**Project 3: Coffee Shop Sales**

*Programming Language: MySQL* | *Data Visualization: Tableau Public*

This project aims to analyze the sales performance of a coffee shop. The dataset provides comprehensive details on each transaction, including the transaction ID, date, time, quantity, store information (ID and location), and product details such as product ID, unit price, category, type, and description. It captures a total of *149,116* unique transactions made over a six-month period, spanning from *January 1, 2023*, to *June 30, 2023*.

These transactions originate from three distinct store locations: *Astoria, Hell’s Kitchen,* and *Lower Manhattan*. Their opening hours vary slightly by location—*Lower Manhattan* and *Hell’s Kitchen* operate from *6:00 AM to 9:00 PM*, while the *Astoria* store is open from *7:00 AM to 8:00 PM*. The coffee shops offer a wide variety of products across categories like *coffee, tea, drinking chocolate, and bakery* items, featuring popular options such as *gourmet brewed coffee, brewed chai tea, and hot chocolate*, among others.

The stores experience peak activity during the morning hours, particularly between *8:00 AM and 11:00 AM*, as many students and professionals grab their coffee on the way to college or work. In fact, *55%* of total transactions occur in the morning, followed by *24%* in the afternoon and *21%* in the evening. In addition, most of the transactions occurred during weekdays as compared to weekends.

The three stores collectively generated a total revenue of *$698,812.33* from the sale of *214,470* *units*. Among them, *Hell’s Kitchen* emerged as the top performer, contributing *33.84%* of the total revenue, followed closely by *Astoria* at *33.23%* and *Lower Manhattan* at *32.92%*. Sales showed an overall upward monthly trend, with *June* achieving the highest revenue at *$166,485.88*, while *February* recorded the lowest at *$76,145.19*.

Among all product categories, *Coffee* stands out as the highest revenue-generating category, contributing *$269,952.45*. Within this category, *Barista Espresso* leads with *$91,406.20* in revenue, followed by *Gourmet Brewed Coffee* with *$70,034.60*. On average, customers spend just *$3.02* per item on Coffee, making it a popular choice due to its affordability and daily consumption appeal, which likely drives high sales volume across all three stores.