
Coffee Company Sales Performance Report

TIME PERIOD FROM JANUARY TO JUNE 2023

Project Objective

To analyze retail sales data in order to gain actionable Insights that will enhance the sales performance of the coffee Company.

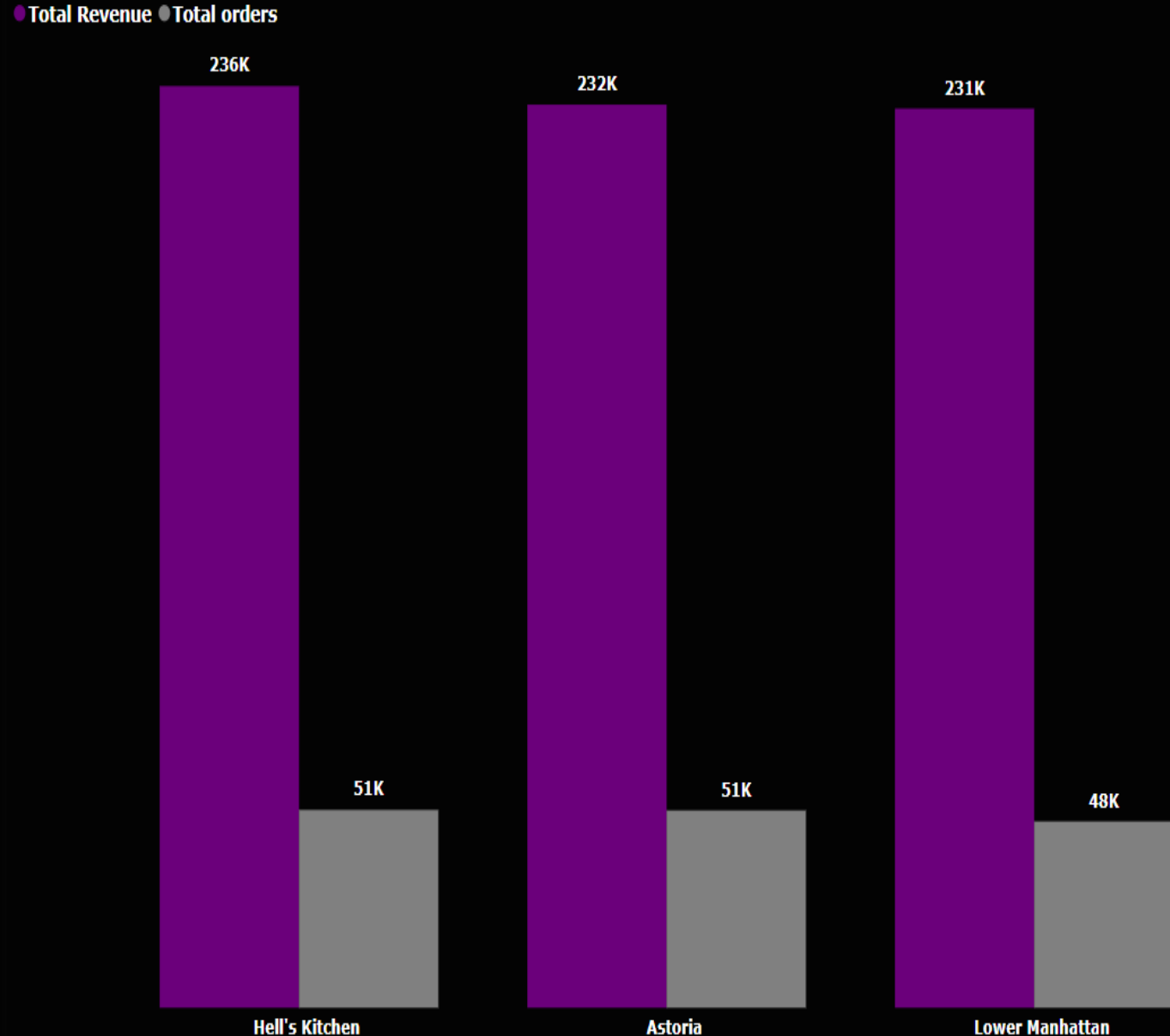
The following are the breakdown objectives of the Project

- 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?
- Which products are the best selling in terms of quantity and revenue?
- What is the average price/order per person?
- What are the variation in Order Sizes during the period? Identifying the most demanded sizes.

Sales Variation in different Store Locations

- At \$236,336, Hell's Kitchen had the highest Total Sales and was 2.50% higher than Lower Manhattan, which had the lowest Total Sales at \$230,574.
- Total Sales and Total orders are positively correlated with each other.
- Hell's Kitchen accounted for 33.83% of Total Sales.

Sales and Orders by Store Location



Sales variation by Day of the Week

➤ Mondays accounted for the highest Total sales followed by Fridays and Thursdays.

➤ Fridays accounted for the highest Total orders, followed by Thursdays and Mondays.

Day Name ▲	Total orders	Total Revenue
Sunday	21096	98K
Monday	21643	102K
Tuesday	21202	99K
Wednesday	21310	100K
Thursday	21654	101K
Friday	21701	101K
Saturday	20510	97K
Total	149116	698K

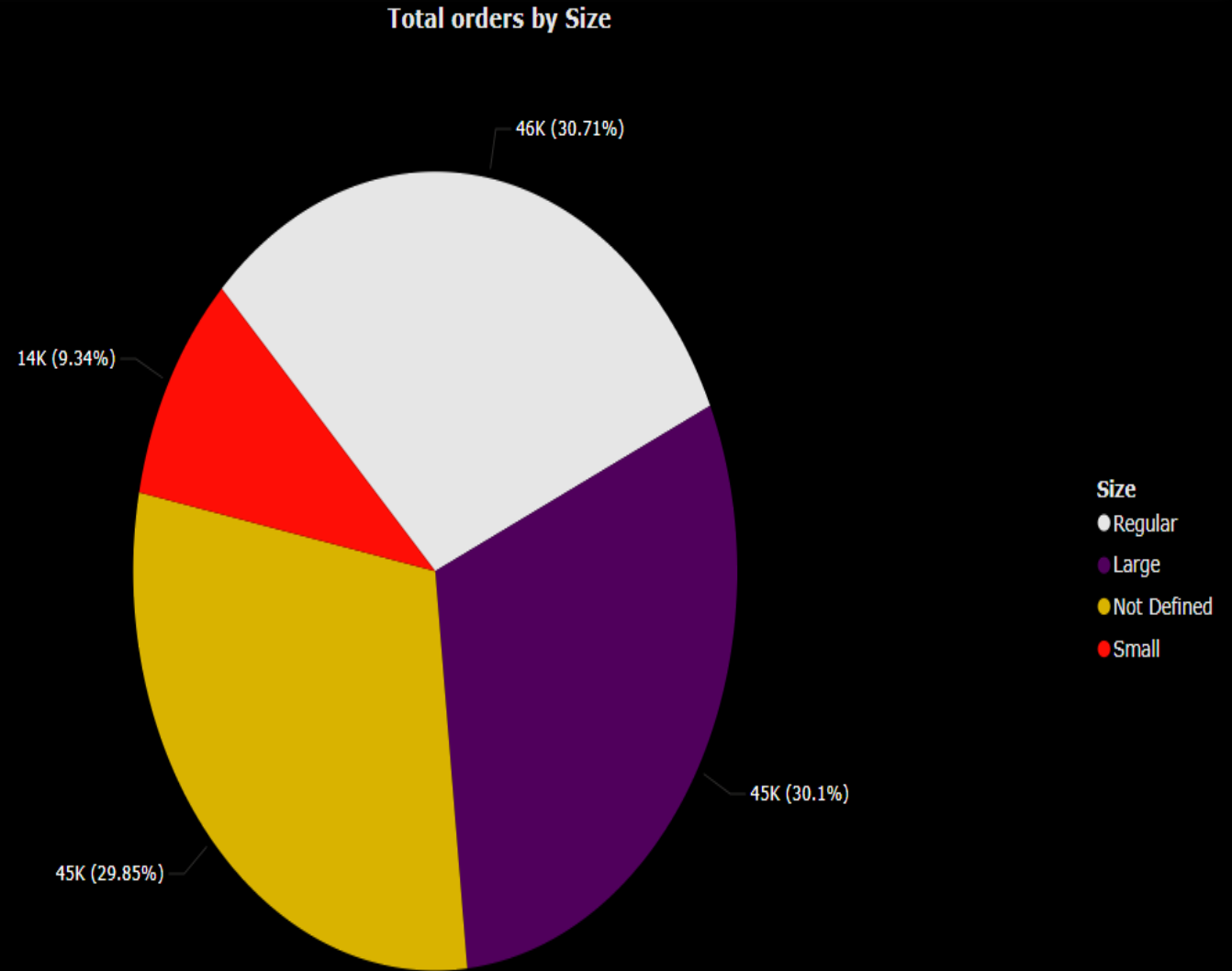
Quantity per Hour and Peak of Sales activity Report

- At 26,713, the 10th hour had the highest Total Qty and was 2,935.57% higher than 20th hour, which had the lowest Total Qty at 880.
- The 10th Hour accounted for 12.46% of Total Qty and happens to be the peak of sales activities.



Variations in Order Sizes

- Regular had the highest Total orders at \$45,789, followed by Large, Not Defined, and Small.
- Regular accounted for 30.71% of Total orders.

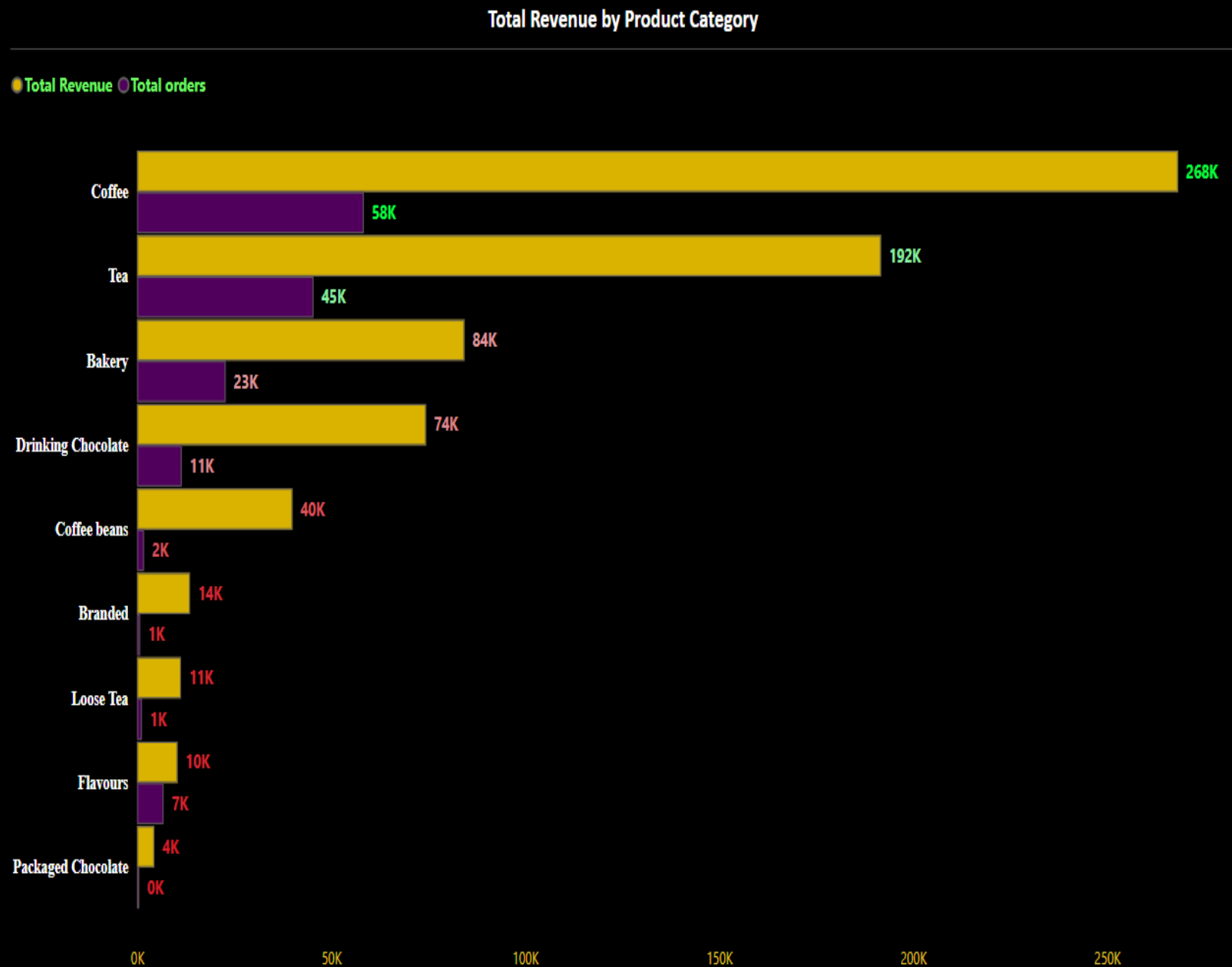


Best Selling product category by Total Orders & Revenue

➤ At \$268,291, Coffee had the highest Total Revenue and was 5,997.52% higher than Packaged Chocolate, which had the lowest Total Revenue at \$4,400.

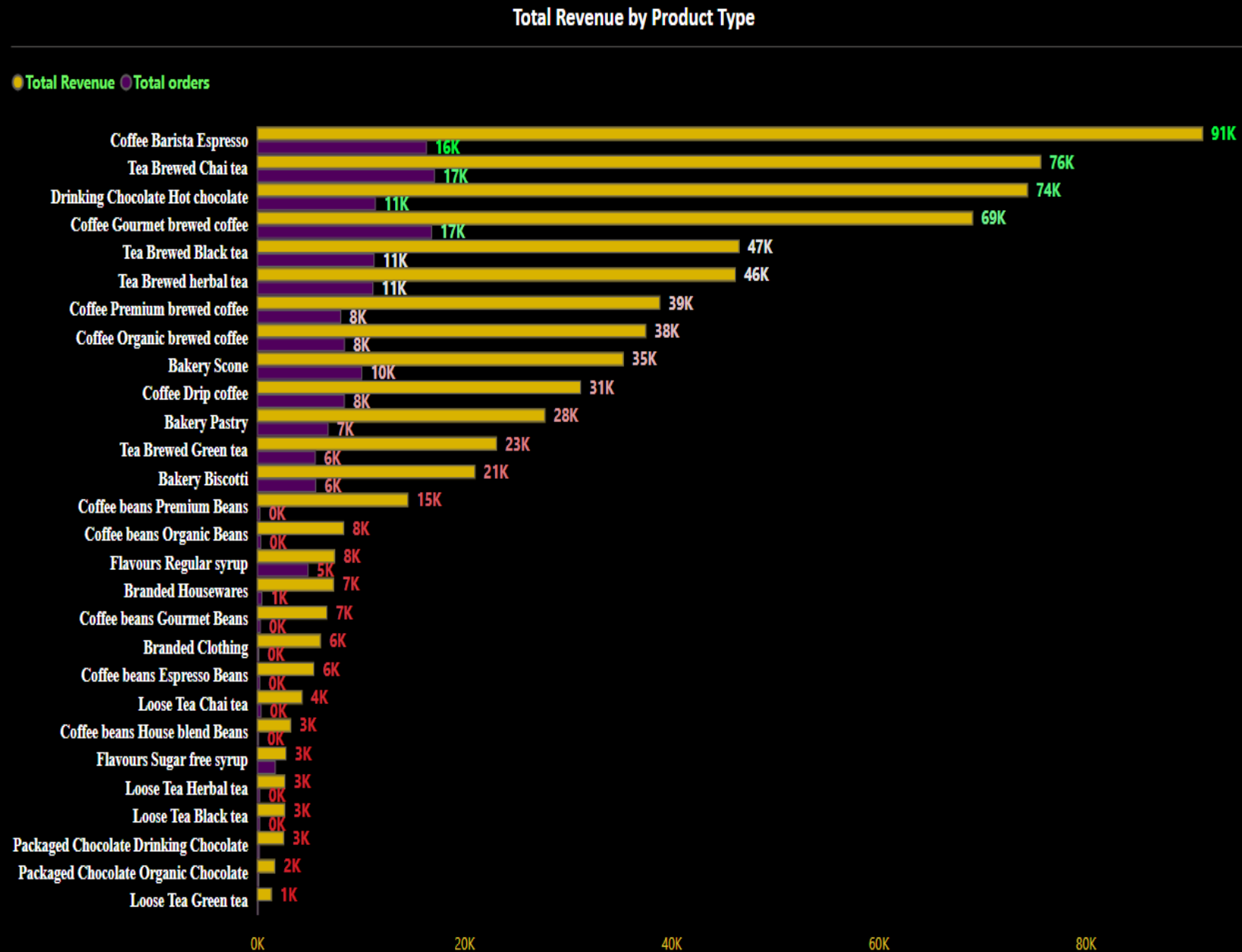
➤ Total Revenue and Total orders are positively correlated with each other.

➤ Coffee accounted for 38.41% of Total Revenue.



Best performing product type by Total Orders & Revenue

- Barista Espresso, a product type of Coffee, is the highest revenue generating product and made up 13.08% of Total Revenue.
- Brewed Chai Tea and Gourmet brewed coffee are the highest in Total Orders with 17k each.



COFFEE SHOP DASHBOARD

COFFEE SHOP DASHBOARD

Total Revenue
698K

Total orders
149K

Avg Order..
1.44

Avg Sale..
4.68

Month Name: All

Select all

January

February

March

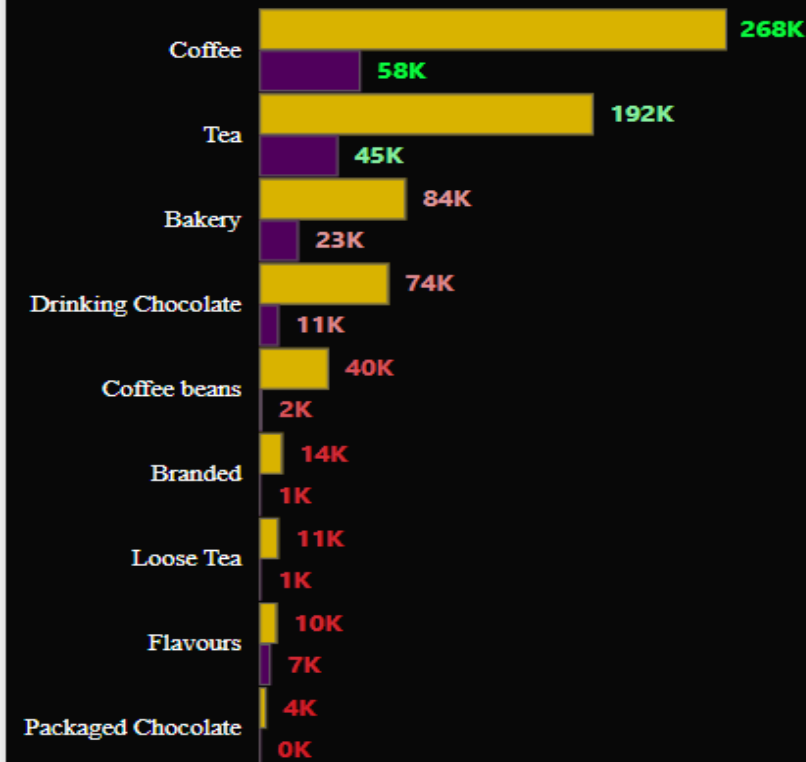
April

May

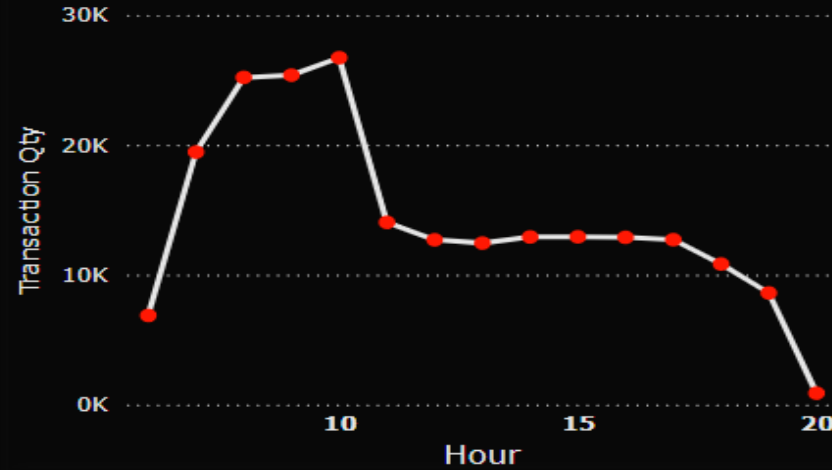
June

Total Revenue by Product Category & Type

● Total Revenue ● Total orders

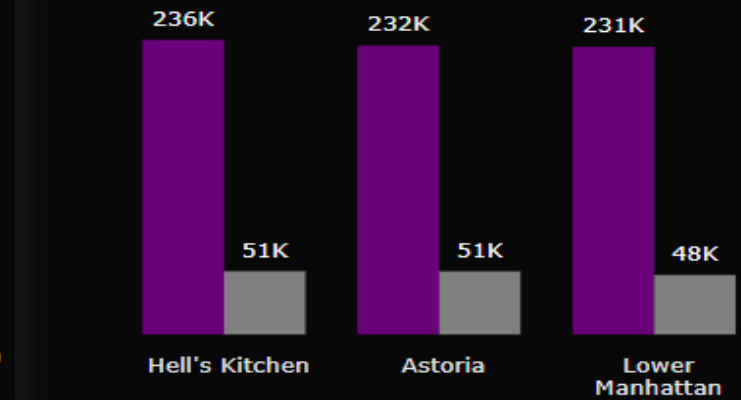


Quantity Ordered per Hour



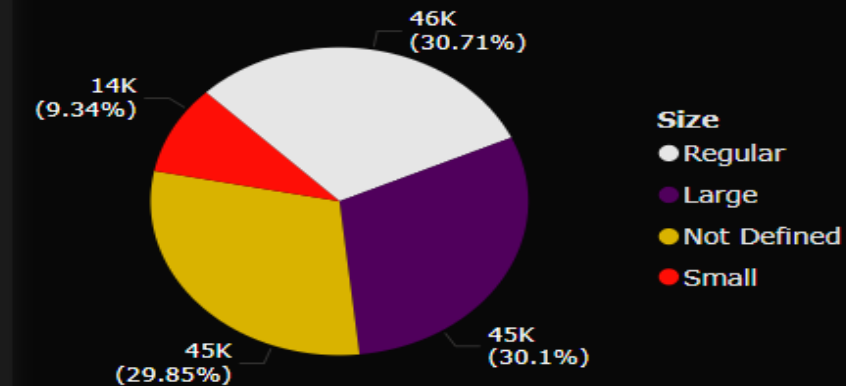
Sales and Orders by Store Location

● Total Revenue ● Total orders



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Total orders by Size



RECOMMENDATIONS

- ❖ To achieve greater sales and revenue, more sales representatives should be placed between 8am and 10am daily on the selling floor to ensure a balanced customer to sales rep ratio which will enhance customers' experience and increase sales.
- ❖ A marketing and advertisement strategy should be targeted at Promoting more coffee products like Barista Espresso, Gourmet Brewed coffee and other high demand products like Brewed Chai Tea, Hot chocolate in all store locations to achieve greater sales return.
- ❖ In order to ensure smooth and timely order processing and great customer experiences, there should be a shift scheduling strategy targeted at more sales representatives availability on Monday, Thursdays and Fridays as these are the busiest days of the week.
- ❖ Regular and Large sizes should be prioritized when making orders as customers demand for it more.

THANK YOU FOR
LISTENING!
