**Methodology**

**Bright Coffee Shop: Data Analysis Strategy**

**1. Objective**  
To analyse historical transaction data and extract actionable insights that align with the CEO’s objectives of boosting revenue and enhancing product performance.

**2. Data Collection**

* **Source:** Daily transaction records provided in an Excel file.
* **Key Data Fields Include:**
  + Product Type
  + Product Category
  + Store Location
  + Unit Price
  + Transaction Time

**3. Data Preparation**

* Convert the Excel file into CSV format.
* **Platform:** Snowflake
* **Key Processing Steps:**
  + Generate calculated fields such as:
    - **Total Amount** = Unit Price × Quantity
    - **Time Bucket** = Categorizing transaction times into segments (e.g., Morning, Afternoon, Evening,)

**4. Data Analysis**

**Tools Used:**

* + **Snowflake (SQL):** Data exploration and querying
  + **Excel / Power BI:** Data visualization
  + **Canva:** Presentation design
* **Key Analysis Areas:**
  + Revenue by product category and specific items
  + Sales patterns based on time of day
  + Performance evaluation of top- and bottom-selling products
  + Strategic recommendations based on trends and insights

**5. Visualization & Reporting**

* **Outputs Include:**
  + Interactive dashboards using Power BI and Excel, with pivot tables and charts
  + Visual storytelling highlighting KPIs, sales performance, and customer behaviour patterns

**6. Final Presentation**

* **Audience:** CEO and executive leadership
* **Format:**
  + A clear, visually-driven summary of findings
  + Strategic proposals, such as:
    - Focused promotions for low-performing products
    - Inventory realignment based on peak sales times
    - Adjustments to product mix and pricing to maximize profitability