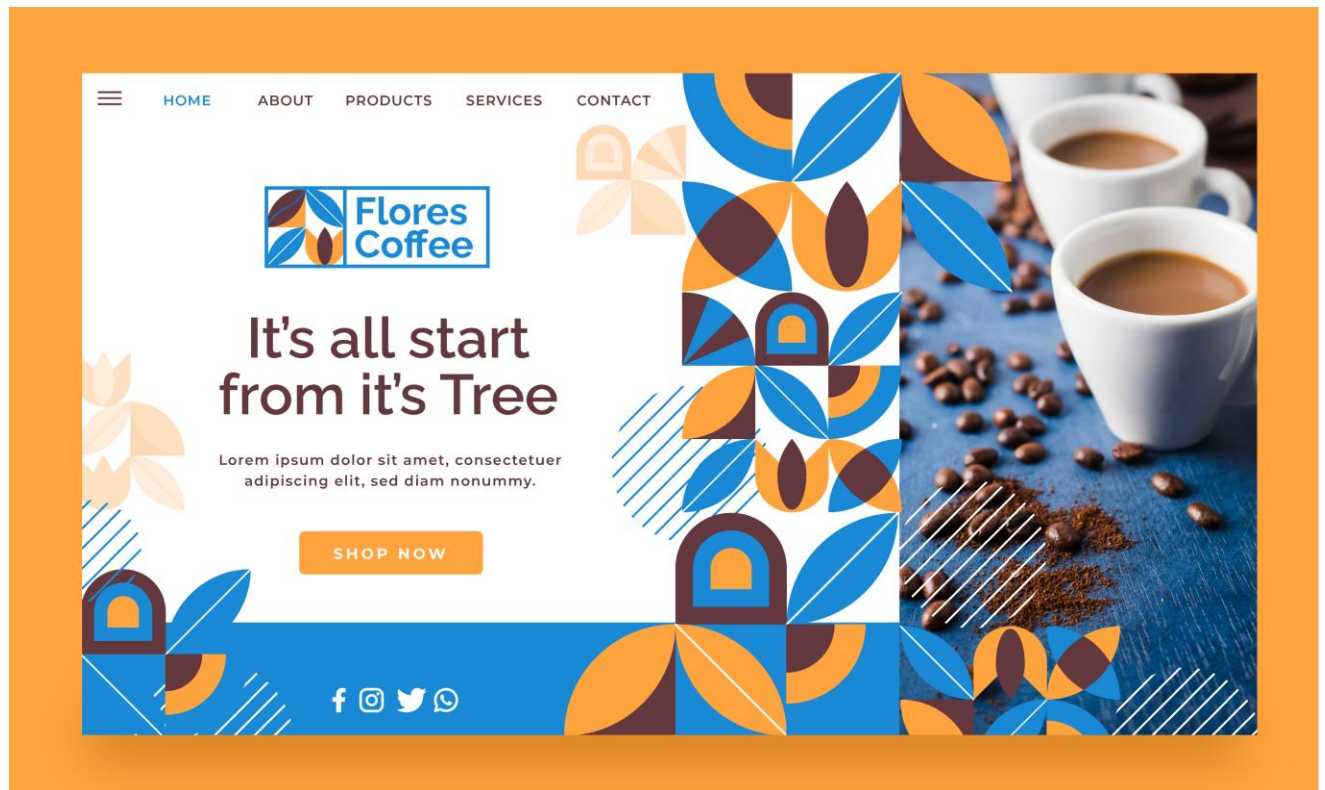


Introduction



This report looks at how Bright light Coffee Shop did in 2025. I used sales data to find out important things like how much money was made, which products sold best, and when the shop was busiest. I used SQL to ask questions from the data and Power BI to show the results with charts and formulas (DAX). These insights can help the business make better choices.

Calculations



Here are some of the main things I calculated:

- **Total Revenue:** The total money made
- **Average Order Value:** The average money spent per sale
- **Total Coffee Sold:** How much coffee was sold
- **Total Orders:** The number of separate sales
- **Average Coffee Per Order:** How much coffee people bought per sale

I built these using DAX formulas in Power BI and made sure they could adjust based on filters (like store or time period).

Main Findings

1. Best-Selling Products

- Coffee made the most money
- Tea and Drinking Chocolate also did well
- Bakery items sold less but could do better with promotions

2. Busiest Times of Day

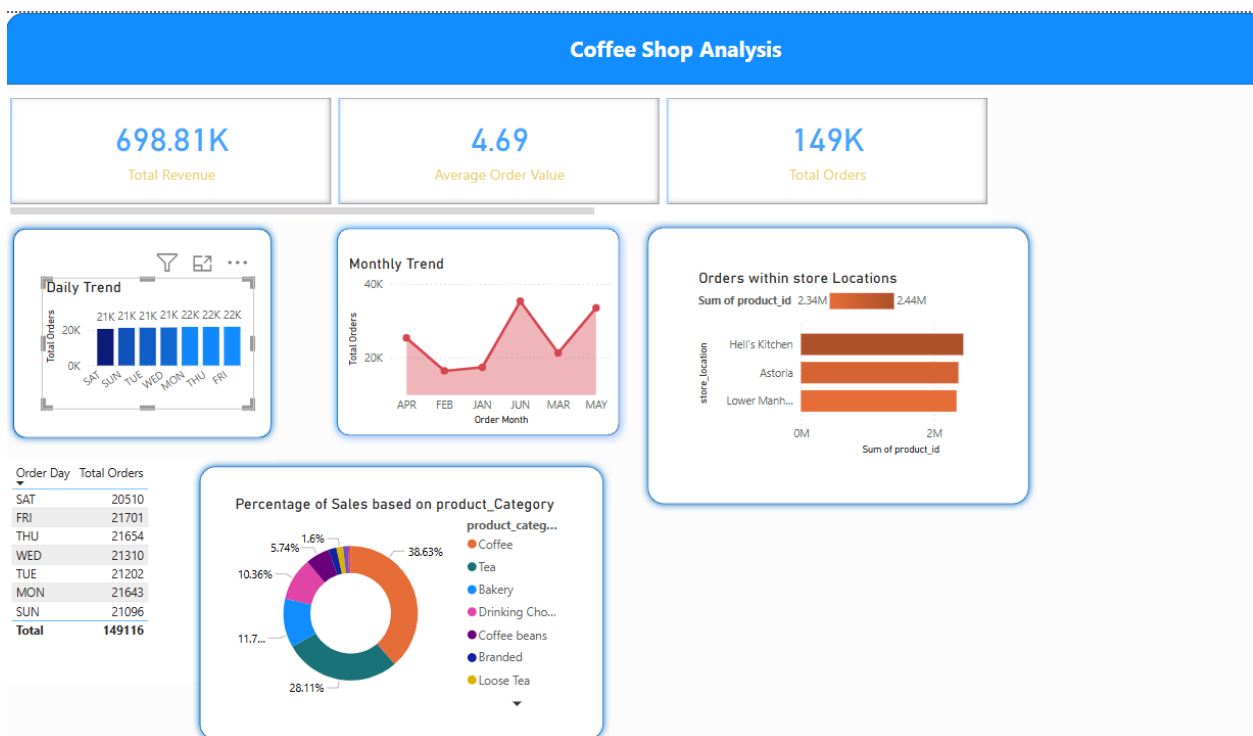
- **6–9 AM:** Most sales, especially coffee and breakfast
- **10–12 PM:** Good sales, mostly in city stores
- **6–9 PM:** More baked goods and warm drinks sold

3. Sales by Month

- **January and December** were the best months
- Sales dropped in the middle of the year—great time to run promotions

4. Performance by Store

- **Lower Manhattan** had strong and steady sales
- **Hell's Kitchen** did okay, especially in the morning
- **Astoria** had low sales—may need better marketing or changes



Recommendations

- **Push Coffee Sales:** Keep enough stock and run ads
- **Use Promotions:** Give discounts during quiet times or in slower stores
- **Improve Astoria Store:** Try new marketing or menu ideas
- **Loyalty Program:** Give points or rewards to returning customers

