COFFEE SHOP SALES

KPI’s

1. Total Revenue

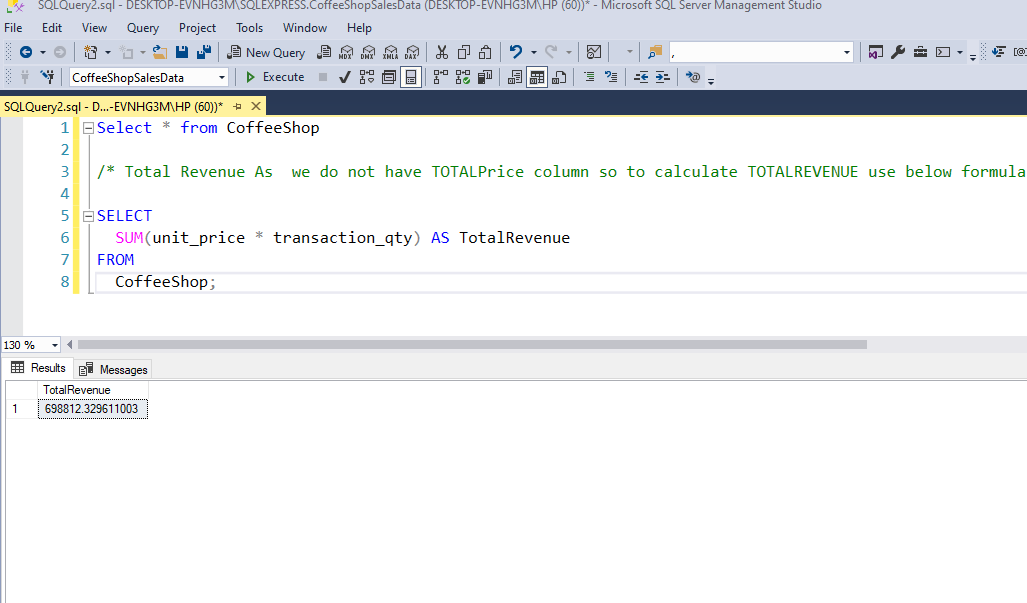
/\* Total Revenue As we do not have TOTALPrice column so to calculate TOTALREVENUE use below formula \*/

SELECT

SUM(unit\_price \* transaction\_qty) AS TotalRevenue

FROM

CoffeeShop;



1. AverageOrderValue

/\* Avereage Order value , so it might happen that we have duplicates

or can say we have many transaction ids same according to the order placed by customers

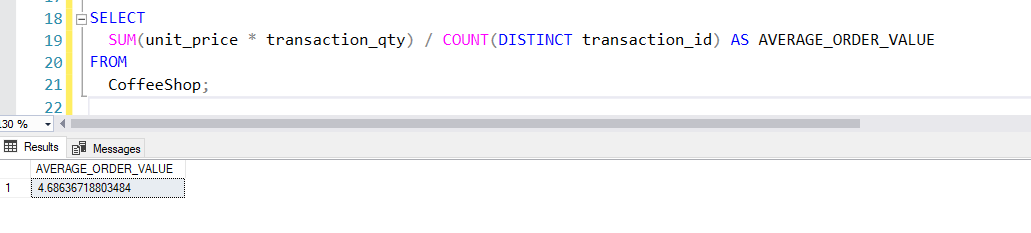
so to extract only the DISTINCT(Unique values ) we should use CountofDistinct values. \*/

SELECT

SUM(unit\_price \* transaction\_qty) / COUNT(DISTINCT transaction\_id) AS AVERAGE\_ORDER\_VALUE

FROM

CoffeeShop;



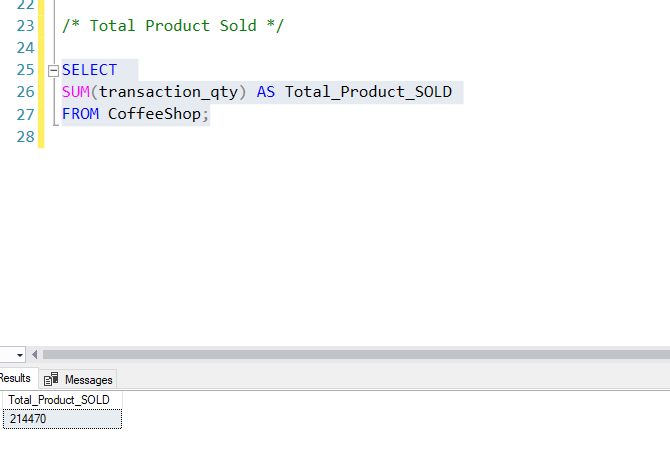
1. TotalProductSold

/\* Total Product Sold \*/

SELECT

SUM(transaction\_qty) AS Total\_Product\_SOLD

FROM CoffeeShop;



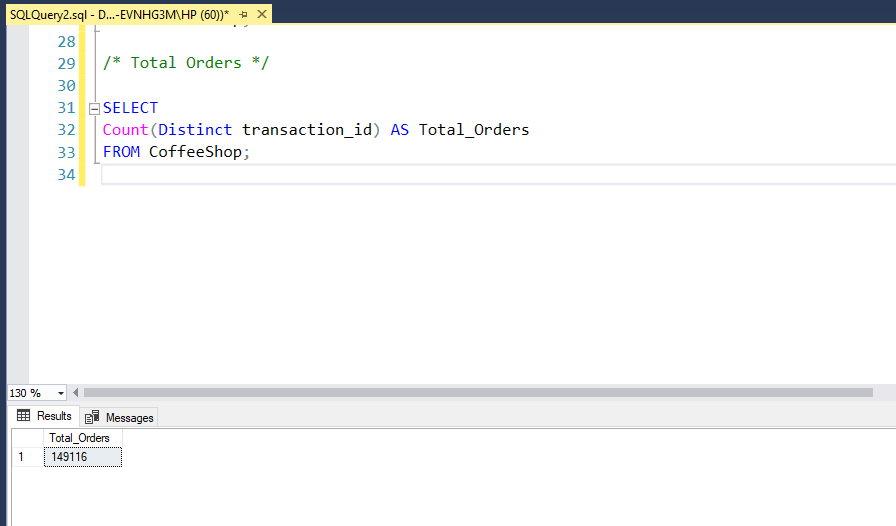
1. TotalOrder

/\* Total Orders \*/

SELECT

Count(Distinct transaction\_id) AS Total\_Orders

FROM CoffeeShop;



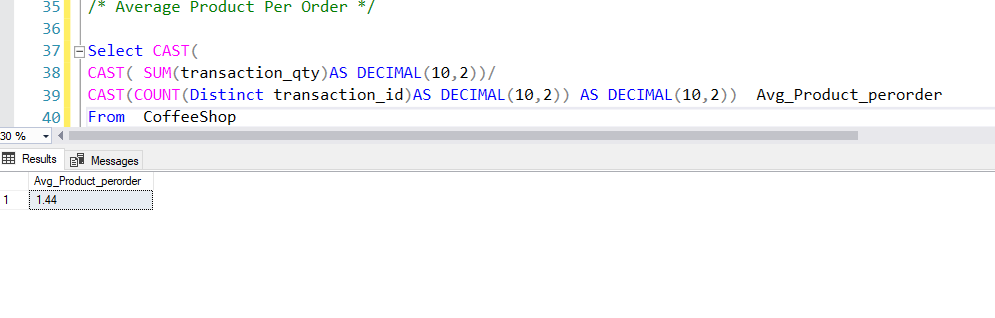
1. AverageProductPerSales

Select CAST(

CAST( SUM(transaction\_qty)AS DECIMAL(10,2))/

CAST(COUNT(Distinct transaction\_id)AS DECIMAL(10,2)) AS DECIMAL(10,2)) Avg\_Product\_perorder

From CoffeeShop;



1. Daily Trends of Orders (Day-wise)

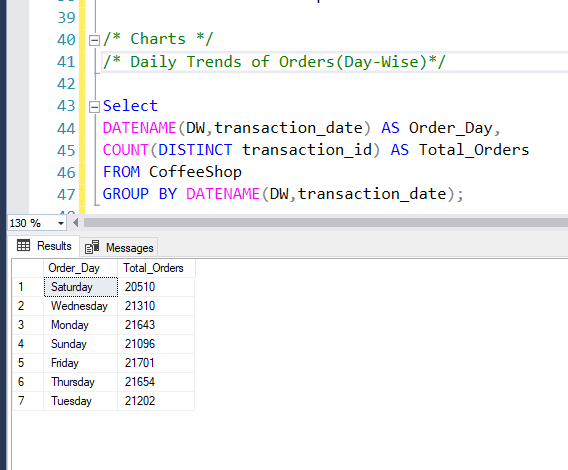
Select

DATENAME(DW,transaction\_date) AS Order\_Day,

COUNT(DISTINCT transaction\_id) AS Total\_Orders

FROM CoffeeShop

GROUP BY DATENAME(DW,transaction\_date);



1. Monthly Trends of Orders (Month-Wise)

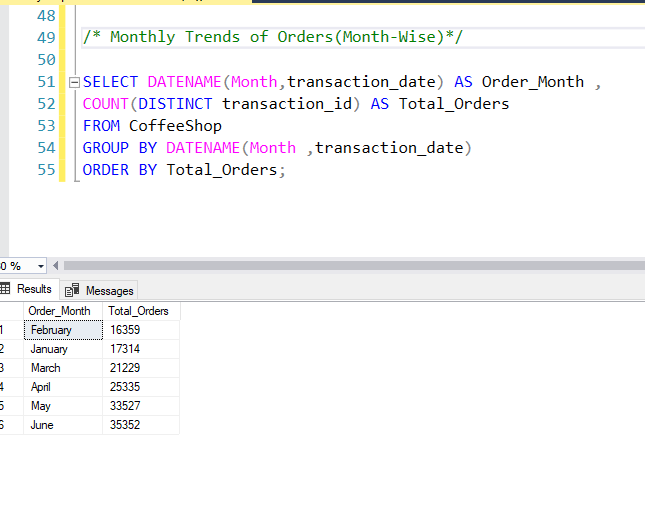
SELECT DATENAME(Month,transaction\_date) AS Order\_Month ,

COUNT(DISTINCT transaction\_id) AS Total\_Orders

FROM CoffeeShop

GROUP BY DATENAME(Month ,transaction\_date)

ORDER BY Total\_Orders;



1. % of Total Sales

/\* % of sales \*/

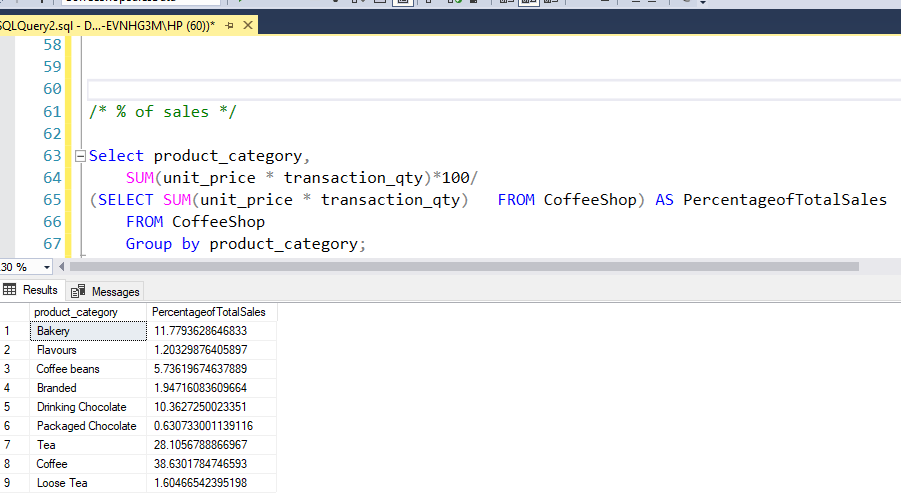
Select product\_category,

SUM(unit\_price \* transaction\_qty)\*100/

(SELECT SUM(unit\_price \* transaction\_qty) FROM CoffeeShop) AS PercentageofTotalSales

FROM CoffeeShop

Group by product\_category;



* 1. Percentage of Total Sales With Filter of MONTH(January-December)

/\* If we want to filter the data according to the MONTH (January=1……… December=12) than use below query in subquery\*/

Select product\_category,

SUM(unit\_price \* transaction\_qty)\*100/

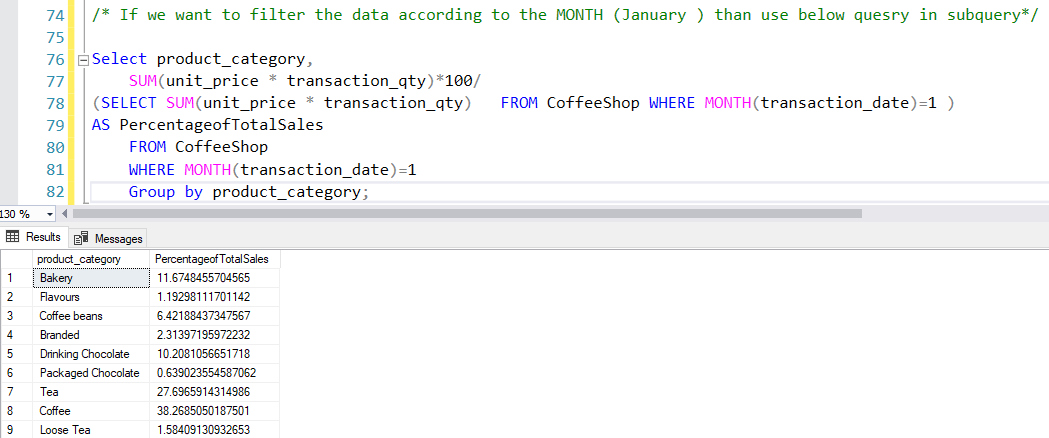
(SELECT SUM(unit\_price \* transaction\_qty) FROM CoffeeShop WHERE MONTH(transaction\_date)=1 )

AS PercentageofTotalSales

FROM CoffeeShop

WHERE MONTH(transaction\_date)=1

Group by product\_category;



1. Percentage of Sales by Product Size

Select Size,

SUM(unit\_price \* transaction\_qty) AS TOtalSales ,

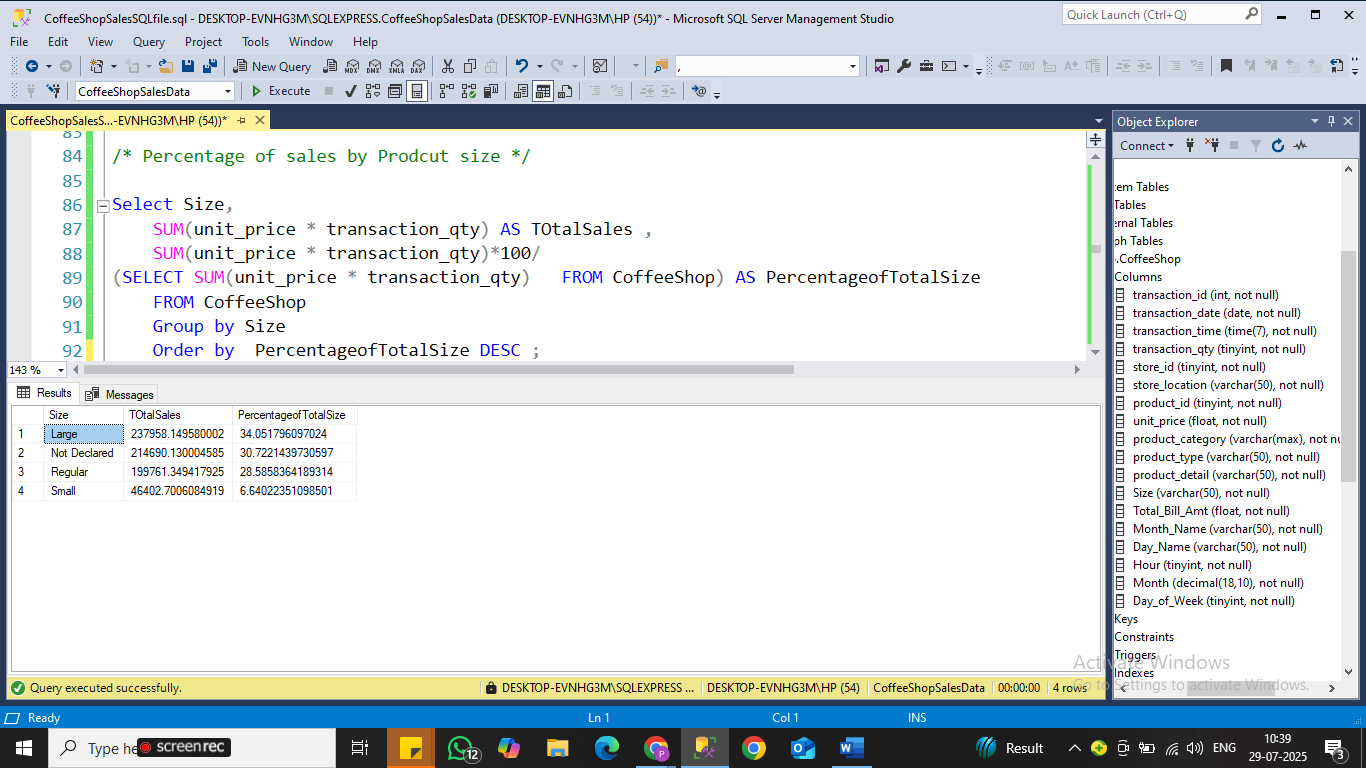
SUM(unit\_price \* transaction\_qty)\*100/

(SELECT SUM(unit\_price \* transaction\_qty) FROM CoffeeShop) AS PercentageofTotalSize

FROM CoffeeShop

Group by Size

Order by PercentageofTotalSize DESC ;



* 1. Removing Decimals upto (10,2)

/\* for removing decimals or just for two decimals \*/

Select Size,

CAST(SUM(unit\_price \* transaction\_qty)AS DECIMAL(10,2)) AS TOtalSales ,

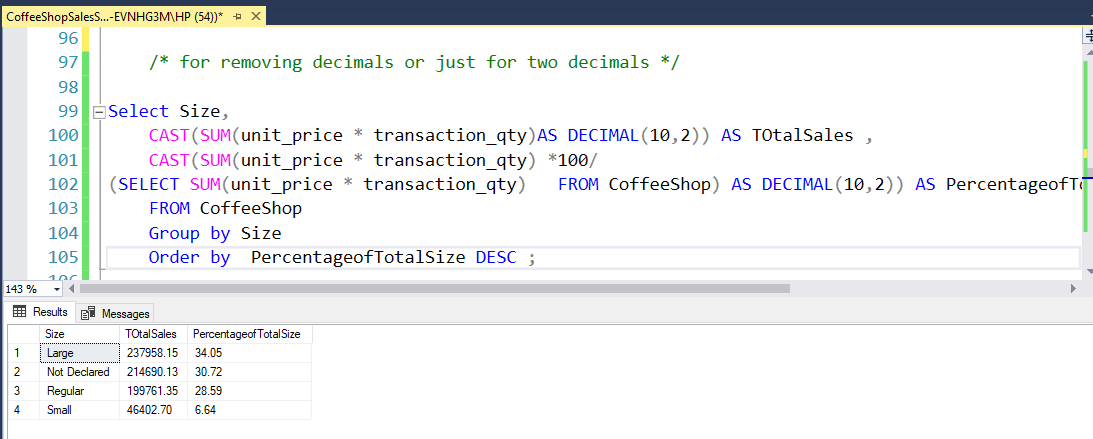
CAST(SUM(unit\_price \* transaction\_qty) \*100/

(SELECT SUM(unit\_price \* transaction\_qty) FROM CoffeeShop) AS DECIMAL(10,2)) AS PercentageofTotalSize

FROM CoffeeShop

Group by Size

Order by PercentageofTotalSize DESC ;



* 1. For quarter

/\* Filtering it for Quarter\*/

Select Size,

CAST(SUM(unit\_price \* transaction\_qty)AS DECIMAL(10,2)) AS TOtalSales ,

CAST(SUM(unit\_price \* transaction\_qty) \*100/

(SELECT SUM(unit\_price \* transaction\_qty)

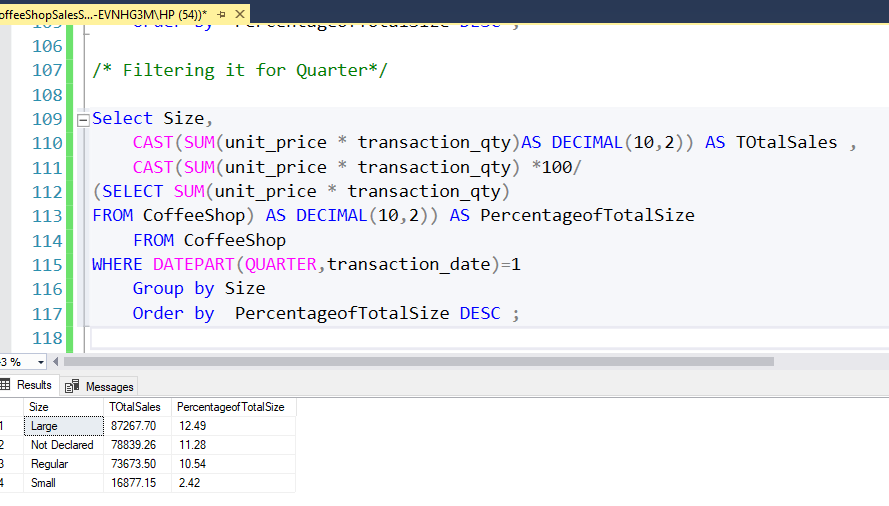
FROM CoffeeShop) AS DECIMAL(10,2)) AS PercentageofTotalSize

FROM CoffeeShop

WHERE DATEPART(QUARTER,transaction\_date)=1

Group by Size

Order by PercentageofTotalSize DESC ;



1. Total Revenue of products according to the Product\_category

/\* To see what is the revenue the products are giving to us\*/

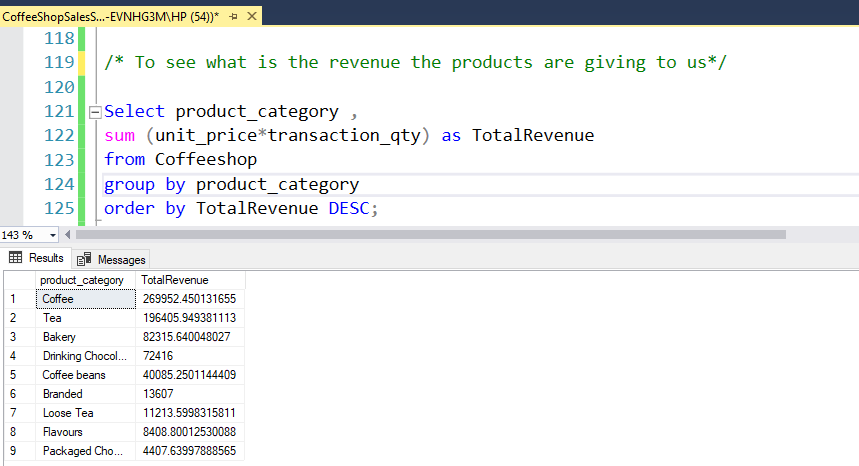
Select product\_category ,

sum (unit\_price\*transaction\_qty) as TotalRevenue

from Coffeeshop

group by product\_category

order by TotalRevenue DESC;



1. Top 5 & Bottom 5 according to the totalRevenue

/\* Top 5 Product \*/

Select TOP 5 product\_category ,

sum (unit\_price\*transaction\_qty) as TotalRevenue

from Coffeeshop

group by product\_category

order by TotalRevenue DESC;

/\* Bottom 5 products according to the total revenue \*/

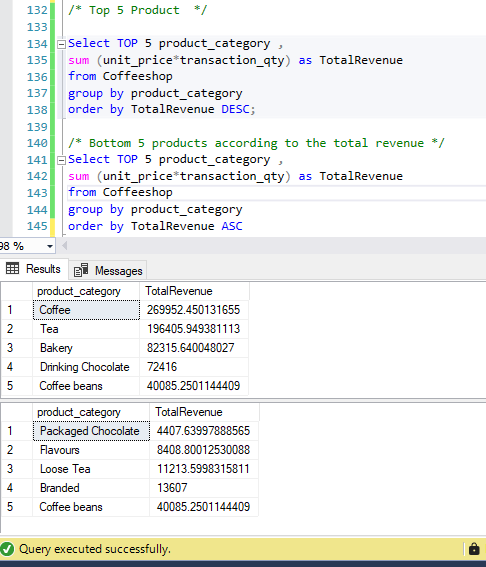
Select TOP 5 product\_category ,

sum (unit\_price\*transaction\_qty) as TotalRevenue

from Coffeeshop

group by product\_category

order by TotalRevenue ASC



1. Top 5 & Bottom 5 according to the quantity

/\* Top 5 products according to the quantity \*/

select TOP 5 product\_category,

SUM(transaction\_qty) AS Totalquantity

from CoffeeShop

group by product\_category

Order by Totalquantity Desc;

/\* Bottom 5 products according to the quantity \*/

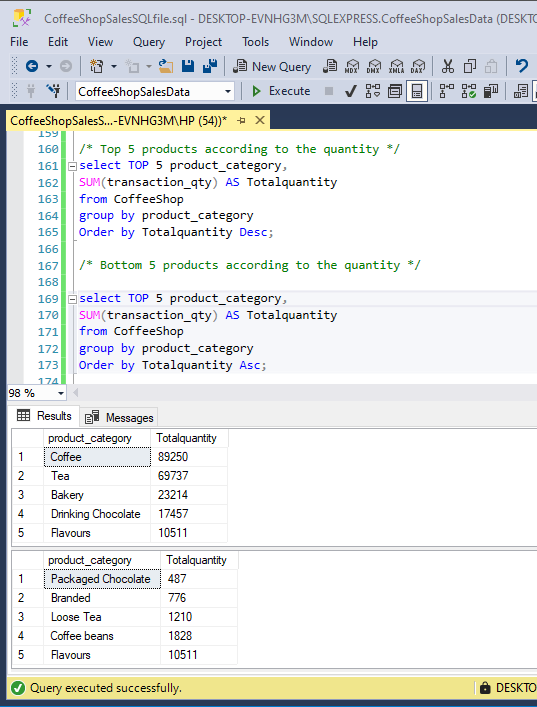
select TOP 5 product\_category,

SUM(transaction\_qty) AS Totalquantity

from CoffeeShop

group by product\_category

Order by Totalquantity Asc;



1. Top 5 & Bottom 5 according to the transaction\_id(quantity)

/\* Top 5 products according to the transactionid(orders) \*/

select TOP 5 product\_category,

Count(DISTINCT transaction\_id) AS TotalOrders

from CoffeeShop

group by product\_category

Order by TotalOrders Desc;

/\* Bottom 5 products according to the transactionid(orders) \*/

select TOP 5 product\_category,

Count(DISTINCT transaction\_id) AS TotalOrders

from CoffeeShop

group by product\_category

Order by TotalOrders Asc;

