

Executive Summary

This project analyzes transactional sales data from a multi-location coffee shop chain to evaluate overall business performance, customer purchasing behavior, and product profitability. Using sales, product, and store-level data, the analysis identifies revenue drivers, top-performing products, and high-value store locations.

Key findings reveal that total sales reached ₹58.9M across 149,116 transactions, with airport and highfootfall urban locations contributing the majority of revenue. Beverage products, particularly large-sized coffee and specialty drinks, dominate sales. These insights highlight strong opportunities for pricing optimization, inventory focus, and targeted store-level strategies.

2. Business Objectives

- Measure overall sales and transaction performance
- Identify top-performing products and categories
- Compare sales across store locations
- Support data-driven decisions for growth, pricing, and inventory planning

3. Data Overview

Datasets Used

- **Orders Table:** Transaction date, time, store, product, quantity
- **Products Table:** Product category, type, details, and unit price

Key Metrics Created

- Total Sales Amount
 - Total Orders
 - Sales by Product
 - Sales by Store Location
-

4. Key Insights & Findings

4.1 Overall Performance

- **Total Revenue:** ₹58,865,498
- **Total Transactions:** 149,116
- **Average Revenue per Transaction:** ~₹395

This indicates a **high-volume, mid-ticket retail model**, typical of coffee chains.

4.2 Top-Selling Products (by Revenue)

	Rank	Product Name	Revenue (₹)
1		Sustainably Grown Organic (Large)	1.78M
2		Dark Chocolate (Large)	1.76M
3		Latte (Regular)	1.61M
4		Cappuccino (Large)	1.48M
5		Morning Sunrise Chai (Large)	1.46M

Insights

- Large-size beverages generate higher revenue.
- Coffee-based drinks outperform non-coffee items.
- Premium and specialty drinks show strong demand.

4.3 Store Location Performance

Store Location	Revenue (₹)
IGI Airport	19.95M
Paschim Vihar	19.52M
Connaught Circle	19.40M

Insights

- Airport stores generate the **highest sales**, driven by foot traffic and premium pricing tolerance.
 - Urban high-density locations show nearly equal contribution.
 - Revenue distribution is balanced but optimization potential exists per location.
-

4.4 Customer Purchase Behavior

- Customers prefer **ready-to-drink beverages** over packaged items.
 - High sales volume suggests **repeat purchases** and strong brand familiarity.
 - Pricing sensitivity appears low for large and premium drinks.
-

5. Business Recommendations

5.1 Product Strategy

- Promote **large-size and premium beverages** through combos and upselling.
 - Bundle top-selling drinks with snacks to increase average order value.
 - Reduce low-performing SKUs to simplify inventory.
-

5.2 Store-Level Optimization

- Introduce **location-specific pricing** (premium pricing at airports).
 - Expand seating and express counters at high-traffic stores.
 - Use airport store trends to forecast demand for new locations.
-

5.3 Marketing & Promotions

- Loyalty programs focused on frequent beverage buyers.
 - Time-based offers (morning coffee, evening chai).
 - Highlight sustainable and organic products in branding.
-

5.4 Data & Analytics Enhancements

- Track customer-level data for repeat purchase analysis.
 - Add profit margin metrics, not just revenue.
 - Forecast demand using historical trends for staffing and inventory.
-

6. Tools & Techniques Used

- **Power BI** – Data modeling, DAX measures, interactive dashboards
 - **Data Cleaning & Transformation** – Date handling, joins, calculated fields
 - **KPIs** – Revenue, quantity sold, product and store ranking
-

7. Conclusion

This analysis demonstrates how transactional sales data can drive meaningful business insights. By focusing on high-performing products and optimizing store strategies, the coffee shop can increase revenue, improve customer experience, and scale operations effectively.