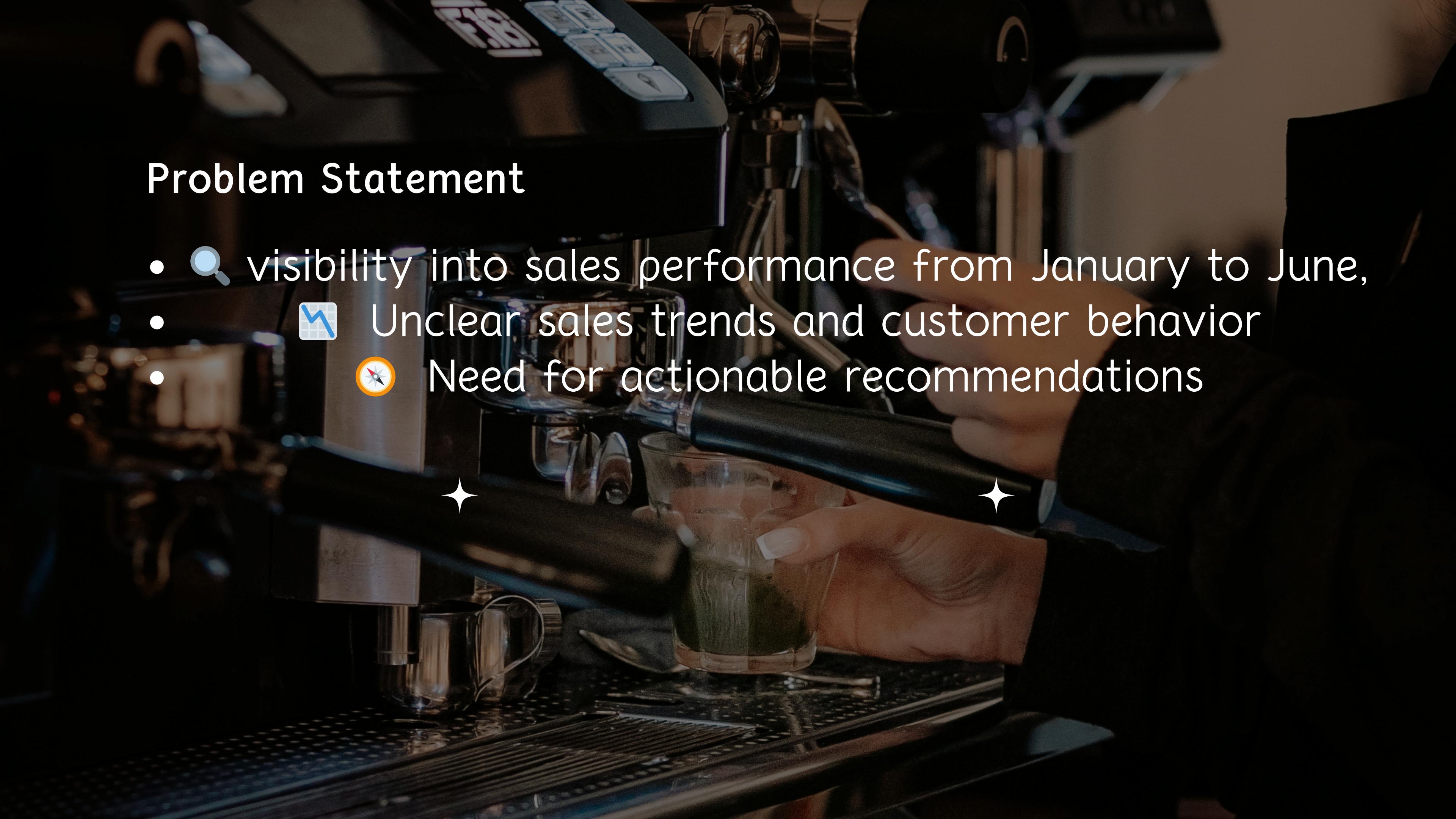


COFFEE SHOP ANALYSIS





Problem Statement

- 🔎 visibility into sales performance from January to June,
- 📈 Unclear sales trends and customer behavior
- ⚡ Need for actionable recommendations

PROJECT AIM

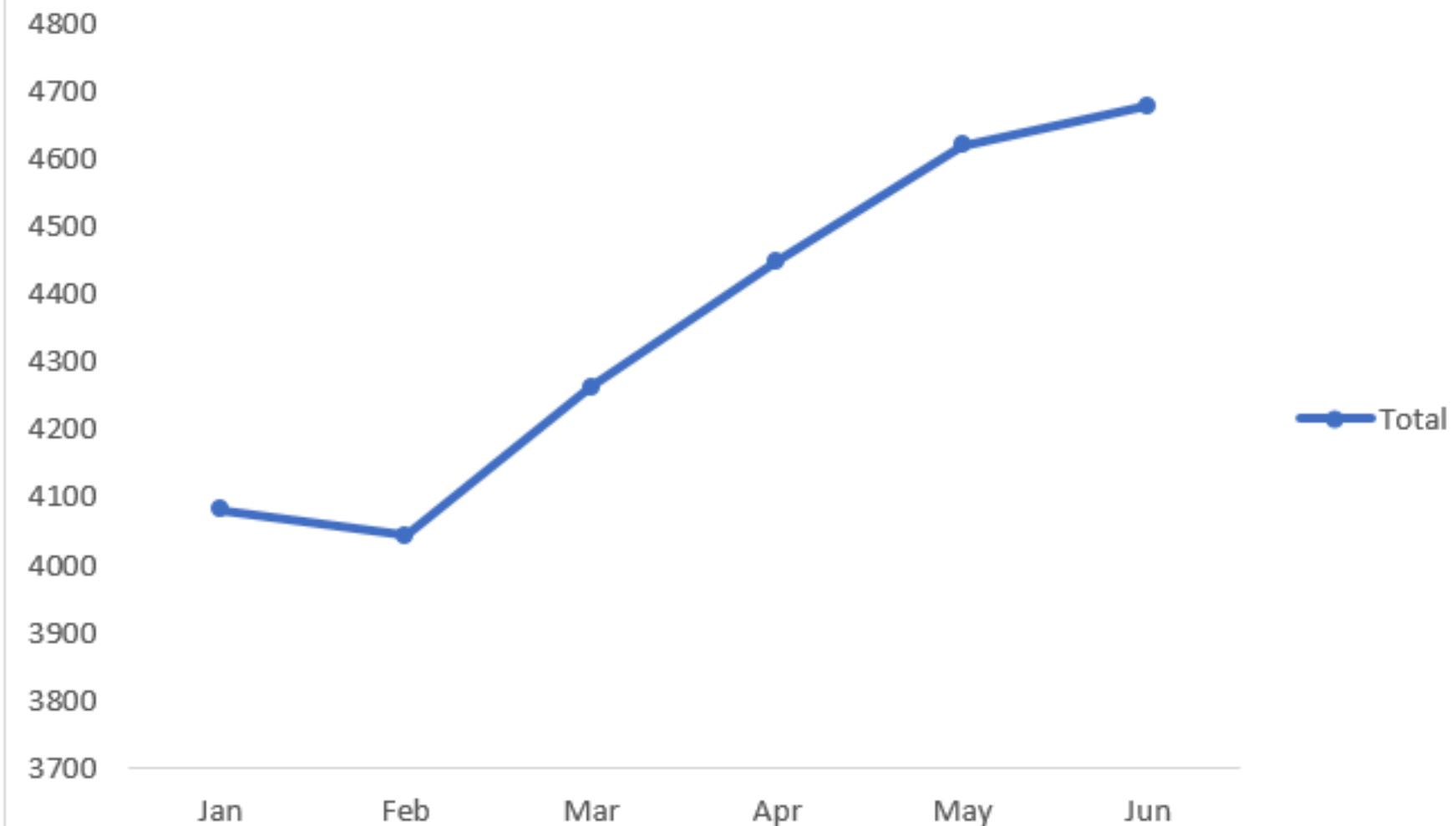
- Analyze sales data (Jan–June) to uncover product performance, peak sales periods, and trends.
- Identify opportunities for revenue growth and operational improvement.
- Provide actionable insights to guide strategic decisions under new leadership.



Project Methodology – Data Analysis Process

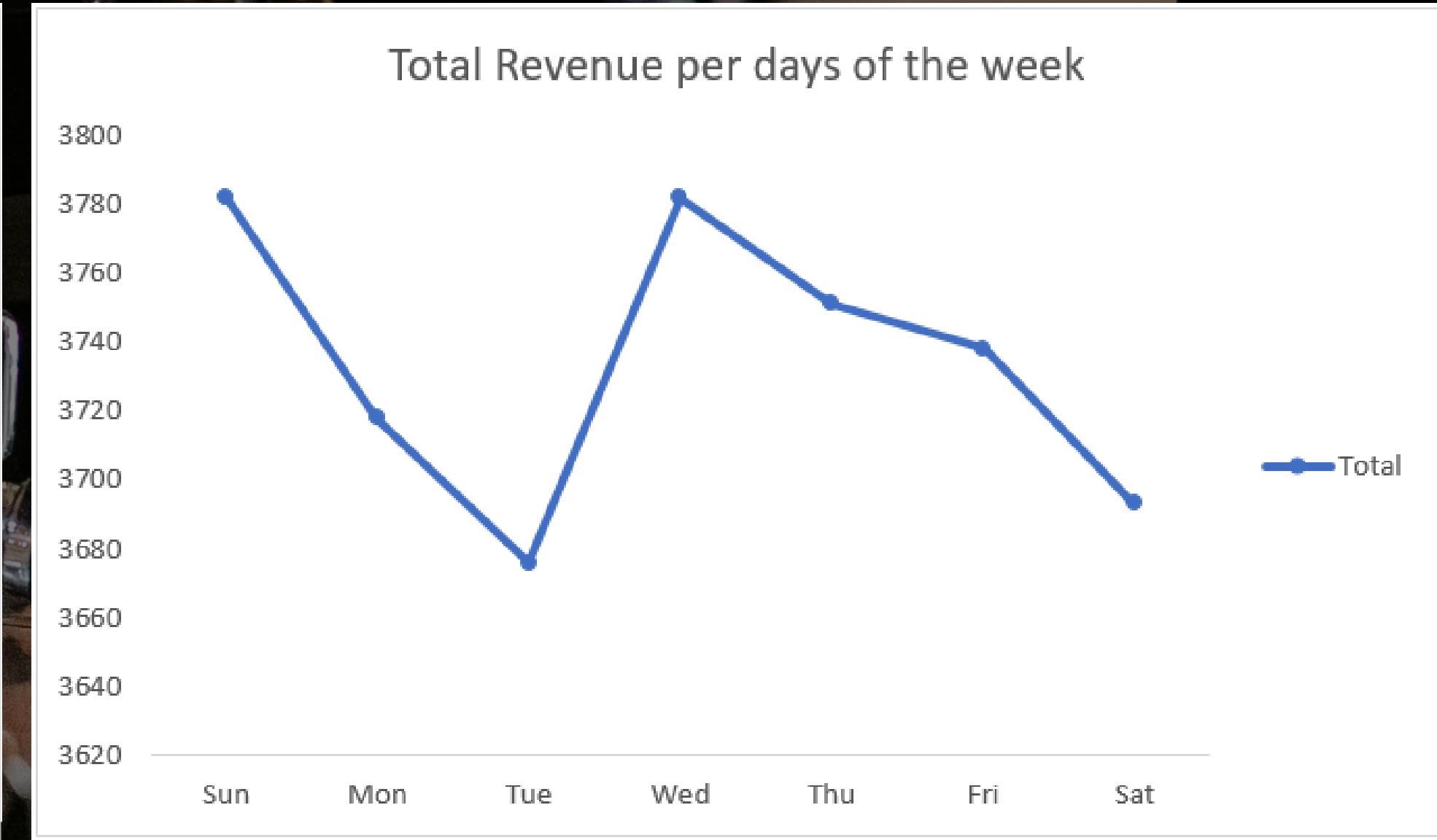
- Data Preparation- Converted the Excel file to CSV format for compatibility.
 - Data Loading into Snowflake – Set up a Snowflake database and created the appropriate schema and table structure.
 - SQL-Based Data Analysis – Queried the data using SQL to extract key insights, including –
Top revenue-generating products, product category trends over time.
 - Data Visualization & Interpretation – Visualized key findings using Excel for better visualization & data understanding. charts and dashboards to highlight trends, comparisons, and performance gaps.
- ★ ★
- Insight Generation & Recommendations – Interpreted analysis results to generate actionable insights.strategic recommendations to support the CEO's growth initiatives

Total Revenue per Month



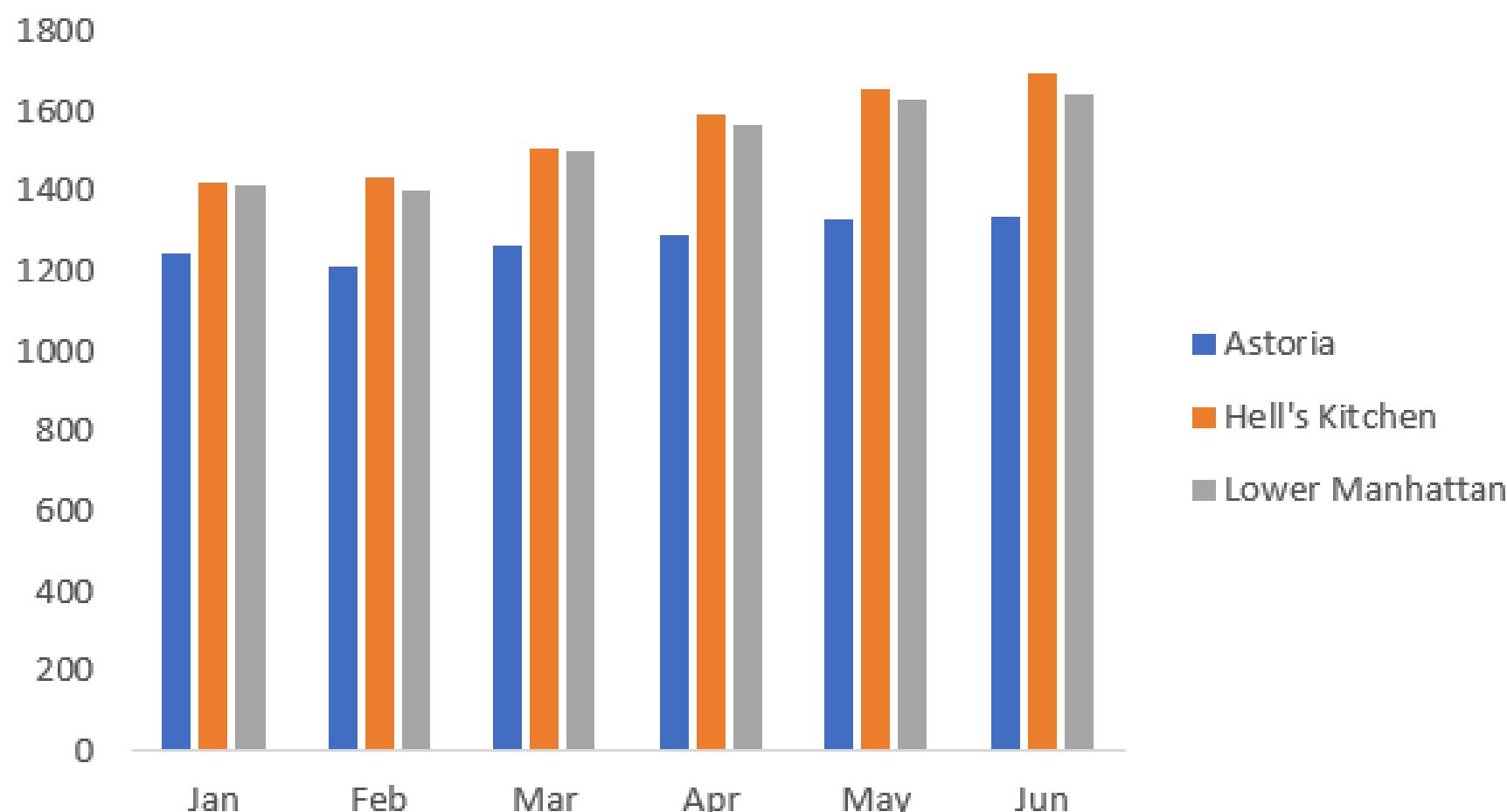
- June ranked 1st position on sales with revenue contribution of 18%.
- Feb ranked last position on sales performance with revenue contribution of 16%

Total Revenue per days of the week



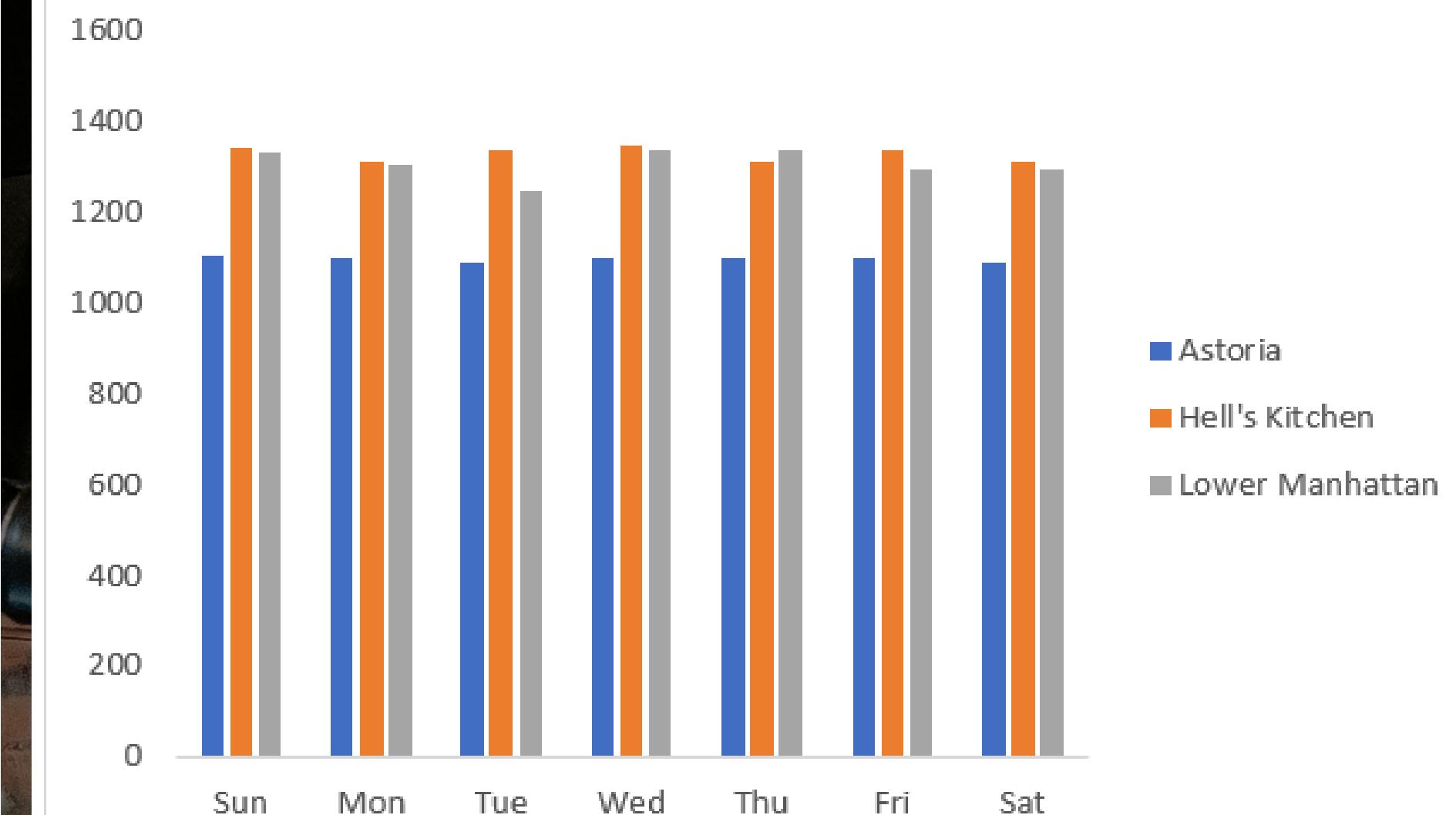
- Sunday ranked 1st position on sales with revenue contribution of 14.4%.
- Tuesday ranked last position on sales performance with revenue contribution of 14%

Revenue by Store Location



-Hell's kitchen ranked 1st position on sales from January to June.

-Astoria ranked last position on sales performance but show sales increase from March to June.

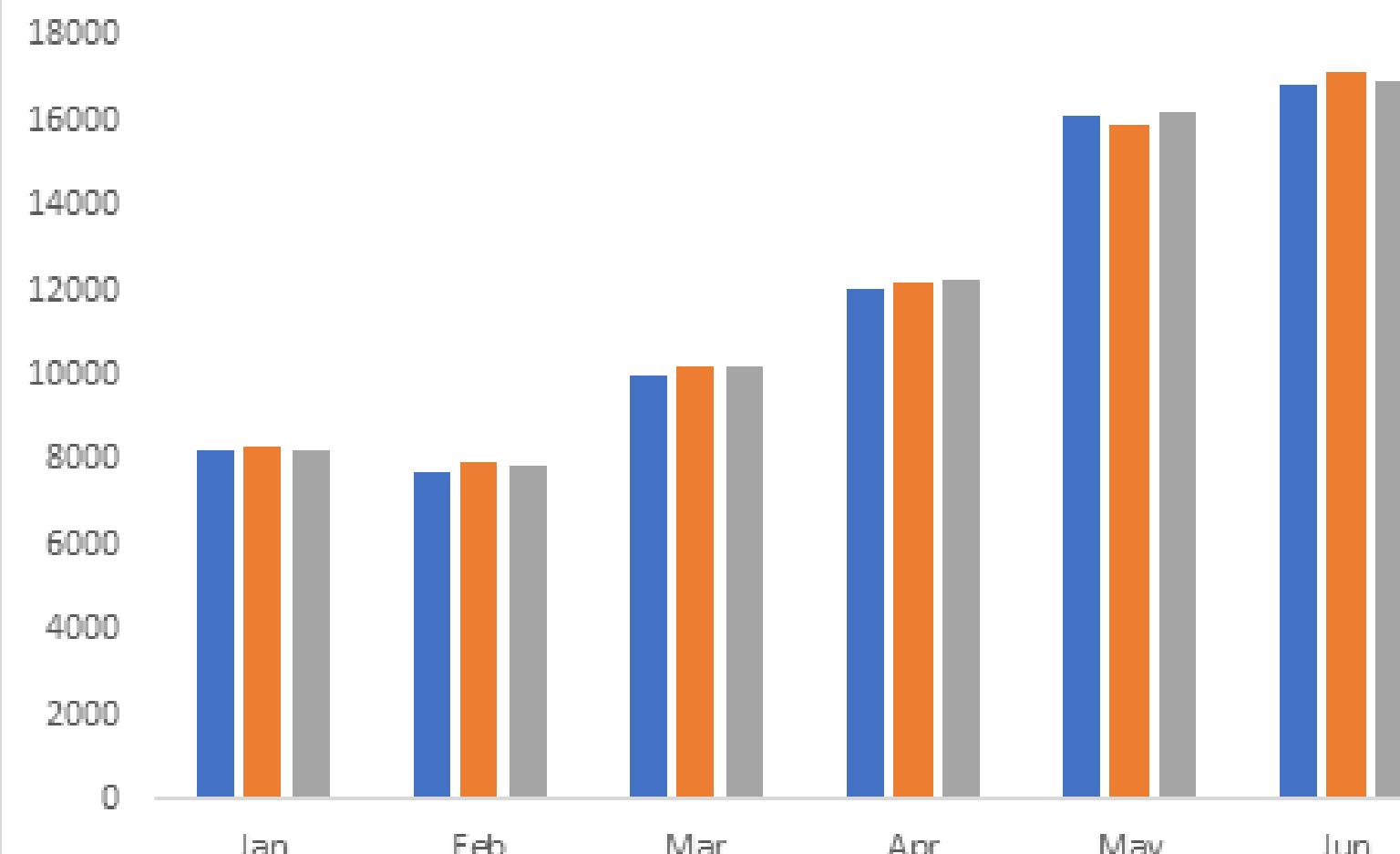


- Hell's kitchen ranked 1st position on sales from Sunday to Saturday but with an exception of Thursday.

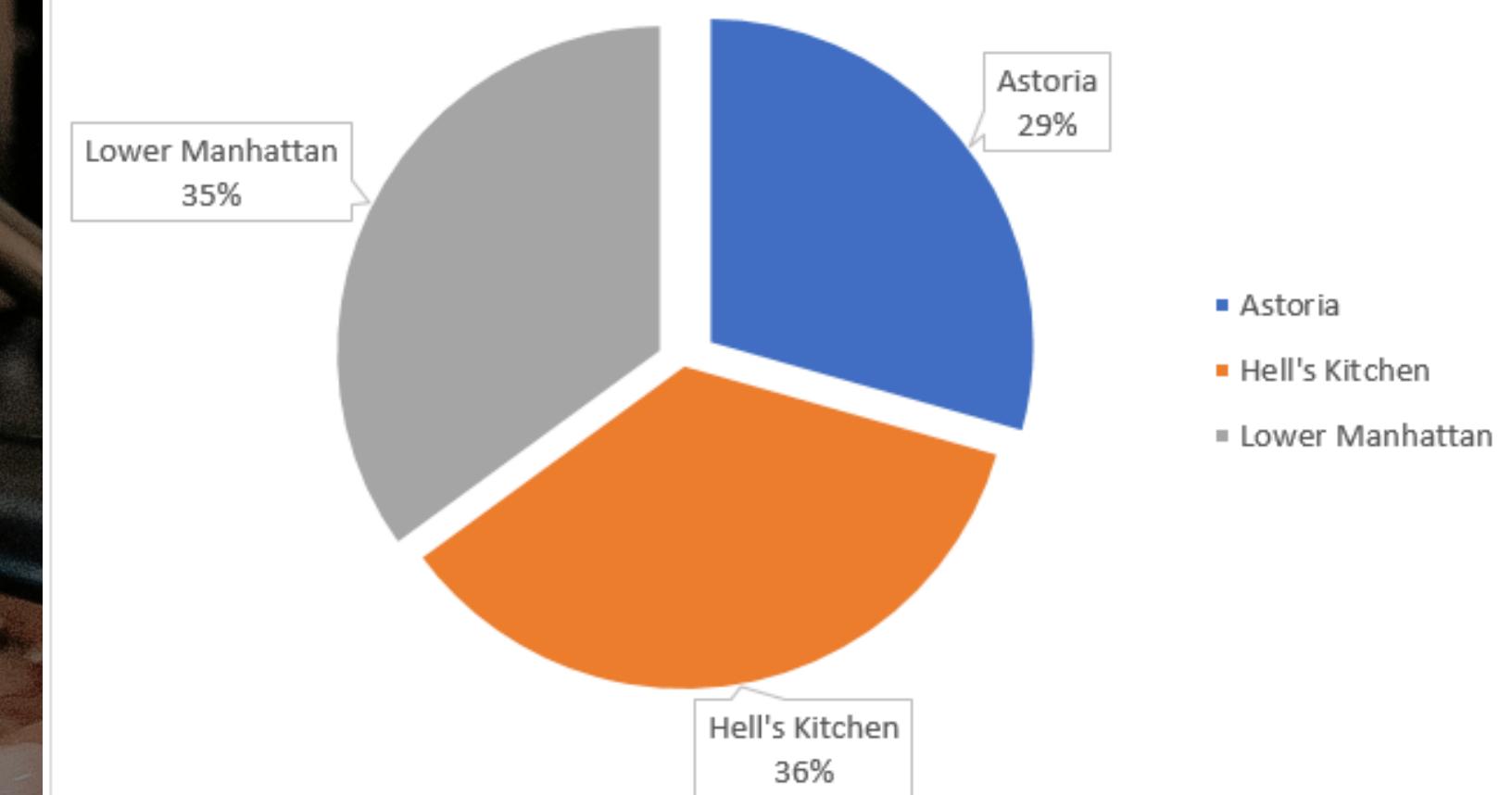
-Lower Manhattan takes the 1st rank on Thursday.

-Astoria ranked last position on sales performance from Sunday to Saturday

Units Sold per month for Store locations

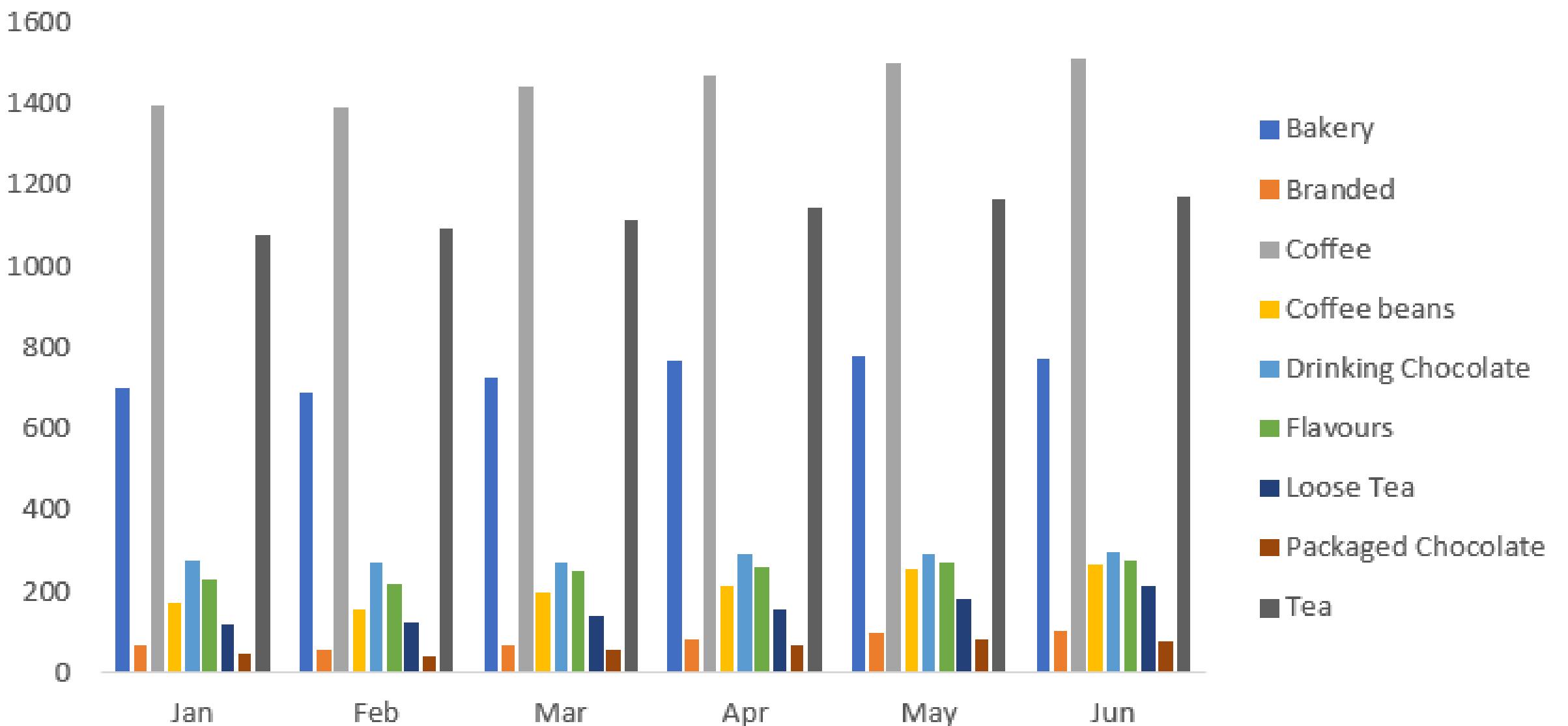


Percentage contribution of Store location toward total revenue



- Hell's kitchen has a contribution of 36% towards revenue.
- Astoria ranked last position with the contribution of 29% towards revenue.

Revenue by Product Category



- Coffee ranked 1st position by 33.3% contribution to total revenue.
- Tea ranked 2nd position with 25.9% contribution to total revenue.
- Branded ranked 2nd last position with 1.8% contribution to total revenue.
- Packaged chocolate ranked last position with 1.4% contribution to total revenue.



Brightlight Coffee
Shop

Top 10 Performing product by total revenue

PRODUCT_ID	PRODUCT_TYPE	UNITS SOLD	REVENUE
61	Hot chocolate	4453	21151.75
59	Hot chocolate	4668	21006.00
39	Barista Espresso	4497	19112.25
41	Barista Espresso	4151	17641.75
55	Brewed Chai tea	4346	17384.00
38	Barista Espresso	4602	17257.50
36	Premium brewed coffee	4395	16481.25
60	Hot chocolate	4329	16233.75
40	Barista Espresso	4266	15997.50
27	Organic brewed coffee	4317	15109.50

-- Hot chocolate ranked 1st position with 3% contribution to total revenue.

-Organic brewed coffee ranked 10th position with a 2% contribution to total revenue)



Overall revenue, transaction volume, and quantity sold

TOTAL_REVENUE	TOTAL_TRANSACTIONS	TOTAL_UNITS SOLD
698812.33	149116	214470



Brightlight Coffee
Shop

Conclusion Data Insight

- Bottom 2 Revenue-Generating Products Categories-Branded (1.8%), & Package chocolate(1.4%).
- Worst Performing Day and Month Being Tuesday(14% revenue generated) and February (16% revenue generated).



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Shop

Recommendations

- Prioritize marketing and Inventory for coffee, and tea categories to maximize revenue.
- Introduce promotions and campaigns for branded and packaged chocolate(familiarize clients to least selling products).
- Align staff schedules and stock levels on Sundays to improve efficiency.
- Adjust orders for Branded and packaged chocolate then ensure coffee and tea are always on stock. ✨