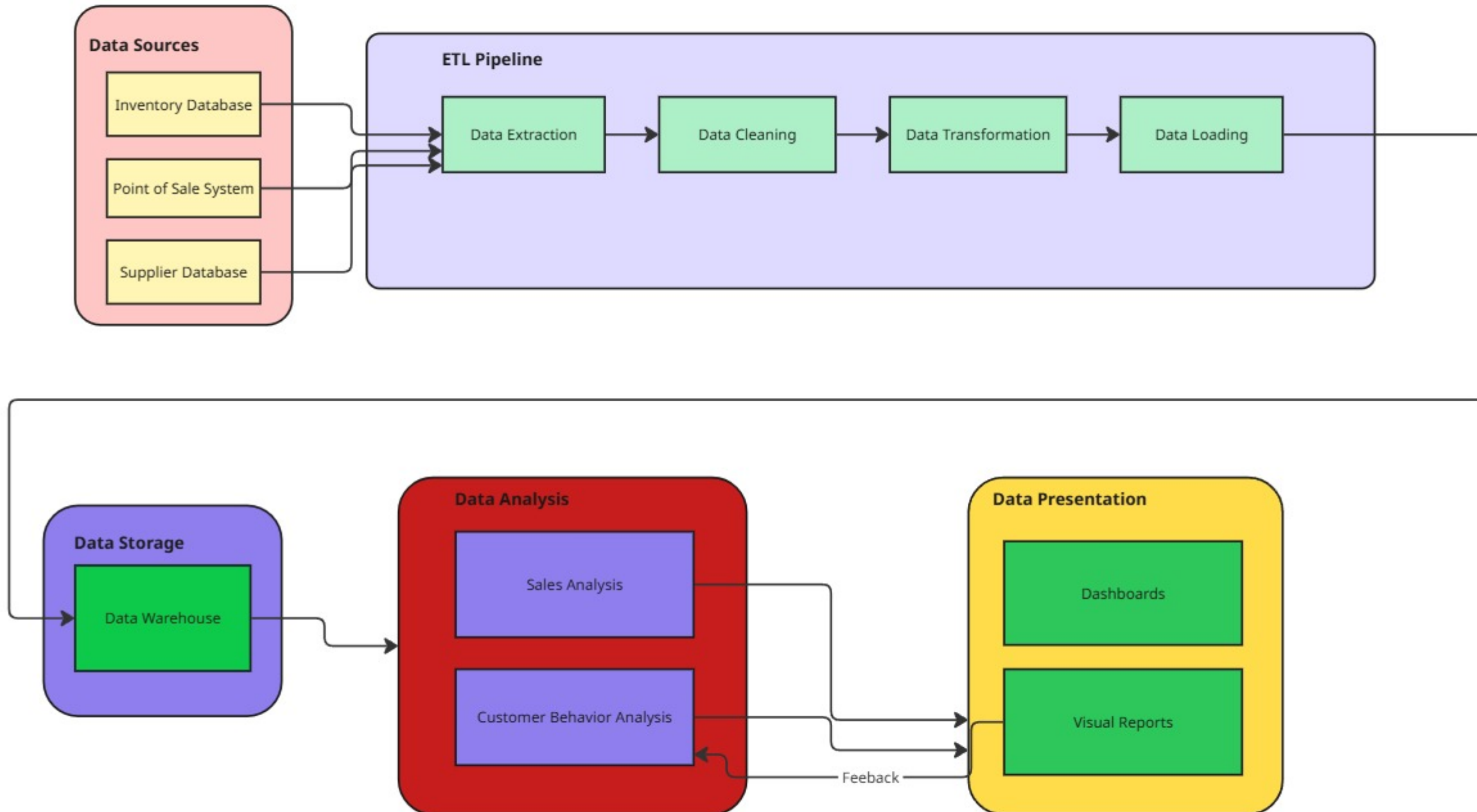


## Coffee Shop : Data Flow Architecture Diagram



## Key Data Insights and Expected Deliverables

### Quantitative Data

Unit Price  
Quantity Purchase  
Date and Timestamp

### Qualitative Data

Product Category  
Store Locations  
Product Type

### Graphics

Daily Revenue Trend - Line Graph  
Distribution of Sales by Product Category and Store Location - Donut  
Sales by Months - Bar Graph  
Sales by Product Category - Horizontal Bar Chart

### Expected Deliverables

Total Revenue Per Order  
 $SUM(\text{Total Revenue}) = SUM(\text{unit\_price} * \text{quantity\_sold})$   
COUNT(Total Transactions)  
Date Buckets - Extract day, month using Date Functions  
Day Buckets - Morning, Afternoon, Evening and Night using CASE Statement  
Time Intervals - Sales by Hour

### Expected Deliverables

Generate revenue per store location  
Generate total revenue by product category  
Evaluate sales performance by store location, time of day, month of the year and day of the week

Elohim Coffee Analysis

### Layout

1. Summary/Overview
2. Monthly Sales Analysis
3. Customer Behavior

### Expected Deliverables

Day Buckets - Days of the week  
Hour of the Day - Sales/Revenue by the Hour  
Analyze daily revenue trends

### Slicers/Filters

Purchase Date  
Category  
Store Location

### Cards

Total Revenue

Number of Transactions

Unique Products