

# BrewVista Coffee Co.

SALES PERFORMANCE ANALYSIS

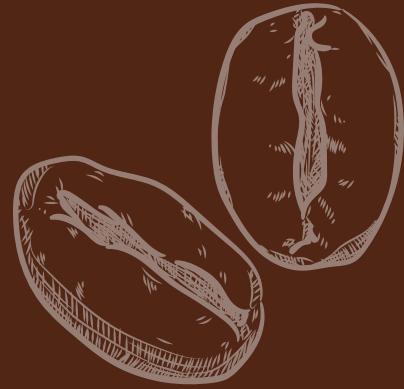
Apoorva Iyer



# INTRODUCTION

BrewVista Coffee Co. is a multi-location coffee retailer generating large volumes of daily sales data across products, store locations, and time periods.

This project analyses transactional sales data to understand what drives sales performance, how customer demand behaves, and where business opportunities exist.



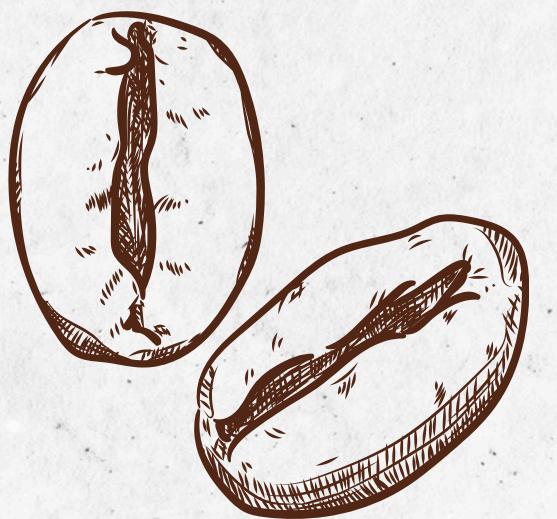
# TECH STACK USED



Excel



Canva



# Dataset Overview



## Transaction Details

- transaction\_id
- transaction\_date
- transaction\_time
- hour
- day\_name
- day\_of\_week
- month\_name
- month
- season

## Product Information

- product\_id
- product\_category
- product\_type
- product\_detail
- product\_size
- unit\_price

## Sales & Revenue Metrics

- transaction\_quantity
- total\_bill



# DATA SET OVERVIEW



## Store & Location Details

- store\_id
- store\_location
- store\_type

## Customer Information

- customer\_type
- customer\_age\_group

## Order & Payment Details

- order\_channel
- payment\_method

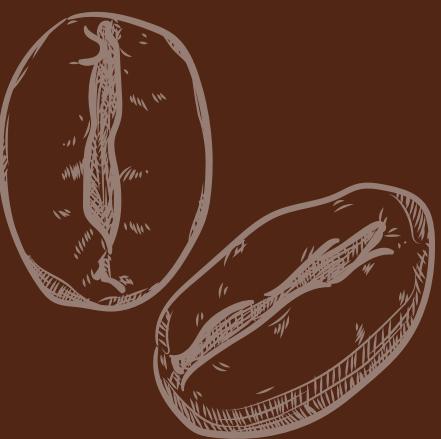
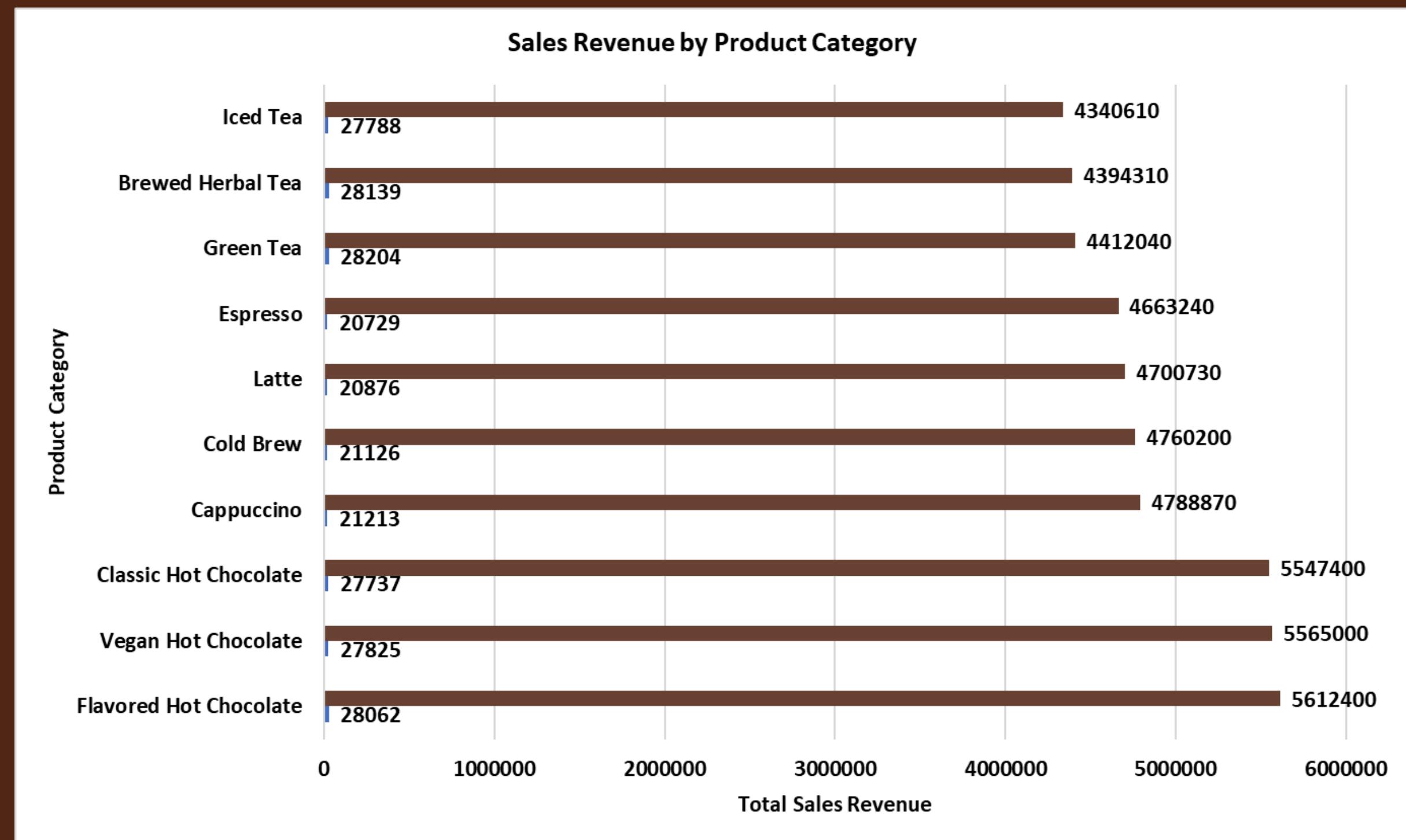
## Operational & Contextual Attributes

- barista\_name
- weather\_condition

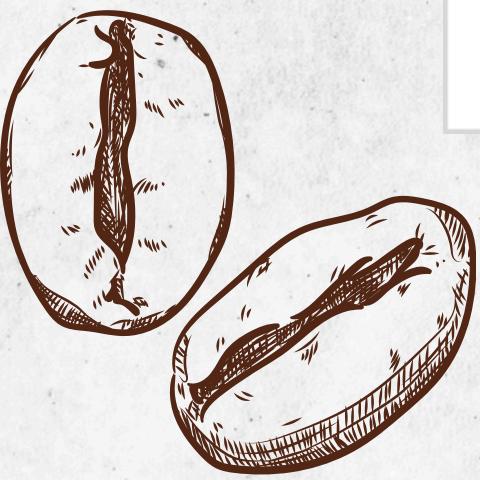
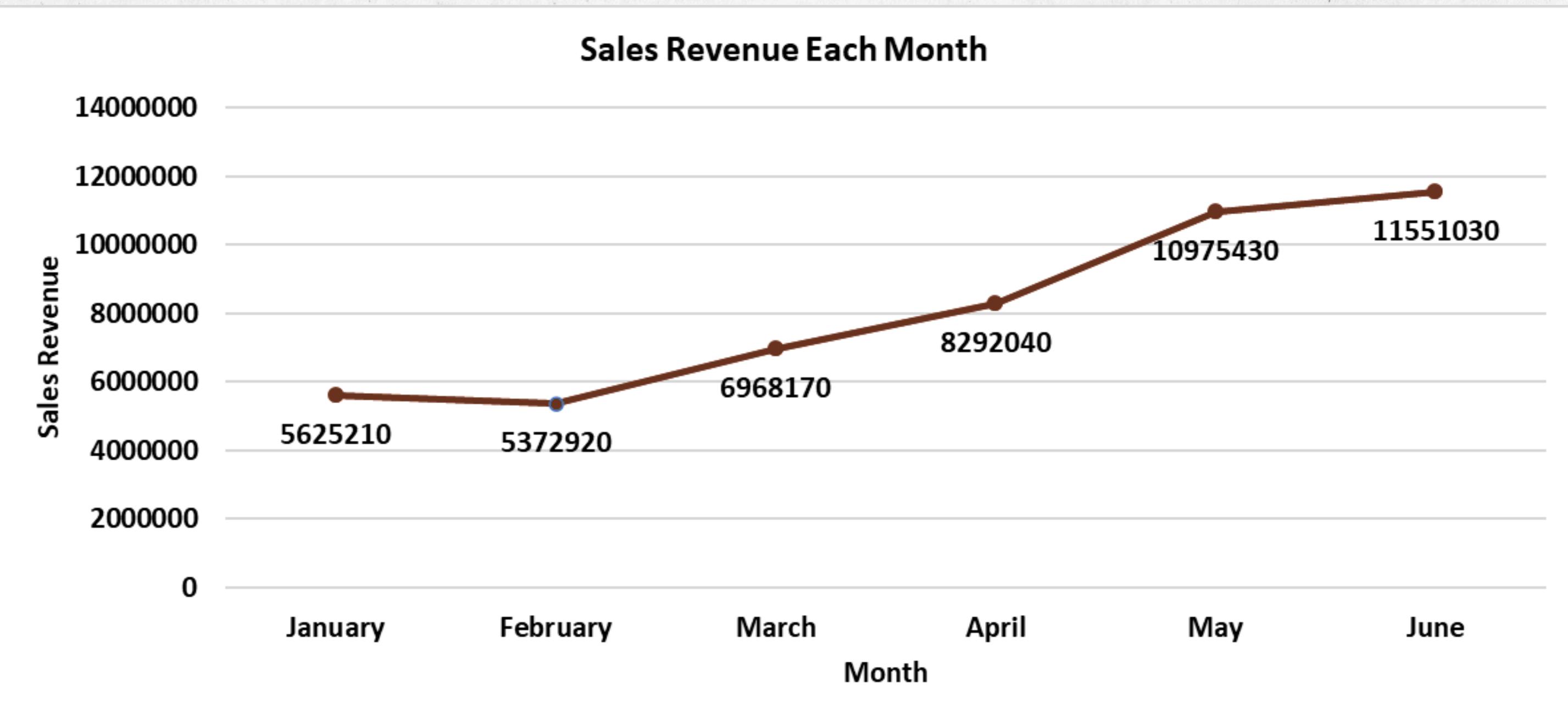




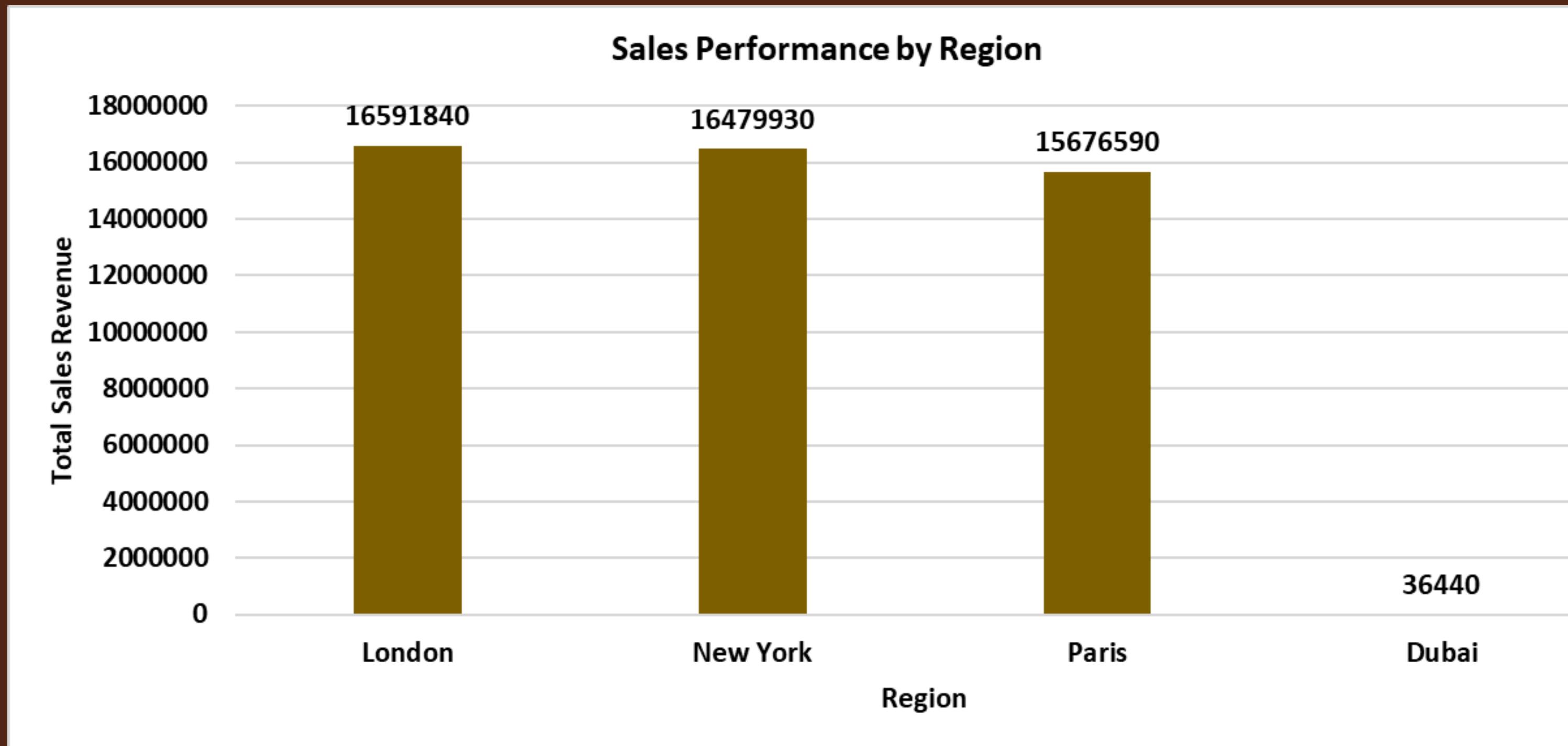
## 1. Which products are driving the majority of sales revenue?



## 2. How does sales revenue trend across months?

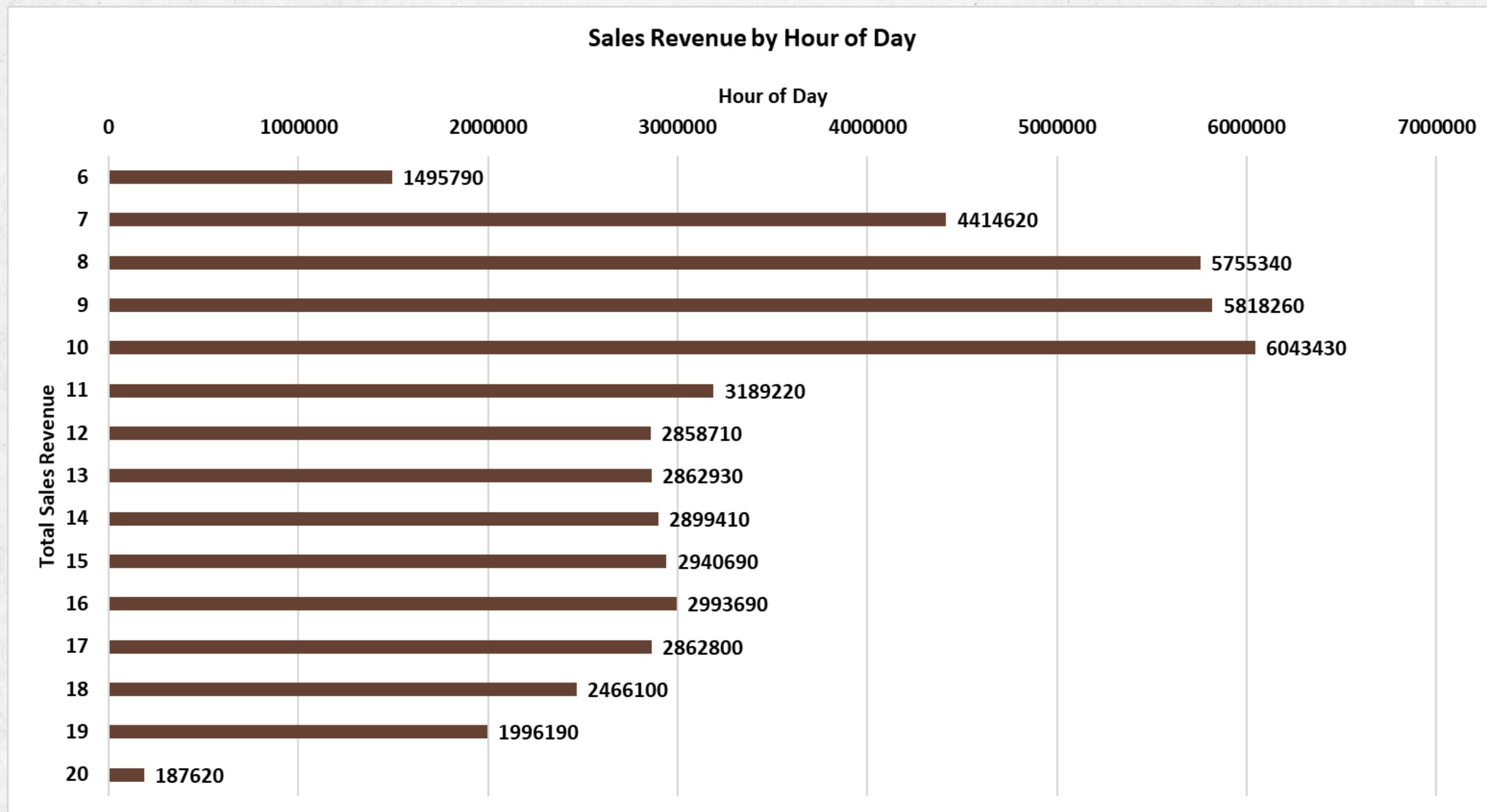


### 3. Which regions are performing well and which are underperforming?

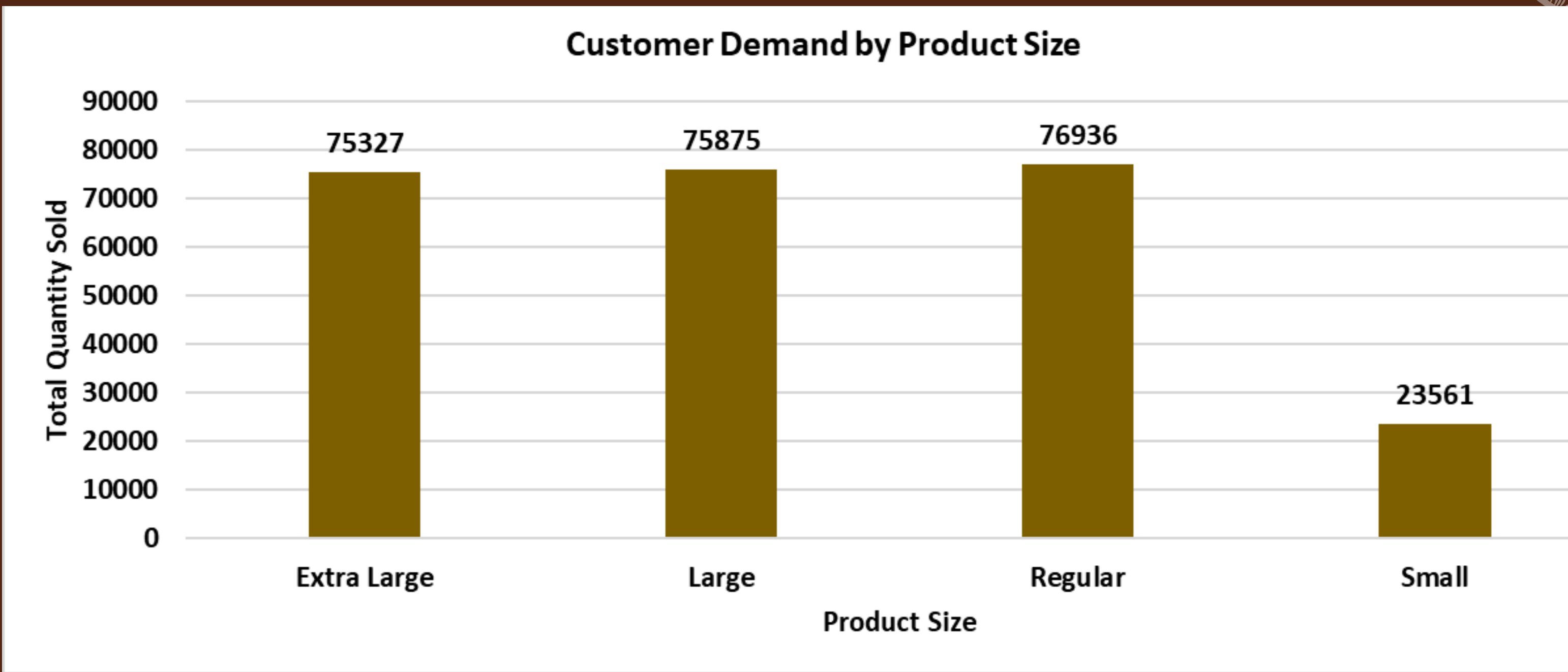




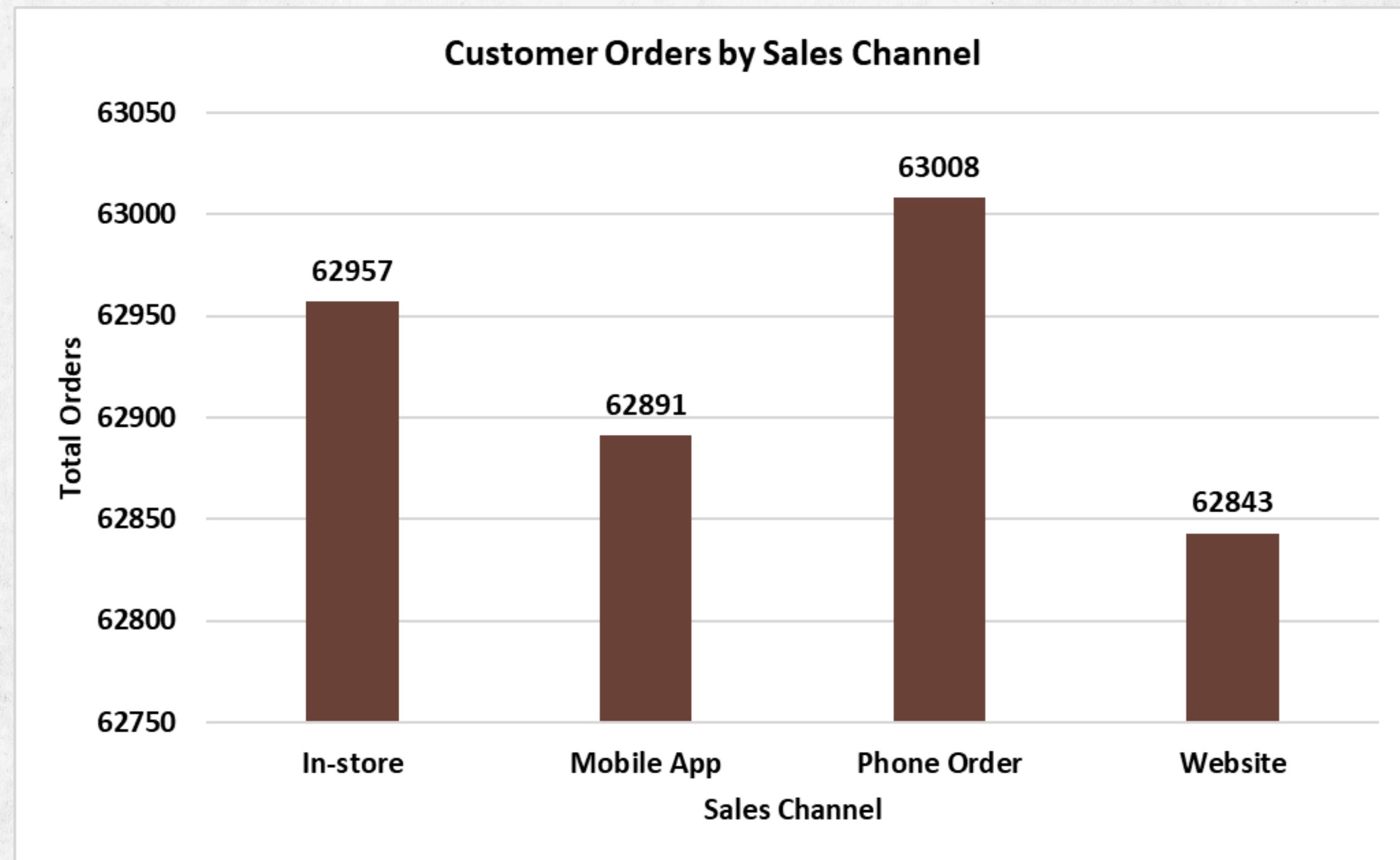
#### 4. At what times of the day does the coffee shop generate the highest sales revenue?

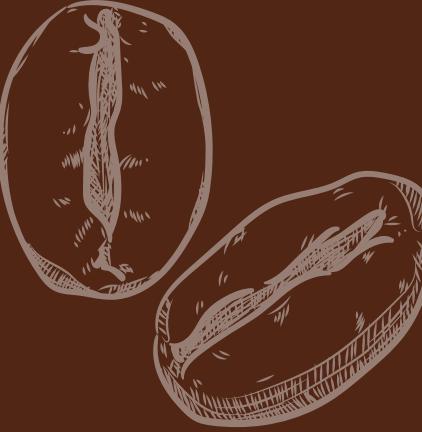


## 5. How does customer demand vary across different product sizes?



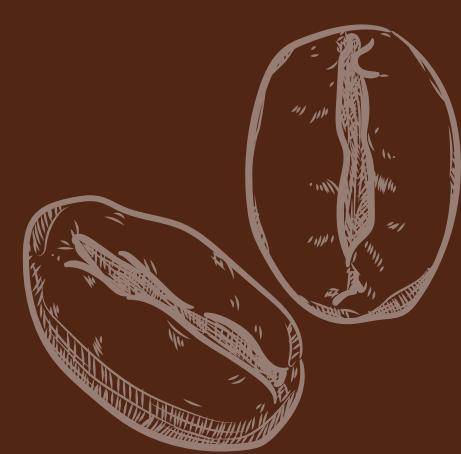
## 6. Which sales channels contribute the highest number of customer orders?





# KEY INSIGHTS

Analysis of 1,40,000+ rows and 27 columns, sales records revealed the following insights:

1. A limited set of products accounts for a large share of total sales revenue
  2. Sales revenue shows clear month-wise patterns, indicating periods of high and low demand
  3. Certain store locations consistently outperform others in revenue and order volume
  4. Peak sales occur during specific hours of the day, reflecting predictable customer behaviour
  5. Customer demand differs across product sizes, highlighting clear preference patterns
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# CONCLUSION

This project transformed raw transactional data into actionable business insights through structured Excel analysis and visualisation.

The final dashboard enables sales and marketing teams to:

- Focus on high-performing products and locations
- Align staffing and inventory with peak demand periods
- Design targeted promotions based on customer preferences
- Make faster, data-driven decisions using a single source of truth

Overall, the analysis demonstrates how Excel-based dashboards can effectively support retail sales and marketing strategy.



# THANK YOU