Product category

-Product details

**Key Metrics Calculated**

- Total Revenue per store and product

- Average Order Value (AOV)

- Transaction volume by time and location

- Weekly (Weekday vs Weekend) sales

- Seasonal Sales

- Hourly sales (Morning, Afternoon, Evening, Night)

- Top 5 and Bottom 5 Selling Products

- Product performance per store/location

-Month-to-Month growth

**Visualisation and Chart types**

|  |  |
| --- | --- |
| **Metric** | **Chart type** |
| Month-to-month growth | Line Chart |
| Top 5 and bottom 5 selling products | Pie Chart |
| Store level activity | Stacked column chart |
| Hourly sales | Clustered bar chart |
| Seasonal sales | Clustered column chart |
| Average order value | Doughnut Chart |

**Key Business Insights**

1. Autumn sales are highest across all stores, followed by Winter and Summer.
2. Morning hours generate the most revenue both weekdays and weekends, followed by afternoon. Weekends sales are the lowest.
3. Coffee and tea are the highest selling products across all stores.
4. Lower Manhattan contributes the highest total revenue, followed by Hell’s Kitchen.
5. All stores are contributing evenly towards the Average Order Value.
6. Total revenue grew steadily throughout the months and peaked in winter.
7. Store-level product preferences vary with Coffee and tea consistently contributing the highest to the total revenue.

**SQL Summary (Snowflake)**

- SUM (), COUNT (), AVG () for key metrics

- CASE statements for hourly, weekly, seasonal categories

- TO\_DATE () and TO\_CHAR () for date formatting

- GROUP BY used with store, product, category, date, etc.

**Summary**

The sales data reveals consistent performance across all stores. However, there are measures that can be put in place to better and optimise operations. Campaigns, loyalty points and promotions may assist with attracting more customers. By understanding time and location-based trends we can adjust the inventory to better suit our customers therefore increasing sales.