Coffee Day

Sales Analysis Report

Project Objective

To enhance sales performance and market competitiveness by analyzing product sales data, understanding customer preferences, and adapting product strategies accordingly to meet market demand and maximize sales revenue

Import data to SQL Database

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL

DAX QUERIES

- Day Name = Format('Date Table'[Date], "DDD")
- Day Number = format('Date Table'[Date], "D")
- month = format('Date Table'[Date], "mmm")
- month number = month('Date Table'[Date])
- Month year = format('Date Table'[Date], "mmm yyyy")
- Week Day = WEEKDAY('Date Table'[Date], 2)
- Week Number = WEEKNUM('Date Table'[Date], 2)

DAX QUERIES

```
CM Sales = VAR selected_month = SELECTEDVALUE('Date Table'[month])
   return
   TOTALMTD(calculate([Total Sales], 'Date Table'[month] = selected_month),'Date Table'[Date])


PM Sales = calculate([CM Sales], DATEADD('Date Table'[Date], -1, MONTH))


MoM growth and Diff Sales =

var month_diff = [CM Sales]-[PM Sales]
var mom = ([CM Sales] - [PM Sales]) / [PM Sales]
var _sign = if(month_diff > 0, "+", "")
var _signtrend= if(month_diff> 0, "▲", "▼")
RETURN
_signtrend & " " & _sign & format(mom, "#0.0%" & " | " & _sign & format(month_diff/1000, "#0.0k"))&
" " & "vs LM"
```

DAX QUERIES

```
CM qty = VAR selected_month = SELECTEDVALUE('Date Table'[month])

   return

   TOTALMTD(calculate([Total Quantity Sold], 'Date Table'[month] = selected_month),'Date
Table'[Date])


PM qty = calculate([CM qty], DATEADD('Date Table'[Date], -1, MONTH))


MoM growth and Diff qty =

var month_diff = [CM qty]-[PM qty]

var mom = ([CM qty] - [PM qty]) / [PM qty]

var _sign = if(month_diff > 0, "+", "")

var _signtrend= if(month_diff> 0, "▲", "▼")

RETURN

_signtrend & " " & _sign & format(mom, "#0.0%" & " | " & _sign & format(month_diff/1000, "#0.0k"))&
" " & "vs LM"
```

DAX QUERIES

```
CM Orders = VAR selected_month = SELECTEDVALUE('Date Table'[month])
   return
   TOTALMTD(calculate([Total orders], 'Date Table'[month] = selected_month),'Date Table'[Date])


PM Orders = calculate([CM Orders], DATEADD('Date Table'[Date], -1, MONTH))


MoM growth and Diff Orders =

var month_diff = [CM Orders]-[PM Orders]
var mom = ([CM Orders] - [PM Orders]) / [PM Orders]
var _sign = if(month_diff > 0, "+", "")
var _signtrend= if(month_diff> 0, "▲", "▼")
RETURN
_signtrend & " " & _sign & format(mom, "#0.0%" & " | " & _sign & format(month_diff/1000,
"#0.0k"))& " " & "vs LM"
```

Project Insights(Jan-June)

MOM Change:

- The Sale increased by 6.2% in the month of June
- Total Orders increased by 5.4%
- Quantity is increased by 5.6%

Overview:

- Weekday Sales are 85.65% and weekend sales are 14.32% overall
- Product Categories for Coffee and tea account for 90% of total sales
- The best settling products , accounting for 89% of sales, are Barista Espresso, Brewed Chat tea, Gourmet brewed coffee and hot chocolate.
- Sales performed well and were above average between the date 14th and 27th of each month contributing around 70% of monthly sales