



MUGS 'N COFFEE CAFE

**EXCEL PROJECT
(SALES ANALYSIS)**

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Introduction

This project dataset contains product and sale details of a coffee shop named Mugs 'N Coffee Cafe. It has 18 fields like Transaction ID, Transaction Date, Product ID, Unit Price, Quantity, Product Type, Product Category etc. It also contains combined data which requires data pre-processing. Our purpose for this project is to use Pivot table and measures of Excel to create slicers and graphs for further research and analysis related to Cafe Sales and footfall.

A	B	C	D	E	F	G	H	I	J	K
transaction_id	transaction_date	transaction_time	transaction_qty	store_id	store_location	product_id	unit_price	product_category	product_type	product_detail
1	1/1/2023	7:06:11	2	5	Lower Manhattan	32	3	Coffee	Gourmet brewed coffee	Ethiopia Rg
2	1/1/2023	7:08:56	2	5	Lower Manhattan	57	3.1	Tea	Brewed Chai tea	Spicy Eye Opener Chai Lg
3	1/1/2023	7:14:04	2	5	Lower Manhattan	59	4.5	Drinking Chocolate	Hot chocolate	Dark chocolate Lg
4	1/1/2023	7:20:24	1	5	Lower Manhattan	22	2	Coffee	Drip coffee	Our Old Time Diner Blend Sm
5	1/1/2023	7:22:41	2	5	Lower Manhattan	57	3.1	Tea	Brewed Chai tea	Spicy Eye Opener Chai Lg
6	1/1/2023	7:22:41	1	5	Lower Manhattan	77	3	Bakery	Scone	Oatmeal Scone
7	1/1/2023	7:25:49	1	5	Lower Manhattan	22	2	Coffee	Drip coffee	Our Old Time Diner Blend Sm
8	1/1/2023	7:33:34	2	5	Lower Manhattan	28	2	Coffee	Gourmet brewed coffee	Columbian Medium Roast Sm
9	1/1/2023	7:39:13	1	5	Lower Manhattan	39	4.25	Coffee	Barista Espresso	Latte Rg
10	1/1/2023	7:39:34	2	5	Lower Manhattan	58	3.5	Drinking Chocolate	Hot chocolate	Dark chocolate Rg

Objective

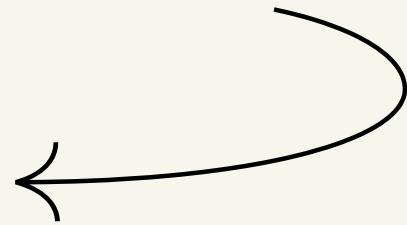
This main objective of this project are:

- Cleaning the given products and sales data to get high quality information for decision-making.
- Analyzing the data and creating graphs and charts to draw insights on improving the performance of the cafe.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
transaction_id	transaction_date	transaction_time	store_id	product_id	store_location	transaction_qty	unit_price	total_bill	product_category	product_type	product_detail	Coffee Size	Month Name	Day Name	Hour	Month	Day of Week
114301	6/1/2023	11:33:29 AM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Thursday	11	6	4
115405	6/2/2023	11:18:24 AM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Friday	11	6	5
115478	6/2/2023	12:02:45 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Friday	12	6	5
116288	6/2/2023	7:39:47 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Friday	19	6	5
116714	6/3/2023	12:24:57 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Saturday	12	6	6
116739	6/3/2023	12:44:17 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Saturday	12	6	6
116853	6/3/2023	1:58:14 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Saturday	13	6	6
117389	6/3/2023	6:57:29 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Saturday	18	6	6
118056	6/4/2023	2:31:43 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Sunday	14	6	0
118281	6/4/2023	4:30:33 PM	3	45	Astoria	1	\$ 3.00	\$ 3.00	Tea	Brewed herbal tea	Peppermint	Large	June	Sunday	16	6	0



Analysis Topic



Popular Items:

- What are the top-selling product type at the cafe shop?
- Are there any particular product categories which are very popular among customers?

Revenue Analysis:

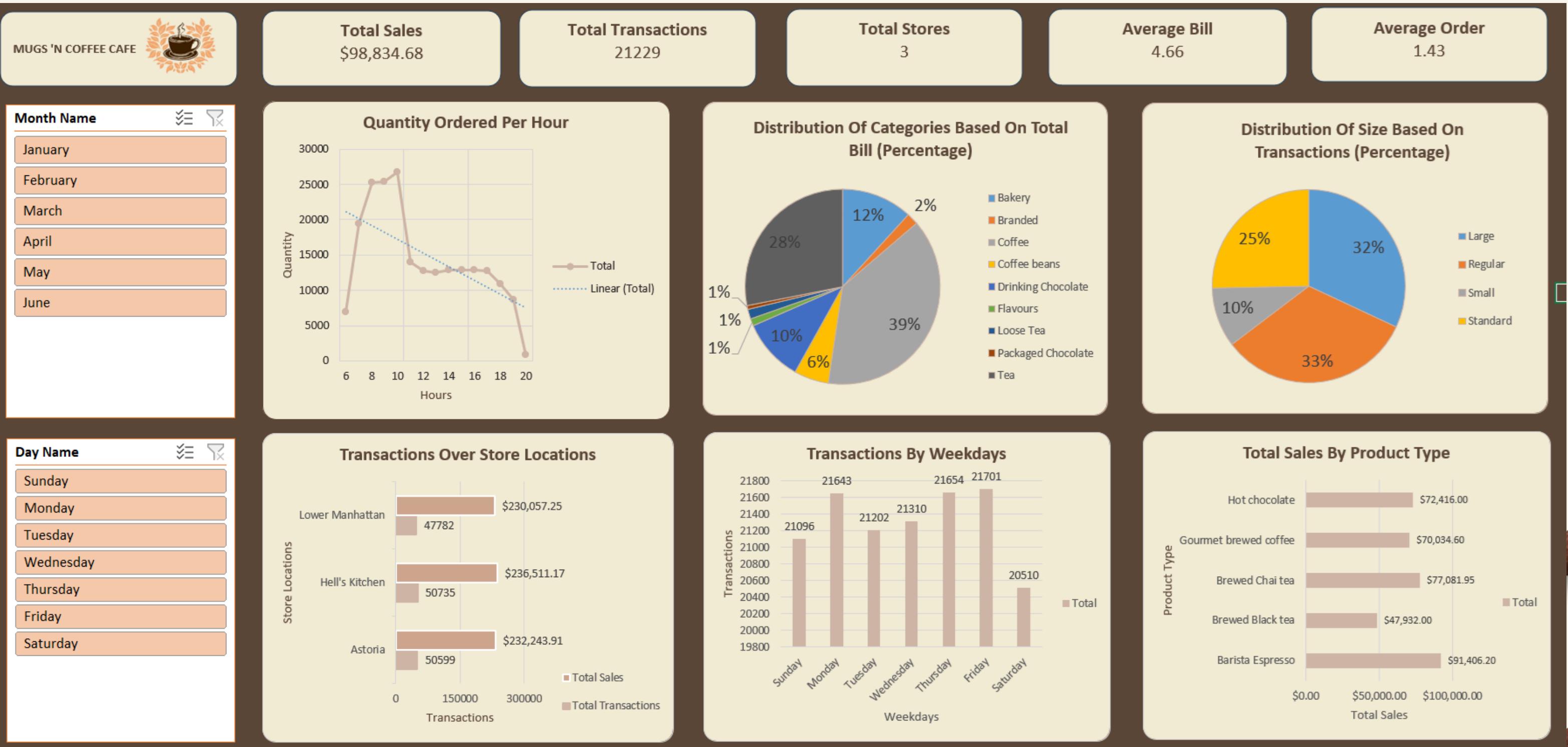
- What are the overall sales trends for the cafe shop?
- How do sales fluctuate based on month or day?

Peak Hours:

- Are there any quantity variations based on hour of the day?
- Are there any specific hours that generate the highest sales?



Dashboard





Project Insights

Popular Items:
Analyzing sales data can reveal which menu items are top sellers, helping focus marketing efforts and menu improvements.

Revenue Analysis:
Analyzing revenue streams can help identify opportunities for upselling, cross-selling, or introducing new products.

Peak Hours: Identifying peak hours/days can help optimize staffing levels and product offerings during busy times.



Thanks

