

# **COFFE SHOP SALES DATA ANALYSIS- USING SQL**

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## Sample Dataset --

```
mysql> SELECT *
-> FROM data
-> LIMIT 5;
```

## OUTPUT --

	transaction_id	transaction_date	transaction_time	transaction_qty	store_id	store_location	product_id	unit_price	product_category	product_type	product_detail	Revenue	Month	Month_[0]	Weekday	Weekday_[0]	Hour
fee	1	01-01-2023	7:06:11	1	2	5	Lower Manhattan	32	Coffee	Gourmet brewed coffee	Ethiopia Rg	6	1	Jan	Sun	7	1
fee	2	01-01-2023	7:08:56	1	2	5	Lower Manhattan	57	Brewed Chai tea	Spicy Eye Opener Chai Lg	6.2	1	Jan	Sun	3.1	7	1
fee	3	01-01-2023	7:14:04	1	2	5	Lower Manhattan	59	Hot chocolate	Dark chocolate Lg	9	1	Jan	Sun	4.5	7	1
fee	4	01-01-2023	7:20:24	1	1	5	Lower Manhattan	22	Drip coffee	Our Old Time Diner Blend Sm	2	1	Jan	Sun	2	7	1
fee	5	01-01-2023	7:22:41	1	2	5	Lower Manhattan	57	Brewed Chai tea	Spicy Eye Opener Chai Lg	6.2	1	Jan	Sun	3.1	7	1

5 rows in set (0.00 sec)

## Total Revenue Generated --

```
mysql> SELECT ROUND(SUM(Revenue),4) AS total_revenue  
-> FROM data;
```

## OUTPUT --

total_revenue
698812.33

1 row in set (0.11 sec)

## Average Revenue Generated By Product Category

```
mysql> SELECT product_category, ROUND(AVG(Revenue),4) AS Average_Revenue  
-> FROM data  
-> GROUP BY product_category  
-> ORDER BY Average_Revenue DESC;
```

OUTPUT --

product_category	Average_Revenue
Coffee beans	22.8667
Branded	18.2155
Loose Tea	9.2674
Packaged Chocolate	9.0506
Drinking Chocolate	6.3146
Coffee	4.6212
Tea	4.3215
Bakery	3.611
Flavours	1.2384

9 rows in set (0.25 sec)

## Minimum Revenue And Max Revenue Generated --

```
mysql> SELECT MAX(Revenue) AS Max_Order_Value, MIN(Revenue) AS MIN_Order_Value  
-> from data;
```

## OUTPUT --

Max_Order_Value	MIN_Order_Value
360	0.8

1 row in set (0.12 sec)

# Total Transaction and Revenue Generated By Each Store --

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```
mysql> SELECT store_location, ROUND(SUM(Revenue),4) as total_revenue, COUNT(transaction_id) as total_transaction  
-> FROM data  
-> GROUP BY store_location  
-> ORDER BY total_revenue DESC;
```

## OUTPUT --

store_location	total_revenue	total_transaction
Hell's Kitchen	236511.17	50735
Astoria	232243.91	50599
Lower Manhattan	230057.25	47782

3 rows in set (0.88 sec)

## Top 10 Product Sold --

```
mysql> SELECT product_id, product_category, product_detail, SUM(transaction_qty) AS total_quantity_sold  
-> FROM data  
-> GROUP BY product_id, product_category, product_detail  
-> ORDER BY total_quantity_sold DESC  
-> LIMIT 10;
```

## OUTPUT --

product_id	product_category	product_detail	total_quantity_sold
50	Tea	Earl Grey Rg	4708
59	Drinking Chocolate	Dark chocolate Lg	4668
54	Tea	Morning Sunrise Chai Rg	4643
38	Coffee	Latte	4602
44	Tea	Peppermint Rg	4564
29	Coffee	Columbian Medium Roast Rg	4547
52	Tea	Traditional Blend Chai Rg	4512
39	Coffee	Latte Rg	4497
22	Coffee	Our Old Time Diner Blend Sm	4484
46	Tea	Serenity Green Tea Rg	4477

10 rows in set (0.48 sec)

## Revenue Generated Each Month --

```
mysql> SELECT Month, ROUND(SUM(Revenue),4) AS total_revenue  
-> FROM data  
-> GROUP BY Month  
-> ORDER BY total_revenue desc;
```

### OUTPUT --

Month	total_revenue
6	166485.88
5	156727.76
4	118941.08
3	98834.68
1	81677.74
2	76145.19

6 rows in set (0.13 sec)

## Revenue Generated Each Hour --

```
mysql> SELECT Hour, ROUND(SUM(Revenue),4) AS total_revenue, COUNT(transaction_id) AS total_transactions  
-> FROM data  
-> GROUP BY Hour  
-> ORDER BY Hour;
```

### OUTPUT --

Hour	total_revenue	total_transactions
6	21900.27	4594
7	63526.47	13428
8	82699.87	17654
9	85169.53	17764
10	88673.39	18545
11	46319.14	9766
12	40192.79	8708
13	40367.45	8714
14	41304.74	8933
15	41733.1	8979
16	41122.75	9093
17	40134.31	8745
18	34286.2	7498
19	28446.68	6092
20	2935.64	603

15 rows in set (0.13 sec)

## Revenue Generated By Product Category --

```
mysql> SELECT product_category, ROUND(SUM(Revenue),4) AS total_revenue  
-> FROM data  
-> GROUP BY product_category  
-> ORDER BY total_revenue DESC;
```

### OUTPUT --

product_category	total_revenue
Coffee	269952.45
Tea	196405.95
Bakery	82315.64
Drinking Chocolate	72416
Coffee beans	40085.25
Branded	13607
Loose Tea	11213.6
Flavours	8408.8
Packaged Chocolate	4407.64

9 rows in set (0.29 sec)

## Key Findings –

### Data Breakdown:

\$698K+ Total Revenue generated across all stores.

149,000+ Transactions giving insights into customer behavior.

Top Performer: Hell's Kitchen, with the highest footfall and sales.

### Key Insights:

Peak Hours for business: 8-10 AM ☀️.

Customer Favorite: Earl Grey Rg Tea and Dark Chocolate Lg coffee are the top picks ☀️.

Seasonal Trends: June saw the highest footfall, while February was the quietest.

## Business Recommendations --

- **Boost revenue** by optimizing peak hours, leveraging customer loyalty, and promoting top products.
- **Improve operational efficiency** by aligning staff schedules with high-traffic times and focusing on high-performing locations.
- **Increase customer retention** through targeted marketing and loyalty programs.



**THANK YOU**

Satyjeet Singh