

Coffee Shop Sales Analysis



A Better Way to Start Your Day



The Main Objective of this project is to analyze retail sales data to gain insights that will enhance the performance of coffee shop.

Coffee Shop Sales Analysis Dashboard

Coffee Shop Sales

Total Sales
\$6,98,847.97

Transactions
149116

Avg Bill/Person
\$ 4.69

Avg Order/Person
1.44

Top Category(Coffee)
\$269952.45

Months

January

February

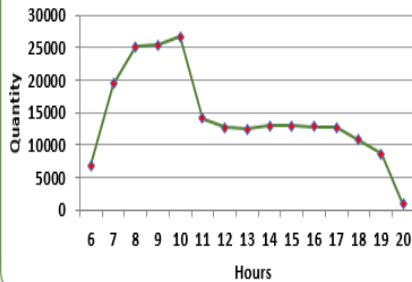
March

April

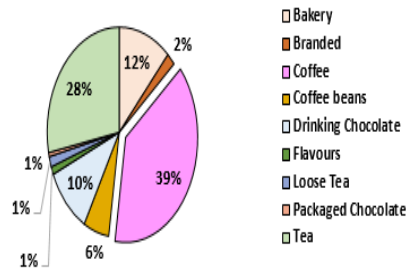
May

June

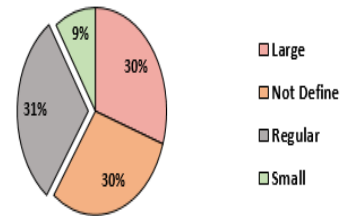
Quantity Ordered Based on Hours



Category Distribution Based on Sales



Size Distribution Based on Orders



Days

Monday

Tuesday

Wednesday

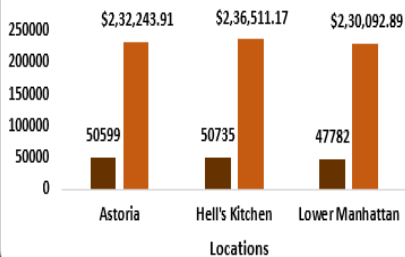
Thursday

Friday

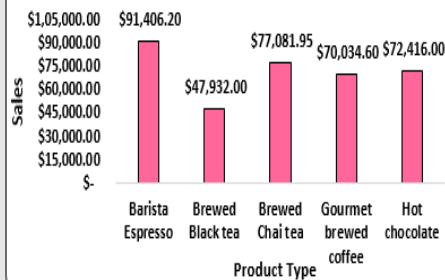
Saturday

Sunday

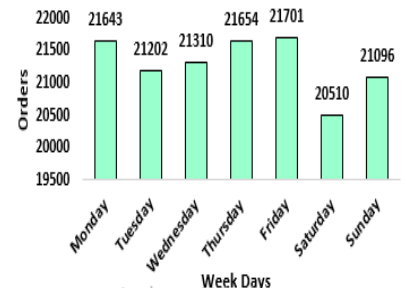
Transactions and Sales over various Store Locations



Top 5 Product Types Based on Sales



Orders on Weekdays



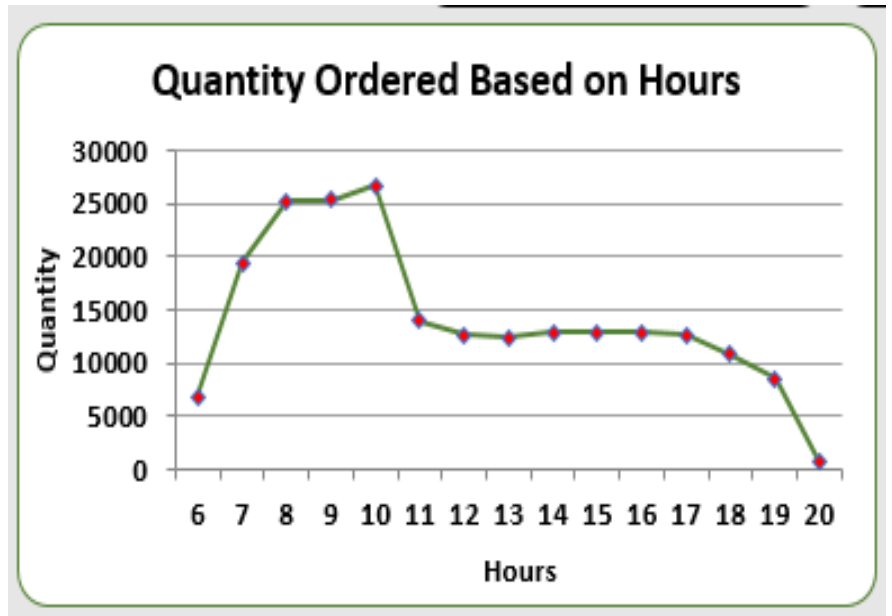
Problem Statement

Are there any peak times for sales activity?

After analyzing sales data, I have identified peak time for sales activity is typically at 10:00 AM.

During morning hours specifically from 7:00 AM to 10:00 AM, noticed a consistent trend in customer preferences.

After 10:00 AM, observed a decrease in customer interest in coffee consumption compared to the earlier morning hours.

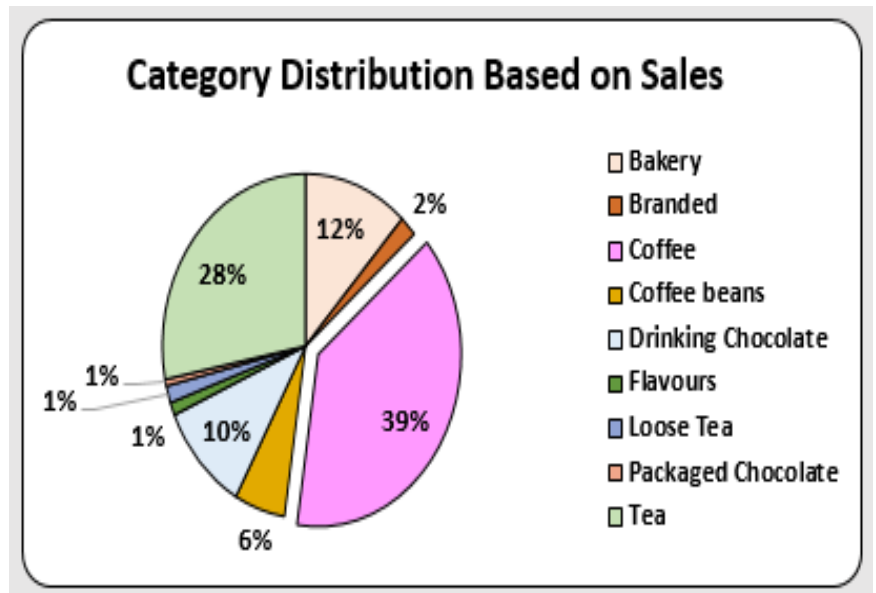


Problem Statement

Which category is the best selling?

According to the sales data analysis, the 'Coffee' category emerges as the best-selling category.

Graph indicates a strong preference among customers for coffee.



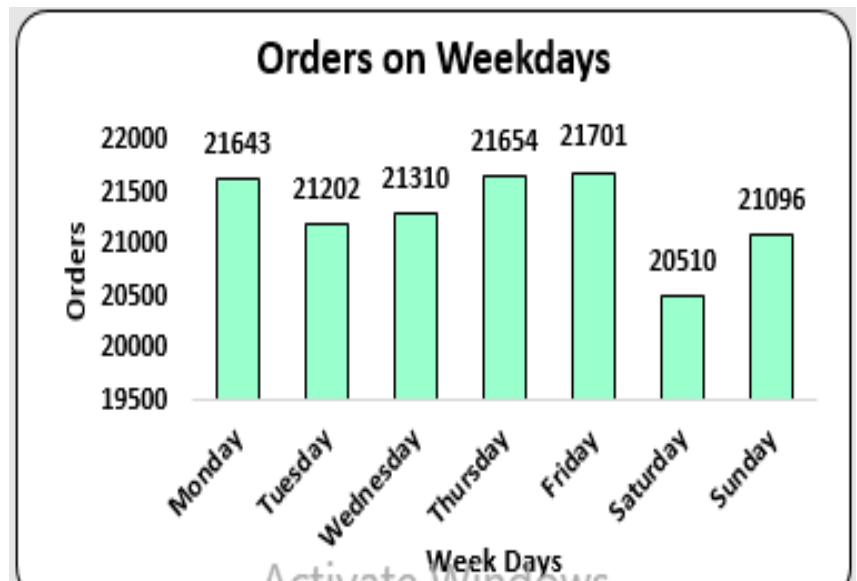
Problem Statement

Which day of the week people seem to prefer coffee most?

According to the graph, it's evident that people have a higher preference for coffee on Friday compared to other days of the week.

While coffee consumption remains consistent throughout the weekdays, there's a noticeable spike in coffee sales on Friday.

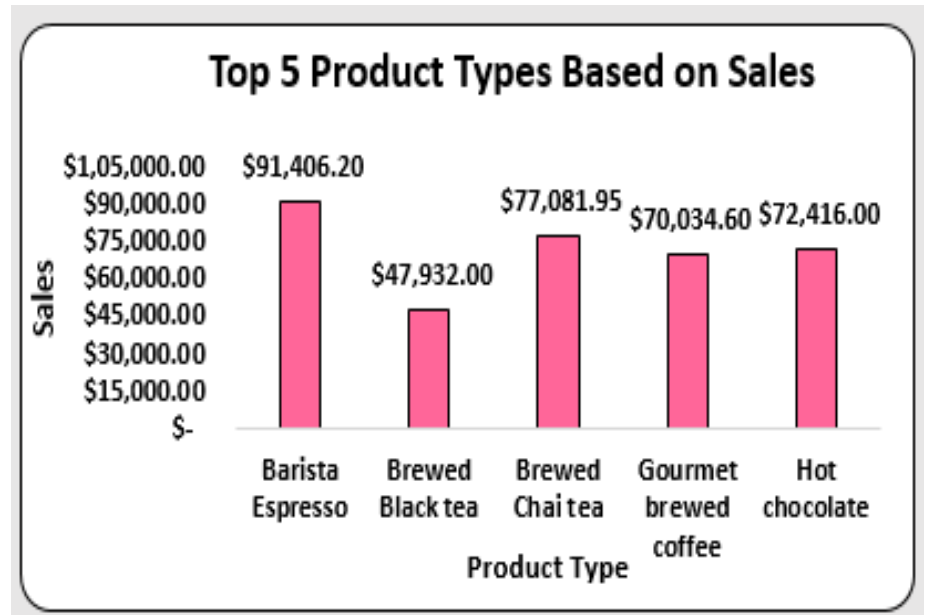
However, on Saturday there is a noticeable decrease in coffee consumption compared to other days of week.



Problem Statement

Which product type is the best-selling in terms of revenue?

According to the chart, the Barista Espresso is the best-selling product Type in terms of revenue.

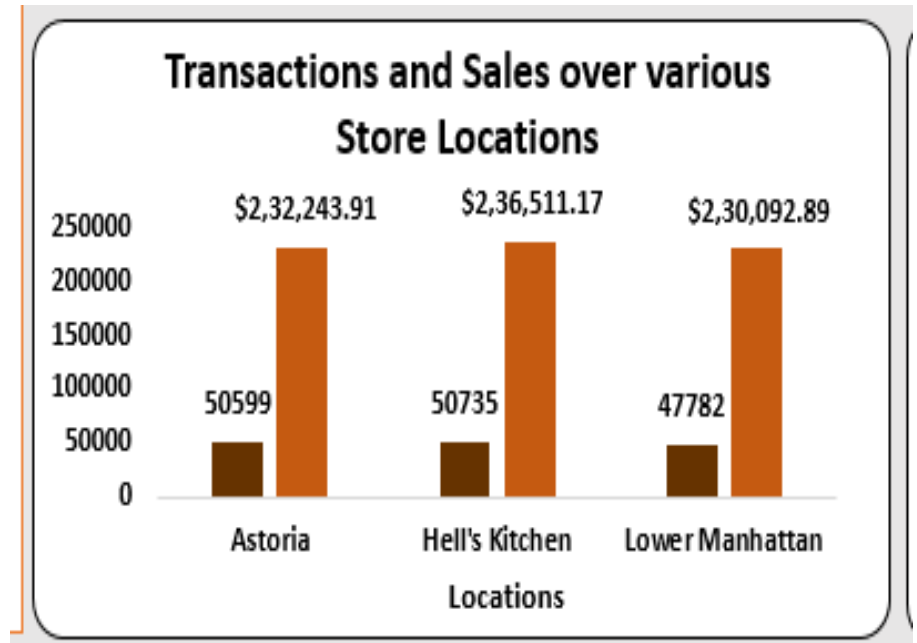


Problem Statement

How do sales vary across different store location?

As shown in the chart, sales performance varies across different store locations.

Hell's Kitchen leads in both sales and transactions followed by Astoria and Lower Manhattan.



Recommendations

Based on the analysis, the recommendation is to focus on peak sales hours at 10:00 AM and promoting coffee from 7:00 AM to 10:00 AM, especially on Fridays.

The Product Type, particularly Barista Espresso, is the best-seller. Hell's Kitchen leads in both sales and transactions, followed by Astoria and Lower Manhattan.

Tailoring strategies to these insights can optimize sales across all locations.