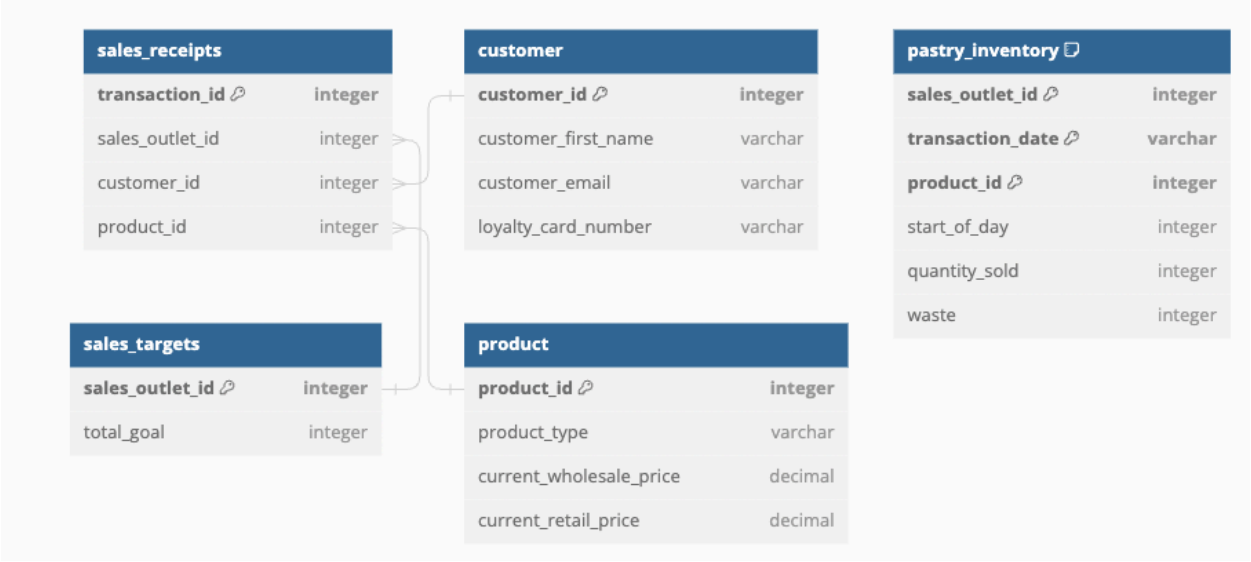
Coffee Shop Database Project

Description

This project conducts sales and inventory analysis of a fictional coffee shop using SQL. The dataset was found on Kaggle and provides sales and inventory data for the month of April. This project aims to showcase my knowledge and understanding of SQL by performing queries that output key data for the store owner and employees. The database will allow the owner/employees to retrieve data to answer business-related queries. For example, they can use data from sales receipts, pastry inventory, and sales targets to calculate the stores' performance and optimize inventory levels. With the help of this database, the owner can see how to allocate resources better and make informed business decisions. Some of the queries that are used answer the following questions:

1. What is the sales revenue?
2. Which store has the highest sales?
3. What are the top-selling products (in terms of quantity sold and revenue)?
4. Which store met its monthly sales target?
5. What pastries have the highest wastage?
6. What is the profit margin per unit for each product?

Database Schema



The database schema has 5 tables as follows: Sales Receipts, Customer, Pastry Inventory, Sales Targets and Product. There are 4 one to many relationships in the database as seen through the grey lines connecting the tables.

Key Results

Based on the queries I conducted, I have found the following results that showcase sales and inventory data for the store:

- Store 8 had the highest sales revenue at $79,528.25
- The top 3 best selling products (in terms of quantity sold) are: Earl Grey Rg, Dark Chocolate Lg, and Latte.
- Total sales for the month both in-store and online is $233,635.95
- All 3 stores exceeded their monthly sales target
- The Ginger scone is the product with the highest waste for all 3 stores

Potential Additions

This results and data from this project can be displayed on a user interface. The project can also include graphical representations of the data and further analysis to showcase trends (e.g. peak sales hours/days). These additions would allow for more informed business decisions to be made.

References

Dataset:
https://www.kaggle.com/datasets/nehaprabhavalkar/av-healthcare-analytics-ii