

Coffee Shop Sales Analysis

1. Aim

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.

2. 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?

3. Conclusion of Recommended Analysis

- Sales remain consistent across weekdays, suggesting stable demand throughout the workweek.
- Peak activity occurs between 8 AM and 10 AM, highlighting the importance of the morning rush for business.
- Hell's Kitchen leads as the highest-performing store with \$236,511.17 in total sales.
- Barista Espresso is the top-selling product, generating \$91,406.20 in revenue.
- The average bill per customer is \$4.69, and each customer places an average of 1.44 orders.
- Coffee (39%) and Branded (28%) items dominate revenue share, making them critical to sales strategy.
- Insights from this analysis can guide marketing efforts, staffing schedules, pricing, product offerings, and store-specific strategies.

4. Key Insights

- Total Sales: \$698,812.33

- Total Footfall: 149,116
- Average Bill per Person: \$4.69
- Average Orders per Person: 1.44
- Top Product: Barista Espresso (\$91,406.20)
- Top Store Location: Hell's Kitchen (\$236,511.17)
- Peak Order Time: 8 AM to 10 AM
- Product Category Revenue Contribution:
 - - Coffee: 39%
 - - Branded Items: 28%
- Weekday Sales: Consistent volume throughout the week
- Data Gaps: 70% of sales sizes are undefined — opportunity for better data collection