

COFFEE SALES PRESENTATION

Presented by : Akisha Vujel



CITY-BASED COFFEE DEMAND ANALYSIS

City-Based Coffee Demand Analysis looks at coffee sales and customer habits in different cities. It studies revenue, popular products, and estimates coffee drinkers to find trends and opportunities, helping businesses make smart decisions and plan growth in each city.



RETRIEVE THE TOTAL NUMBER OF SALES PLACED

```
SELECT COUNT(*) AS total_sales  
FROM sales;
```

Result Grid	
	total_sales
	10388

CALCULATE THE TOTAL REVENUE GENERATED FROM ALL SALES

```
SELECT SUM(total) AS total_revenue  
FROM sales;
```

Result Grid	
	total_revenue
	6070190



IDENTIFY THE HIGHEST-PRICED PRODUCTS

```
SELECT product_name, price  
FROM products  
ORDER BY price DESC  
LIMIT 3;
```

Result Grid	
product_name	price
Coffee Gift Hamper	1800
Specialty Coffee Subscription	1500
French Press Coffee Set	1200

IDENTIFY THE MOST FREQUENTLY SOLD PRODUCT

```
SELECT products.product_name, COUNT(sales.sale_id) AS total_sales  
FROM products  
JOIN sales ON products.product_id = sales.product_id  
GROUP BY products.product_name  
ORDER BY total_sales DESC;
```

product_name	total_sales
Cold Brew Coffee Pack (6 Bottles)	1326
Ground Espresso Coffee (250g)	1271
Instant Coffee Powder (100g)	1226
Coffee Beans (500g)	1218
Tote Bag with Coffee Design	776
Vanilla Coffee Syrup (250ml)	762
Cold Brew Concentrate (500ml)	312
Organic Green Coffee Beans (500g)	307
Coffee Art Print	296
Flavored Coffee Pods (Pack of 10)	295
Coffee Drip Bags (10 Bags)	289
Insulated Travel Mug	273
Coffee Gift Hamper	270
Customizable Coffee Coaster Set	258
Specialty Coffee Subscription	258
French Press Coffee Set	257
Caramel Syrup (250ml)	96
Coffee Plant Kit (DIY)	91
Coffee Bean Storage Canister	89

LIST THE TOP 5 MOST SOLD PRODUCTS ALONG WITH NUMBER OF TIMES SOLD

```
SELECT products.product_name, COUNT(sales.sale_id) AS total_sales  
FROM products  
JOIN sales ON products.product_id = sales.product_id  
GROUP BY products.product_name  
ORDER BY total_sales DESC  
LIMIT 5;
```

product_name	total_sales
Cold Brew Coffee Pack (6 Bottles)	1326
Ground Espresso Coffee (250g)	1271
Instant Coffee Powder (100g)	1226
Coffee Beans (500g)	1218
Tote Bag with Coffee Design	776

FIND THE TOTAL REVENUE GENERATED FOR EACH PRODUCT

```
SELECT products.product_name, SUM(sales.total) AS total_revenue  
FROM sales  
JOIN products ON products.product_id = sales.product_id  
GROUP BY products.product_name  
ORDER BY total_revenue DESC;
```

product_name	total_revenue
Cold Brew Coffee Pack (6 Bottles)	1193400
Coffee Beans (500g)	730800
Coffee Gift Hamper	486000
Ground Espresso Coffee (250g)	444850
Tote Bag with Coffee Design	388000
Specialty Coffee Subscription	387000
French Press Coffee Set	308400
Instant Coffee Powder (100g)	306500
Vanilla Coffee Syrup (250ml)	243840
Flavored Coffee Pods (Pack of 10)	221250
Organic Green Coffee Beans (50...	214900
Insulated Travel Mug	177450
Cold Brew Concentrate (500ml)	171600
Coffee Drip Bags (10 Bags)	130050
Coffee Art Print	118400
Coffee Plant Kit (DIY)	81900
Coffee Bean Storage Canister	71200
Customizable Coffee Coaster Set	64500
Coffee Recipe Book	52800
Coffee-Themed T-Shirt	49200

ESTIMATE COFFEE CONSUMERS IN EACH CITY

```
SELECT city.city_name, city.population * 0.25 AS  
      estimated_population  
   FROM city  
ORDER BY estimated_population DESC;
```

city_name	estimated_population
Delhi	7750000.00
Mumbai	5100000.00
Kolkata	3725000.00
Bangalore	3075000.00
Chennai	2775000.00
Hyderabad	2500000.00
Ahmedabad	2075000.00
Pune	1875000.00
Surat	1800000.00
Jaipur	1000000.00
Lucknow	950000.00
Indore	825000.00
Kanpur	775000.00
Nagpur	725000.00

CUSTOMERS WHO HAVE SPENT MORE THAN 5000

```
SELECT customers.customer_id, SUM(sales.total) AS total_revenue
FROM sales
JOIN customers ON customers.customer_id = sales.customer_id
GROUP BY customers.customer_id
HAVING total_revenue > 5000
ORDER BY total_revenue DESC;
```

customer_id	total_revenue
132	38510
130	33760
128	32940
107	32640
117	32210
133	32120
52	31800
127	31540
65	31490
13	31220
88	30910
129	30540
32	29960
49	29810
54	29270
76	29240
31	29050

NUMBER OF PRODUCTS SOLD IN EACH CITY

```
SELECT city.city_name, COUNT(sales.sale_id) AS product_sold  
FROM city  
JOIN customers ON city.city_id = customers.city_id  
JOIN sales ON customers.customer_id = sales.customer_id  
GROUP BY city.city_name  
ORDER BY product_sold DESC;
```



Result Grid Filter Rows: Search

city_name	product_s...
Pune	2135
Chennai	1601
Bangalore	1464
Jaipur	1377
Delhi	1305
Mumbai	423
Kanpur	372
Surat	297
Kolkata	286
Nagpur	253
Indore	231
Ahmeda...	225
Hyderabad	221
Lucknow	198

NUMBER OF UNIQUE CUSTOMERS IN EACH CITY WHO PURCHASED COFFEE PRODUCTS

```
SELECT city.city_name, COUNT(DISTINCT customers.customer_id) AS unique_customer  
FROM city  
JOIN customers ON customers.city_id = city.city_id  
JOIN sales ON sales.customer_id = customers.customer_id  
WHERE sales.product_id IN (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14)  
GROUP BY city.city_name;
```

Result Grid Filter Rows:

city_name	unique_custom...
Ahmedabad	23
Bangalore	39
Chennai	42
Delhi	68
Hyderabad	21
Indore	21
Jaipur	69
Kanpur	35
Kolkata	28
Lucknow	21
Mumbai	27
Nagpur	24
Pune	52
Surat	27



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH CITY TO TOTAL REVENUE

```
SELECT city.city_name, (SUM(sales.total) / (SELECT SUM(total) FROM sales) * 100) AS revenue_percent  
FROM city  
JOIN customers ON customers.city_id = city.city_id  
JOIN sales ON sales.customer_id = customers.customer_id  
GROUP BY city.city_name  
ORDER BY revenue_percent DESC;
```

Result Grid Filter Rows:

city_name	revenue_perce...
Pune	20.7300
Chennai	15.5500
Bangalore	14.1700
Jaipur	13.2400
Delhi	12.3600
Mumbai	3.8700
Kanpur	3.5200
Surat	2.9100
Kolkata	2.8200
Nagpur	2.3100
Indore	2.2800
Ahmeda...	2.2700
Hyderabad	2.1700
Lucknow	1.8000

ANALYZE CUMULATIVE REVENUE OVER TIME

```
SELECT daily_sales.sale_date,  
       SUM(daily_sales.revenue) OVER(ORDER BY daily_sales.sale_date)  
AS cumulative  
FROM  
(SELECT sales.sale_date, SUM(sales.total) AS revenue  
FROM sales  
GROUP BY sales.sale_date) AS daily_sales;
```

Result Grid Filter Rows:

sale_date	cumulative
2023-01-01	3800
2023-01-02	8670
2023-01-03	17840
2023-01-04	21390
2023-01-05	24760
2023-01-06	31510
2023-01-07	34580
2023-01-08	37530
2023-01-09	40830
2023-01-10	46780
2023-01-11	51830
2023-01-12	56420
2023-01-13	59670
2023-01-14	63290
2023-01-15	68840

TOP 3 PRODUCTS BY REVENUE FOR EACH CITY

```
SELECT city_name, product_name, total, revenue_each_city
FROM
(SELECT city_name, product_name, total,
RANK () OVER (PARTITION BY city_name ORDER BY total DESC) AS
revenue_each_city
FROM
(SELECT city.city_name, products.product_name, SUM(sales.total) AS
total
FROM city
JOIN customers ON city.city_id = customers.city_id
JOIN sales ON customers.customer_id = sales.customer_id
JOIN products ON sales.product_id = products.product_id
GROUP BY city.city_name, products.product_name) AS total_sales
) AS ranked_products
WHERE revenue_each_city <= 3;
```

city_name	product_name	total	revenue_each_city
Ahmedabad	Cold Brew Coffee Pack (6 Bottles)	36000	1
Ahmedabad	Coffee Beans (500g)	21000	2
Ahmedabad	Coffee Gift Hamper	14400	3
Bangalore	Cold Brew Coffee Pack (6 Bottles)	177300	1
Bangalore	Coffee Beans (500g)	84000	2
Bangalore	Coffee Gift Hamper	68400	3
Chennai	Cold Brew Coffee Pack (6 Bottles)	172800	1
Chennai	Coffee Beans (500g)	108600	2
Chennai	Tote Bag with Coffee Design	69500	3
Delhi	Cold Brew Coffee Pack (6 Bottles)	140400	1
Delhi	Coffee Beans (500g)	96600	2
Delhi	Ground Espresso Coffee (250g)	64050	3
Hyderabad	Cold Brew Coffee Pack (6 Bottles)	25200	1
Hyderabad	Coffee Beans (500g)	15600	2
Hyderabad	Coffee Gift Hamper	12600	3
Indore	Cold Brew Coffee Pack (6 Bottles)	23400	1
Indore	Coffee Beans (500g)	13800	2

DOCUMENTATION



DOCUMENTATION



THANK
YOU