Bright Coffee Shop Sales Analysis Report

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1. Which products generate the most Revenue

   - ComputeD total_amount = unit_price * transaction_qty in Snowflake.

   - Linked the total_amount to Products to see how they are generatimng 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.

Total Revenue per product detail

There 83 total product detail items in store the highest earning producing a 3.03%

($21151.75) of the summed total (698812.33), it is the Sustainably Grown Organic Lg. the

lowest earning product detail is Dark Chocolate with 0.115% ($755.2) of the summed total.

The other details perform as follows:

Almond Croissant	1,03%	7168,13
Brazilian - Organic	0,55%	3852
Brazilian Lg	2,16%	15109,5
Brazilian Rg	1,88%	13155
Brazilian Sm	1,36%	9482
Cappuccino	2,29%	15997,5
Cappuccino Lg	2,52%	17641,75
Carmel syrup	0,29%	2060,8
Chili Mayan	0,28%	1972,84
Chocolate Chip Biscotti	0,97%	6748,96

Chocolate Croissant	1,66%	11625,98
Chocolate syrup	0,30%	2126,4
Civet Cat	1,67%	11700
Columbian Medium Roast	0,32%	2220
Columbian Medium Roast Lg	1,80%	12585
Columbian Medium Roast Rg	1,63%	11367,5
Columbian Medium Roast Sm	1,20%	8356
Cranberry Scone	0,98%	6818,44
Croissant	0,98%	6861,88
Dark chocolate	0,11%	755,2
Dark chocolate Lg	3,01%	21006
Dark chocolate Rg	2,01%	14024,5
Earl Grey	0,18%	1270,9
Earl Grey Lg	1,82%	12735
Earl Grey Rg	1,68%	11770
English Breakfast	0,21%	1440,95
English Breakfast Lg	1,85%	12927
English Breakfast Rg	1,50%	10500
Espresso Roast	0,36%	2492,75
Espresso shot	1,79%	12495
Ethiopia	0,66%	4578
Ethiopia Lg	2,12%	14794,5
Ethiopia Rg	1,89%	13179
Ethiopia Sm	1,40%	9752,6
Ginger Biscotti	0,92%	6436,56
Ginger Scone	1,15%	8011,61
Guatemalan Sustainably Grown	0,19%	1340
Hazelnut Biscotti	0,95%	6608,01

Hazelnut syrup	0,27%	1897,6
I Need My Bean! Diner mug	0,42%	2935
I Need My Bean! Latte cup	0,65%	4509
I Need My Bean! T-shirt	0,88%	6163
Jamacian Coffee River	0,41%	2883,5
Jamaican Coffee River Lg	2,36%	16481,25
Jamaican Coffee River Rg	1,78%	12455,8
Jamaican Coffee River Sm	1,41%	9844,1
Jumbo Savory Scone	1,09%	7626,62
Latte	2,47%	17257,5
Latte Rg	2,73%	19112,25
Lemon Grass	0,19%	1360,4
Lemon Grass Lg	1,76%	12267
Lemon Grass Rg	1,55%	10812,5
Morning Sunrise Chai	0,23%	1596
Morning Sunrise Chai Lg	2,49%	17384
Morning Sunrise Chai Rg	1,66%	11607,5
Oatmeal Scone	0,78%	5460
Organic Decaf Blend	0,67%	4657,5
Our Old Time Diner Blend	0,47%	3294
Our Old Time Diner Blend Lg	1,72%	11991
Our Old Time Diner Blend Rg	1,58%	11025
Our Old Time Diner Blend Sm	1,28%	8968
Ouro Brasileiro shot	1,27%	8902,2
Peppermint	0,20%	1369,35
Peppermint Lg	1,87%	13050
Peppermint Rg	1,63%	11410
Primo Espresso Roast	0,44%	3067,5

Scottish Cream Scone	1,28%	8949,45
Serenity Green Tea	0,21%	1470,75
Serenity Green Tea Lg	1,81%	12660
Serenity Green Tea Rg	1,60%	11192,5
Spicy Eye Opener Chai	0,19%	1335,9
Spicy Eye Opener Chai Lg	1,95%	13652,4
Spicy Eye Opener Chai Rg	1,52%	10636,05
Sugar Free Vanilla syrup	0,33%	2324
Sustainably Grown Organic	0,24%	1679,6
Sustainably Grown Organic Lg	3,03%	21151,75
Sustainably Grown Organic Rg	2,32%	16233,75
Traditional Blend Chai	0,20%	1369,35
Traditional Blend Chai Lg	1,79%	12522
Traditional Blend Chai Rg	1,61%	11280

Total Revenue per product type

There 29 Product types with the highest product type as Barista Espresso at 13.08%

($91406.2) and the lowest as Green Beans at 0.19% ($1340). The summed total of all

Product type revenue is $698812.33.

The other types perform as follows:

Barista Espresso	13,08%	91406,2
Biscotti	2,83%	19793,53
Black tea	0,39%	2711,85
Brewed Black tea	6,86%	47932
Brewed Chai tea	11,03%	77081,95
Brewed Green tea	3,41%	23852,5
Brewed herbal tea	6,80%	47539,5
Chai tea	0,62%	4301,25
Clothing	0,88%	6163
Drinking Chocolate	0,39%	2728,04
Drip coffee	4,58%	31984
Espresso Beans	0,80%	5560,25
Gourmet Beans	0,97%	6798
Gourmet brewed coffee	10,02%	70034,6
Green beans	0,19%	1340
Green tea	0,21%	1470,75
Herbal tea	0,39%	2729,75
Hot chocolate	10,36%	72416
House blend Beans	0,47%	3294
Housewares	1,07%	7444
Organic Beans	1,22%	8509,5
Organic brewed coffee	5,40%	37746,5
Organic Chocolate	0,24%	1679,6
Pastry	3,67%	25655,99
Premium Beans	2,09%	14583,5
Premium brewed coffee	5,55%	38781,15
Regular syrup	0,87%	6084,8
Scone	5,28%	36866,12
Sugar free syrup	0,33%	2324

Total Revenue per product category

There are 9 different product category the highest earning namely Coffee bringing in

38.63% ($26995.45) and the lowest earning is Packaged Chocolate 0.63% ($4407.64) of

the grand total of 698812.33.

The other categories perform as follows:

Bakery	11,78%	82315,64
Branded	1,95%	13607
Coffee	38,63%	269952,45
Coffee beans	5,74%	40085,25
Drinking Chocolate	10,36%	72416
Flavours	1,20%	8408,8
Loose Tea	1,60%	11213,6
Packaged Chocolate	0,63%	4407,64
Tea	28,11%	196405,95

Peak time intervals for Sale

Total Revenue:

The Coffee shop opens for 14 hours a day between 06H00 and 20H00 every day. The total

revenue it made during this period is 698812.33 as previously stated. The amount it made

made in the morning is 388288.67, the afternoon is $204720.83 and evening is 105802.83.

The hour that made the most revenue is 10H00 making a total of $88673.39 and the

morning is also when most revenue is made, possibly because most people drink coffee

(the most popular product) in the morning to wake up.

The other times perform as follows:

Afternoon	12:00:00	40192,79
	13:00:00	40367,45
	14:00:00	41304,74
	15:00:00	41733,1
	16:00:00	41122,75
Afternoon Total		**204720,83**
Evening	17:00:00	40134,31
	18:00:00	34286,2
	19:00:00	28446,68
	20:00:00	2935,64
Evening Total		**105802,83**
Morning	06:00:00	21900,27
	07:00:00	63526,47
	08:00:00	82699,87
	09:00:00	85169,53
	10:00:00	88673,39
	11:00:00	46319,14
Morning Total		**388288,67**

The product that sells the most is coffee which also brings in the most revenue selling

89250 (41.61%) units. The product category that sells the least units is packaged

chocolates selling 487 (0.23%) units. The total amount of units sold is 214470.

The quantity of the product category sold is:

Bakery	10,82%	23214
Branded	0,36%	776
Coffee	41,61%	89250
Coffee beans	0,85%	1828
Drinking Chocolate	8,14%	17457
Flavours	4,90%	10511
Loose Tea	0,56%	1210
Packaged Chocolate	0,23%	487
Tea	32,52%	69737

Revenue earned by different stores by time of day

There are three store locations namely Astoria, Hell's kitchen and lower Manhattan. The

store that brings in the most revenue is Hell's kitchen bringing a total of $236511.17. The

store with the lowest income is lower Manhattan. The best time of day for all stores is

morning and least busy time is evening.

The data for time and location revenue for other times are:

Astoria	Afternoon	78567,14
	Evening	48734,25

	Morning	104942,52
Astoria Total		**232243,91**
Hell's Kitchen	Afternoon	59012,43
	Evening	38055,44
	Morning	139443,3
Hell's Kitchen Total		**236511,17**
Lower Manhattan	Afternoon	67141,26
	Evening	19013,14
	Morning	143902,85
Lower Manhattan Total		**230057,25**