BRIGHT COFFEE SHOP CASE STUDY

Sales Performance Analysis

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CASE Study: Bright Coffee Shop Sales Analysis

Methodology Report

1. Introduction

This report presents the approach that was used for extracting insights from Bright Coffee Shop's historical sales data (data from Jan'23 to June'23).

2. Purpose

The goal of this project is to extract actionable business insights from previous transactional data to help the new CEO of Bright Coffee Shop improve revenue and product performance.

3. Objective

The objective is to identify top-selling products, performing store location, analyse sales trends by time, total sales by categories of spenders, and provide data-driven recommendations. This was achieved by transforming raw transactional data, analysing patterns using SQL and Excel, and presenting the insights in a clear visual presentation.

4. Data Preparation Process

4.1 Data Source and Formatting

The analysis began by using the readily available transactional dataset from Bright Coffee Shop. The transaction date column was reformatted from YYYY/MM/DD to the standard YYYY-MM-DD format. The formatted Excel file was then saved as a CSV file to prepare for database upload.

5. Data Processing in Snowflake

5.1 Database Setup

A new database and schema were created on Snowflake. The CSV file/table was uploaded to Snowflake using the appropriate interface and file format options.

5.2 Data Transformation

The following SQL operations and transformations were performed to clean, enrich, and prepare the data for analysis:

- Selected relevant columns required for reporting and insights.
- Converted unitprice values from the format 0,00 to 0.00 using string manipulation and casting functions.
- Calculated totalrevenue using the SUM() function: totalrevenue = unit_price * transaction_qty
- Counted unique identifiers using the COUNT () function (e.g., product types, transactions).
- Added dayname and monthname using Snowflake's TO_CHAR () and DATE_PART() functions.

- Defined day_time and spending_type categories using CASE statements to group time of day and spending behaviour.
- Grouped the dataset by non-aggregated fields such as product type, store location, and time intervals.
- Ordered final output in descending order of total revenue for easy insight extraction.

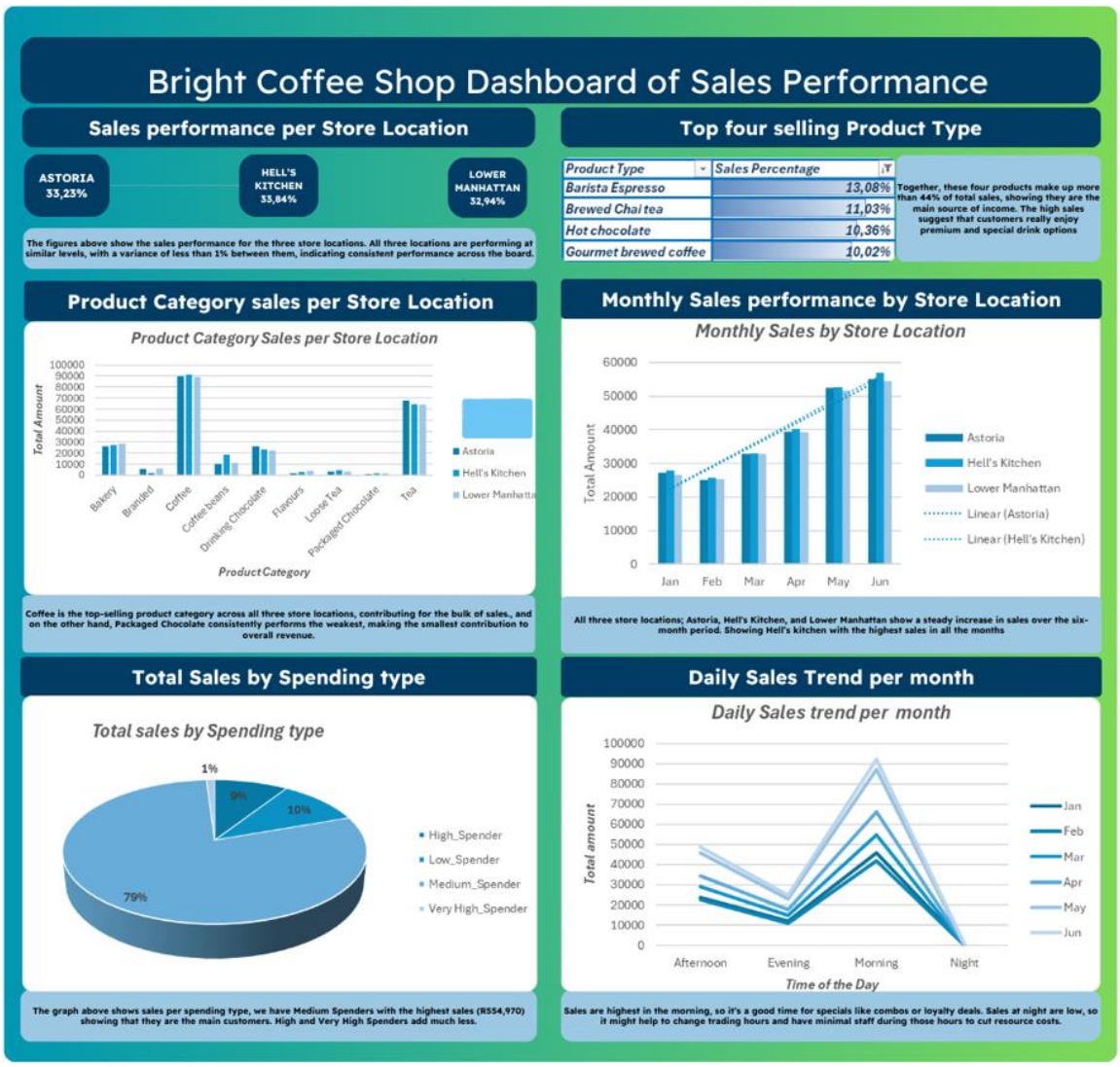
6. Data Analysis and Insights

The transformed dataset was exported from Snowflake and further analysed using Microsoft Excel. The following visualizations or graphs were generated:

- Sales Performance per Store Location – To compare which locations generated the highest sales over time.
- Top Four Selling Product Types – Identifying the highest revenue-generating products overall.
- Product Category Sales per Store Location – Understanding customer preferences per location.
- Monthly Sales Performance by Store Location – Highlighting sales trends across months.
- Total Sales by Spending Type – Assessing the contributions of high, medium, and low spenders.
- Daily Sales Trend per Month – Identifying peak sales daytime across months.

7. Dashboard Design

All charts and visuals were created in Excel using pivot tables, and conditional formatting. The completed visuals were transferred to Canva, where a dashboard with analysis notes were designed to support the final presentation to the CEO.



8. Conclusion

This structured approach allowed for a smooth transition from raw sales data to actionable business insights. The process leveraged SQL-based transformation, Excel analytics, and Canva dashboards to deliver a clear view of performance drivers and growth opportunities for Bright Coffee Shop.