

Bright Coffee Shop Sales Analysis Report

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1. Which products generate the most Revenue

- Computed $\text{total_amount} = \text{unit_price} * \text{transaction_qty}$ in Snowflake.
- Linked the `total_amount` to Products to see how they are generating money.

2. What time of day the store performs best

- Used Snowflake to code `transaction_time_bucket` to group transactions into 1-hour intervals
- Used `transaction_time_bucket` in Excel to check peak times using pivot table

Tools Used

➤ Miro

- This is the tool I used to plan my action and collect my thoughts.

➤ Snowflake

- My SQL code was run and tested using this Site.

➤ Excel

- My pivot tables and graphs were done using Excel.

➤ Canva

- My presentation was done using Canva.