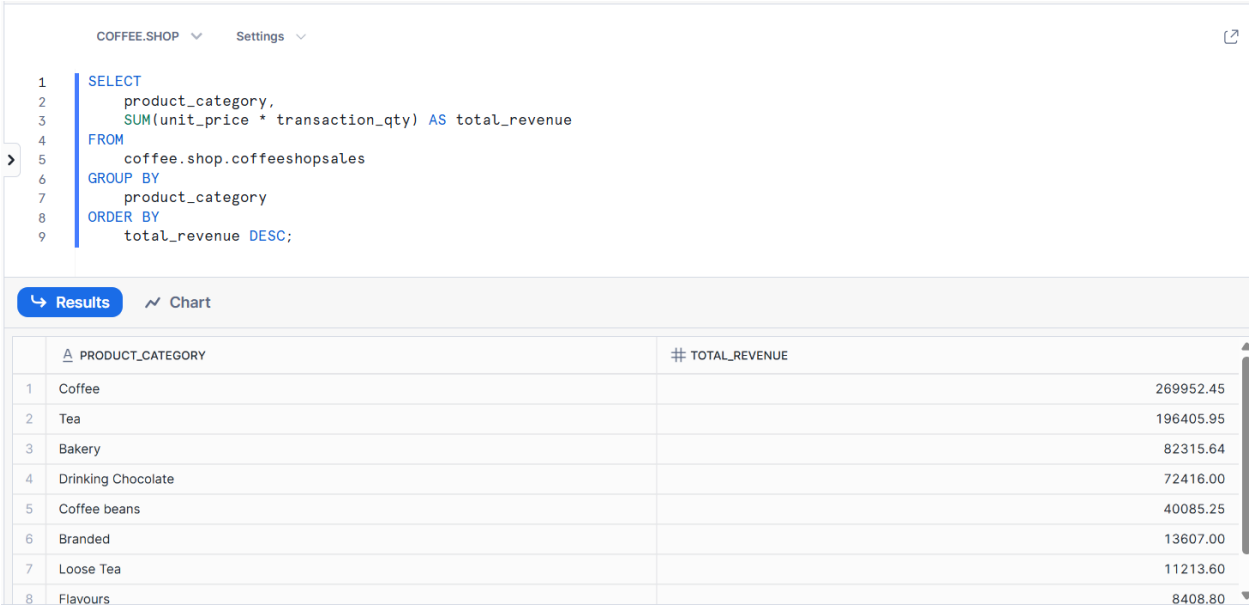


BRIGHTLIGHT COFFEE DATA ANALYSIS

Which products generated the most revenue



Revenue by product and store location

COFFEE.SHOP Settings

```

1 SELECT
2     product_category,
3     store_location,
4     SUM(unit_price * transaction_qty) AS total_revenue
5 FROM
6     coffee.shop.coffeeshopsales
7 GROUP BY
8     product_category, store_location
9 ORDER BY
10    total_revenue DESC;
11

```

Results Chart

	PRODUCT_CATEGORY	STORE_LOCATION	TOTAL_REVENUE
1	Coffee	Hell's Kitchen	91222.65
2	Coffee	Astoria	89744.30
3	Coffee	Lower Manhattan	88985.50
4	Tea	Astoria	67839.90
5	Tea	Hell's Kitchen	64701.30
6	Tea	Lower Manhattan	63864.75
7	Bakery	Lower Manhattan	28328.94
8	Bakery	Hell's Kitchen	27386.95

Store Locations

COFFEE.SHOP Settings

```

1 SELECT DISTINCT
2     store_location
3 FROM
4     coffee.shop.coffeeshopsales;

```

Results Chart

	STORE_LOCATION
1	Lower Manhattan
2	Hell's Kitchen
3	Astoria

Total Revenue

COFFEE.SHOP

Settings

Open

1

2

3

4

SELECT

SUM(unit_price * transaction_qty) AS total_revenue

FROM

coffee.shop.coffeeshopsales;

Results

Chart

	# TOTAL_REVENUE
1	698812.33

Average

COFFEE.SHOP

Settings

1

2

3

4

SELECT

SUM(unit_price * transaction_qty) / COUNT(DISTINCT transaction_id) AS average_order_value

FROM

coffee.shop.coffeeshopsales;

Results

Chart

AVERAGE_ORDER_VALUE

1

4.68636719

Most Sold Item

COFFEE.SHOP Settings

```

1 SELECT
2     product_category,
3     SUM(transaction_qty) AS total_sold
4 FROM
5     coffee.shop.coffeeshopsales
6 GROUP BY
7     product_category
8 ORDER BY
9     total_sold DESC;

```

Results Chart

	PRODUCT_CATEGORY	# TOTAL_SOLD
1	Coffee	89250
2	Tea	69737
3	Bakery	23214
4	Drinking Chocolate	17457
5	Flavours	10511
6	Coffee beans	1828
7	Loose Tea	1210
8	Branded	776

Hour in which most orders were made

COFFEE.SHOP Settings

```

1 SELECT
2     EXTRACT(HOUR FROM transaction_time) AS order_hour,
3     COUNT(transaction_id) AS total_orders
4 FROM
5     coffee.shop.coffeeshopsales
6 GROUP BY
7     EXTRACT(HOUR FROM transaction_time)
8 ORDER BY
9     total_orders DESC
10 LIMIT 1;

```

Results Chart

	# ORDER_HOUR	# TOTAL_ORDERS
1	10	18545

Time of the day in which most of the orders were made

COFFEE.SHOP Settings

```
1 SELECT
2   CASE
3     WHEN EXTRACT(HOUR FROM transaction_time) BETWEEN 6 AND 9 THEN 'Morning'
4     WHEN EXTRACT(HOUR FROM transaction_time) BETWEEN 10 AND 11 THEN 'Brunch'
5     WHEN EXTRACT(HOUR FROM transaction_time) BETWEEN 12 AND 17 THEN 'Afternoon'
6     WHEN EXTRACT(HOUR FROM transaction_time) BETWEEN 18 AND 21 THEN 'Evening'
7     ELSE 'Night'
8   END AS time_period,
9   SUM(unit_price * transaction_qty) AS total_revenue,
10  COUNT(transaction_id) AS total_orders
11 FROM
12   coffee.shop.coffeeshopsales
13 GROUP BY
14   time_period
15 ORDER BY
16   total_revenue DESC;
```

Results Chart

	TIME_PERIOD	TOTAL_REVENUE	TOTAL_ORDERS
1	Morning	253296.14	53440
2	Afternoon	244855.14	53172
3	Brunch	134992.53	28311
4	Evening	65668.52	14193

Which month performed well

COFFEE.SHOP Settings

```
1 SELECT
2   TO_CHAR(transaction_date, 'Month') AS order_month,
3   COUNT(transaction_id) AS total_orders
4 FROM
5   coffee.shop.coffeeshopsales
6 GROUP BY
7   TO_CHAR(transaction_date, 'Month')
8 ORDER BY
9   total_orders DESC
10 LIMIT 1;
```

Results Chart

	ORDER_MONTH	TOTAL_ORDERS
1	Junth	35352

Store performing poorly

COFFEE.SHOP

Settings

1

2

3

4

5

6

7

8

9

10

```

SELECT
  store_location,
  SUM(unit_price * transaction_qty) AS total_revenue
FROM
  coffee.shop.coffeeshopsales
GROUP BY
  store_location
ORDER BY
  total_revenue ASC
LIMIT 1;

```

Results

Chart

	STORE_LOCATION	TOTAL_REVENUE
1	Lower Manhattan	230057.25

Least Ordered Item

COFFEE.SHOP

Settings

1

2

3

4

5

6

7

8

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11

```

SELECT
  product_category,
  SUM(transaction_qty) AS total_sold
FROM
  coffee.shop.coffeeshopsales
GROUP BY
  product_category
ORDER BY
  total_sold ASC
LIMIT 1;

```

Results

Chart

	PRODUCT_CATEGORY	TOTAL_SOLD
1	Packaged Chocolate	487