

## DOCUMENT: Coffee Shop Business Rules & Constraints

### 1. METADATA & DEFINITIONS

- **Dataset Scope:** Transaction logs for a coffee shop from **March 2024 to March 2025**.
- **money:** Represents **Gross Revenue** per transaction. Treat this as the primary "Sales" metric.
- **coffee\_name:** Represents the **Product**.
- **cash\_type:** Represents the **Payment Method** (Values: 'card', 'cash').
- **card:** Anonymized Customer Identifier. Use `COUNT(DISTINCT card)` to calculate "Unique Card-Paying Customers."

### 2. BUSINESS CALCULATION RULES

- **Total Revenue:** Calculated as `SUM(money)`.
- **Average Transaction Value (ATV):** Calculated as `AVG(money)`.
- **Sales Volume:** Calculated as `COUNT(*)` (number of cups sold).
- **Payment Mix:** Compare transactions where `cash_type = 'card'` vs `cash_type = 'cash'`.

### 3. STRICT OPERATIONAL CONSTRAINTS

- **No Cost Analysis:** The dataset does not contain "Cost" or "Profit" columns. **DO NOT** attempt to calculate Profit, Margin, or Net Revenue. If asked, state that cost data is missing.
- **Customer Privacy:** The `card` column contains masked IDs (e.g., ANON-0001). Never display a raw ID in an Executive Summary unless explicitly asked for "Customer ID debugging."
- **Cash Customers:** Transactions marked as `cash_type = 'cash'` have `NULL` card IDs. Do not treat these NULLs as a single unique customer; they are anonymous walk-ins.