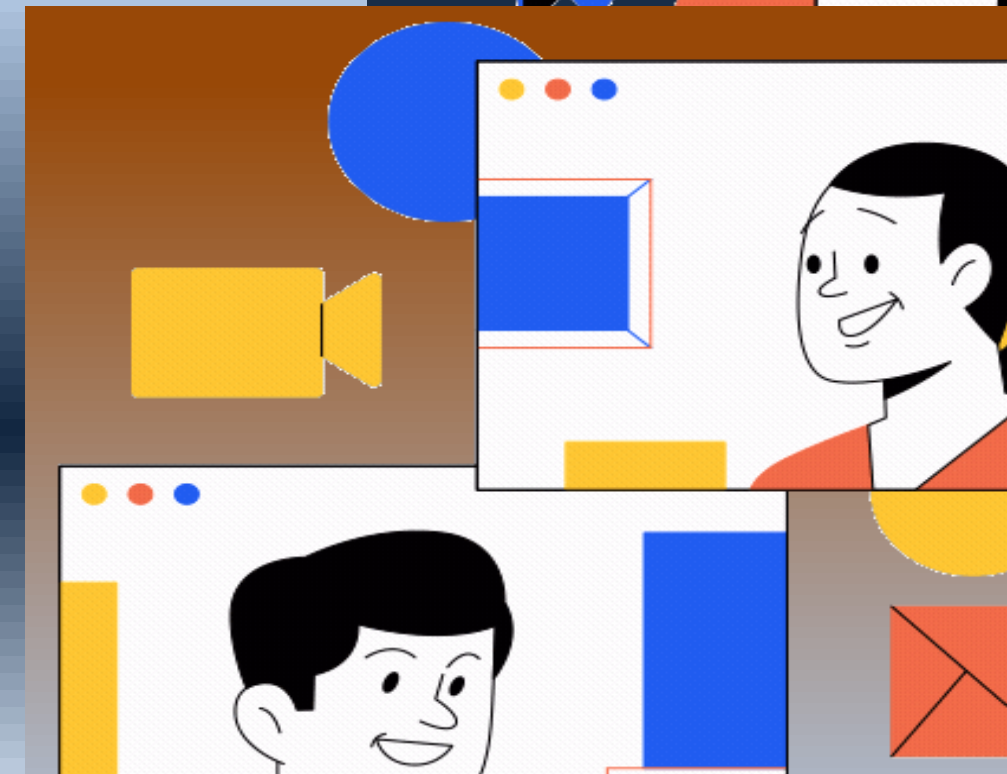
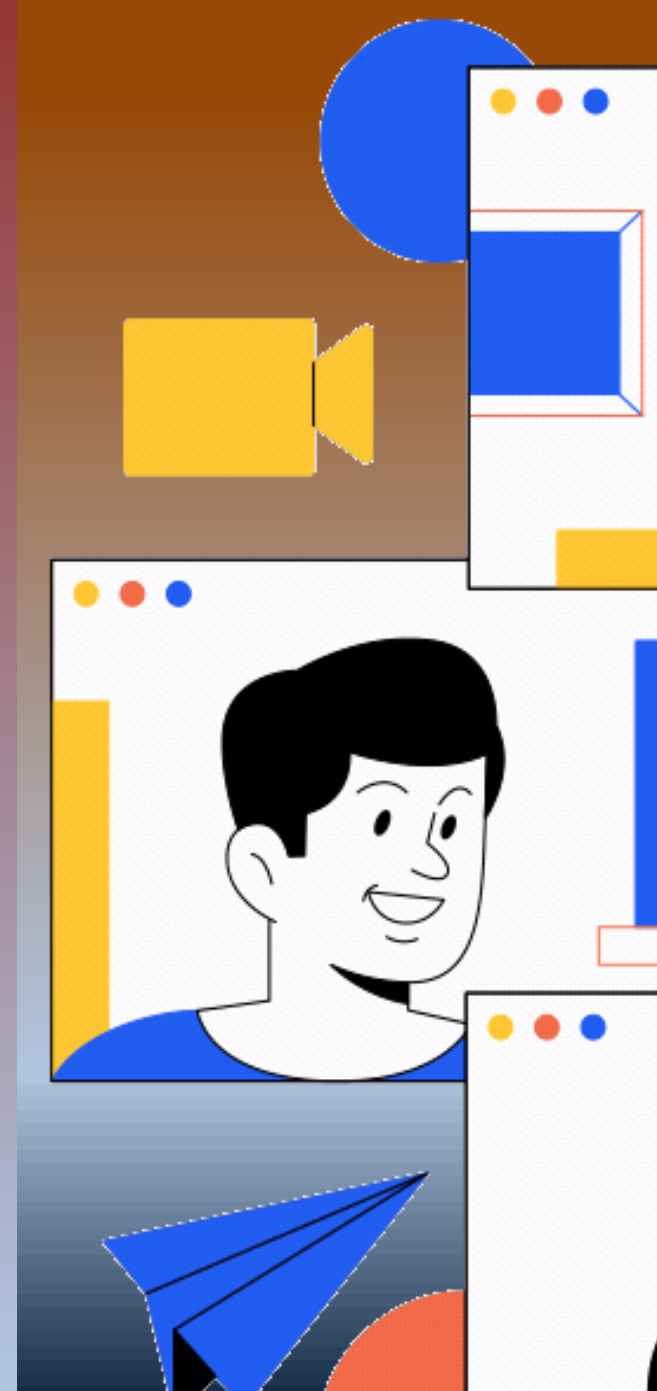


COFFEE SALES ANALYSIS



Presented by :
ADITI VERMA



INTRODUCTION

This presentation provides a comprehensive analysis of coffee sales, focusing on data science methodologies to optimize sales strategies

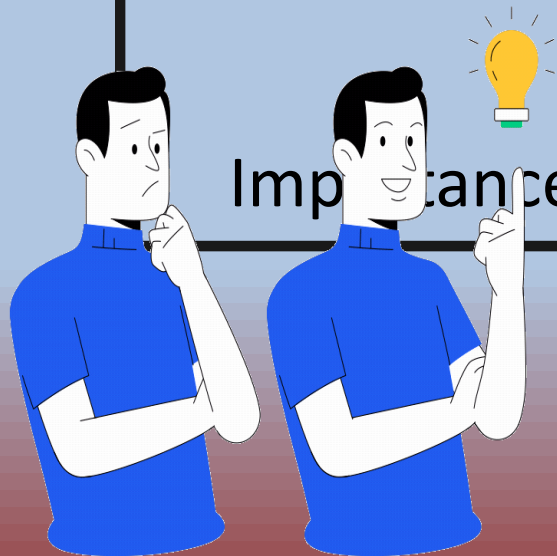
Exploring Data-Driven Strategies for Enhanced Sales Performance

Motivation for Optimization

Role of Purchasing Patterns

Importance of Sales Trends

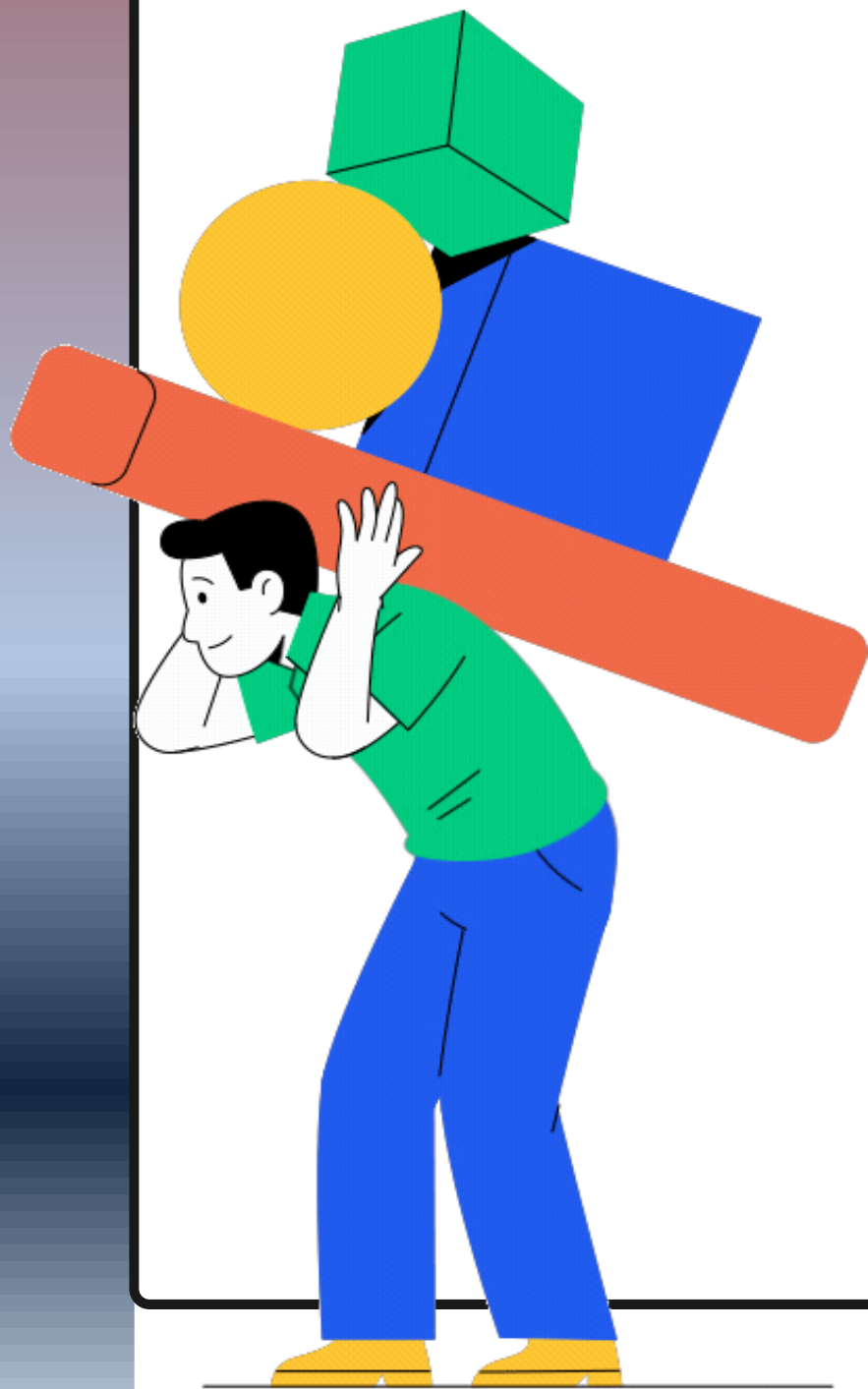
Understanding Customer Preferences





Project Overview

This project involves the analysis of coffee sales data collected from a coffee joint between March 2024 and July 2024. The goal is to identify sales trends, customer preferences, and optimize operations.



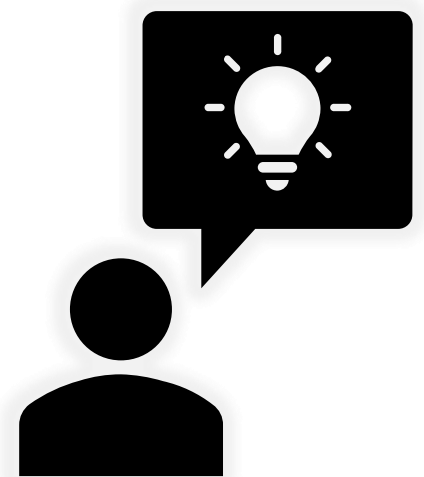
TASK




Time Series
Exploratory
Data Analysis



Next Day,
Week,
Month Sales



Specific
customer
purchases



Data Preparation and Cleaning

Data cleaning is a critical first step in any data analysis project, as it ensures the data's quality and reliability.

 Understand the Dataset

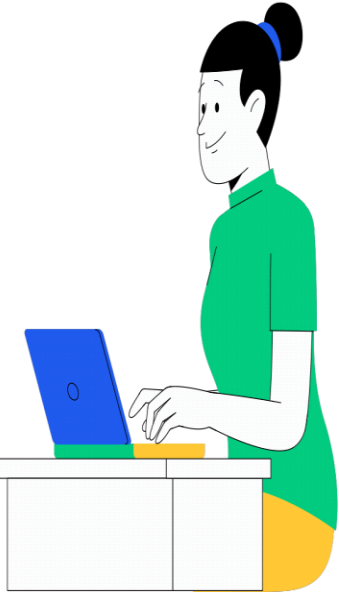
 Handle Missing Data

 Remove Duplicates

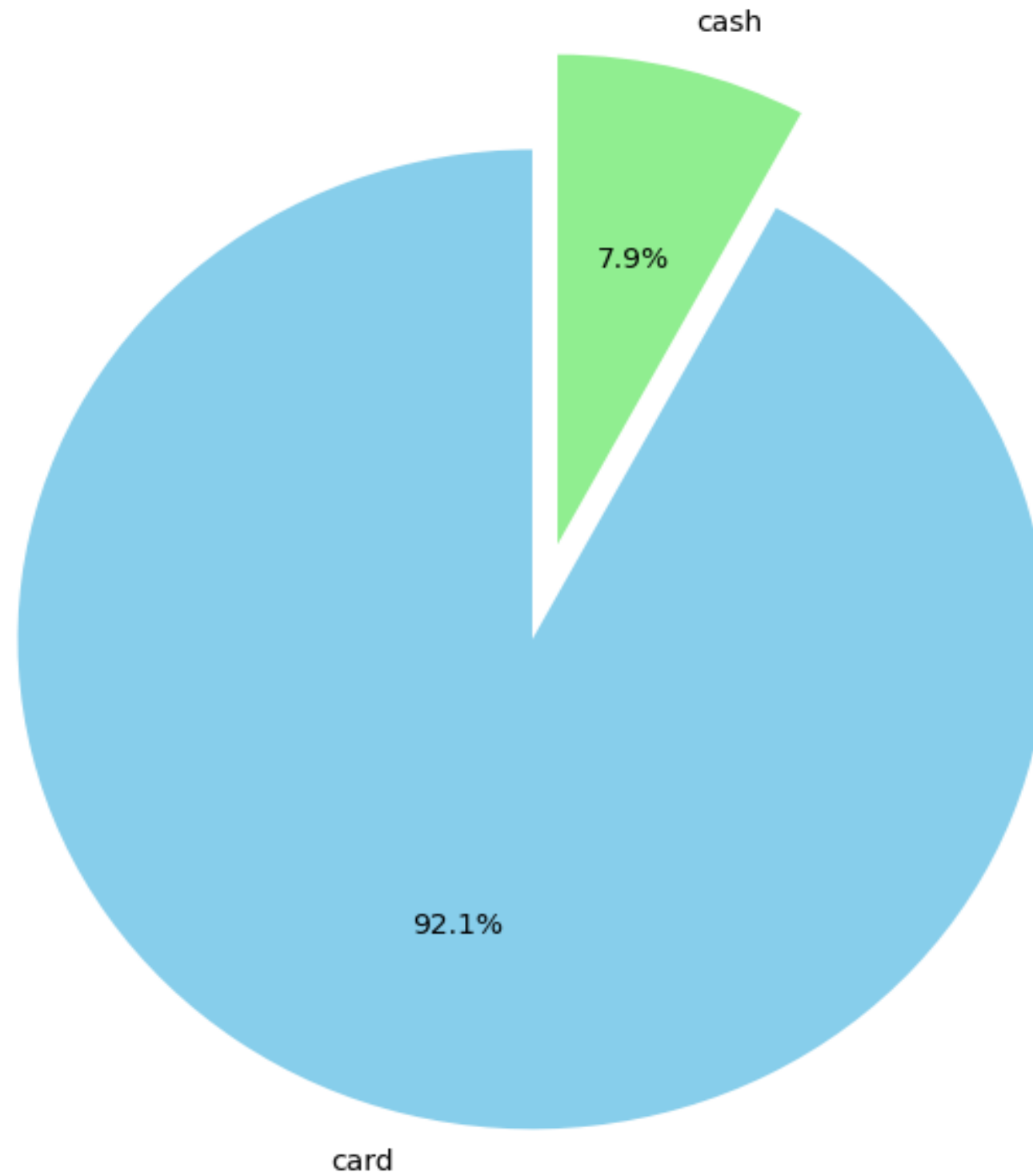




Payment modes



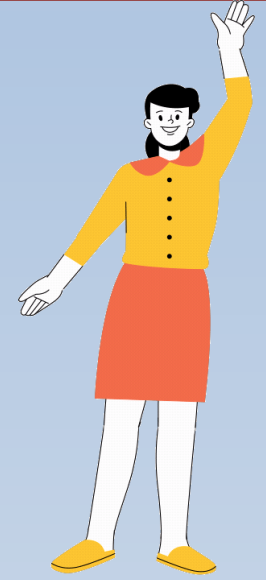
Payment Method Distribution (Card vs. Cash)



7.9 % pays through
cash

92.1% pays through
card

EDA Highlights



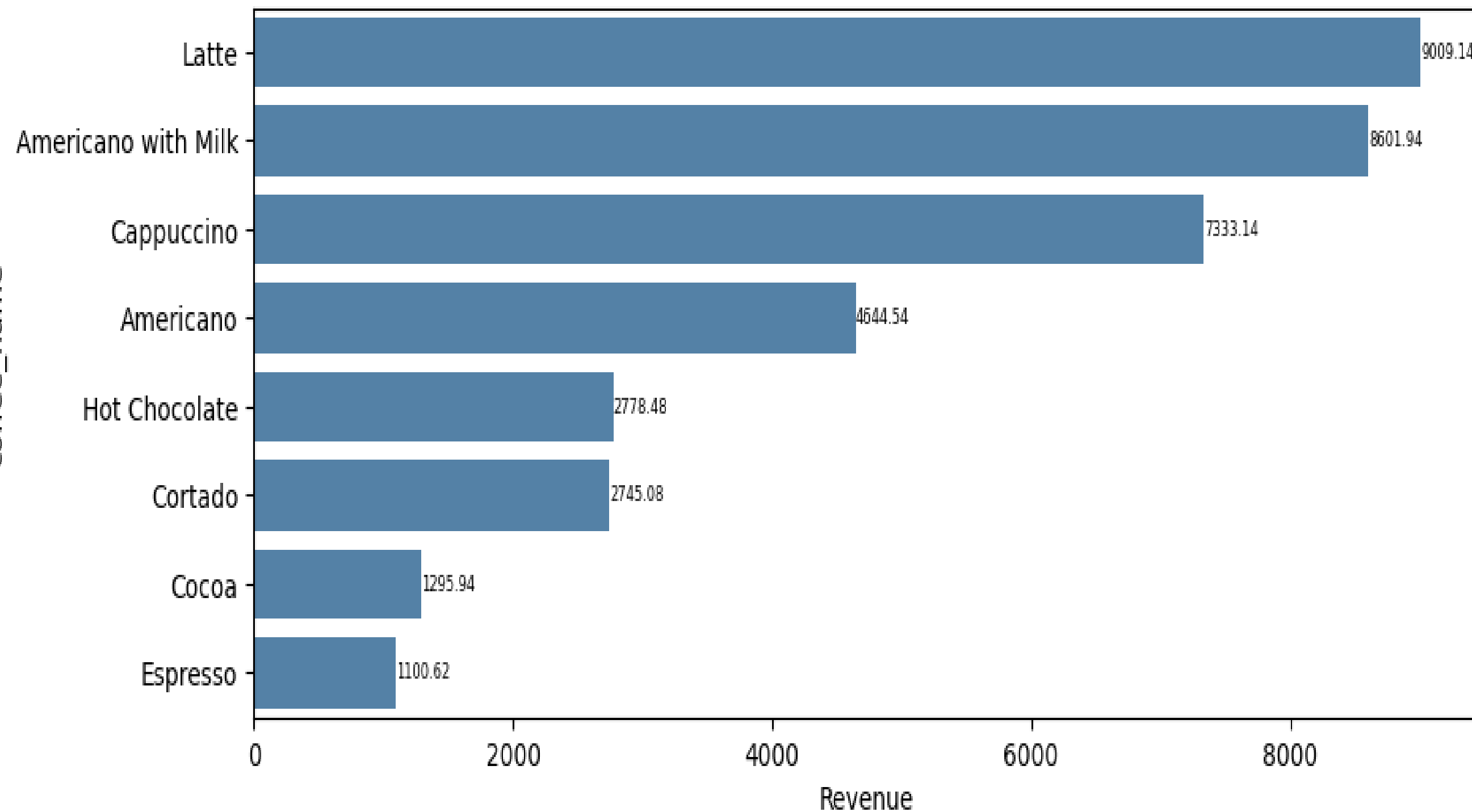
Exploratory Data Analysis revealed exciting patterns:

- Americano with Milk and Latte are the most popular coffee products.
- Sales consistently peak at 10 AM and 7 PM, reflecting customer routines.
- Tuesdays have the highest sales, offering an opportunity for promotions.

These insights form the foundation for optimizing inventory and marketing strategies."

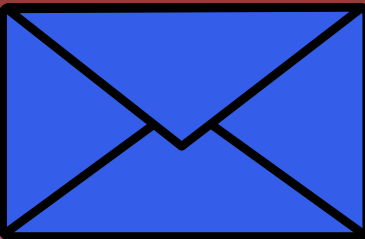


Revenue



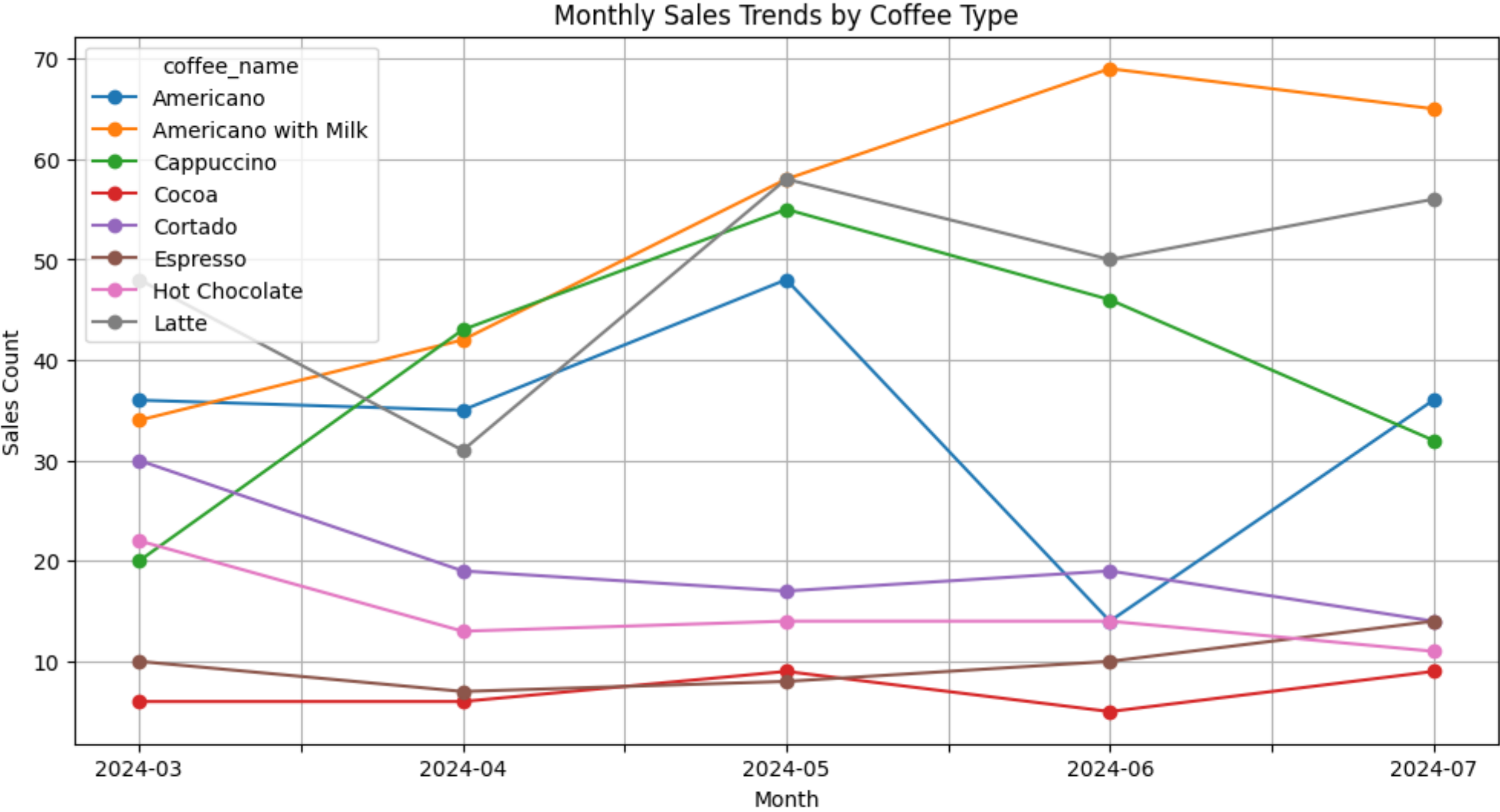
Latte
generates
the
highest
revenue

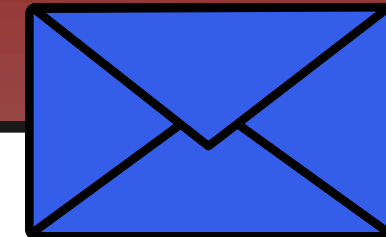




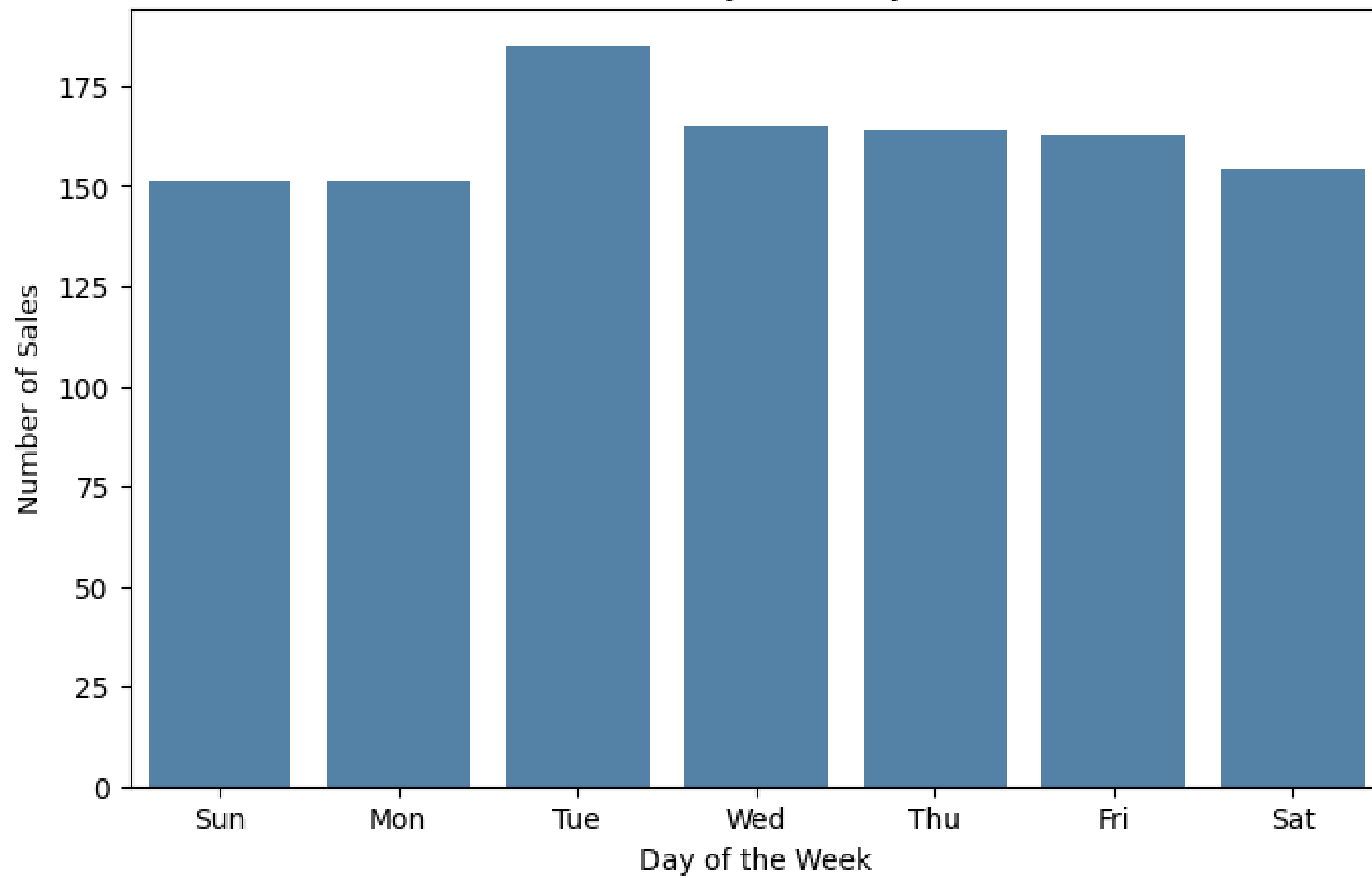
Exploratory Data Analysis (EDA)

Analysing sales of a month

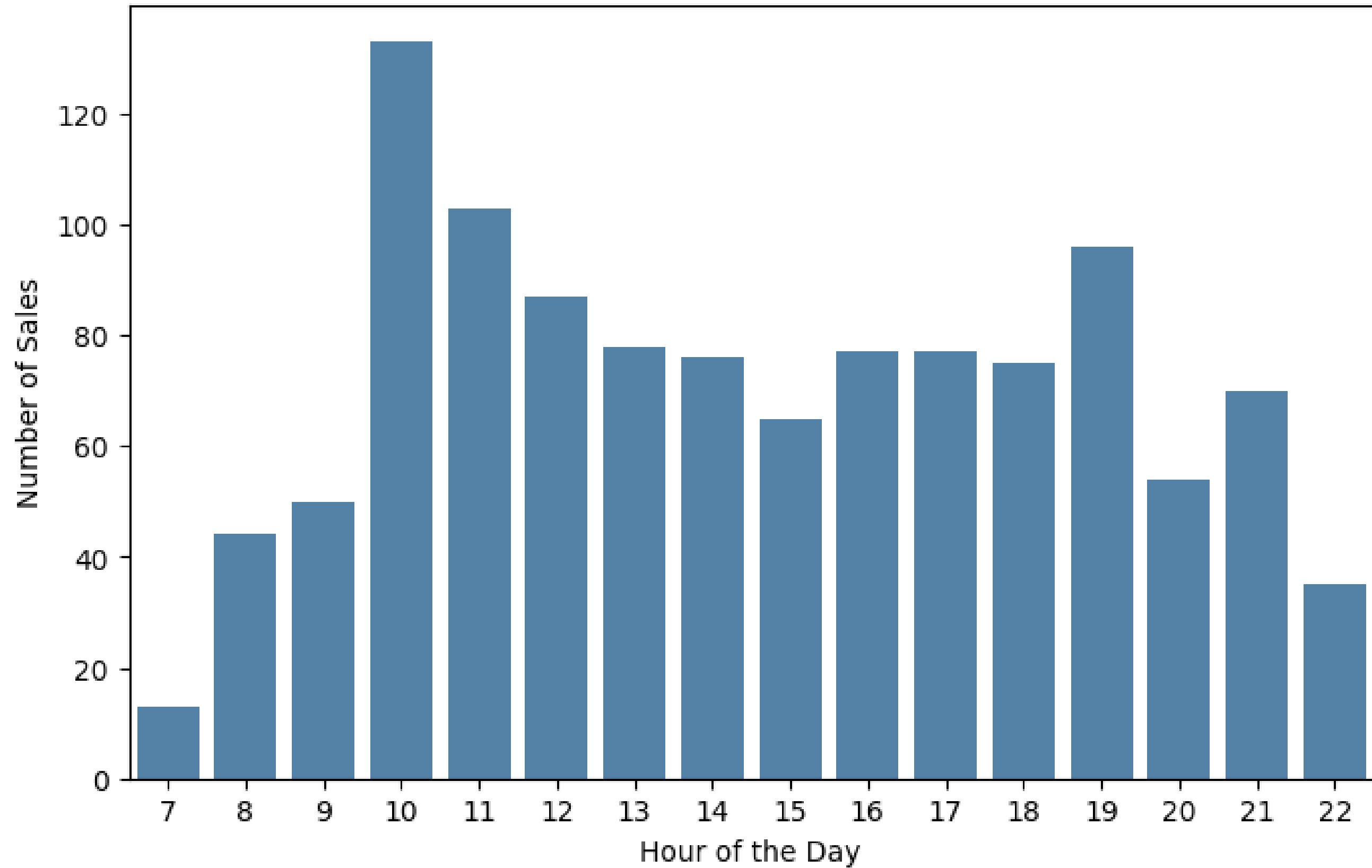




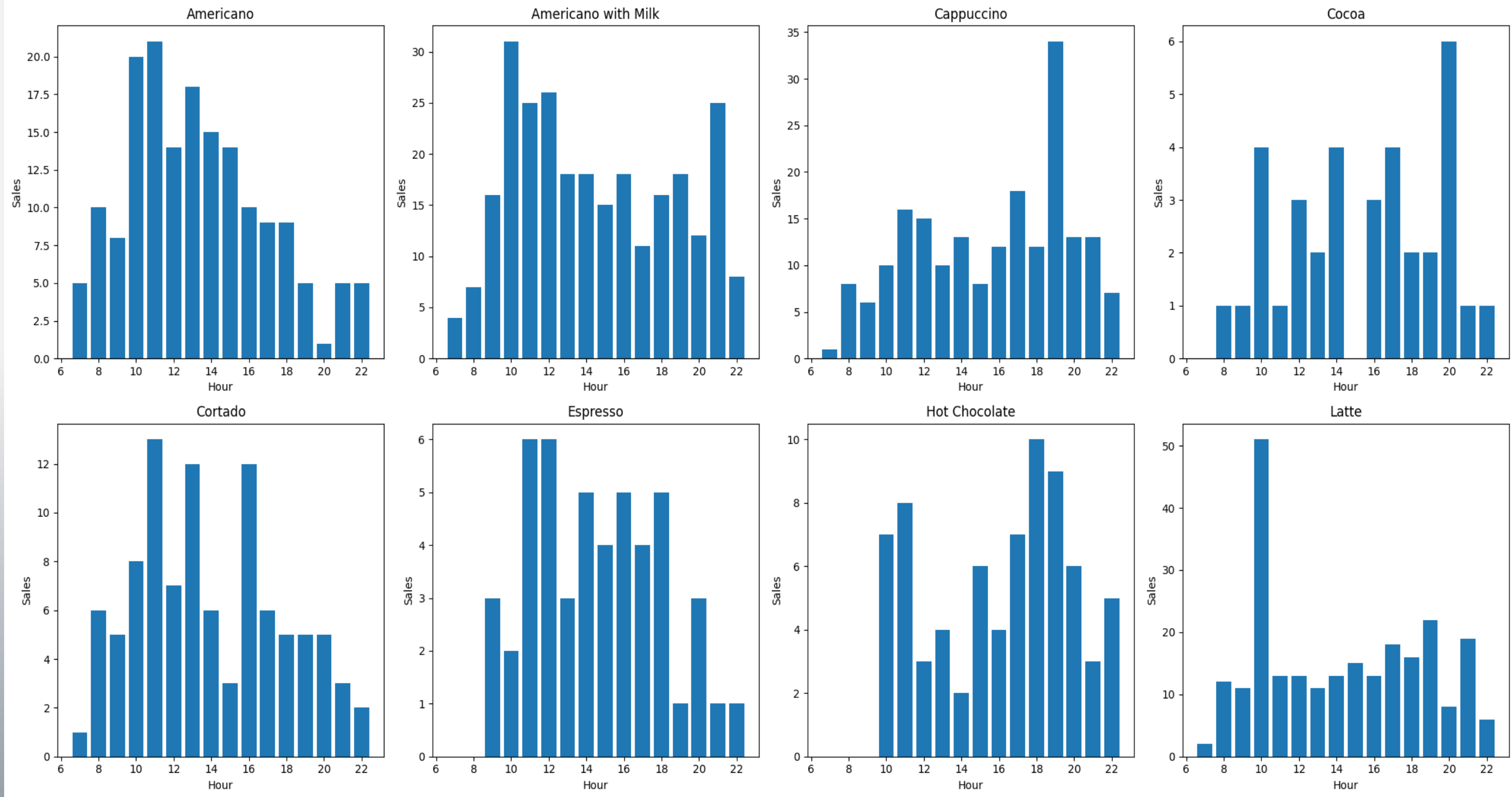
Sales by Weekday



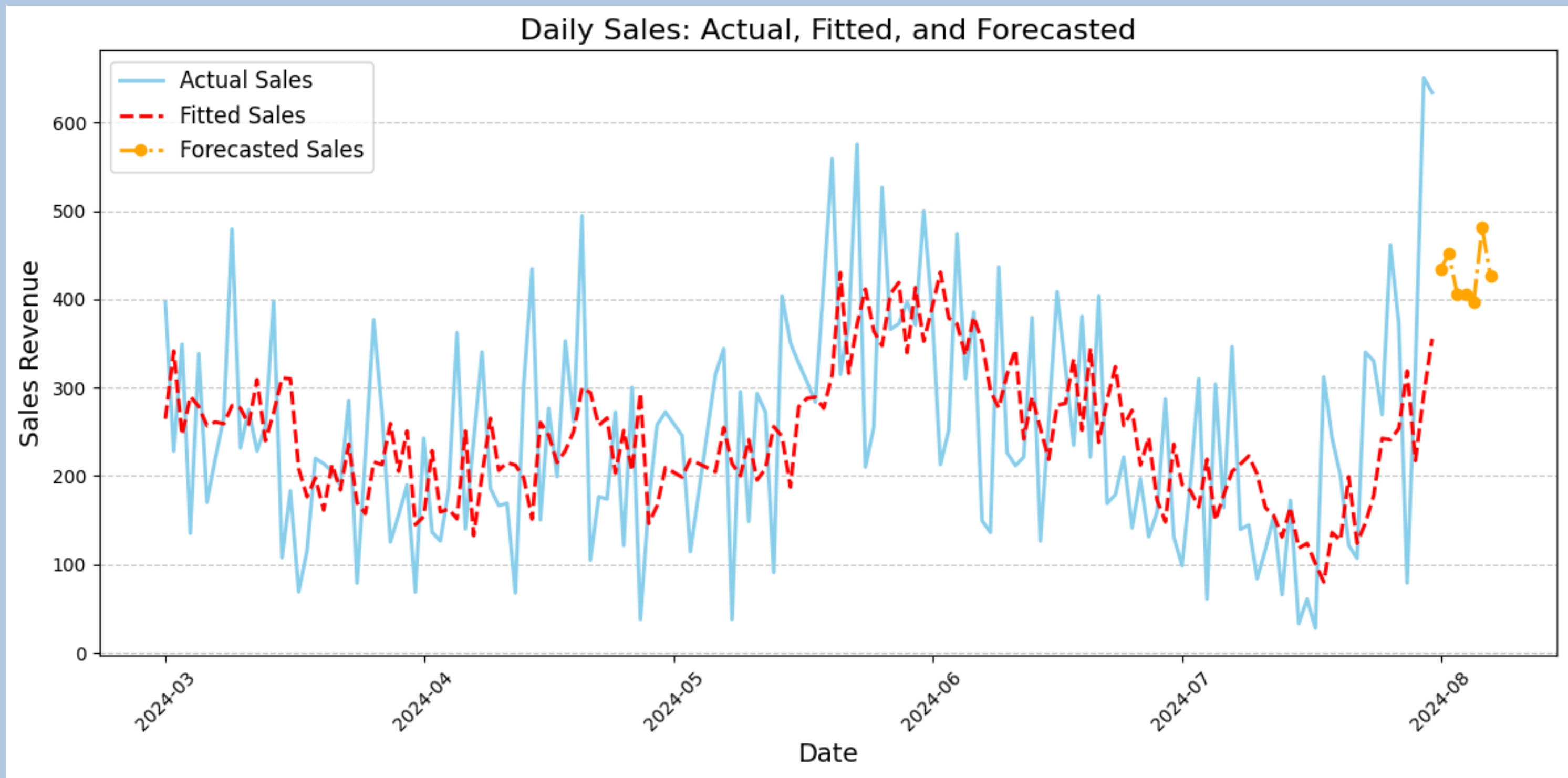
Hourly Sales Distribution



Hourly sales of every product



FORCASTED

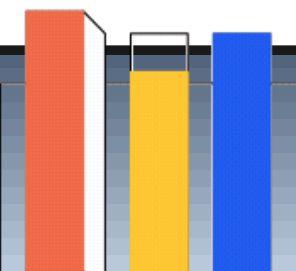
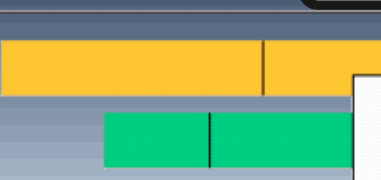
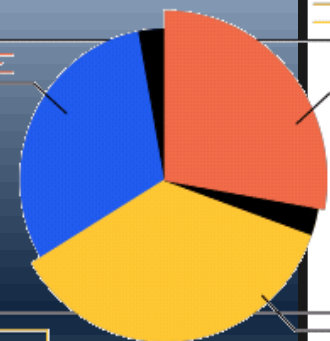
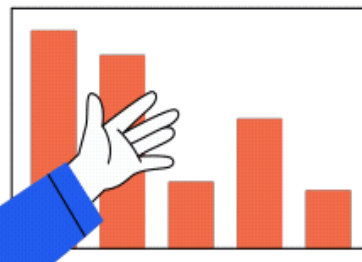


SALES



TOP FIVE COUSTOMERS ANALYSIS

ANON-0000-0000-0012	2593.18	Americano
ANON-0000-0000-0009	2212.70	Latte
ANON-0000-0000-0097	882.22	Americano with Milk
ANON-0000-0000-0040	706.36	Americano with Milk
ANON-0000-0000-0003	651.96	Americano



CONCLUSION

Findings

- The analysis provided key insights into sales trends, customer preferences, and operational performance.

Business Implications

The results highlight areas for improvement in inventory management, marketing strategies, and customer engagement.

Actionable Recommendations

- Expand popular product lines and introduce promotions during peak hours.

Future Directions

- Incorporate customer feedback analysis to refine offerings.

**THANK
YOU!**

