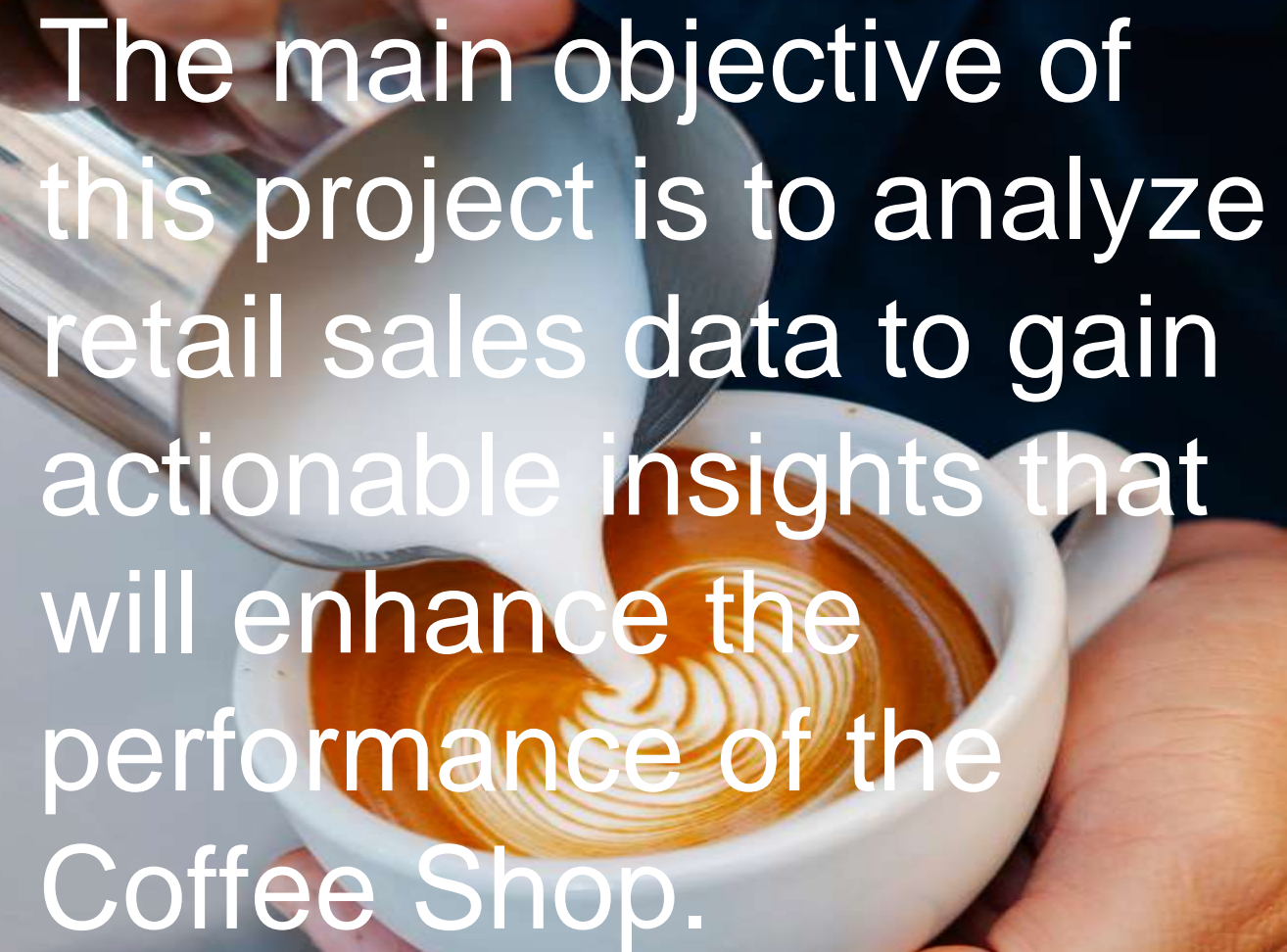




Coffee Shop Analysis Report

By Abhisekha Sahu

A close-up photograph of a hand holding a white ceramic coffee cup. Another hand is pouring white milk from a metal pitcher into the cup, creating a latte art pattern on the surface of the coffee. The background is dark and out of focus.

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.

About Dataset

A dataset is a structured collection of data often used for analysis, machine learning, and research.

It typically consists of rows and columns, where rows represent individual records and columns represent different attributes or features of the data.

They can include diverse types of data, such as numerical, categorical, text, or images.

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 bestselling in terms of quantity and revenue?
- ❖ How do sales vary by product category and type?



G1														
	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	transaction_id	transaction_date	transaction_time	store_id	store_location	product_id	transaction_qty	unit_price	product_category	product_type	product_detail	Size	Total	Text A
2	114301	01-06-2023	11:33:29	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	11:33:
3	115405	02-06-2023	11:18:24	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	11:18:
4	115478	02-06-2023	12:02:45	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:02:
5	116288	02-06-2023	19:39:47	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	19:39:
6	116714	03-06-2023	12:24:57	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:24:
7	116739	03-06-2023	12:44:17	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:44:
8	116853	03-06-2023	13:58:14	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	13:58:
9	117389	03-06-2023	18:57:29	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	18:57:
10	118056	04-06-2023	14:31:43	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	14:31:
11	118281	04-06-2023	16:30:33	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	16:30:
12	118428	04-06-2023	17:53:30	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	17:53:
13	118913	05-06-2023	12:01:03	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:01:
14	119196	05-06-2023	14:19:59	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	14:19:
15	119240	05-06-2023	14:42:16	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	14:42:
16	119351	05-06-2023	15:51:35	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	15:51:
17	119444	05-06-2023	16:52:40	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	16:52:
18	119692	05-06-2023	19:51:09	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	19:51:
19	121279	07-06-2023	10:16:40	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	10:16:
20	121416	07-06-2023	10:59:19	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	10:59:
21	121493	07-06-2023	12:01:18	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:01:
22	121656	07-06-2023	15:05:47	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	15:05:
23	121709	07-06-2023	16:17:25	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	16:17:
24	121876	07-06-2023	19:56:37	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	19:56:
25	122518	08-06-2023	11:09:47	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	11:09:
26	122622	08-06-2023	12:09:57	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:09:
27	122818	08-06-2023	15:00:40	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	15:00:
28	122954	08-06-2023	16:58:47	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	16:58:
29	123152	08-06-2023	19:54:56	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	19:54:
30	123465	09-06-2023	08:39:35	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	08:39:
31	123499	09-06-2023	08:55:36	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	08:55:
32	123540	09-06-2023	09:10:06	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	09:10:
33	123603	09-06-2023	09:32:40	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	09:32:
34	123972	09-06-2023	12:04:39	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	12:04:
35	125324	10-06-2023	14:03:46	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	14:03:
36	126049	11-06-2023	09:10:48	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	09:10:
37	126086	11-06-2023	09:26:48	3	Astoria	45	1	3	Tea	Brewed herbal tea	Peppermint	Large	3	09:26:

Dataset

Details of Sales with field attribute of Transaction ID, Transaction Date, Store ID, Product ID, Product Date, Store Location, Amount, Quantity, Category, Sub-category, Payment mode , State, City , and Order Date

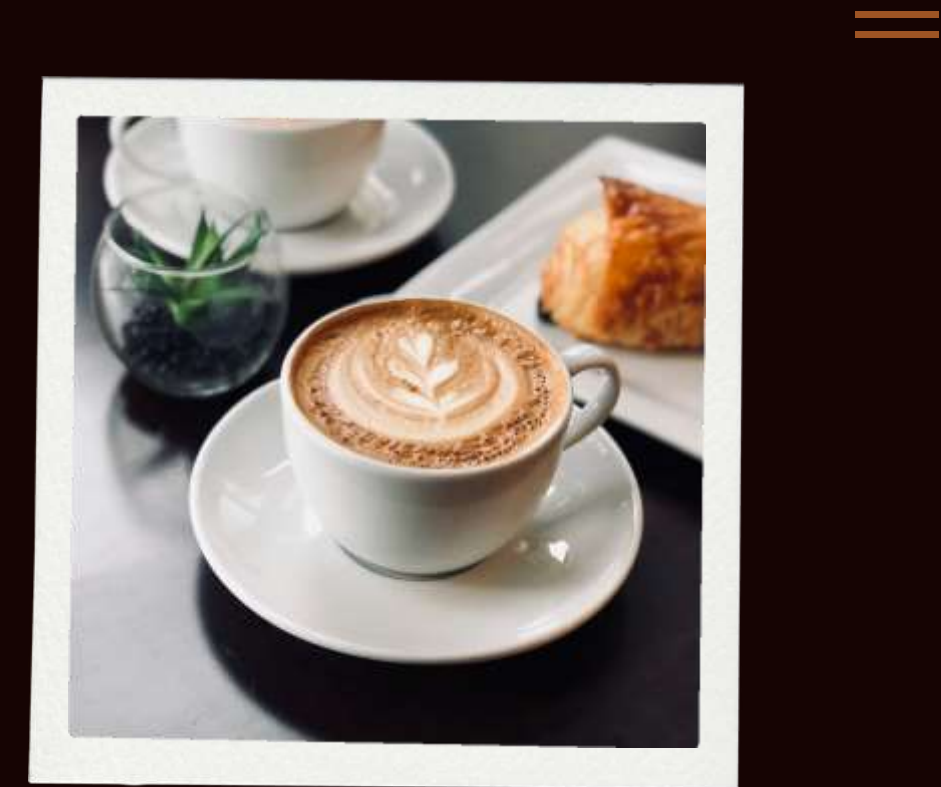


- ❖ It allows users to automatically organize and aggregate large datasets, enabling the exploration of data patterns and trends.
- ❖ Users can drag and drop fields to dynamically rearrange and filter data for insightful reporting.

About Pivot Tables

A pivot table in Excel is a powerful tool for data analysis and summarization.

P18																	
	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Row Labels	Sum of Total		Row Labels	Count of transaction_id		Row Labels	Sum of Total		Row Labels	Sum of transaction_id		Row Labels	Count of transaction_id			
2	Sunday	\$ 98,330.31		Astoria	\$ 50,599.00		Bakery	\$ 82,315.64		Sunday	1532162106		Large	44885.00			
3	Monday	\$1,01,677.28		Hell's Kitchen	\$ 50,735.00		Branded	\$ 13,607.00		Monday	1595297187		Not Defined	44518.00			
4	Tuesday	\$ 99,455.94		Lower Manhattan	\$ 47,782.00		Coffee	\$ 2,69,952.45		Tuesday	1600652616		Regular	45789.00			
5	Wednesday	\$1,00,313.54		Grand Total	\$ 1,49,116.00		Coffee beans	\$ 40,085.25		Wednesday	1586290653		Small	13924.00			
6	Thursday	\$1,00,767.78					Drinking Chocolate	\$ 72,416.00		Thursday	1640537606		Grand Total	149116.00			
7	Friday	\$1,01,373.00		Row Labels	Sum of Total		Flavours	\$ 8,408.80		Friday	1672109834						
8	Saturday	\$ 96,894.48		Brazilian	\$ 37,746.50		Loose Tea	\$ 11,213.60		Saturday	1517487942						
9	Grand Total	\$6,98,812.33		Ethiopia	\$ 42,304.10		Packaged Chocolate	\$ 4,407.64		Grand Total	11144537944				Footfall		
10				Jamaican	\$ 38,781.15		Tea	\$ 1,96,405.95							1,49,116		
11	Row Labels	Sum of Total		Latte	\$ 36,369.75		Grand Total	\$6,98,812.33		Row Labels	Count of transactions	Sum of Total					
12	January	\$ 81,677.74		Sustainable	\$ 39,065.10					Astoria	50599	\$ 2,32,243.91			Average Bill		
13	February	\$ 76,145.19		Grand Total	\$ 1,94,266.60		Row Labels	Sum of Total		Hell's Kitchen	50735	\$ 2,36,511.17			5		
14	March	\$ 98,834.68					Barista Espresso	\$ 91,406.20		Lower Manhattan	47782	\$ 2,30,057.25					
15	April	\$1,18,941.08		Row Labels	Count of transaction_id		Brewed Black tea	\$ 47,932.00		Grand Total	149116	\$ 6,98,812.33					
16	May	\$1,56,727.76		Large	44885.00		Brewed Chai tea	\$ 77,081.95									
17	June	\$1,66,485.88		Not Defined	44518.00		Gourmet brewed	\$ 70,034.60									
18	Grand Total	\$6,98,812.33		Regular	45789.00		Hot chocolate	\$ 72,416.00									
19				Small	13924.00		Grand Total	\$3,58,870.75									
20				Grand Total	149116.00												
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- ❖ It enables quick analysis and decision-making by presenting complex data in an easily digestible format
- ❖ Dashboards often update dynamically, providing real-time information and trend tracking.

About Dashboard

An Excel dashboard is a visual interface that displays key metrics and data insights using charts, graphs, and tables





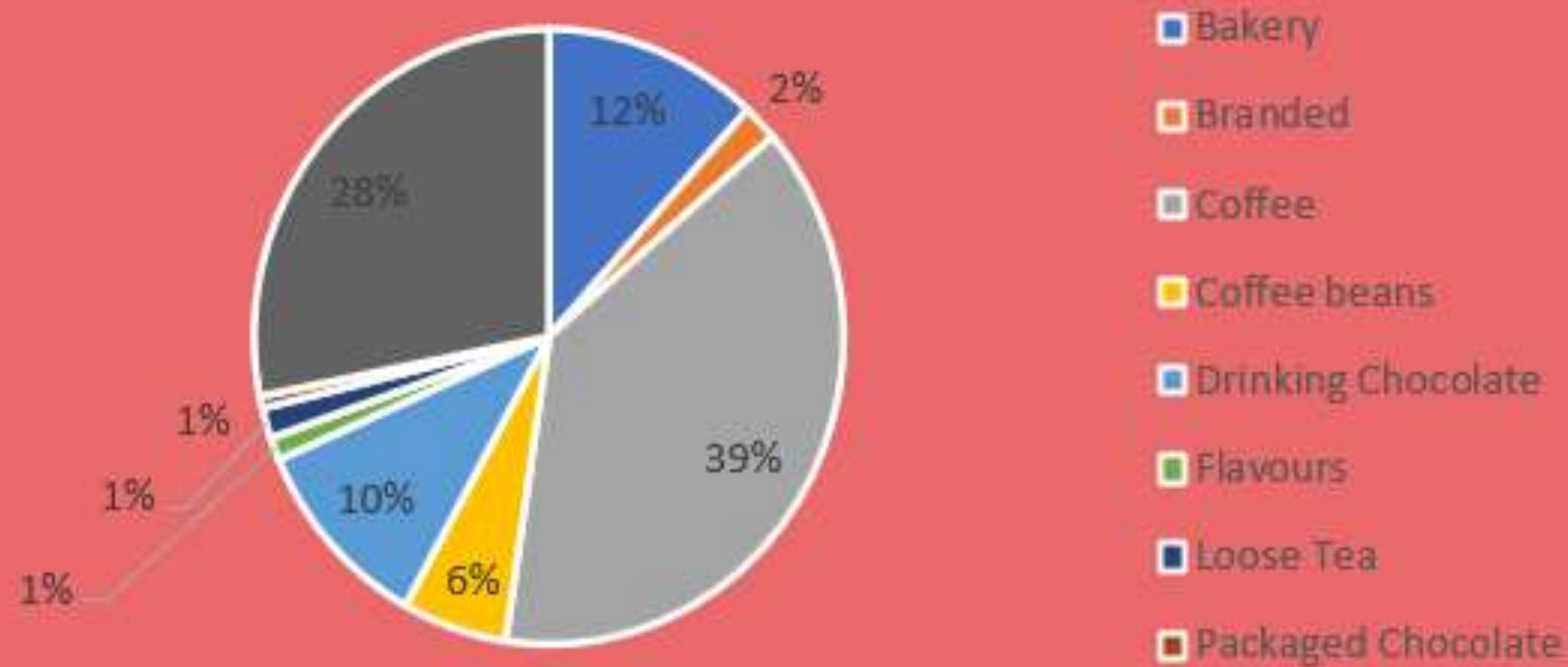
- This is a real Time Analysis Quantity Based On Order.
- A stacked line chart in Excel displays Order , showing cumulative data trends for multiple product categories over time
- It highlights individual contributions and overall trends, making it easy to compare performance across multiple products or regions over time.

Stack Line Chart

- We Have use this to display the sales occurred in this month Respectively.

Pie Chart

Categories % Distribution



Each Slice's Size Corresponds To The Proportion Of Sales Of Products, Making It Easy To Compare And Analyze Products Distribution



A pie chart here visually represents the sales distribution across All.

Order On Weekdays



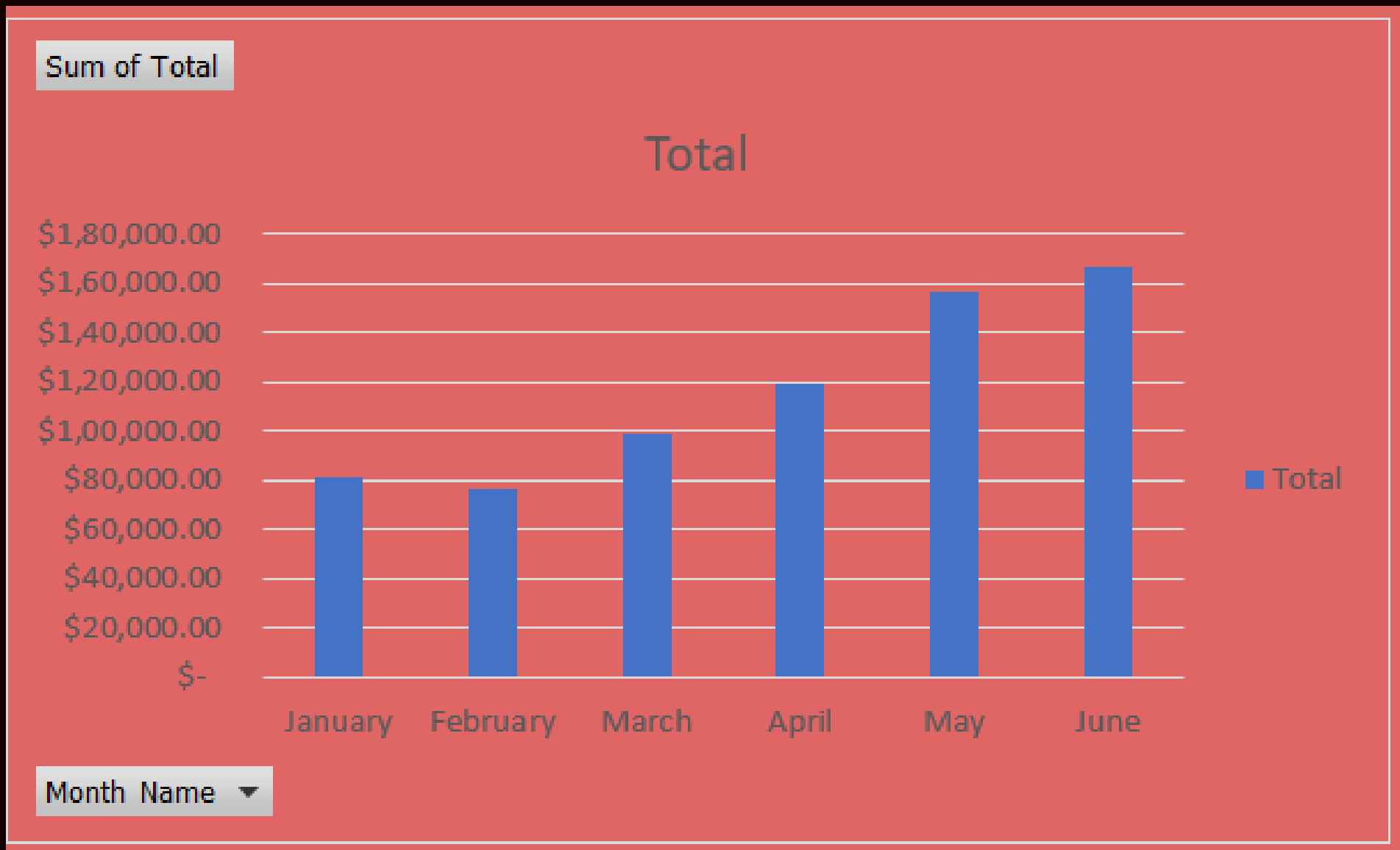
Stacked Bar Chart



A stacked bar chart here illustrates sales of different Days by stacking bars footfall.

It shows the cumulative total and individual product contributions, allowing easy comparison of sales performance across multiple Days in a single view.





COLUMN CHART

column chart
in Excel
visualizes
state-wise
sales
predictions
by stacking
columns for
each state.





A column chart is a type of bar chart that displays data using vertical bars. Each bar represents a category or a data point, and the height of the bar corresponds to the value or magnitude of that data point.



SLICERS



Day Name  

Sunday

Monday



Tuesday

Wednesday

Thursday

Friday

Saturday

Month Name  

January

February

March

April

May

June

Slicers used here to provide interactive filtering for sales data across multiple dimensions: month and weekdays. They allow users to easily slice and dice data, dynamically refining views to analyze sales trends by specific criteria, enhancing data exploration and decision-making capabilities.





Thank You

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