

Title: *Bright Coffee Shop Sales Insights*

Subtitle: *Business Insights for the New CEO*

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Introduction

Dataset: Historical Bright Coffee Shop transactions.

Goal: Identify drivers of revenue & product performance.

Tools: Snowflake, Google Sheets / Looker Studio, Excel.

Methodology

ETL Flow: Source (Excel) → Processing (Snowflake SQL) → Visualization (Looker Studio).

Key steps: cleaned `unit_price`, created `total_amount`, grouped time buckets.

Key KPIs

Total Revenue
R734,795

Sum of Products
%

Sales/day

Sales/Hr

Line chart → Sales trend over time

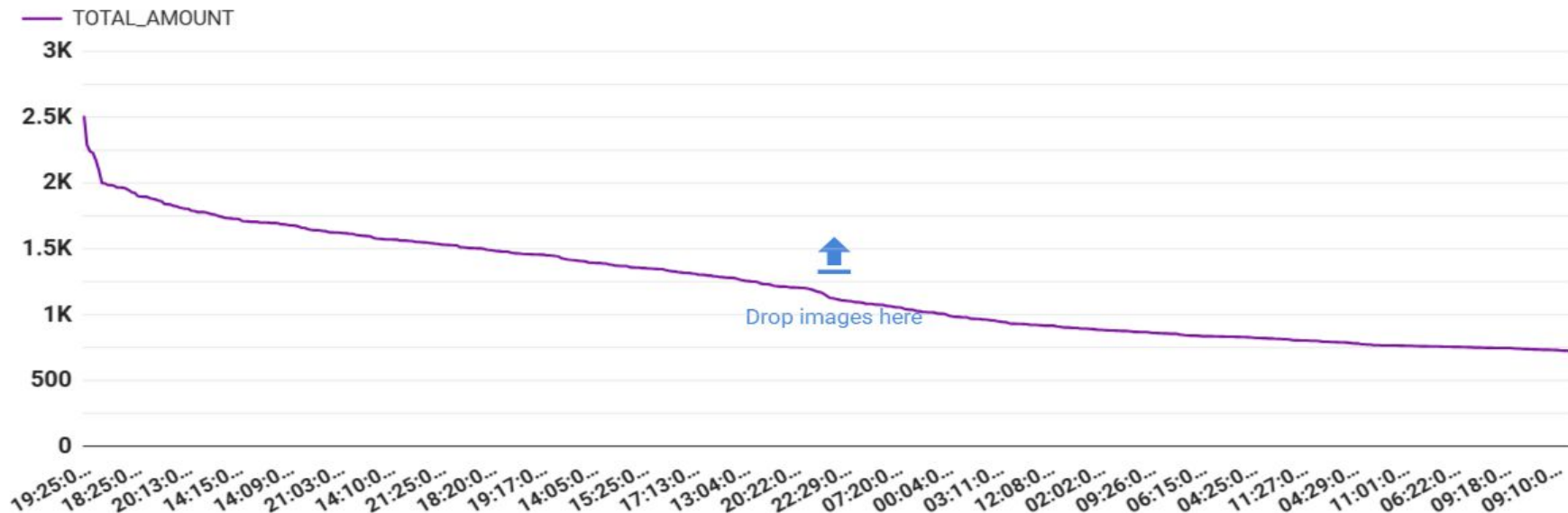
TOTAL_AMOUNT
734,795

Total Revenue



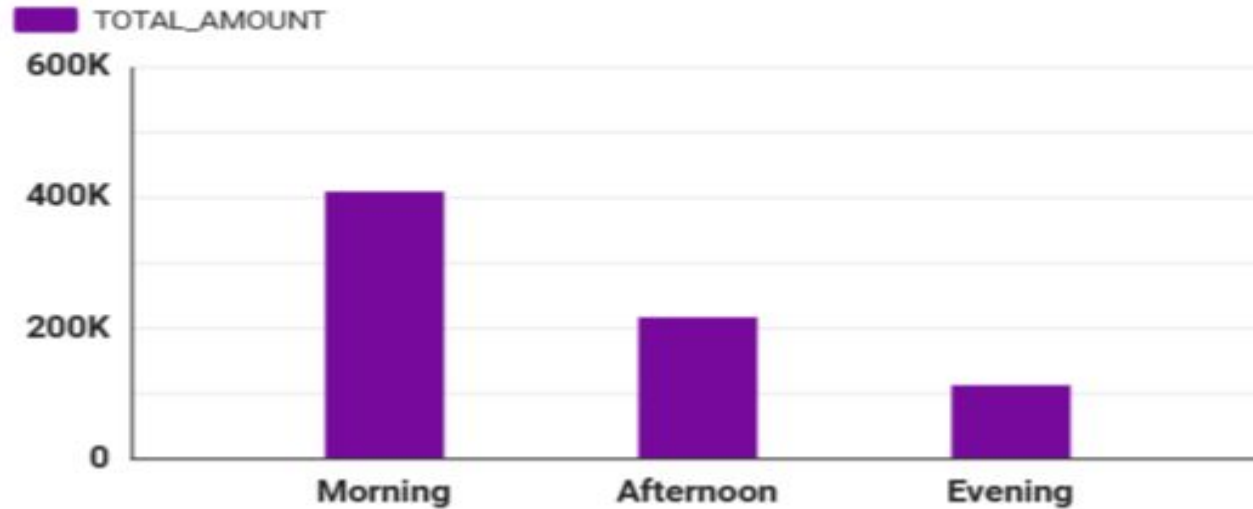
Bar chart → Sales by time of day

Sales/Hr



Stacked/bar → Sales per day

Sales/day



Pie/donut → Product categories

Sum of Products

