

Bright coffee data

DateTime

Transaction date Transaction time

Revenue

Average revenue per user

Month to date revenue

Calculate revenue

use date function to get month name - then calculate revenue over the different months by store location

which day of the month is busy

Revenue increasing or decline

Categorical data

Store location Product category Product type Product detail

To group my time
Morning: 8am-11am
Afternoon: 12pm-5pm
then 6pm-10pm evening

Visuals

No competitive advantage

ID's

Transaction id Product id Store id

I can use count Distinct to calculate the number of sales

Count the total sales in each shop

I can calculate the number of products sold at each shop

I can use Aggrgate function count distinct

Qantitative data

Transaction qty Unit price