

Personal Presentation

PERSONAL

portfolio - final week

KPI

TOTAL SALES

```
SELECT  
    ROUND(SUM(unit_price * transaction_qty), 0) AS Total_Sales  
FROM [Coffee Shop Sales]  
WHERE transaction_date >= '2023-05-01'  
    AND transaction_date < '2023-06-01';
```

TOTAL ORDERS by MONTHS

```
SELECT  
    YEAR(transaction_date) AS year,  
    MONTH(transaction_date) AS month,  
    COUNT(*) AS total_orders  
FROM [Coffee Shop Sales]  
GROUP BY YEAR(transaction_date), MONTH(transaction_date)  
ORDER BY year, month;
```

SELECT

```
transaction_date,  
ROUND(SUM(unit_price * transaction_qty), 0) AS total_sales,  
SUM(transaction_qty) AS total_quantity_sold,  
COUNT(*) AS total_orders  
FROM [Coffee Shop Sales]  
WHERE transaction_date = '2023-05-18'  
GROUP BY transaction_date;
```

Total_Sales

1 156728.00000000000

	year	month	total_orders
1	2023	1	17314
2	2023	2	16359
3	2023	3	21229
4	2023	4	25335
5	2023	5	33527
6	2023	6	35352

	transaction_date	total_sales	total_quantity_sold	total_orders
1	2023-05-18	5583.0000000000	1659	1192

TREND

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SALES BY WEEKDAY / WEEKEND:

```
SELECT
CASE
    WHEN DAYOFWEEK(transaction_date) IN (1, 7) THEN 'Weekends'
    ELSE 'Weekdays'
END AS day_type,
ROUND(SUM(unit_price * transaction_qty),2) AS total_sales
FROM
coffee_shop_sales
WHERE
MONTH(transaction_date) = 5 -- Filter for May
GROUP BY
CASE
    WHEN DAYOFWEEK(transaction_date) IN (1, 7) THEN 'Weekends'
    ELSE 'Weekdays'
END;
```

	store_location	Total_Sales
▶	Hell's Kitchen	52598.929999999375
▶	Astoria	52428.75999999932
▶	Lower Manhattan	51700.06999999959



SALES BY STORE LOCATION

```
SELECT
store_location,
SUM(unit_price * transaction_qty) as Total_Sales
FROM coffee_shop_sales
WHERE
MONTH(transaction_date) =5
GROUP BY store_location
ORDER BY SUM(unit_price * transaction_qty) DESC
```

ADVANCED VISUALS



Filters & User Interaction

Filters & User Interaction

- Interactive Filters
- Month / Year selector
- Visual cross-filtering by:
- Product category
- Day of week
- Store location

User Value

- Managers can drill down into specific periods
- Enables self-service analysis without technical knowledge

DECISION RECOMMENDATIONS

Business Question	Key Findings (Data Evidence)	Business Explanation	Managerial Implication
How have sales trended over time?	Sales, orders, and quantity ↓ ~5–7% MoM	Demand slowdown, not operational issues (metrics decline consistently)	Need demand-stimulation strategies, not cost-cutting
Which days are busiest?	Weekdays ≈ 70% of total sales	Coffee consumption tied to work routines & commuting	Focus promotions & staffing on weekdays
What times of day are most popular?	Peaks: 8–11 AM & 4–6 PM	Commute hours and work breaks drive demand	Optimize staffing & time-based promotions
Does the trend hold across locations?	Similar hourly patterns across stores	Customer behavior driven by routine, not location	Apply time-based strategies system-wide
Which products sell most?	Coffee, Espresso, Brewed Coffee	Core fresh beverages dominate transactions	Prioritize core drinks in marketing
Which products sell least?	Packaged coffee, loose tea, flavours	Low-frequency, add-on products	Reduce inventory focus on low performers
Which drive the most revenue?	Core beverages	High volume + steady demand	Revenue growth depends on beverage sales

STORYTELLING WITH DATA

What the Data Shows (The “What”)

The dashboard shows a moderate month-over-month decline across all major KPIs:



Insight

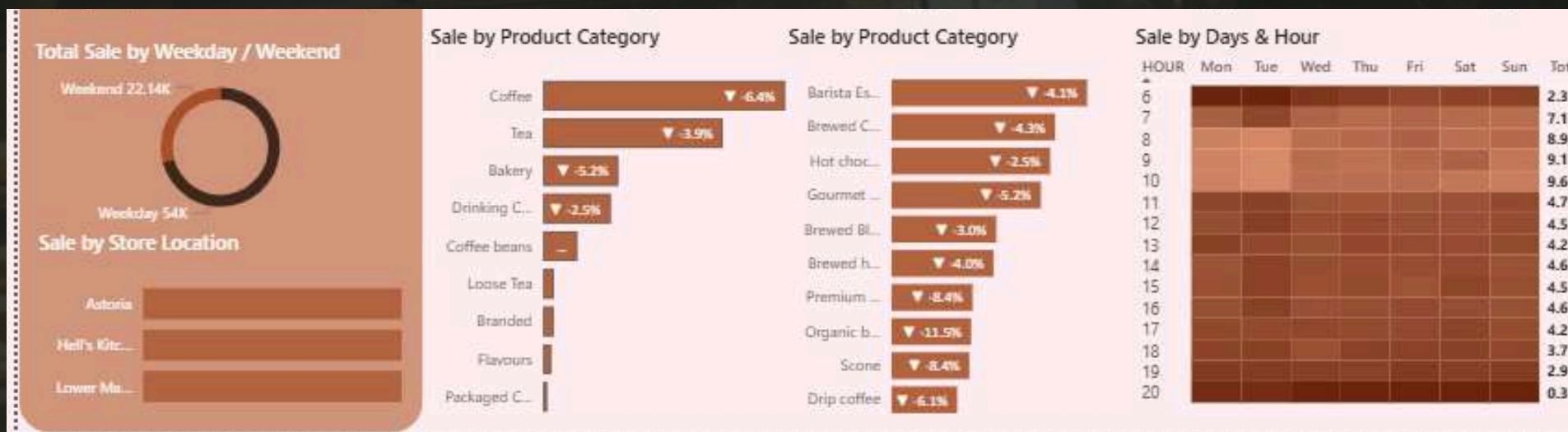
- All metrics decline consistently
- No abnormal volatility in daily sales trend

Visual Justification

- KPI trend indicators
- Daily sales bar chart (stable pattern)

Why It Happens (The “Why”)

Customer purchasing behavior at Maven Roasters is strongly tied to daily routines rather than spontaneous demand.



Evidence

- Weekdays generate ~70% of revenue

Sales peak at:

- 8–11 AM (commute & work start)
- 4–6 PM (afternoon break)

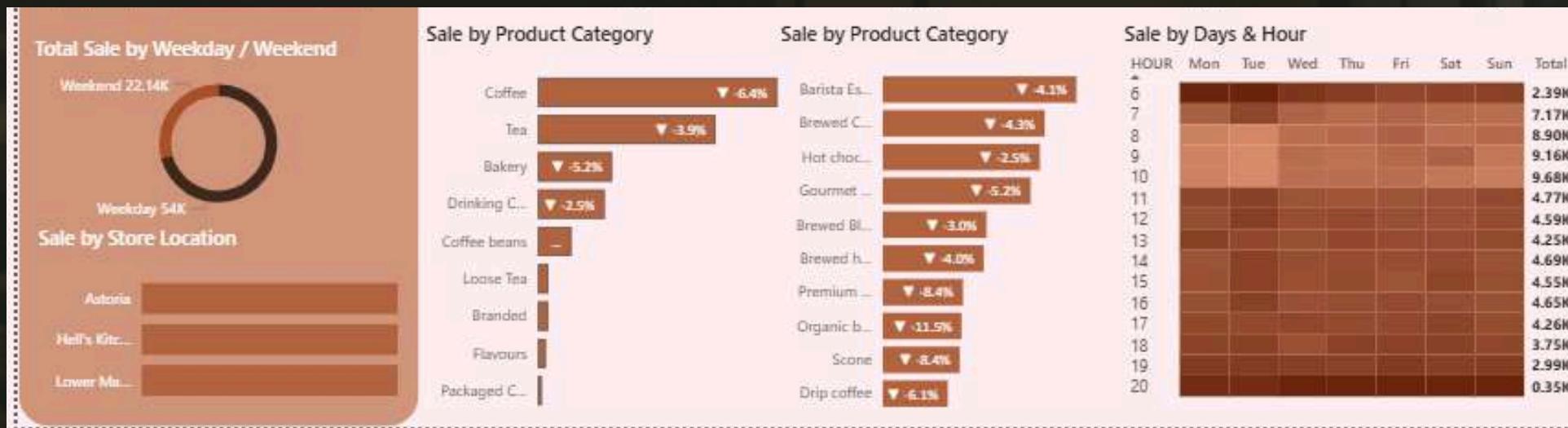
Visual Justification

- Weekday vs Weekend donut chart
- Day-Hour heatmap

STORYTELLING WITH DATA

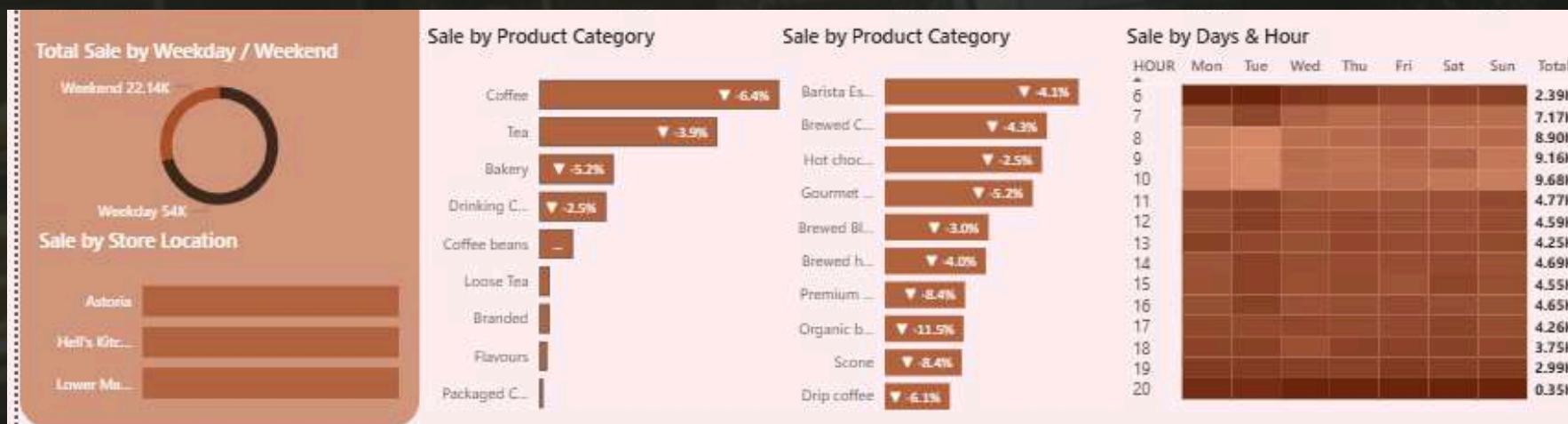
Where the Money Comes From (The “So What”)

Not all products contribute equally to revenue.



Decision & Recommendation (The “Now What”)

Because demand is routine-driven and product concentration is high, decisions should focus on timing, focus, and efficiency.



Findings

- Core beverages (Coffee, Espresso, Brewed Coffee):
 - Highest sales volume
 - Largest revenue contribution
- Retail-style products:
 - Low frequency
 - Minimal revenue impact

Visual Justification

- Sales by product category bar charts

Data-Backed Decisions

- Time-based promotions during off-peak hours
- Staffing aligned with peak demand
- Reduce focus on low-performing retail items

Visual Justification

- Hourly heatmap
- Product category ranking



What worked well

- KPIs clearly summarized overall performance
- Visuals revealed key patterns (weekday dominance, peak hours)
- Dashboard supported data-driven decision making

What could be improved

- Lack of cost, profit, and customer-level data
- Short time range limits long-term trend analysis
- No predictive or forecasting insights

REFLECTION

Industry relevance

- Insights align with urban coffee shop behavior
- Highly applicable for staffing, promotions, and product focus

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thank you so much!