



**FUTURE CONNECT**  
TRAINING INSTITUTE

# SQL Activities

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# Objective

The goal of this project is to analyse Monday Coffee's sales data, a company that has been selling its products online since January 2023, and to recommend the top three major cities in India for opening new coffee shop locations based on consumer demand and sales performance.

# DATASET



# SQL Project: Monday Coffee Data Analysis

## Activity 1: Data Loading

### Key Question:

- How do you create the tables for customers, products, and sales in the database?
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## Activity 2: Data Cleaning & Preprocessing

### Key Questions:

- How can you identify null values in your dataset?
  - How can you check for duplicate entries in the customers table?
  - How do you check for mismatches between `total_amount` and the calculated value of `price × quantity`?
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## Activity 3: Data Transformation & Integration

Once the data was clean, we proceeded to join the tables to create a comprehensive view for analysis.

### Key Question:

- How do you create a comprehensive sales report with customer and product details?
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## Activity 4: Data Analysis & Aggregation

### (a) Total Sales per City

- What are the total sales per city?

### (b) Total Transactions per City

- How many total transactions occurred per city?

### (c) Unique Customers per City

- How many unique customers are there in each city?

### (d) Average Order Value per City

- What is the average order value per city?

### (e) Product Demand per City

- What is the demand for each product in different cities?

### (f) Monthly Sales Trend

- What is the monthly sales trend?

### (g) Customer Rating Analysis

- What is the average product rating per city based on customer purchases?
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## **Activity 5: Decision-Making & Recommendations**

### **(a) Top Cities Selection**

- How do you identify the top 3 cities based on sales, unique customers, and order count?

### **(b) Final Recommendations**

- What are the final recommendations for expanding Monday Coffee shops?