**Sales Analysis**

* **What are the total sales for each product category?**
* **SELECT** product\_category, **SUM**(total\_bill) **AS** total\_sales

**FROM** c

**GROUP BY** product\_category

**ORDER BY** total\_sales DESC;



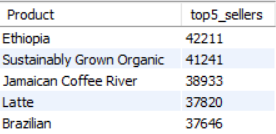
* **Which products are the 5 top sellers?**
* **SELECT** product\_id, **SUM**(total\_bill) **AS** top\_sellers

**FROM** c

**GROUP BY** product\_id

**ORDER BY** top\_sellers DESC

**LIMIT** 10;

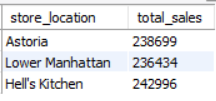


* **How do sales vary by location or store?**
* **SELECT** store\_location, **SUM**(total\_bill) **AS** total\_sales

**FROM** c

**GROUP BY** store\_location

**ORDER BY** total\_sales **DESC** ;



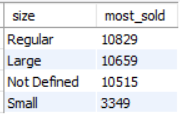
* **Which size was sold the most in the month of June?**
* **SELECT** size, **COUNT**(transaction\_id) **AS** most\_sold

**FROM** c

**WHERE** month\_name = 'June'

**GROUP BY** size

**ORDER BY** most\_sold **DESC;**



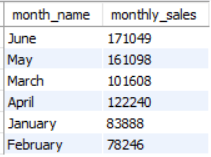
**Trend Analysis**

* **What is the monthly sales trend over time?**
* **SELECT** month\_name, **SUM**(Total\_Bill) **AS** monthly\_sales

**FROM** c

**GROUP BY** month\_name

**ORDER BY** **STR\_TO\_DATE**(month\_name, '%M');



* **What is the highest sales of the month of June by product type?**
* **SELECT** product\_type, **SUM**(total\_bill) **AS** highest\_sales\_of\_June

**FROM** c

**WHERE** month\_name = 'June'

**GROUP BY** Product\_type

**ORDER BY** highest\_sales\_of\_june **DESC**

**LIMIT** 1**;**



* **What is the lowest sales of the month of March by Store Location?**
* **SELECT** Store\_location, **SUM**(total\_bill) **AS** Lowest\_sales\_of\_March

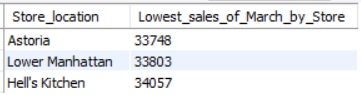
**FROM** c

**WHERE** month\_name ='march'

**GROUP BY** store\_location

**ORDER BY** Lowest\_sales\_of\_March

**LIMIT** 3;



**Customer Analysis**

* **How many customers visit the coffee shop?**

**SELECT COUNT(DISTINCT** transaction\_id) **AS** total\_customers

**FROM** c;

* **How many customers visit the coffee shop month wise?**

**SELECT** month\_name, **COUNT(DISTINCT** transaction\_id) **AS** Total\_customers

**FROM** c

**GROUP BY** month\_name

**ORDER BY** month\_name;

**Location Analysis**

* **Which locations or stores have the highest sales?**

**SELECT** store\_location, **SUM**(total\_bill) **AS** highest\_sales

**FROM** c

**GROUP BY** Store\_location

**ORDER BY** Highest\_sales **DESC**

* **Which locations or store have the hightest sales in the month of June?**

**SELECT** store\_location, **SUM**(total\_bill) **AS** highest\_june\_sales

**FROM** c

**WHERE** month\_name **= ‘**June’

**GROUP BY** Store\_location

**ORDER BY** Highest\_june\_sales **DESC**

**Additional Analysis**

* **Sales difference between weekdays and weekends?**

**SELECT**

**CASE WHEN** Day of Week IN (0, 6) **THEN** 'Weekend'

**ELSE** 'Weekday'

**END AS** day\_type,

**SUM**(Total\_Bill) AS total\_sales

**FROM** c

**GROUP BY** day\_type;

* **What are the peak hours for sales each day?**

**SELECT HOUR**(transaction\_time) **AS** hour\_of\_day, **SUM**(total\_bill)

**AS** sales\_count

**FROM** c

**GROUP BY** hour\_of\_day

**ORDER BY** sales\_count **DESC**

LIMIT 5;