Coffee Sales Analysis

The coffee sales analysis provides a comprehensive overview of sales performance, highlighting key trends, sales volumes, and revenue data for Maven Roasters, a fictitious coffee shop, operating out of three locations in the NYC.

It aims to guide strategic decisions, enhance customer satisfaction, and optimize operation to boost overall profitability and market reach.

Analysis Process Steps

1. Define Objectives

2. Identify Data Source

3. Data Collection and Cleaning

4. Data Processing

5. Choose a Visualisation Tool

6. Design Layout

7. Create Visualisation

8. Add Interactivity

9. Test and Validate

Objective

The analysis targets to uncover and highlight the following trends and performance indices of top-selling products, market demand shifts, and regional performance insights through an interactive dashboard.

- Sales fluctuation by day of the week and hour of the day.

- Peak sales activity time.

- Sales revenue for each month.

- Sales variation across three different locations.

- Average price/order per person.

- The best-selling products in terms of quantity and revenue.

- Sales variation by product category and type.

Dataset and Technology

- Dataset:

  - File Type : .xlsx

  - Source: https://mavenanalytics.io/data-playground

  - 149116 rows

  - Number of fields - 09

  - Field list - transaction_id, transaction_date, store_id, store_location, product_id, unit_price, product_category, product_type, product_detail

- Technology Used:

  - MS Excel (Power Query Editor)

Dashboard
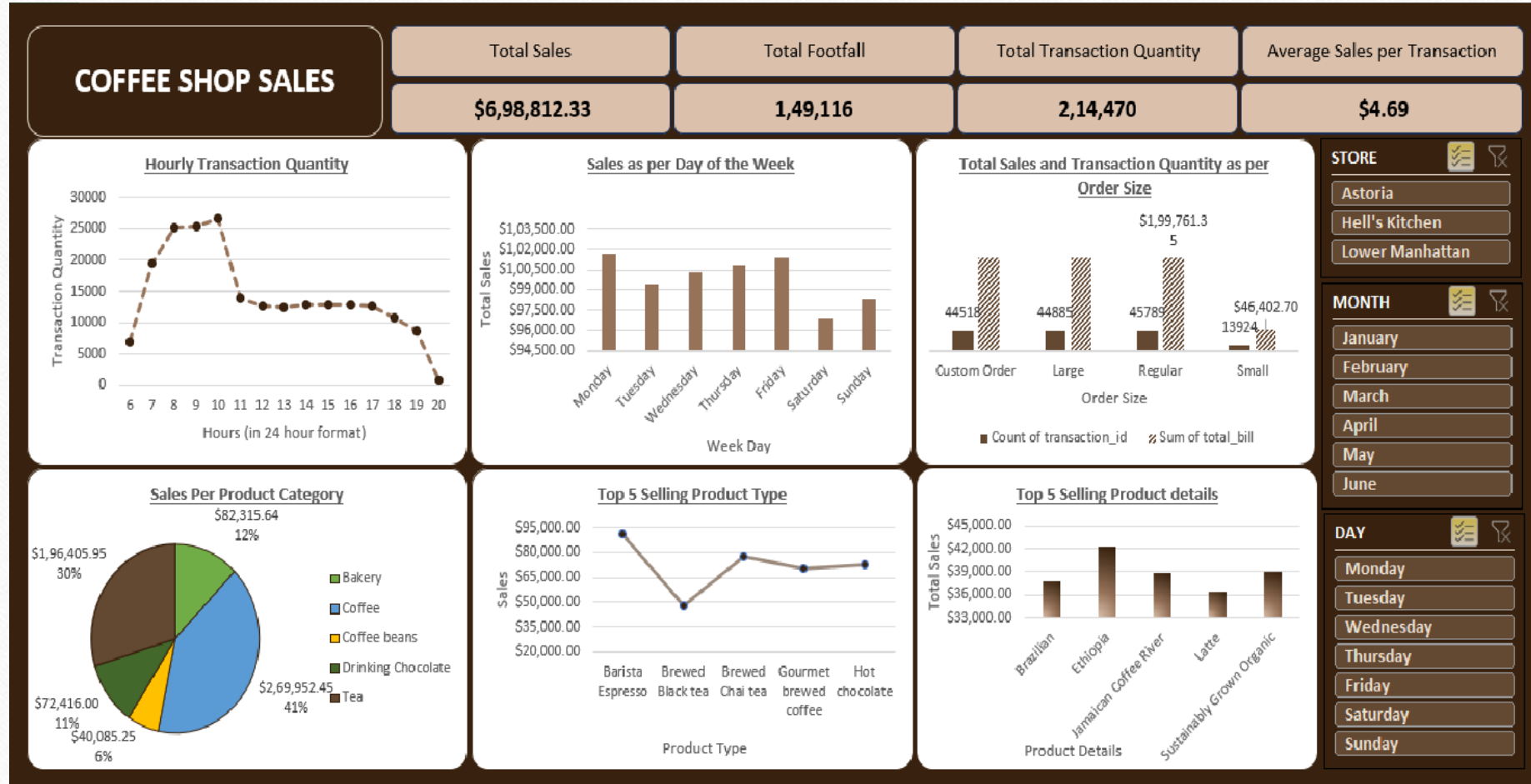
Conclusion:

- High sales are observed on the week days from Monday to Friday, with a lower demand on the weekends. It may infer that the main customer base is the working class.

- Peak sales activity time is observed to be in the interval of 8:00 am to 10:00 am, while there is a sharp drop after 6:00 pm.

- Sales revenue and trends of six months is captured and tracked in the dashboard, from January to June.

- Sales variation across store location can be tracked and monitored on the dashboard.

Conclusion:

- Average order per person is evaluated to be $4.69.

- Coffee and Tea are the product categories which contribute around 70% of the sales in terms of the revenue.

- Top five selling product type are Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet brewed coffee and Hot chocolate.