

----COFFEE SHOP SALES ANALYSIS----

```
- create database coffee_shop_sales  
use coffee_shop_sales
```

```
select * from coffee_sales
```

236 %

Results Messages

	transaction_id	transaction_date	transaction_time	qty	store_id	store_location	product_id	unit_price	product_category	product_type
1	1	2023-01-01	07:06:11.0000000	2	5	Lower Manhattan	32	3.00	Coffee	Gourmet brewed coffee
2	2	2023-01-01	07:08:56.0000000	2	5	Lower Manhattan	57	3.10	Tea	Brewed Chai tea
3	3	2023-01-01	07:14:04.0000000	2	5	Lower Manhattan	59	4.50	Drinking Chocolate	Hot chocolate
4	4	2023-01-01	07:20:24.0000000	1	5	Lower Manhattan	22	2.00	Coffee	Drip coffee
5	5	2023-01-01	07:22:41.0000000	2	5	Lower Manhattan	57	3.10	Tea	Brewed Chai tea
6	6	2023-01-01	07:22:41.0000000	1	5	Lower Manhattan	77	3.00	Bakery	Scone
7	7	2023-01-01	07:25:49.0000000	1	5	Lower Manhattan	22	2.00	Coffee	Drip coffee
8	8	2023-01-01	07:33:34.0000000	2	5	Lower Manhattan	28	2.00	Coffee	Gourmet brewed coffee
9	9	2023-01-01	07:39:13.0000000	1	5	Lower Manhattan	39	4.25	Coffee	Barista Espresso
10	10	2023-01-01	07:39:34.0000000	2	5	Lower Manhattan	58	3.50	Drinking Chocolate	Hot chocolate
11	11	2023-01-01	07:43:05.0000000	1	5	Lower Manhattan	56	2.55	Tea	Brewed Chai tea
12	12	2023-01-01	07:44:35.0000000	2	5	Lower Manhattan	33	3.50	Coffee	Gourmet brewed coffee
13	13	2023-01-01	07:45:51.0000000	1	5	Lower Manhattan	51	3.00	Tea	Brewed Black tea
14	14	2023-01-01	07:48:19.0000000	1	5	Lower Manhattan	57	3.10	Tea	Brewed Chai tea
15	15	2023-01-01	07:52:36.0000000	2	5	Lower Manhattan	87	3.00	Coffee	Barista Espresso
16	16	2023-01-01	07:59:58.0000000	2	5	Lower Manhattan	47	3.00	Tea	Brewed Green tea
17	17	2023-01-01	07:59:58.0000000	1	5	Lower Manhattan	79	3.75	Bakery	Scone

--check null --

```
- select * from Coffee_Sales  
where transaction_id is null  
or transaction_date is null  
or transaction_time is null  
or qty is null  
or store_id is null  
or store_location is null  
or product_id is null  
or unit_price is null  
or product_category is null  
or product_type is null
```

--conclusion:-

--data has clean ,no null found in data

I

177 %

Results Messages

transaction_id	transaction_date	transaction_time	qty	store_id	store_location	product_id	unit_price	product_category	product_type
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----change data type

```
- alter table coffee_sales  
  alter column unit_price decimal (8,2)
```

```
select unit_price from Coffee_Sales
```

177 %



Results Messages

	unit_price
2	3.10
3	4.50
4	2.00
5	3.10
6	3.00
7	2.00
8	2.00
9	4.25
10	3.50
11	2.55
12	3.50
13	3.00
14	3.10
15	3.00
16	3.00
17	3.75
18	2.50
19	4.50
20	4.75
21	3.50
22	2.55
23	3.25
24	2.55
25	3.75
26	3.00

-----ANALYSIS-----

```
select * from Coffee_Sales
```

--Total sales

```
select sum(qty*unit_price) as total_sales_$$ from Coffee_Sales
```

--total sales - 698812.33 \$

121 %



Results Messages

total_sales_\$\$

1 698812.33

--Total quantity sold

```
select sum(qty) total_quantity_sold from Coffee_Sales
```

--total quantity sold - 214470

133 %

Results Messages

total_sales_\$\$
1 698812.33

```
--product category wise sales and quantity
```

```
- select product_category, sum(qty*unit_price) total_sales  
from Coffee_Sales  
group by product_category
```

```
--highest sold and revenue product -- coffee
```

```
--qty =89250 ,sales amount =269952.45
```

133 %

Results Messages

	product_category	total_sales
1	Loose Tea	11213.60
2	Coffee	269952.45
3	Coffee beans	40085.25
4	Drinking Chocolate	72416.00
5	Branded	13607.00
6	Packaged Chocolate	4407.64
7	Tea	196405.95
8	Flavours	8408.80
9	Bakery	82315.64

```
--coffee sales by product type
```

```
select product_category,product_type,
sum(qty*unit_price) total_sales_$$_by_product_type,
sum(qty) totat_quantity
from Coffee_Sales
where product_category like 'coffee'
group by product_category,product_type
order by total_sales_$$_by_product_type desc
```

```
--highest coffee sales by product type
```

```
--is (Barista Espresso) sales = 91406.20
```

133 %

Results Messages

	product_category	product_type	total_sales_\$\$_by_product_type	totat_quantity
1	Coffee	Barista Espresso	91406.20	24943
2	Coffee	Gourmet brewed coffee	70034.60	25973
3	Coffee	Premium brewed coffee	38781.15	12431
4	Coffee	Organic brewed coffee	37746.50	13012
5	Coffee	Drip coffee	31984.00	12891

```
--list of sales with product category and product type
```

```
- select product_category,product_type,sum(qty*unit_price) sales_amount  
from Coffee_Sales  
group by product_type,product_category  
order by product_category,sales_amount desc
```

133 %

Results Messages

	product_category	product_type	sales_amount
1	Bakery	Scone	36866.12
2	Bakery	Pastry	25655.99
3	Bakery	Biscotti	19793.53
4	Branded	Housewares	7444.00
5	Branded	Clothing	6163.00
6	Coffee	Barista Espresso	91406.20
7	Coffee	Gourmet brewed coffee	70034.60
8	Coffee	Premium brewed coffee	38781.15
9	Coffee	Organic brewed coffee	37746.50
10	Coffee	Drip coffee	31984.00
11	Coffee beans	Premium Beans	14583.50
12	Coffee beans	Organic Beans	8509.50
13	Coffee beans	Gourmet Beans	6798.00
14	Coffee beans	Espresso Beans	5560.25
15	Coffee beans	House blend Beans	3294.00
16	Coffee beans	Green beans	1340.00
17	Drinking Chocolate	Hot chocolate	72416.00
18	Flavours	Regular syrup	6084.80
19	Flavours	Sugar free syrup	2324.00
20	Loose Tea	Chai tea	4301.25
21	Loose Tea	Herbal tea	2729.75

```
--Total sale and total quantity by Store location with Store ID

select store_id,store_location,
ROUND(sum(qty*unit_price),0) total_sales,
sum(qty) total_quantity
from Coffee_Sales
group by store_location,store_id
order by total_sales desc
```

133 %

Results



Messages

	store_id	store_location	total_sales	total_quantity
1	8	Hell's Kitchen	236511.00	71737
2	3	Astoria	232244.00	70991
3	5	Lower Manhattan	230057.00	71742

--Total sale/highest sales by transaction time- like hours

```
select DATEPART(hour,transaction_time) hours_wise,  
sum(qty*unit_price) highest_sales,sum(qty) total_qty  
from Coffee_Sales  
group by DATEPART(hour,transaction_time)  
order by highest_sales desc
```

--highest sales time at coffee shop is = 10:00am,
--sales- 88673.39 and qty - 26713

133 %

Results Messages

	hours_wise	highest_sales	total_qty
1	10	88673.39	26713
2	9	85169.53	25370
3	8	82699.87	25197
4	7	63526.47	19449
5	11	46319.14	14035
6	15	41733.10	12923
7	14	41304.74	12907
8	16	41122.75	12881
9	13	40367.45	12439
10	12	40192.79	12690
11	17	40134.31	12700
12	18	34286.20	10826
13	19	28446.68	8595
14	6	21900.27	6865
15	20	2935.64	880

```
--Total sales by month
```

```
- select DATENAME(month,transaction_date) month_wise,  
      sum(qty*unit_price) total_sales  
   from Coffee_Sales  
 group by DATENAME(month,transaction_date)  
 order by total_sales desc
```

```
--highest sales in - june month sales - 166485.88
```

133 %

Results Messages

	month_weise	total_sales
1	June	166485.88
2	May	156727.76
3	April	118941.08
4	March	98834.68
5	January	81677.74
6	February	76145.19