Coffee Shop Sales Analysis

SQL QUERIES

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Problem Statement

The goal of this project is to study the sales data of a coffee shop and find useful insights using SQL.This helps the shop understand what products are selling well, which store earns the most, and when customers buy the most.

1.Which store location has the highest total revenue?

QUERY:

```
SELECT
    store_location,
    ROUND(SUM(transaction_qty * unit_price), 2) AS total_revenue
FROM coffee_sales
GROUP BY store_location
ORDER BY total_revenue DESC
LIMIT 1;
```

OUTPUT:

Result Grid | Filter Rows:

store_location	total_revenue
Hell's Kitchen	64698.36

II. Which product type is most popular?

QUERY:

```
SELECT
    product_type,
    SUM(transaction_qty) AS total_quantity_sold
FROM coffee_sales
GROUP BY product_type
ORDER BY total_quantity_sold DESC
LIMIT 1;
```

OUTPUT:

Result Grid | Filter Rows:

product_type	total_quantity_sold
Brewed Chai tea	7166

III. What's the best-selling category ?

QUERY:

```sql
SELECT
    product_category,
    ROUND(SUM(transaction_qty * unit_price), 2) AS total_revenue
FROM coffee_sales
GROUP BY product_category
ORDER BY total_revenue DESC
LIMIT 1;
```

OUTPUT:

Result Grid | Filter Rows:

product_category	total_revenue
Coffee	73478.25

IV. During which hour or day of the week are sales highest?(HOUR)

QUERY:

```
SELECT
    HOUR(STR_TO_DATE(transaction_time, '%H:%i:%s')) AS hour_of_day,
    ROUND(SUM(transaction_qty * unit_price), 2) AS total_revenue
FROM coffee_sales
GROUP BY hour_of_day
ORDER BY total_revenue DESC
LIMIT 1;
```

OUTPUT:

Result Grid | Filter Rows:

hour_of_day	total_revenue
9	22819.55

V. During which hour or day of the week are sales highest?(By Day of Week)

QUERY:

```
SELECT
    DAYNAME(STR_TO_DATE(transaction_date, '%d-%m-%Y')) AS day_name,
    ROUND(SUM(transaction_qty * unit_price), 2) AS total_revenue
FROM coffee_sales
GROUP BY day_name
ORDER BY total_revenue DESC
LIMIT 1;
```

OUTPUT:

Result Grid | Filter Rows:

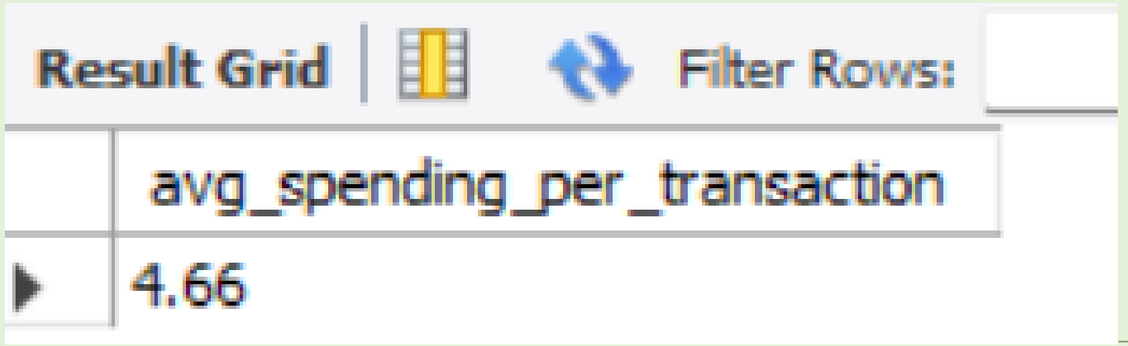
day_name	total_revenue
Wednesday	28007.35

VI. What's the average spending per transaction?

QUERY:

```sql
SELECT
    ROUND(SUM(transaction_qty * unit_price) / COUNT(DISTINCT transaction_id), 2) AS avg_spending_per_transaction
FROM coffee_sales;
```

OUTPUT:



VII. Are higher-priced products selling better or worse?

QUERY:

```
SELECT
    unit_price,
    SUM(transaction_qty) AS total_quantity_sold
FROM coffee_sales
GROUP BY unit_price
ORDER BY unit_price
Limit 5;
```

OUTPUT:

Result Grid | Filter Rows:

unit_price	total_quantity_sold
0.8	2676
2	2367
2.1	231
2.2	2382
2.45	1122

VIII. What are the top 5 products by revenue?

QUERY:

```sql
SELECT
    product_detail,
    ROUND(SUM(transaction_qty * unit_price), 2) AS total_revenue
FROM coffee_sales
GROUP BY product_detail
ORDER BY total_revenue DESC
LIMIT 5;
```

OUTPUT:

Result Grid | Filter Rows:

product_detail	total_revenue
Dark chocolate Lg	5814
Sustainably Grown Organic Lg	5700
Latte Rg	5321
Latte	4803.75
Cappuccino Lg	4709

Outcome

I. A clear picture of **where and when** sales are strongest.

II. Insights into **what products** drive the most profit.

III. Data-backed understanding of **customer spending patterns.**

IV. Actionable recommendations to **optimize store operations and pricing strategy.**