
Coffee Sales Analysis with Excel Report

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



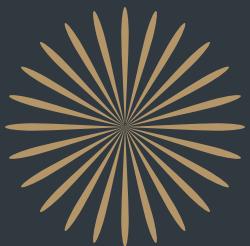
“

How do sales vary by day of the week and hour of the day ?

Ans :

Coffee sales peak around 10 am, reflecting morning rush and breakfast habits, while they dip by 8 pm. Mondays see the highest sales, contrasting with Saturdays, which record the lowest sales due to relaxed routines.





Are there any peak times for sales activity ?

Ans :

Peak sales typically occur between 8 am and 10 am, aligning with morning rush and breakfast hours. Specifically, 10 am marks the highest peak in sales activity during this timeframe.

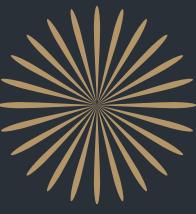




What is the total sales revenue for each month ?

Ans :

Month	Total Sales Revenue
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$118,941.08
May	\$156,727.76
June	\$166,485.88
Grand Total	\$698,812.33



How do sales vary across different store locations ?

Ans :

Store_id	Total Sales
Store 3	\$ 232,243.91
Store 5	\$ 230,057.25
Store 8	\$ 236,511.17
Grand Total	\$698,812.33

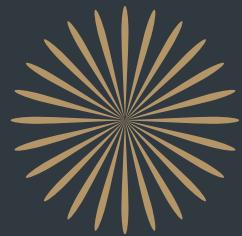




what is the average
price/order per person

Ans :

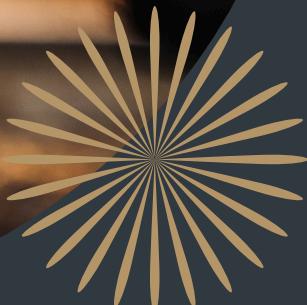
The average cost of about \$4 per coffee order is calculated based on sales revenue and order IDs.



Which products are the bestselling in terms of quantity and revenue

Ans :

Product ID	Sum of transaction_qty	Sum of Total_bill
59	4668	\$21,006.00
38	4602	\$17,257.50
50	4708	\$11,770.00
54	4643	\$11,607.50
44	4564	\$11,410.00
Grand Total	23185	\$73,051.00





How do sales vary by product category and type ?

Ans :

Row Label	Sum of Total_bill
■ Bakery	
Scone	\$36,866.12
■ Branded	
Housewares	\$7,444.00
■ Coffee	
Barista Espresso	\$91,406.20
■ Coffee beans	
Premium Beans	\$14,583.50
■ Drinking Chocolate	
Hot chocolate	\$72,416.00
■ Flavours	
Regular syrup	\$6,084.80
■ Loose Tea	
Chai tea	\$4,301.25
■ Packaged Chocolate	
Drinking Chocolate	\$2,728.04
■ Tea	
Brewed Chai tea	\$77,081.95
Grand Total	\$312,911.86



With gratitude for your
attention and support in
our coffee sales
presentation.

Thank you !