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

Recommended Analysis

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

Ans:- Day of the Week:

- Sales are fairly consistent throughout weekdays, with a slight dip on weekends.

- Weekdays experience higher sales due to routine morning commutes and work-related coffee runs.

Hour of the Day:

- Peak sales activity occurs between 7 AM and 10 AM, driven by breakfast and coffee demand.

- Sales drop significantly after 11 AM and remain low through the afternoon and evening.

2. Are there any peak times for sales activity?

Ans:- Yes, the peak time for sales activity is between **7 AM and 10 AM**, making this the most critical window for revenue generation.

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3. What is the total sales revenue for each month?

Ans:- While the dashboard does not explicitly show monthly revenue, we can infer the data by analyzing filters applied to monthly names. If required, detailed breakdowns can be extracted from the dataset.

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4. How do sales vary across different store locations?

Ans:-

- **Hell's Kitchen:** Highest revenue at **$236,511.17**, indicating strong customer loyalty or a highvalue customer base.

- **Astoria:** Slightly behind with **$232,243.91**, showing consistent footfall and strong performance.

- **Lower Manhattan:** Sales are **$230,057.25**, competitive with the other two locations.

All three locations show similar footfall numbers, suggesting that variations in revenue might come from differences in product mix or order size.

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5. What is the average price/order per person?
Ans:-

- **Average Price per Person:** $4.69

- **Average Orders per Person:** 1.44

This indicates customers typically order one or two items at a relatively low price point.

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6. Which products are the best selling in terms of quantity and revenue?

Ans:-

- **Best-Selling Products by Revenue:**

    1. **Barista Espresso** – $100,000

    2. **Brewed Black Tea** – $91,406.20

    3. **Brewed Chai Tea** – $77,081.95

4. **Gourmet Brewed Coffee** – $70,034.60 **Hot Chocolate** – $72,416.00

· **Best-Selling Products by Quantity:** While the quantity is not shown, we can infer that high revenue products (like espresso and brewed tea) also dominate in volume.

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7. How do sales vary by product category and type?

Ans:-

- **Product Category Distribution:**

  - **Coffee** leads with **39% of sales**, indicating it is the primary revenue driver. ₀ **Bakery items** account for **28%**, showing strong complementary sales with coffee.

  - Other categories like **Drinking Chocolate (12%)** and **Branded Products (6%)** play secondary roles.

- **Order Size Distribution:**

  - **Regular (31%)** and **Small (30%)** orders dominate, while **Large (30%)** and undefined sizes form smaller segments.