Coffee shop sales ☕

Excel project

Presented by : - Amit Kumar

Objective:

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.

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?

Insights :

- Coffee account for 39% of total product category sales, while loose tea, packed chocolate has the sale of 1% of the product category sales.

- Peak sale occur between 8 - 10 Am on Friday with the notable increase in footfall during the morning commute hours.

- Hell's kitchen store generates the highest sales of $ 2,36,511.17 in 6 months with total footfall of 50,735.

- Customers prefer Barista Espresso and Brewed chai tea and both account for the highest sale of $ 21,860 and $18,188,15 respectively.

CONCLUSION:

- In summary, Coffee Shop experiences the highest sales during weekday mornings, with Barista Espresso and Brewed chai tea being the most popular items. There is potential to increase sales by introducing new products and optimizing staffing during peak times.

- Weekends show a noticeable drop in sales compared to weekdays, especially during the evening. Introducing targeted offers on weekends can attract more customers and boost overall sales.

Thank you

Linkedin - https://www.linkedin.com/in/amit-kumar-0784b7259/

Email – amit42373@gmail,com