

DATETIME DATA | 2

Transaction Date

Date functions to analyse revenue accumulated over the months. Which months brought in the higher and which were the busy days within the months.

Transaction Time

Utilize CASE statment to group time as Morning, Afternoon and Evening. This will assist with analysing the busiest times in certain stores.

CATEGORICAL DATA | 3

Product Category

Determine top 5 category

Store Location

Calculate revenue by store location to determine best performing shop.

Product Type

The 3 product types with the highest revenue per store Location

QUANTITATIVE DATA | 2

Transactional Quantity

Calculate the total renue using the select statements and arithmetic operation "Revenue= Price*Qty

Unit price

Calculate total revenue

IDs | 4

Transaction ID

Calculate total number of sale using count distinct operation

Transaction ID

Count total sales for each store

Store ID

Calculate the average spend per week to analyse spending behaviour of consumers

Product ID

Calculate number of product sold at each store

KPIs | 3

MTD Revenue

MoM% Revenue

Average Revenue per Customer (ARPC)

VISUALS | 4

Line graph

Bar graph

Type something

Type something