☕ Coffee Shop Sales Analysis Report

# 📊 Overview

This project presents a detailed sales analysis of a coffee shop using Microsoft Excel. The data has been processed to create an interactive dashboard that visualizes key performance metrics, sales distribution, and customer behavior insights across different dimensions such as time, product category, and store location.

# 🔍 Key Insights

• Total Sales: $698,812.33

• Average Bill per Person: $4.69

• Average Order per Person: $4.69

# 📍 Store Performance

• Top Performing Location: Hell’s Kitchen ($50,735.00)

• Other locations include:

- Astoria ($50,599.00)

- Lower Manhattan ($47,782.00)

# 📅 Sales by Day

• Highest income observed on Tuesday and Thursday.

• Weekdays generally show stronger sales than weekends.

# 🕒 Hourly Trends

• Peak sales observed between 10 AM to 1 PM, indicating high customer traffic during mid-morning hours.

• Sales start low early in the morning and decline after 4 PM.

# 🍩 Category Distribution

• Most popular categories by total sales:

- Coffee – $269,952.45

- Drinking Chocolate – $196,405.95

- Packaged Chocolate – $82,315.64

# 🧁 Product Insights

Top products based on total sales:

• Brazilian  
• Ethiopia  
• Jamaican Coffee River  
• Latte  
• Sustainably Grown Organic

# 🧩 Size Distribution

• Regular (31%) and Large (30%) sizes are the most commonly ordered.

• Small size only accounts for 9% of total orders.

• 30% of the size data was Not Defined, highlighting a potential data quality issue.

# 📌 Tools Used

• Microsoft Excel:  
 - Pivot Tables  
 - Slicers (for Month and Day filtering)  
 - Interactive Charts & Graphs  
 - Dashboard Layout and Styling

# 📁 Files Included

• COFFE\_SHOP\_DASHBOARD.png: Visual summary of the sales dashboard

• Coffee\_Sales\_Report.docx (this report)

• Raw sales data (optional – add your Excel or CSV file if uploading)

# 📌 Conclusion

This dashboard provides a quick and interactive way to understand customer behavior, sales patterns, and product performance. It can help coffee shop managers make data-driven decisions regarding inventory, promotions, and store operations.