

Coffee Shop Sales Analysis

This report presents an analysis of sales data from a coffee shop using MS Excel. The analysis aims to identify trends, patterns, and actionable insights to improve sales and operations.



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Insights and Analysis

Here's a breakdown of the data analysis:

1. Sales Variation by Day of the Week and Hour of the Day

- Sales vary significantly across different days and hours.
- For example, sales tend to peak between 8 AM and 10 AM on most days, with Friday at 10 AM being the highest-earning hour (\$88,673.39 in total sales).

2. Peak Times for Sales Activity

- **Peak Hour:** 10 AM.
- **Peak Day:** Friday.
- This indicates that the coffee shop experiences the highest sales volume on Friday mornings, particularly around 10 AM.

3. Total Sales Revenue for Each Month

- **June:** \$166,485.88
- **May:** \$156,727.76
- **April:** \$118,941.08
- **March:** \$98,834.68
- **January:** \$81,677.74
- **February:** \$76,145.19

Sales generally increased from January to June, with June being the highest revenue month.

4. Sales Variation Across Different Store Locations

- **Hell's Kitchen:** \$236,511.17
- **Astoria:** \$232,243.91
- **Lower Manhattan:** \$230,057.25

The store in Hell's Kitchen generates the highest sales, followed closely by Astoria and Lower Manhattan.

5. Average Price per Order

- The average price per order is approximately **\$4.69**.

6. Best-Selling Products Details by Quantity and Revenue

- **By Quantity:**
 - **Ethiopia:** 13,271 units sold
 - **Our Old Time Diner Blend:** 13,074 units sold
 - **Columbian Medium Roast:** 13,068 units sold
- **By Revenue:**
 - **Ethiopia:** \$42,304.10
 - **Sustainably Grown Organic:** \$39,065.10
 - **Jamaican Coffee River:** \$38,781.15

The "Ethiopia" product is the best-seller both in terms of quantity and revenue.

7. Sales Variation by Product Category and Type

- **By Category:**
 - **Coffee:** \$269,952.45
 - **Tea:** \$196,405.95
 - **Bakery:** \$82,315.64
- **By Type:**
 - **Barista Espresso:** \$91,406.20
 - **Brewed Chai Tea:** \$77,081.95
 - **Gourmet Brewed Coffee:** \$70,034.60

Coffee is the top category, with "Barista Espresso" being the leading product type.

Additional Insights:

1. Sales Consistency:

- Sales are relatively consistent across weekdays, with slight variations in peak hours.

2. Product Mix Strategy:

- Expanding the best-selling product lines could further enhance revenue.
- Consider promotions on slower days or hours, such as evenings or Mondays.

3. Store Location Opportunities:

- The Hell's Kitchen store could benefit from additional marketing or extended hours given its lead in sales.

Thanks To

1. Ayushi Jain (<https://www.linkedin.com/in/ayushijain14/>)
2. Ws Cube Tech (<https://www.linkedin.com/company/wscubetechindia/>)