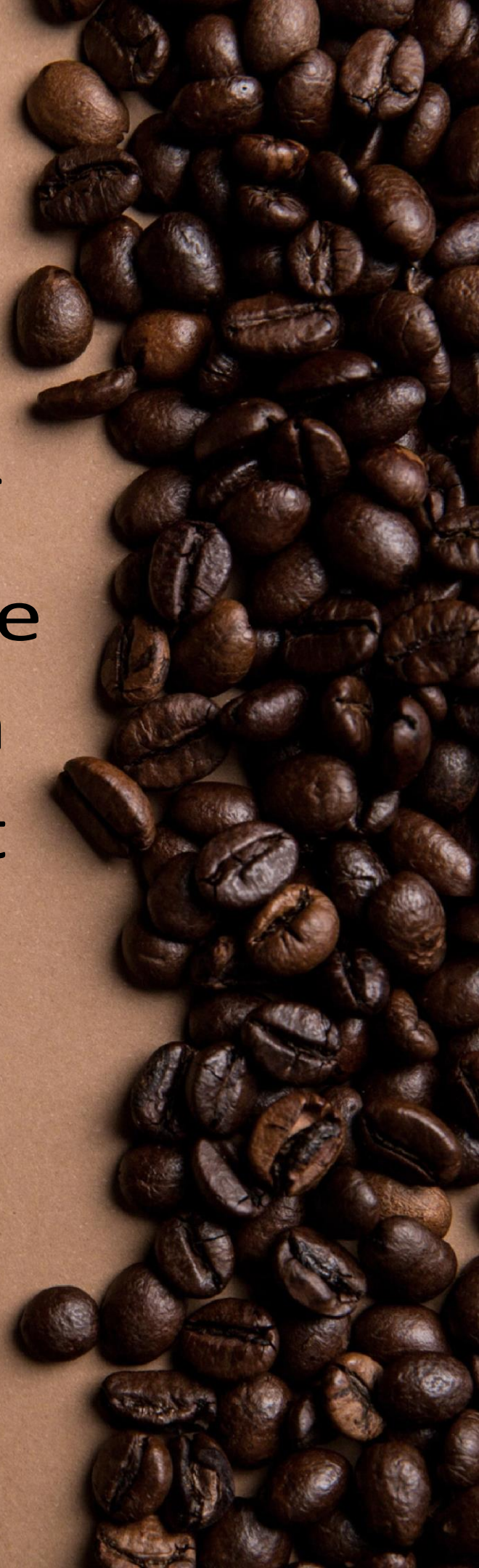The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

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?
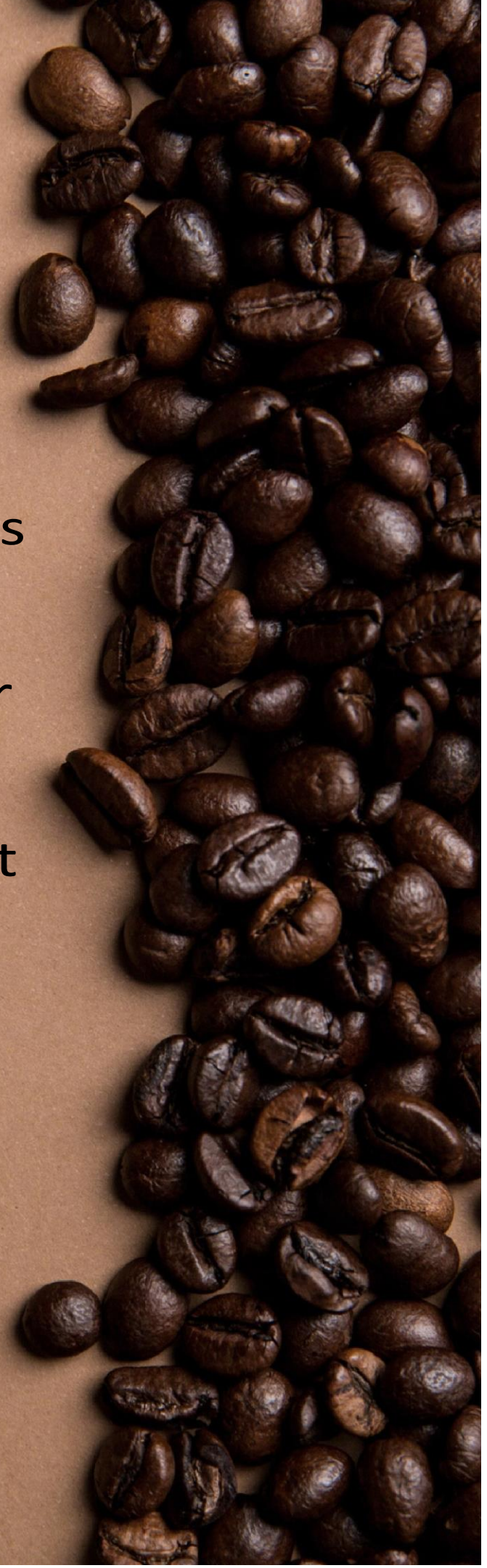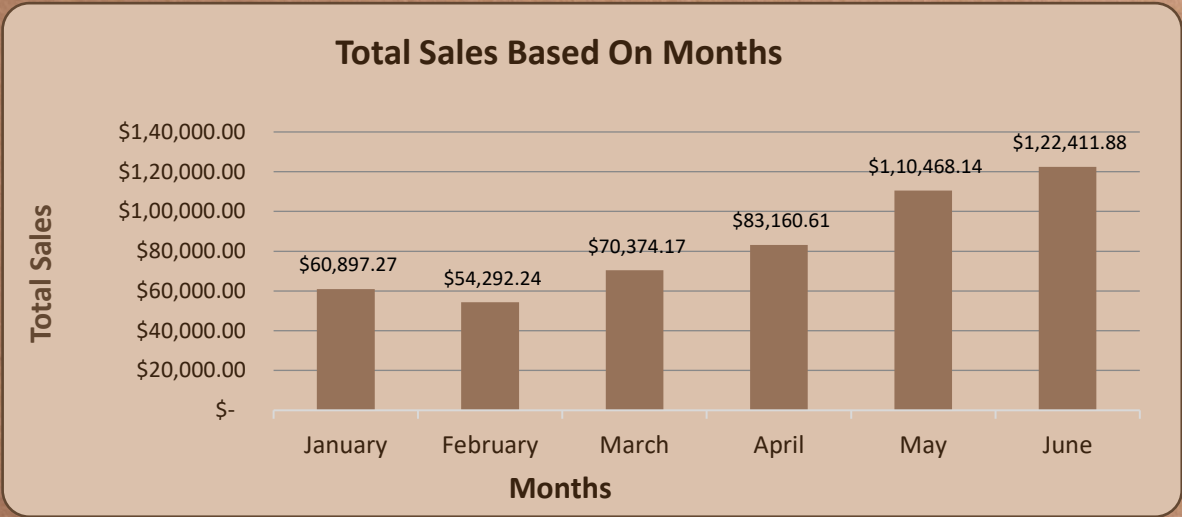
# Observations:

- The sales is mostly high on Thursday, Friday and Monday and low on Saturday and Sunday.
  According to hours the sales continuously increases before 11am and goes down after that.
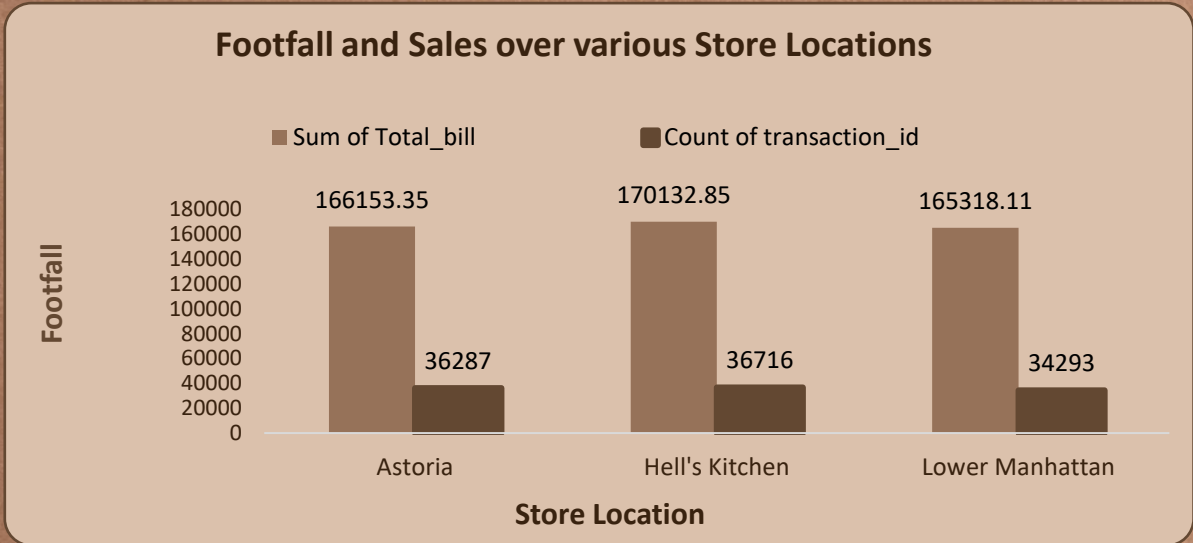
### Total Sales Based On Months
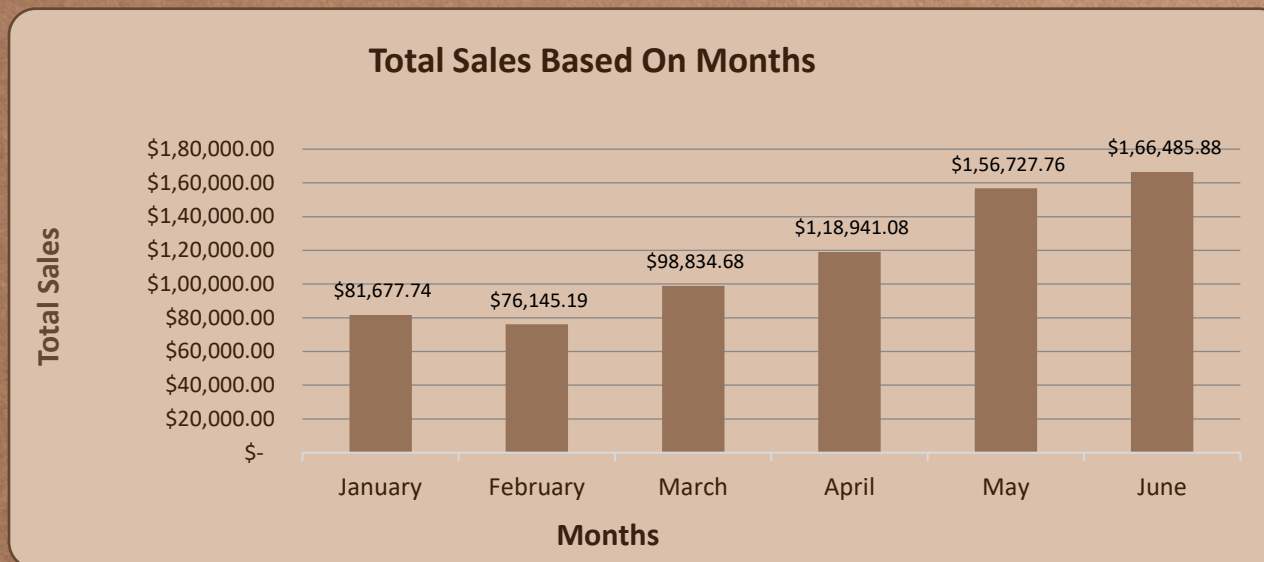


- We can say that between 9 am to 10:30 am is the peak time for the sales activity.

### Quantity Orders based on time

- The Total Sales Revenue for each month is shown in given chart:

**Total Sales Based On Months**

| Month | Total Sales |
|-------|-------------|
| January | $60,897.27 |
| February | $54,292.24 |
| March | $70,374.17 |
| April | $83,160.61 |
| May | $1,10,468.14 |
| June | $1,22,411.88 |

- The Sales vary around 2k-3k among the store locations.

**Footfall and Sales over various Store Locations**

Sum of Total_bill | Count of transaction_id

| Store Location | Sum of Total_bill | Count of transaction_id |
|----------------|-------------------|-------------------------|
| Astoria | 166153.35 | 36287 |
| Hell's Kitchen | 170132.85 | 36716 |
| Lower Manhattan | 165318.11 | 34293 |

- The average price /person is $4.69.

- These are the top 5 best selling products:

**Top 5 Products Based On Sales**

| Product Type | Sales |
|--------------|-------|
| Barista Espresso | $10,027.15 |
| Brewed Black tea | $5,369.50 |
| Brewed Chai tea | $8,383.40 |
| Gourmet brewed coffee | $7,651.70 |
| Hot chocolate | $8,132.25 |
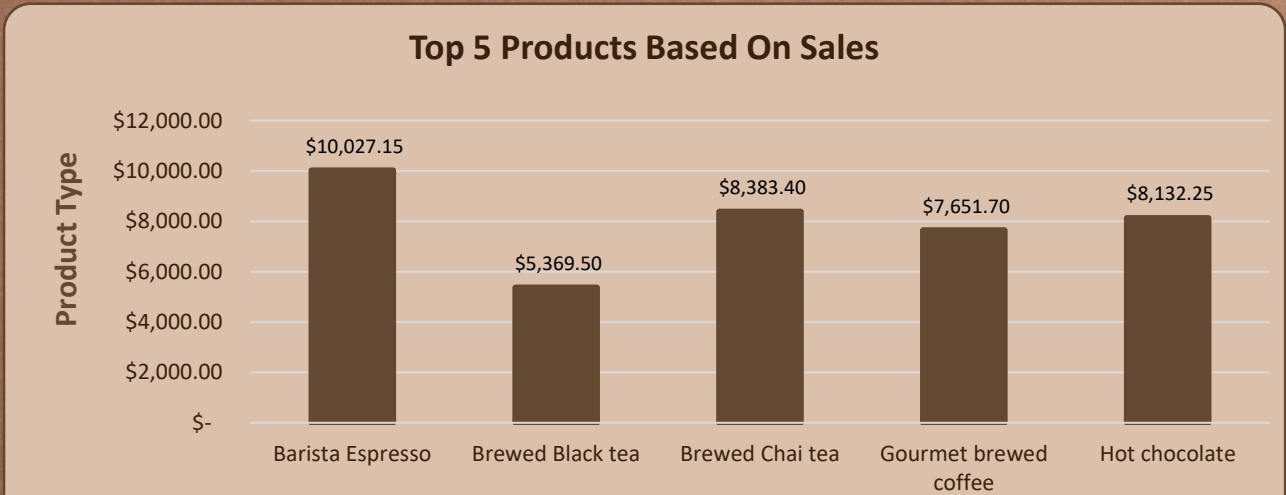
- The highest Sales generated by product type coffee and the minimum generated by product type packaged chocolates.

**Categories % Distribution Based On Sales**



- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate
- Tea
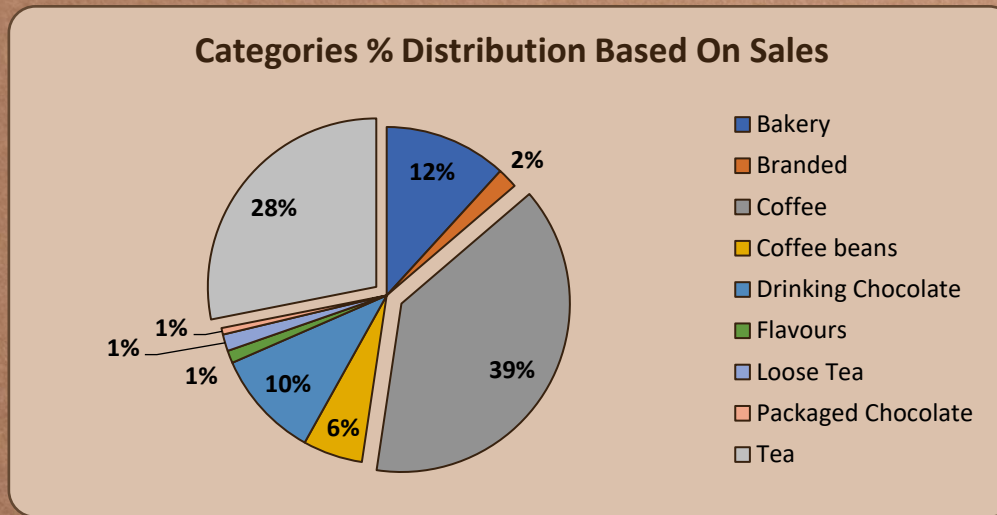
## Recommendation to increase the sale:

- According to this analysis to increase the sales we should run some discountal program on weekends.
- We can also run some combo products programs to attract customers. Make combination of high demanding products with less demanding products.
- We should give some discount on branded products to increase branded product's sales.
- We should run these offers mostly on evening time so that the evening sale will also increase.