



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?

- The report shows that 8-10 am peak hours make the most sales. And weekdays make the most sales as those are the working days.

● What is the total sales revenue for each month?

- The total sales from January to June are \$ 6,98,812 where the amount have gradually increased over the months from January 81677 \$,76145 \$ < 98834 \$ < 1,18,941 \$ < 1,56,727 \$ < 1,66,485 \$

● What is the average price/order per person?

- The average Order per Person is 1.44 by dividing Sales with Footfall.

● Which products are the best- selling in terms of quantity and revenue?

- I have got Top 5 best-selling products in terms of Quantity and Revenue but amongst five, 'Barista Espresso' is the best-seller and generates the most revenue.

● How do sales vary by product category and type?

- The coffee shop serves various categories such as Tea variants, Coffee variants, Bakery products etc. Amongst all, 39% sales are from Coffee followed by 28% Tea and 12 % Bakery, etc. And amongst coffee variants '**Barista espresso**' and among Tea variants '**Brewed Chai Tea**' makes the most sales.

Lastly, analyzing the quarterly sales of the Coffee Shop gives us a revenue of \$ 6,98,812 with various product categories available in the shop. It also showed the most selling type of product and the variations of sales depending on the locations.

