

The background features a warm, brown-toned illustration. On the left side, there is a detailed drawing of a white coffee cup with a brown lid, partially obscured by a large, dense cluster of coffee beans. The beans are depicted in various shades of brown and tan, with some showing the characteristic S-shaped groove. Scattered across the rest of the background are numerous individual coffee beans, some whole and some broken into smaller pieces, creating a textured, organic feel. The overall aesthetic is cozy and related to coffee culture.

COFFEE SHOP SALES ANALYSIS

By
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About The Project

1. Comprehensive Data Analysis (2023)

- Analyzed coffee sales from different stores across the New York City, covering 500 rows and 11 columns of data.*
- Parameters include average price, total sales, product type, total footfalls, year, and region.*

2. Key Insights and Visualizations - Utilized pivot charts, formulas, and various visualizations to understand past and present business scenarios.


3. Interactive Dashboard

- Created an interactive dashboard. Features include dynamic pivot tables, slicers, and conditional formatting for enhanced data interpretation.*

The background of the slide is a close-up, artistic photograph of coffee beans. The beans are scattered across the frame, with some in sharp focus and others blurred in the background. They have a rich, golden-brown color with visible creases and textures. The lighting creates soft highlights and shadows, giving the beans a three-dimensional appearance.

Problem Statements:

- A. How do sales vary by hour of the day?*
- B. Are there any peak days for sales activity?*
- C. What is the total sales revenue for each month?*
- D. How do sales vary across different store locations?*
- E. what is the average price/order per person*
- F. Which product categories are the best-selling in terms of quantity and revenue?*
- G. How do sales vary by product type?*

- 
- *Total Sales From Coffee Stores Across NYC*
 - *Total Footfalls recorded in the Dataset*
 - *Average Bill Amount recorded by per Person in this dataset*
 - *Average Number of Orders Placed by Customers*

\$698,812
Total Sales

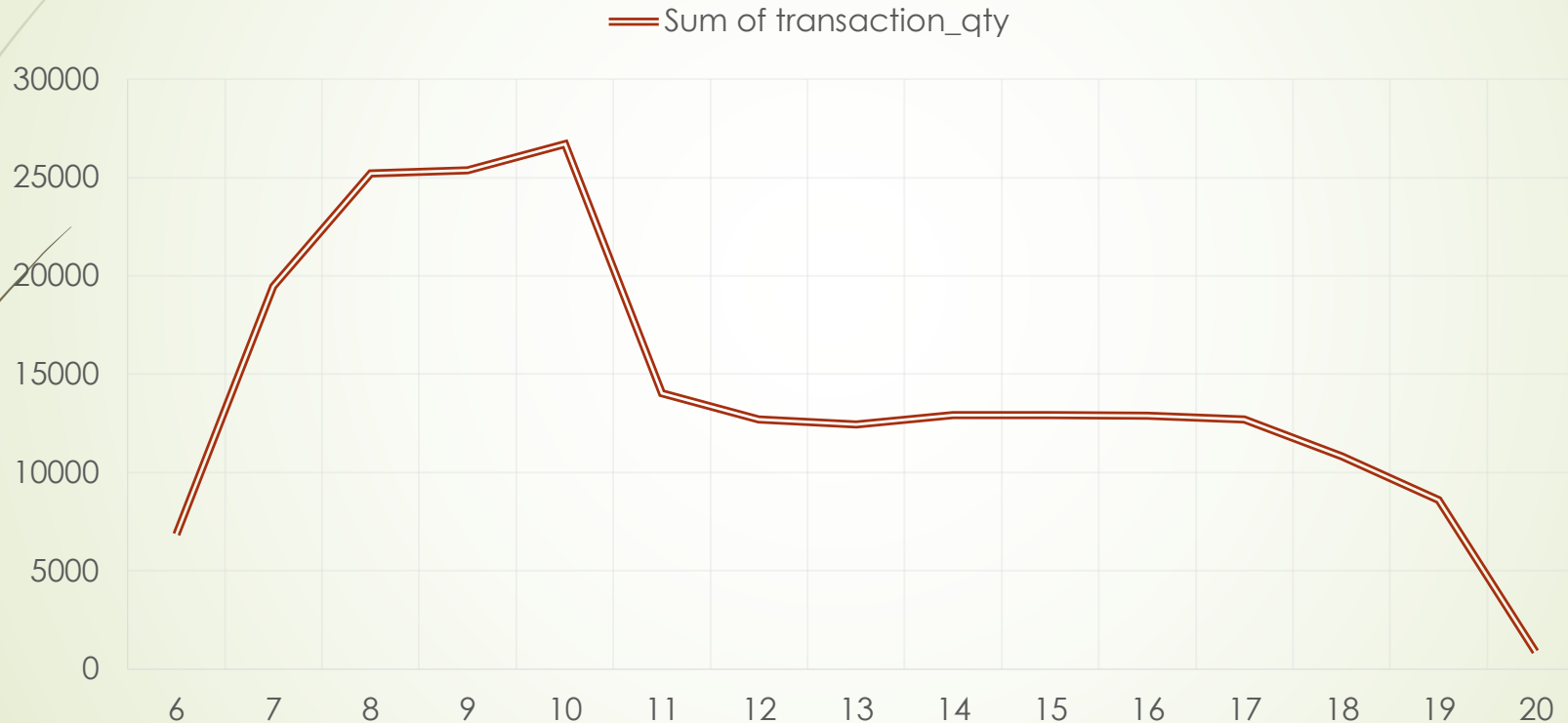
149116
Total Footfalls

\$4.69
Average Bill Per Person

1.43
Average Order Per Person

HOW DO SALES VARY BY HOUR OF THE DAY

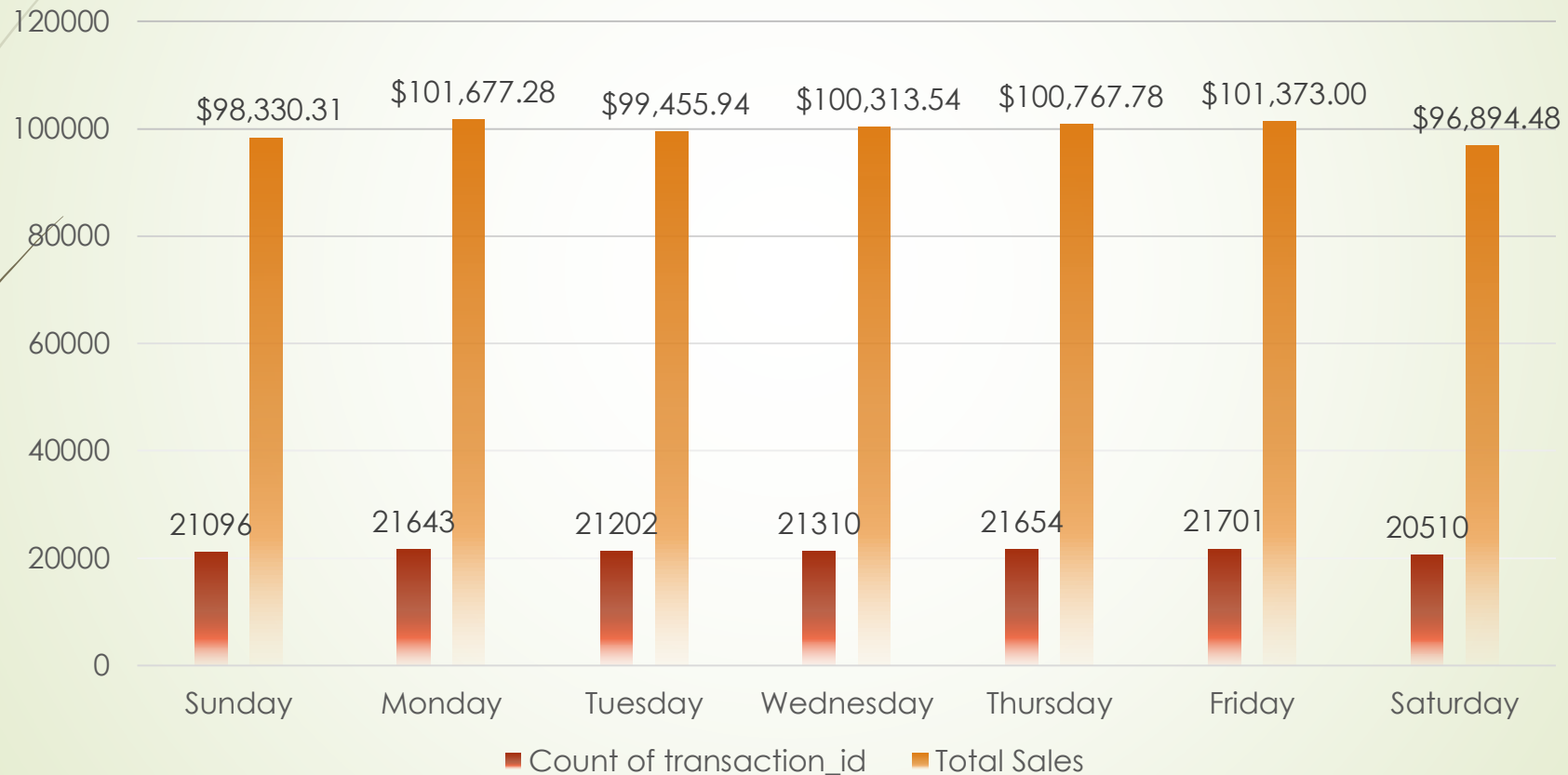
SALES TREND OVER HOUR



Conclusion : Morning Hours (7-10)Am are Highly Profitable, Showing a Strong Breakfast Demand

ARE THERE ANY PEAK DAYS FOR SALES ACTIVITY?

SALES TREND OVER WEEKDAYS



Conclusion : Weekends And Early Weekdays(Friday to Monday) see Maximum Footfalls and Sales.

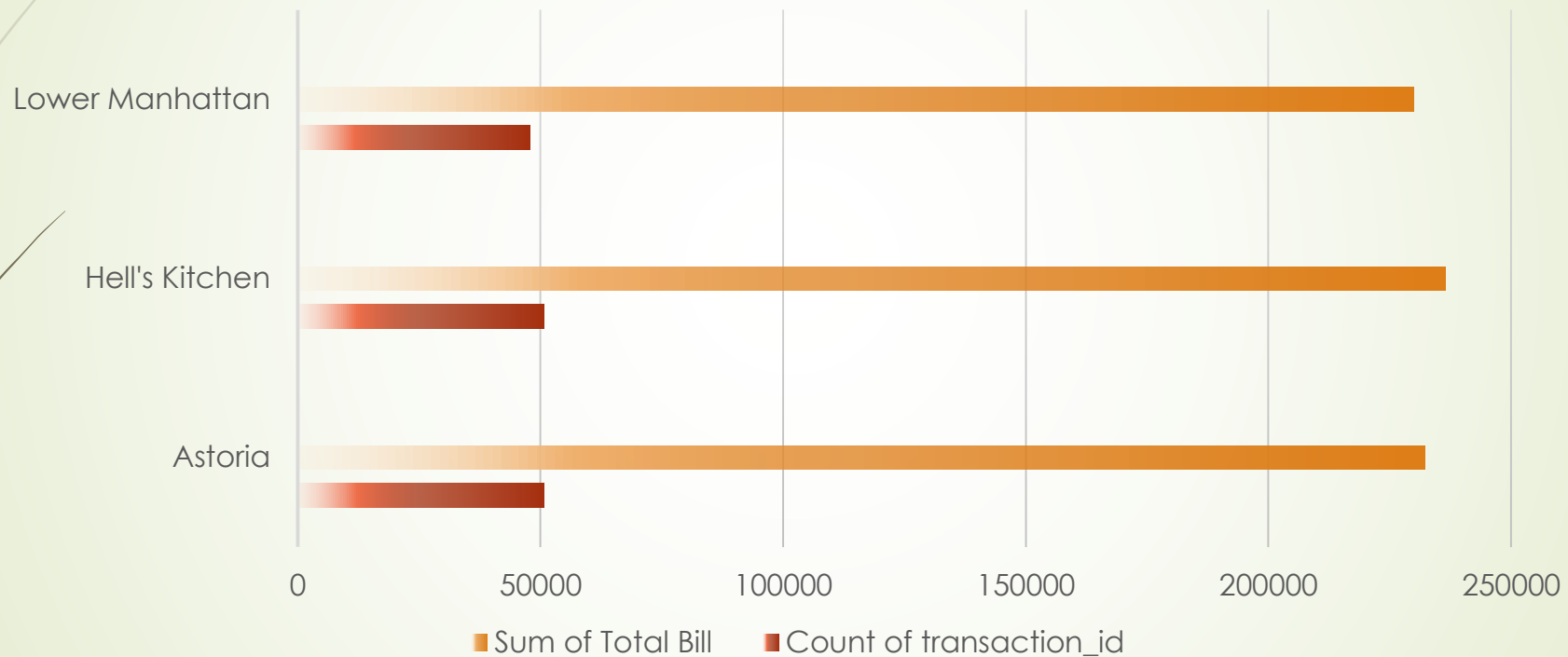
WHAT IS THE TOTAL SALES REVENUE FOR EACH MONTH



Conclusion : Revenue and Footfalls Trends Steady Growth From January to June with June being the Most Favourite .

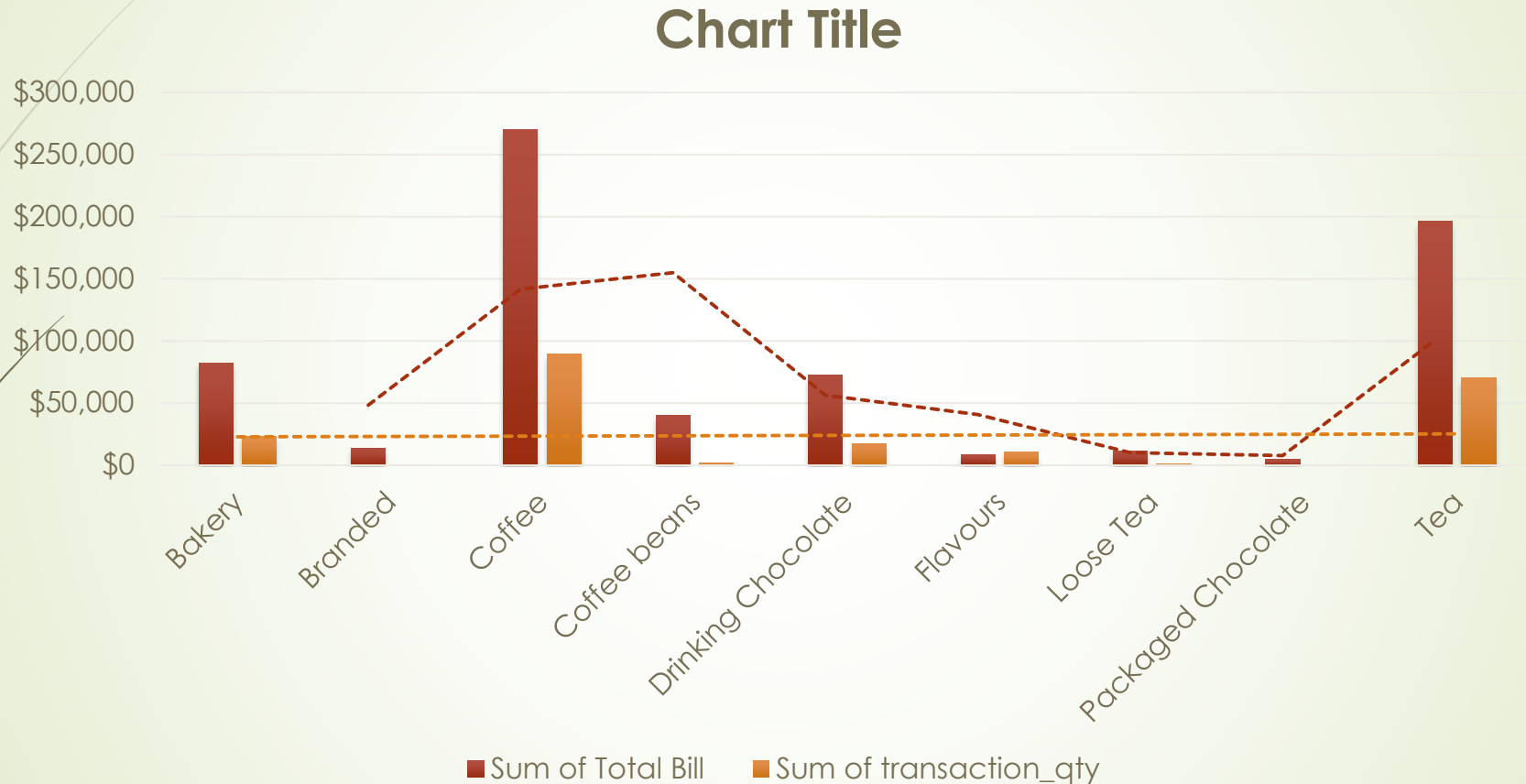
HOW DO SALES VARY ACROSS DIFFERENT STORE LOCATIONS

REVENUE ACROSS STORE LOCATIONS



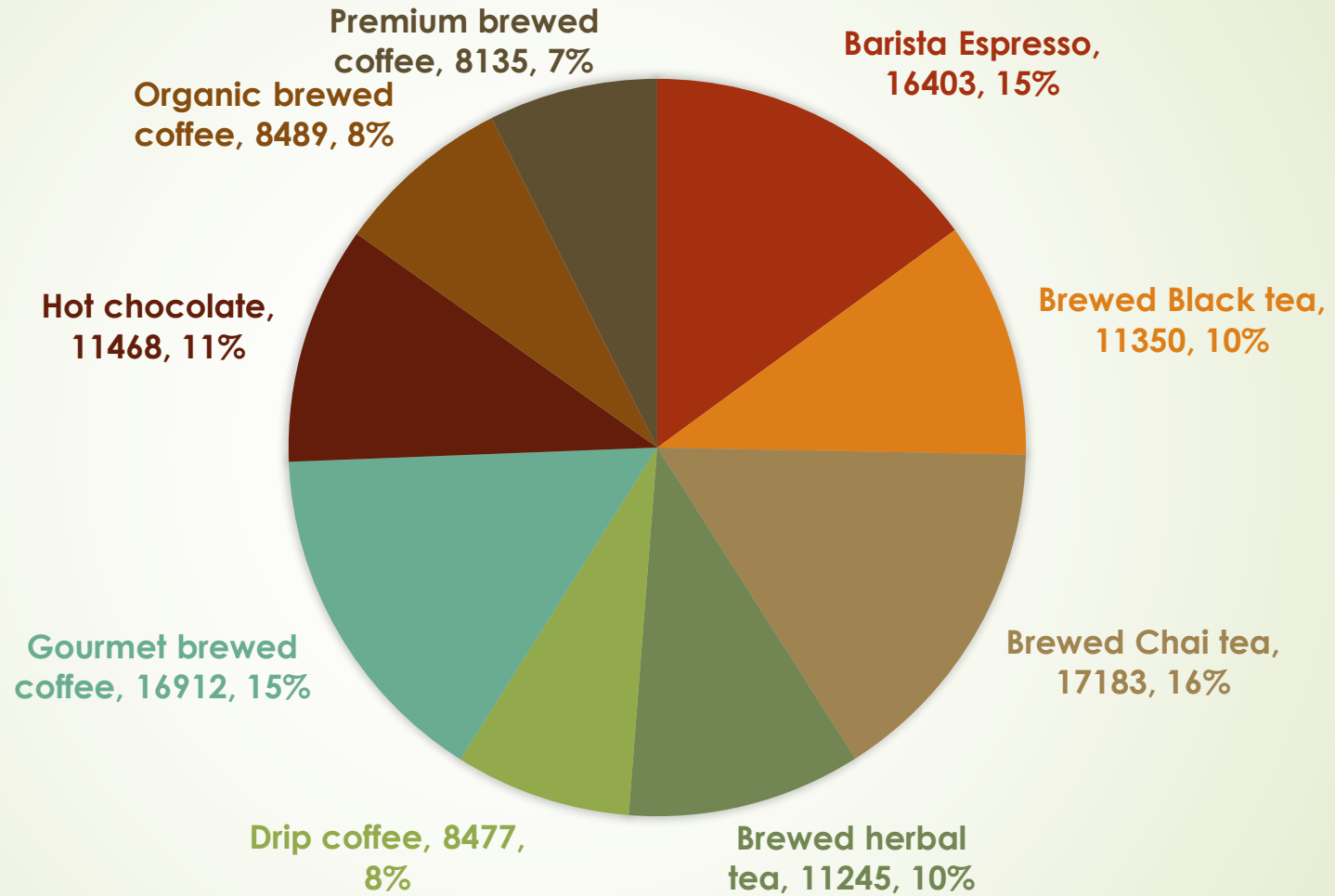
*Conclusion : All Stores Shows Relatively Balanced Performance ,
Indicating Consistent Demand Across NYC .*

WHICH PRODUCT CATEGORIES ARE THE BEST-SELLING IN TERMS OF QUANTITY AND REVENUE



*Conclusion : Coffee and Tea are most in Demand Categories among All.
Rest others have shown Linear Sales.*

HOW DO FOOTFALLS VARY BY PRODUCT TYPE



Conclusion : Certain Products like Drip Coffee , Premium Brewed Coffee and Organic Brewed Coffee shows Lower Footfalls , Presenting Room for Improvement or Repackaging .

COFFEE SHOP SALES



\$698,812
Total Sales

149116
Total Footfalls

\$4.69
Average Bill Per Person

1.44
Average Order Per Person

Month Name

January

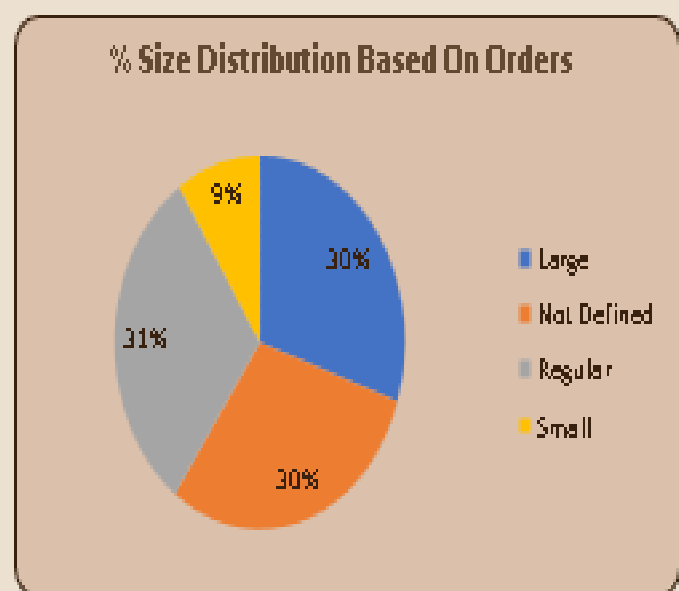
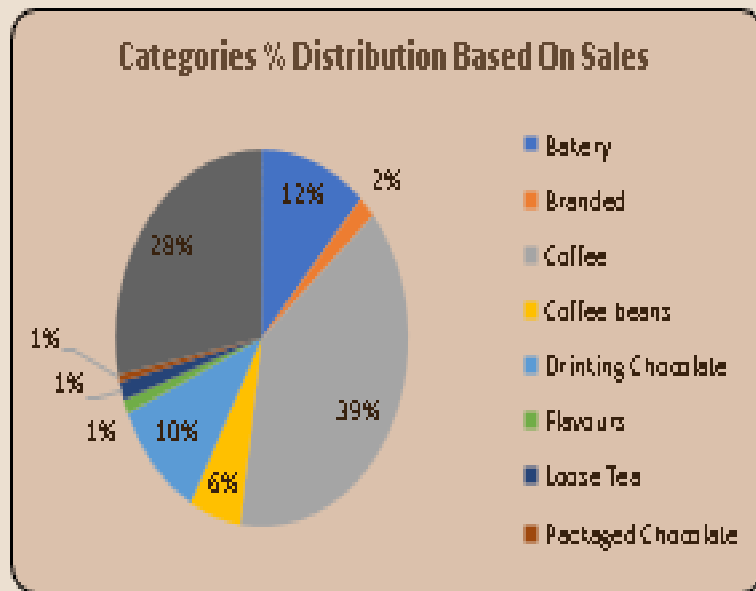
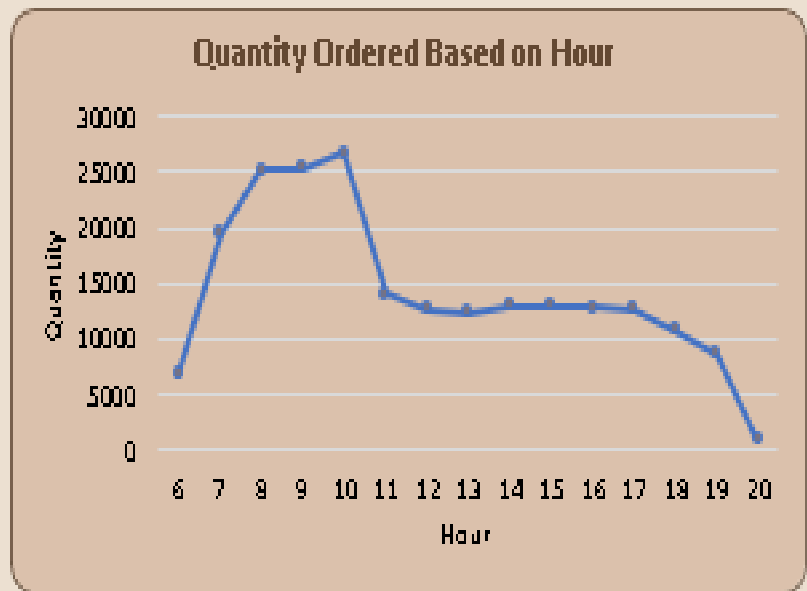
February

March

April

May

June



Day Name

Sunday

Monday

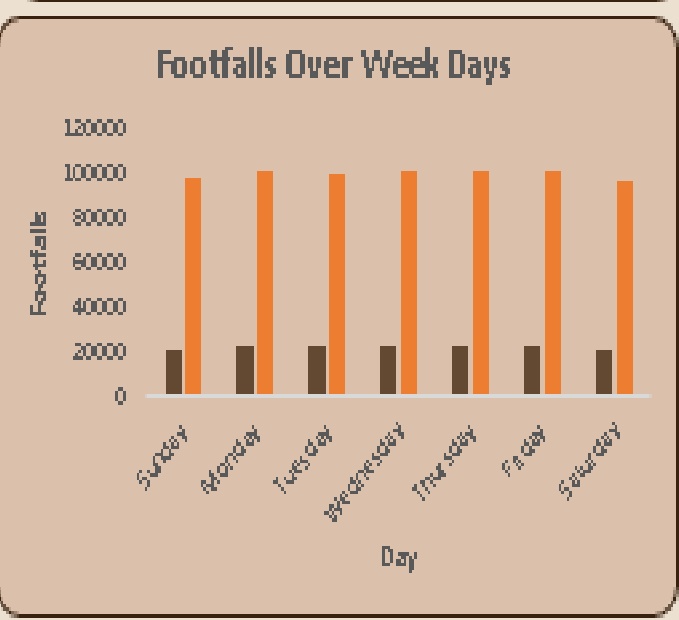
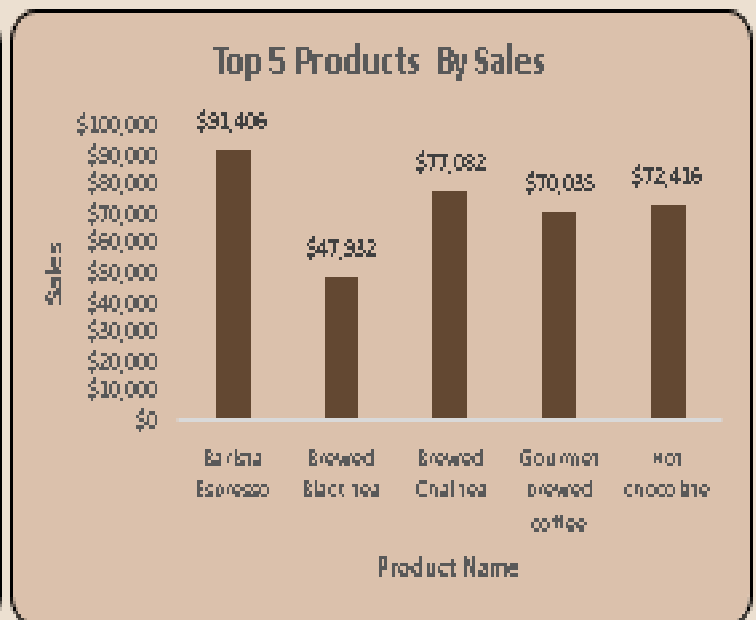
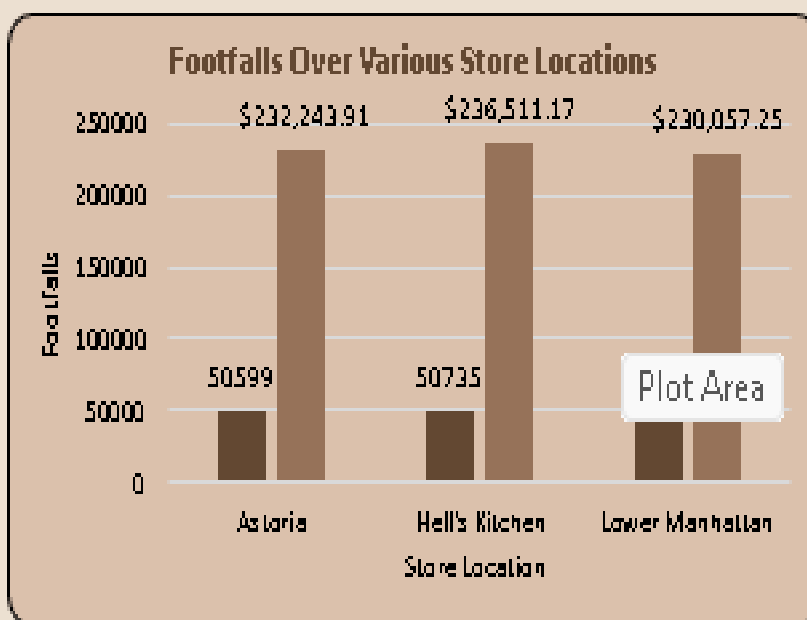
Tuesday

Wednesday

Thursday

Friday

Saturday



Conclusion:

1. Optimize Staffing & Inventory

- Increase staff coverage and prepare inventory for peak hours (7-10 AM) and peak days (Friday, Monday).

2. Targeted Promotions

- Offer limited-time deals or combos on high-footfall days.
- Run Wednesday/Saturday promotions to boost traffic on slower days.

3. Boost Underperforming Products

- Rebrand, reposition, or offer trials for low-engagement products like Drip Coffee and Packaged Chocolate.

4. Enhance Customer Loyalty

- Introduce a loyalty rewards program focused on high-engagement products (e.g., Chai Tea, Gourmet Coffee).

5. Location-Specific Strategies

- Customize offers based on individual store performance and demographic trends.

6. Monitor and Adapt

- Continuously monitor footfall and revenue metrics to refine strategies monthly



Thank
you

