**Coffee Shop Sales**

Transaction records for Maven Roasters, a fictitious coffee shop operating out of three NYC locations. Dataset includes the transaction date, timestamp and location, along with product-level details.

**Recommended Analysis**

1 - How have Maven Roasters sales trended over time?

2 - Which days of the week tend to be busiest, and why do you think that's the case?

3 - Which products are sold most and least often? Which drive the most revenue for the business?

**Data Preview**

* **transaction\_id** : Unique sequential ID representing an individual transaction
* **transaction\_date** : Date of the transaction (MM/DD/YY)
* **transaction\_time** : Timestamp of the transaction (HH:MM:SS)
* **transaction\_qty** : Quantity of items sold
* **store\_id** : Unique ID of the coffee shop where the transaction took place
* **store\_location** : Location of the coffee shop where the transaction took place
* **product\_id** : Unique ID of the product sold
* **unit\_price** : Retail price of the product sold
* **product\_category** : Description of the product category
* **product\_type** : Description of the product type
* **product\_detail** : Description of the product detail

Q) How have Maven Roasters sales trended over time?

SELECT MONTH(transaction\_date) as Month\_num,

DATENAME(MONTH, transaction\_date) as 'Month',

ROUND(SUM(unit\_price \* transaction\_qty),2) as Total\_Sales

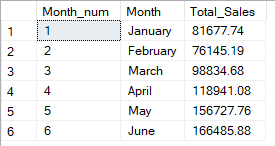
FROM Coffee\_Shop\_Sales

GROUP BY DATENAME(MONTH, transaction\_date),

MONTH(transaction\_date)

ORDER BY Month\_num;

Solution



Q) Which days of the week tend to be busiest, and why do you think that's the case ?

SELECT DATEPART(DW, transaction\_date) as day\_num,

DATENAME(WEEKDAY, transaction\_date) as day\_of\_week,

ROUND(SUM(unit\_price \* transaction\_qty),2) as Total\_sales

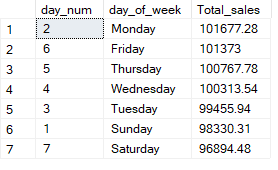
FROM Coffee\_Shop\_Sales

GROUP BY DATENAME(WEEKDAY, transaction\_date),

DATEPART(DW, transaction\_date)

ORDER BY Total\_sales DESC;

Solution



The Most Busiest day is Monday, because the most people have holiday on Sunday and Saturday. Monday is the new starting day of the work.

Q) Which products are sold most and least often? Which drive the most revenue for the business?

SELECT product\_category,

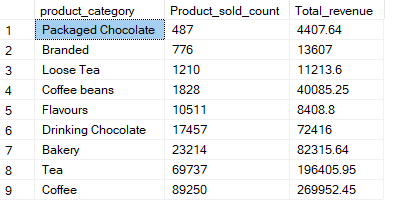
SUM(transaction\_qty) as Product\_sold\_count,

ROUND(SUM(transaction\_qty \* unit\_price),2) as Total\_revenue

FROM Coffee\_Shop\_Sales

GROUP BY product\_category

ORDER BY Product\_sold\_count;

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The product most sold is Coffee and the least often is Packged Chocolate as per the revenue.

Q) Find the Total Sales by Hours?

SELECT

DATEPART(HOUR ,transaction\_time) as Peek\_hour,

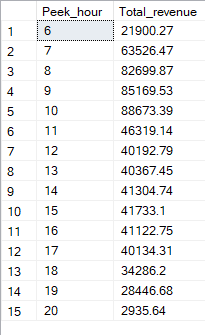
ROUND(SUM(transaction\_qty \* unit\_price),2) as Total\_revenue

FROM Coffee\_Shop\_Sales

GROUP BY DATEPART(HH,transaction\_time)

ORDER BY Peek\_hour

Solution



Q) What is the Total Revenue By Store along with its location ?

SELECT DISTINCT store\_id,

store\_location,

ROUND(SUM(transaction\_qty \* unit\_price),2) as Total\_revenue

FROM Coffee\_Shop\_Sales

GROUP BY store\_id,store\_location;



Q) Which product type has the maximum demand ?

SELECT

product\_category,

product\_type,

COUNT(product\_type) as deamand\_count

FROM Coffee\_Shop\_Sales

GROUP BY product\_type,

product\_category

ORDER BY deamand\_count DESC;



Q) Find the Minimum and Maximum unit price along with the category ?

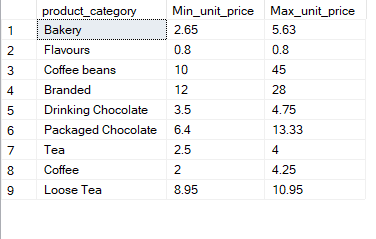
SELECT product\_category,

ROUND(MIN(unit\_price),2) as Min\_unit\_price,

ROUND(MAX(unit\_price),2) as Max\_unit\_price

FROM Coffee\_Shop\_Sales

GROUP BY product\_category



Q) Find the Previous Month Revenue ?

SELECT

ROUND(SUM(transaction\_qty \* unit\_price),2) as Total\_revenue

FROM Coffee\_Shop\_Sales

WHERE MONTH(transaction\_date) = 5

