



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.

Start Your Day With Coffee



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?



Insight:

- Maximum sales occur on Friday, with sales reaching their lowest point on weekends. This indicates that the majority of our regular customers are office-going individuals.
- Peak sales hours are from 8 to 10 a.m. , with a decline in sales after that.
- The sales trends in positive, showing a consistent increase month over month, with June reporting the highest sales.
- Hill's kitchen location has generated the highest sales and orders compared to other locations.
- The coffee shop's average price per person is \$4.69, with an average order per person of 1.44.
- The Barista Espresso coffee cups is the top selling products in terms of quantity.
- Coffee contributes is the highest percentage(39%) of revenue among all categories.
- Regular-size coffee cups are the best-selling product.

Final conclusion to improve coffee sales:

- Consider discontinuing or reevaluating the less profitable items such as packed chocolate, loose tea, and flavoured beverages, as they contribute only around 1% to revenue.
- Focus marketing efforts and promotions on Fridays and mornings when sales are highest to attract more customers.
- Consider investing more resources in the Hell's Kitchen location, which has the highest sales, to maximize profits.