The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Start Your Day With Coffee

Recommended Analysis

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?

ANSWERS

- **How do sales vary by day of the week and hour of the day?**
  - Sales are highest on Friday and Saturday, followed by Thursday and Wednesday. Sunday and Monday are the slowest days.
  - Sales data suggests a peak at 10 am, followed by a significant decline.

- **Are there any peak times for sales activity?**
  - The chart indicates the peak time is 10 AM with Footfall of over 25000.

- **What is the total sales revenue for each month?**
  - January: $81,677.74
  - February: $76,145.19
  - March: $98,834.68
  - April: $118,941.08

- May: $156,727.76
- June: $166,485.88

- **How do sales vary across different store locations?**
  - Lower Manhattan: $230,057.25
  - Hell's Kitchen: $236,511.17
  - Astoria: $232,243.91

- **What is the average price/order per person**
  - Average Bill/Person: $4.69

- **Which products are the best-selling in terms of revenue?**
  The best-selling product is BARISTA EXPRESSO with sales of $91,406.20

- **How do sales vary by product category and type?**
  - Categories % Distribution Based on Sales:
    - Bakery: 12%
    - Branded: 2%
    - Coffee: 39%
    - Coffee Beans: 6%

- ○ Drinking Chocolate: 10%
- ○ Flavours: 1%
- ○ Loose Tea:1%
- ○ Packaged Chocolate:1%
- ○ Tea:28%
- <u>Size % Distribution Based on Orders:</u>
  - ○ Large: 30%
  - ○ Not Defined: 30%
  - ○ Regular: 31%
  - ○ Small: 9%