

Data Org Chart

Bright Coffee Shop Sales Analysis

Data flow

Data source

Excel file converted to csv file

ETL pipeline

Create a database on Snowflake

Create a schema and table within the database

Upload the csv file on Snowflake under the created schema

Data analysis overview

Understand the project objective

Data Inspection
(to understand the data given)

Data Processing

Use SQL on Snowflake to code

Data visualisation

Use Excel to create dashboards or pivot table

Presentation to the CEO

Create a PowerPoint presentation

Recommendations

Data Coding (SQL)

1.Unique identifiers

transaction_id

product_id

store_id

2.Categorical data (store with most revenue and most/least sold product)

store location

product_category

product_type

product_detail

3.Dates (TODATE function)

Day of month

Month name

Day of week

Month id

4.Time buckets (which time of day make more revenue)

Morning

Afternoon

Evening

5.Quantitative data

Revenue
(price*product_qty)

6.Day (use CASE statement to create day categories)

Weekday

Weekend