



Brightlight Coffee
Shop

COFFEE SHOP ANALYSIS





Introduction

- 🔎 visibility into sales performance,
- 📈 Unclear sales trends and customer behavior
- 🌅 Need for actionable recommendations





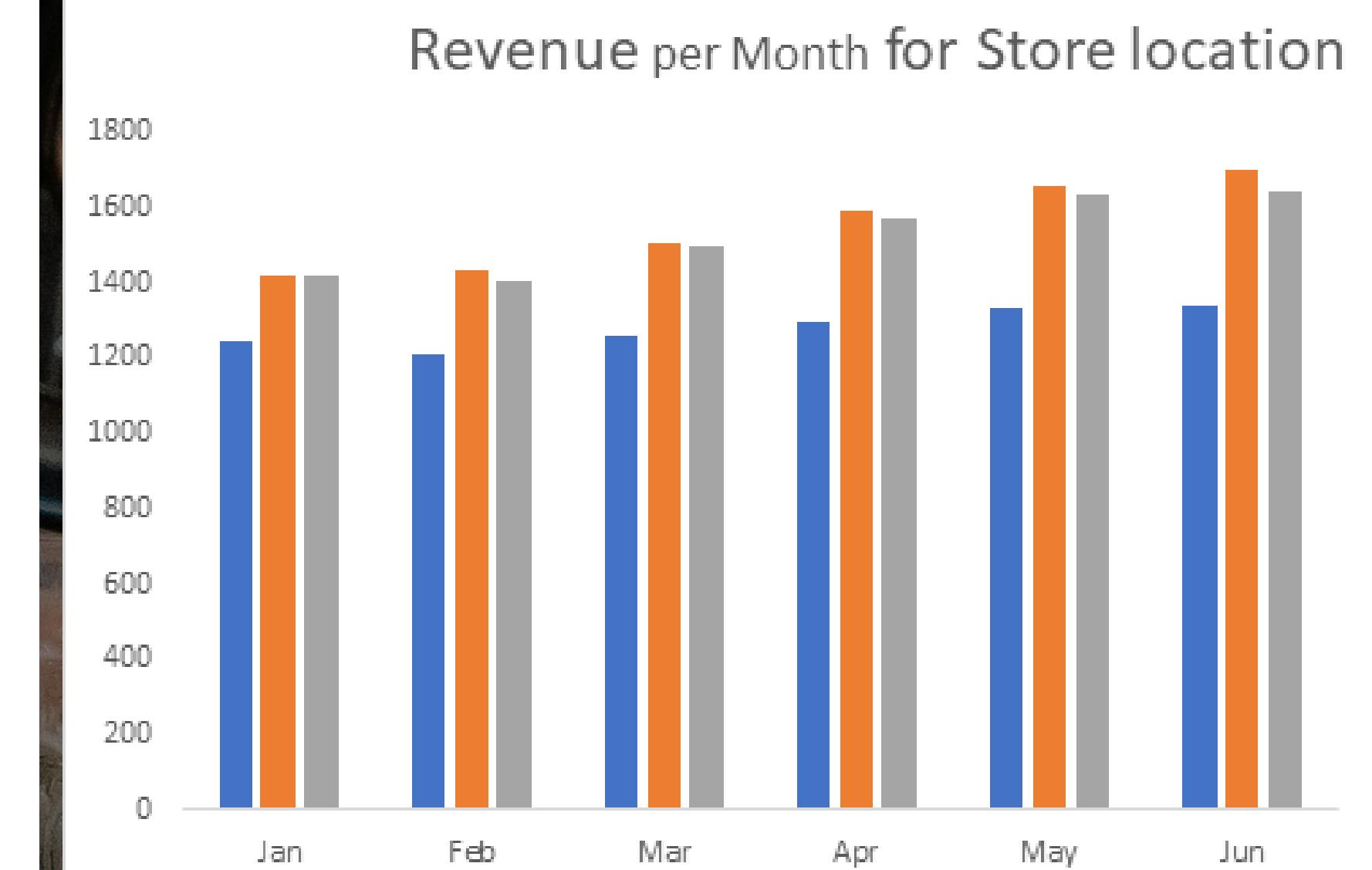
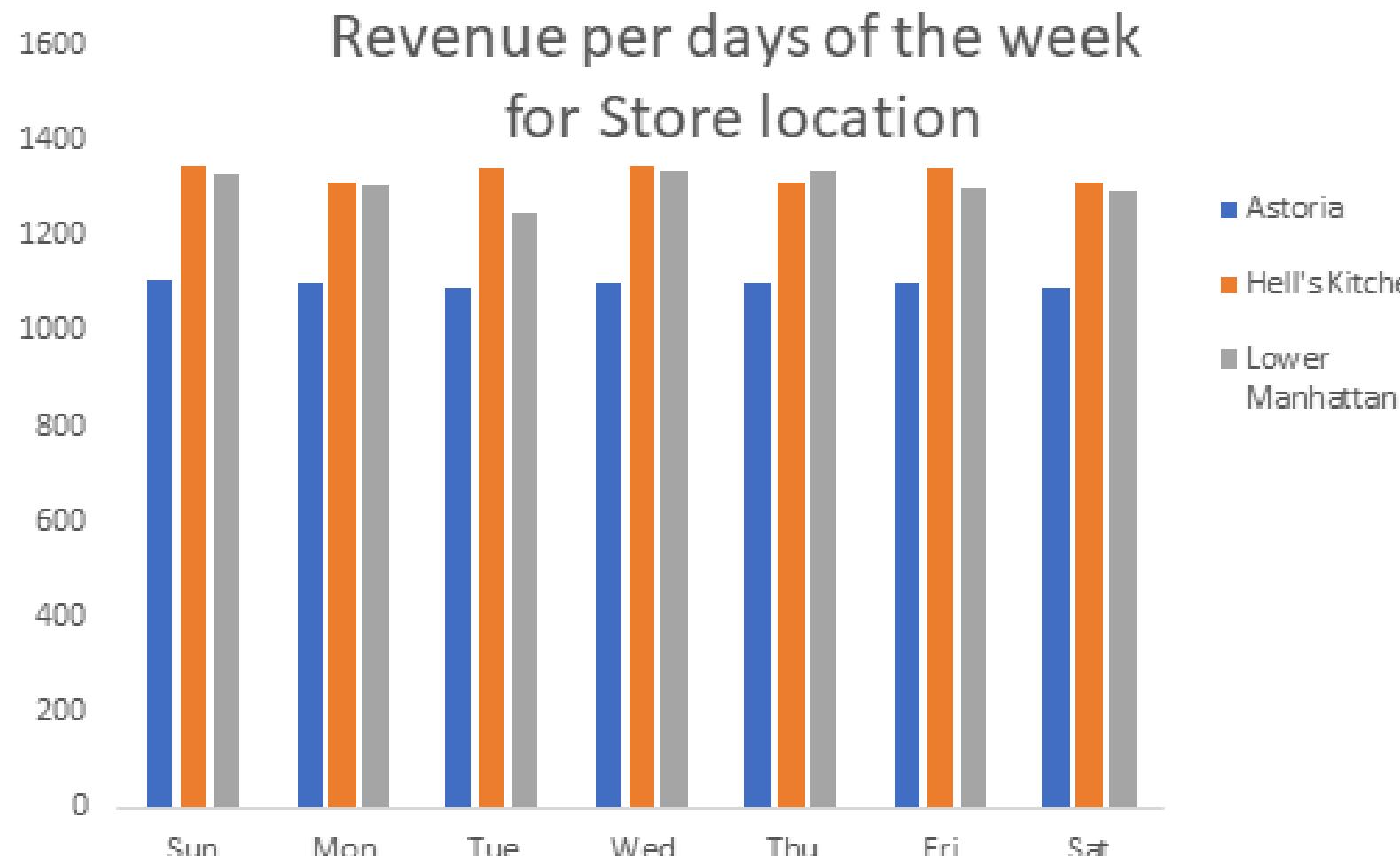
Project Methodology – Data Analysis Process

- 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



Brightlight Coffee
Shop

Data Analysis insight & Visualization

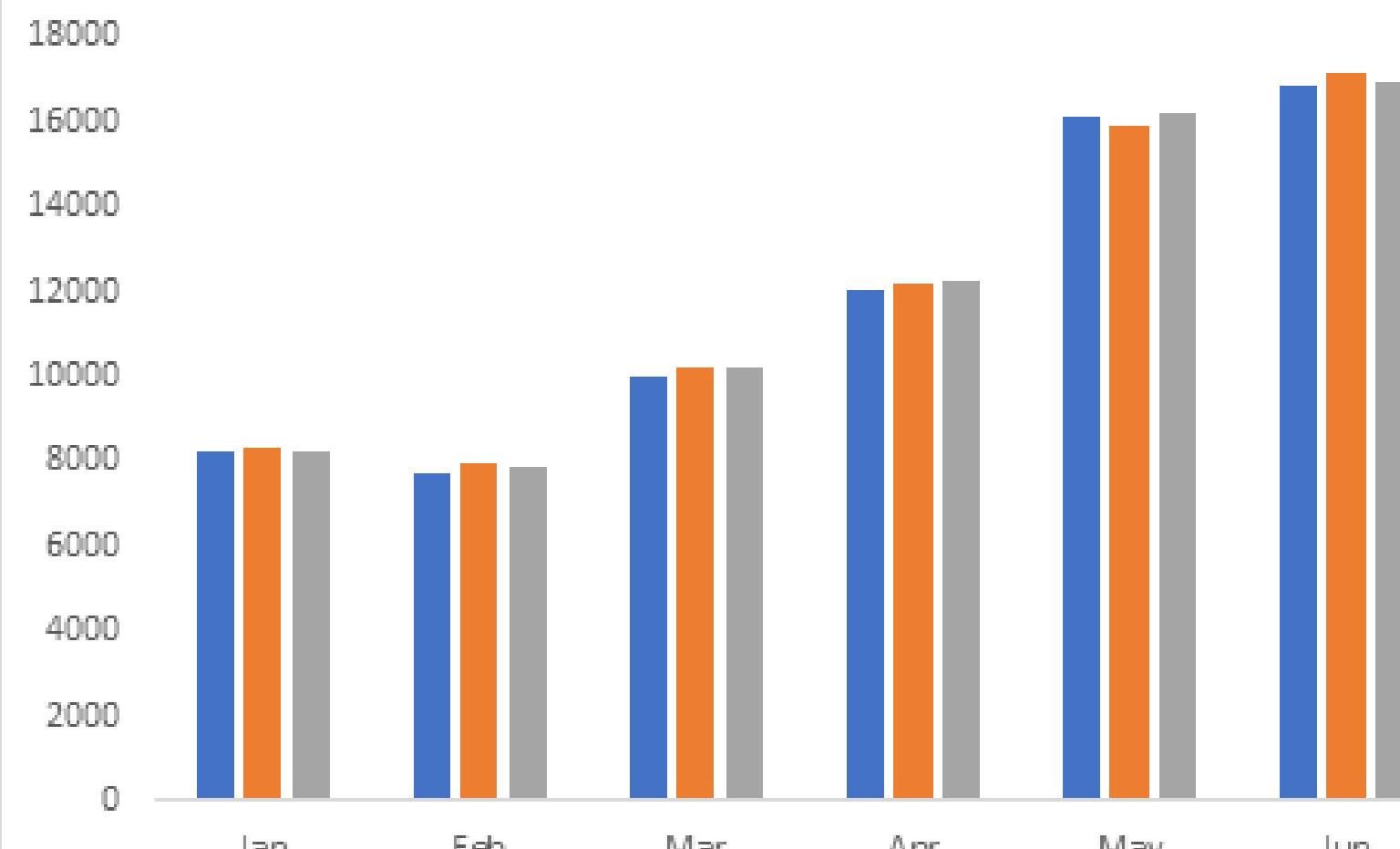




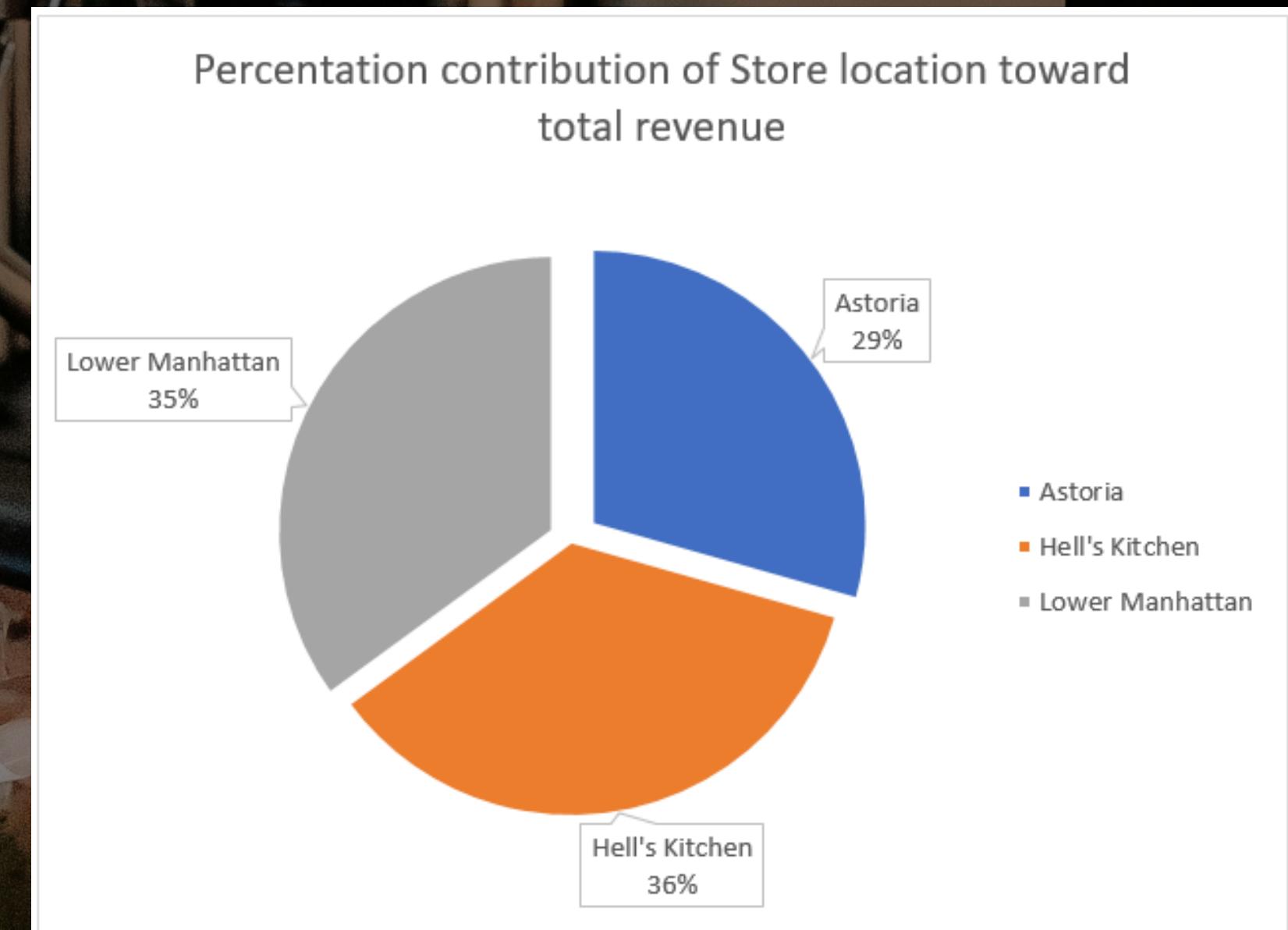
Brightlight Coffee
Shop

Data Analysis insight & Visualization

Units Sold per month for Store locations



Percentage contribution of Store location toward total revenue





Top 10 Performing product by total revenue

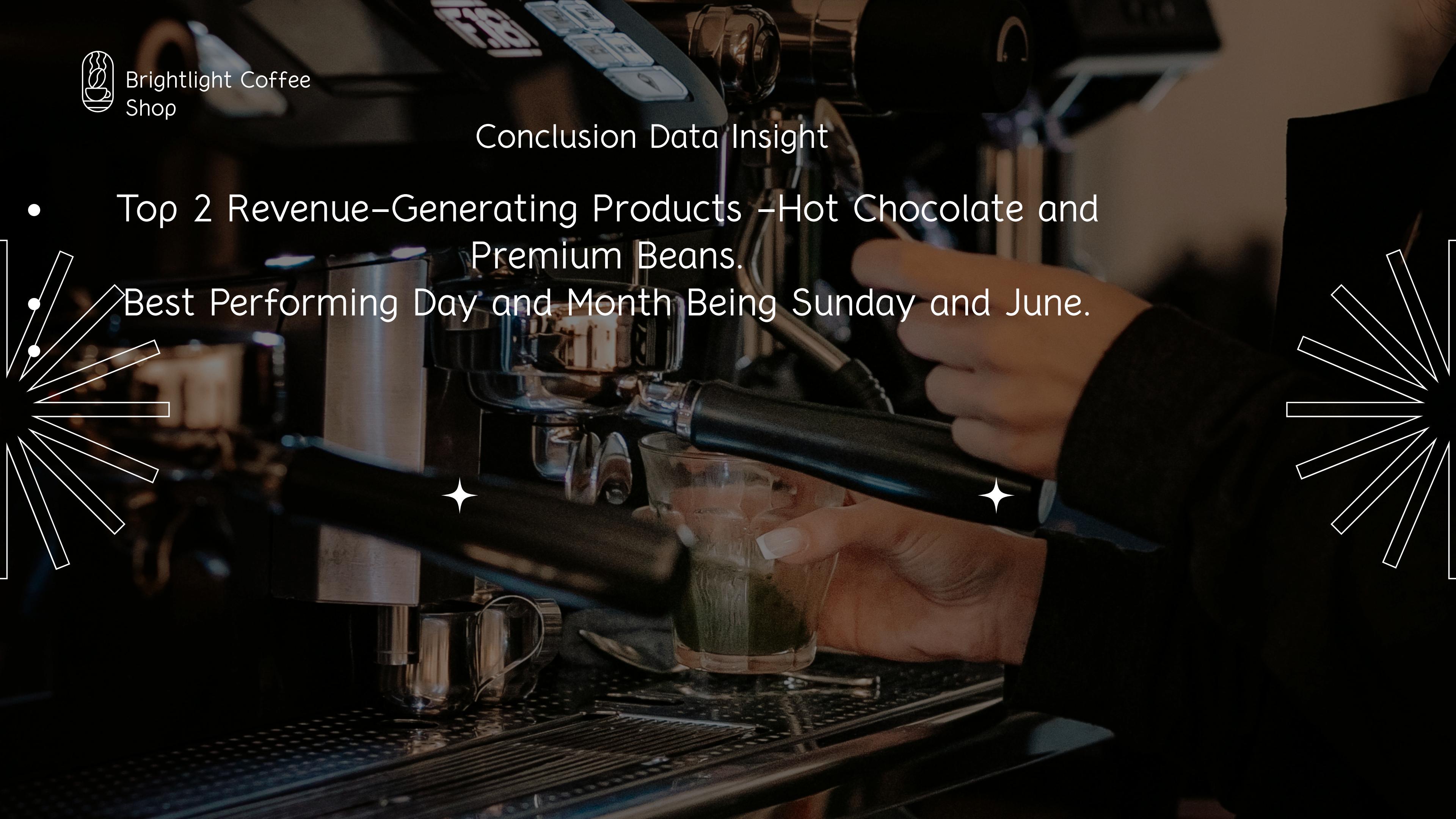
PRODUCT_TYPE	PRODUCT_CATEGORY	PRODUCT_DETAIL	STORE_LOCATION	TOTAL_REVENUE	TOTAL_UNIT
59	Hot chocolate	Drinking Chocolate	Dark chocolate Lg	Astoria	7897.50
61	Hot chocolate	Drinking Chocolate	Sustainably Grown Or	Astoria	7509.75
8	Premium Beans	Coffee beans	Civet Cat	Hell's Kitchen	7380.00
61	Hot chocolate	Drinking Chocolate	Sustainably Grown Or	Hell's Kitchen	7329.25
59	Hot chocolate	Drinking Chocolate	Dark chocolate Lg	Lower Manhattan	6574.50
59	Hot chocolate	Drinking Chocolate	Dark chocolate Lg	Hell's Kitchen	6534.00
39	Barista Espresso	Coffee	Latte Rg	Lower Manhattan	6387.75
39	Barista Espresso	Coffee	Latte Rg	Hell's Kitchen	6366.50
39	Barista Espresso	Coffee	Latte Rg	Astoria	6358.00
61	Hot chocolate	Drinking Chocolate	Sustainably Grown Or	Lower Manhattan	6312.75



Brightlight Coffee
Shop

Conclusion Data Insight

- Top 2 Revenue-Generating Products –Hot Chocolate and Premium Beans.
- Best Performing Day and Month Being Sunday and June.





Brightlight Coffee
Shop

Recomendations

Stoke best selling products

