1.Introduction

Bright Coffee shop recently appointed a new CEO whose mission is to grow the company’s revenue and improve product performance. To support the CEO’s mission actionable insights must be prepared based on the historic sales performance data and be presented to assist the CEO in decision-making.

2. Objective

To understand:

• Which products generate the most revenue

• What time of day the store performs best

• Sales trends across products and time intervals

• Recommendations for improving sales performance

3. Methodology

Process historic sales data from the 3 store locations of Bright Coffee shop in SQL snowflake. Perform data wrangling by creating a database (brightlight), schema (Coffee\_sales) and table (Shop). Aggregate data and use case statement to come up with dates (Month, day category, day name), Calculating revenue by using SUM, identifying distinct store ID, product ID and transaction ID. The processed data was transferred to excel to produce tables and graphs to satisfy the objectives of the analysis. Dashboard was produces to allow the CEO to be able to find any insights live. A presentation was also prepared for the CEO.

4. Tools used

• Snowflake

Data Visualization:

• Microsoft Excel

• Google Looker

Presentation & Reporting:

• Microsoft PowerPoint

• Miro