

02.06.2024



AMERICANO COFFEE SALES

Successful Coffee Shop

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Data Analyst at XYZ Company

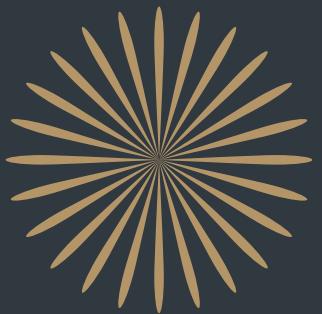
“

Hi, I'm Supriya, a data analyst. I've conducted a project on Americano coffee sales using SQL and PowerBI, providing actionable insights for business optimization.”



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Questions solved

- What is the total revenue generated from Americano coffee sales within the specified time period?
- How many transactions were made for Americano coffee purchases during the analyzed period?
- What is the average amount spent per individual on Americano coffee purchases?
- What is the average number of Americano coffee orders per transaction?



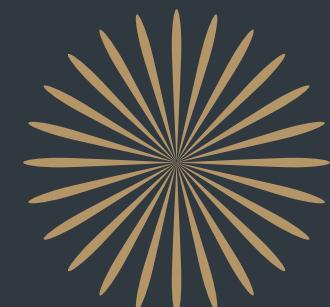
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Total Sales

```
SELECT  
    SUM(total_price) AS total_sales  
FROM  
    coffee_sales;
```

	total_sales
▶	\$687.6k





Total Transactions

```
SELECT  
    SUM(total_price) AS total_sales  
FROM  
    coffee_sales;
```

total_transactions
\$149k





Average Bill per Person

```
SELECT
```

```
    AVG(total_price) AS average_bill_per_person
```

```
FROM
```

```
coffee_sales;
```

average_bill_per_person

4.6



Average Orders for Coffee Sales

```
SELECT  
    AVG(order_count) AS average_orders  
FROM  
    (SELECT  
        COUNT(transaction_id) AS order_count  
    FROM  
        coffee_sales  
    GROUP BY transaction_id) AS order_counts;
```



average_orders
1





\$687.6K

SALES

\$149K

TOTAL TRANSACTION

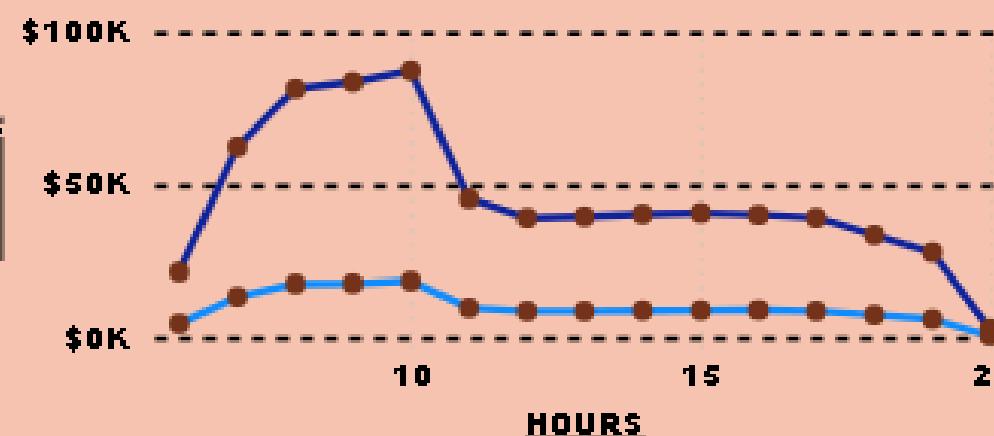
4.6

AVERAGE BILL PER PERSON

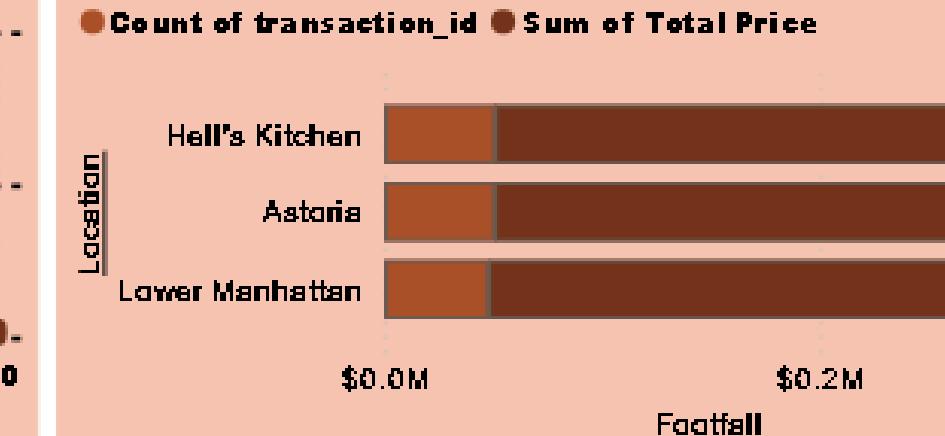
1.4

AVERAGE ORDERS

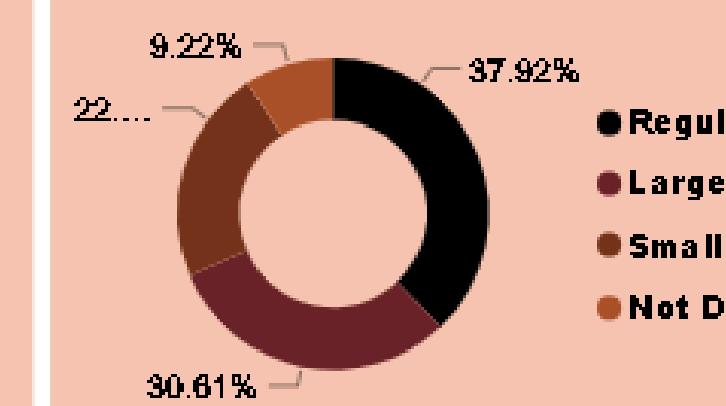
Quantity Per hour



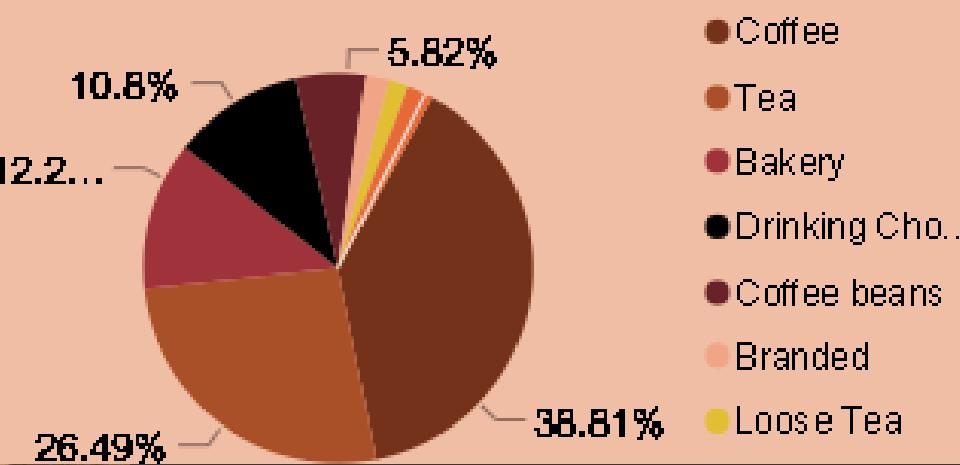
Sales over various Store Location



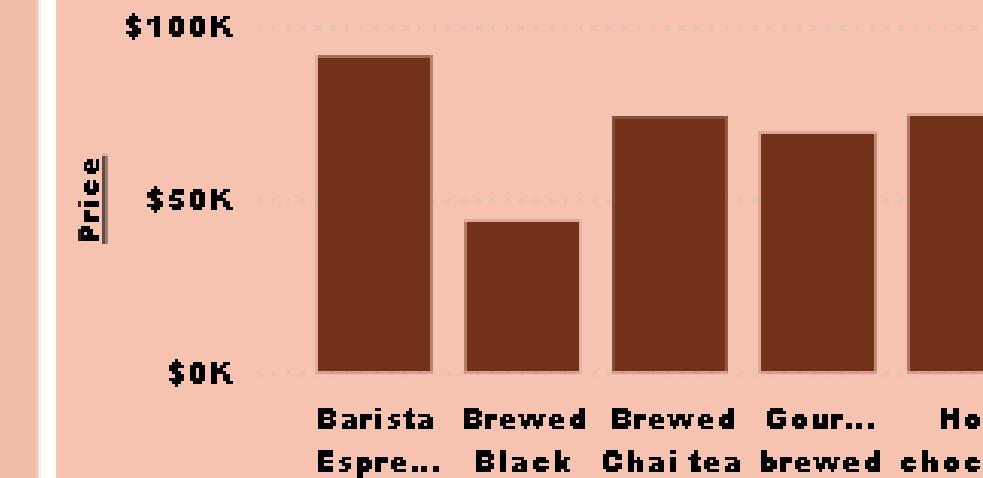
%Size based on Orders



Category% Distribution



Top 5 Products



Quantity Per hour...







Thank you