



COFFEE SHOP SALES ANALYSIS  
PRESENTED BY DICKENS

# AGENDA



- Problem Statement
- Dataset Overview
- ERD
- Analytics
- Summary of Findings
- Conclusion/Domain Relation

# BUSINESS CHALLENGE



How can a coffee shop chain optimise revenue



Analysing sales performance



Focus on stores, products, and time patterns



# DATASET OVERVIEW



## KAGGLE DATASET

Transaction-level sales data from a multi-location coffee shop



## DATA CLEANING

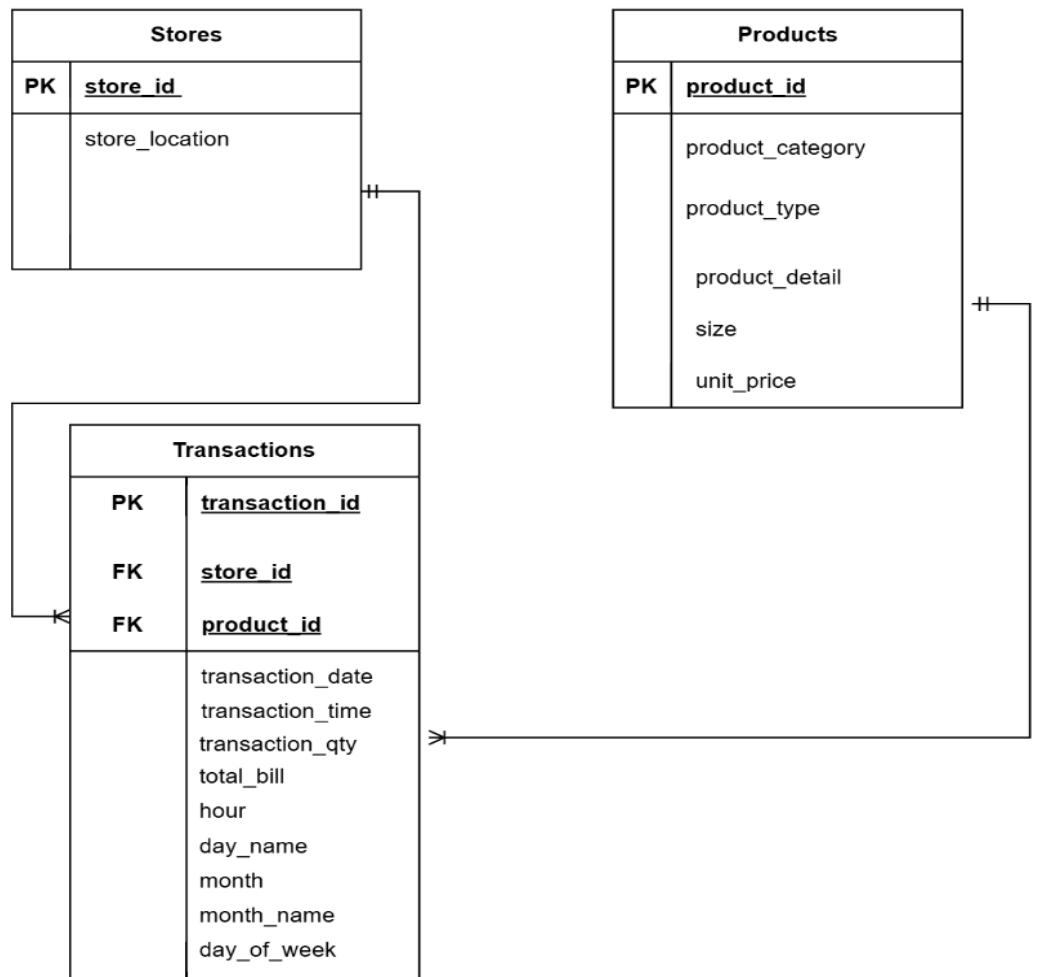
- standardize column names
- data types
- date formats



## DATASET NORMALISED

- stores
- products
- transactions

# ERD



# HYPOTHESES



**H1:** Certain store locations generate higher total revenue than others.

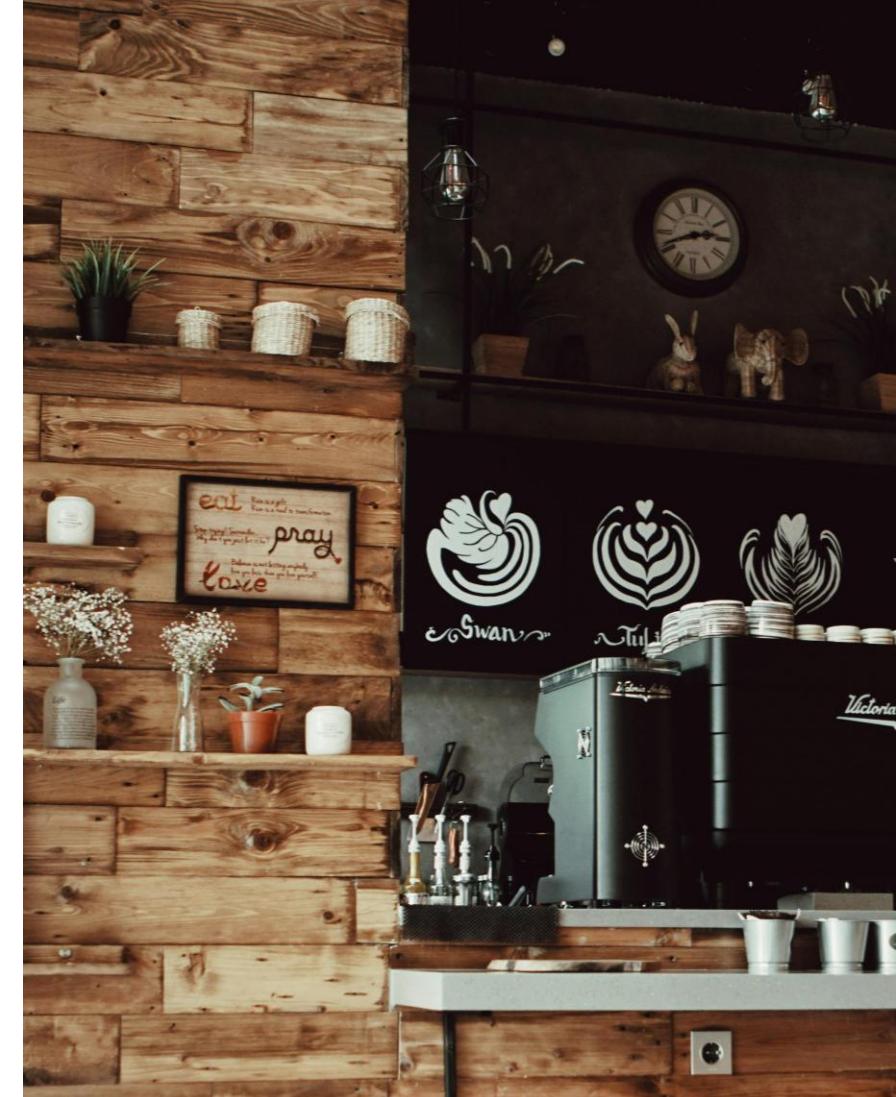
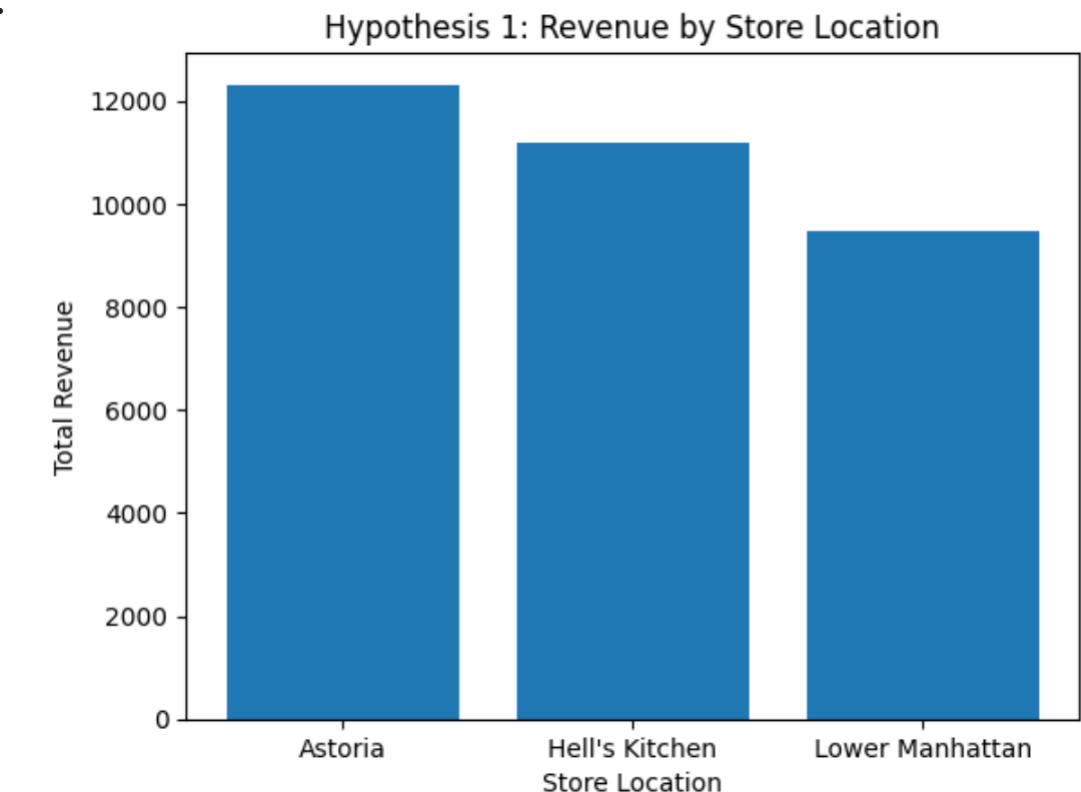
**H2:** Coffee products contribute more to overall revenue than non-coffee products.

**H3:** Sales revenue peaks during specific hours of the day.

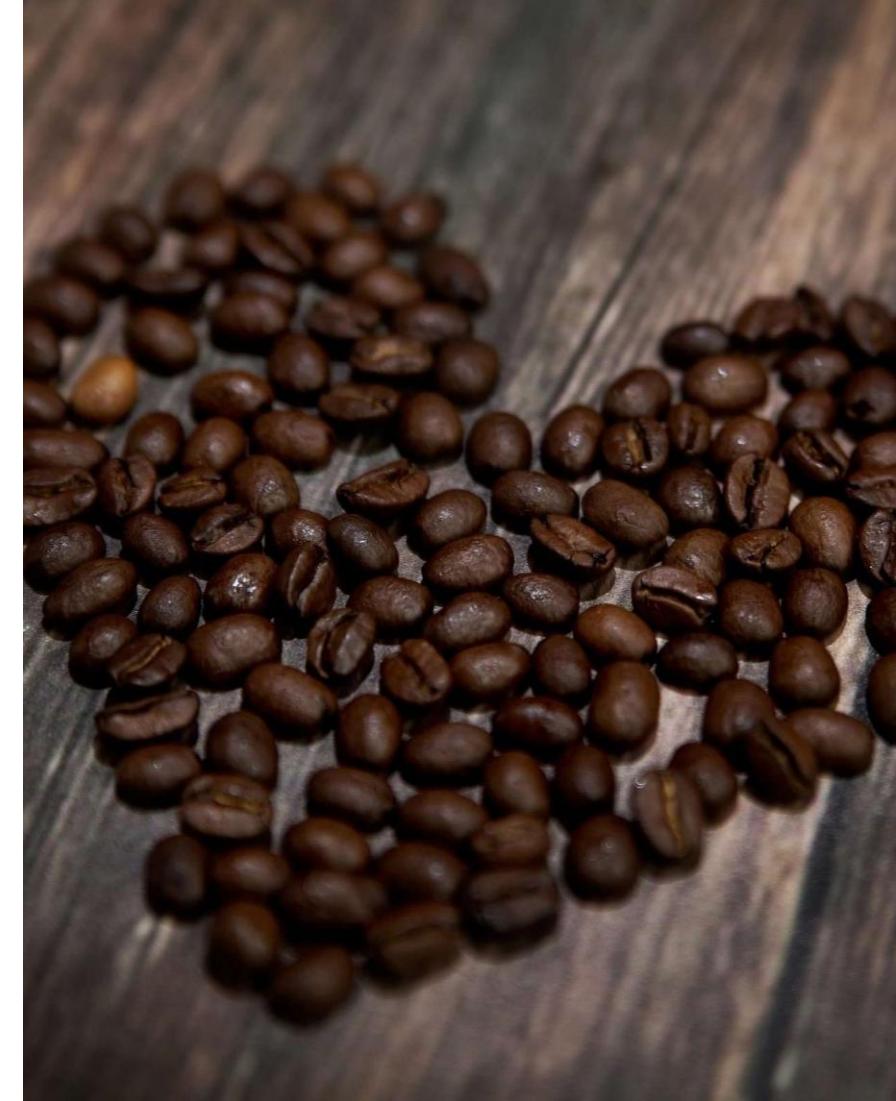
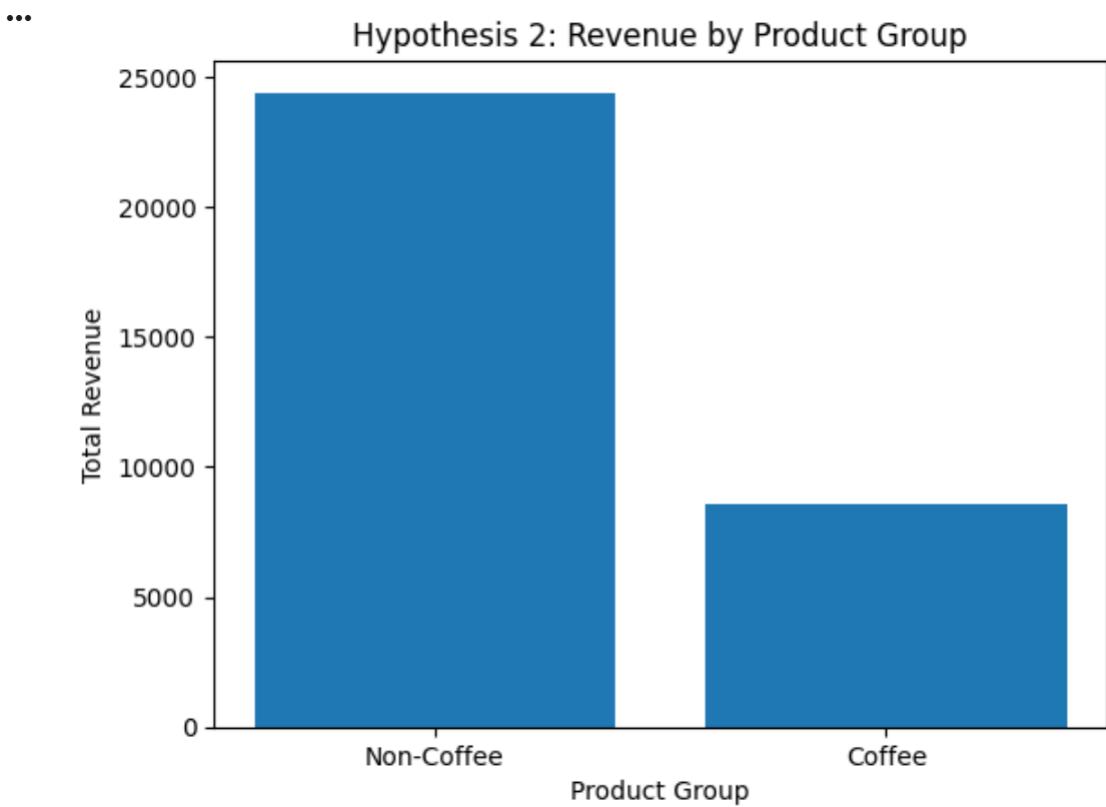
# DATA ANALYTICS

- SQL queries were used to join tables and aggregate revenue across stores, products, and time periods
- Joins, grouping, summary statistics, case statements and subqueries were applied to test hypotheses
- Query outputs were exported and visualized in Python to identify trends and insights

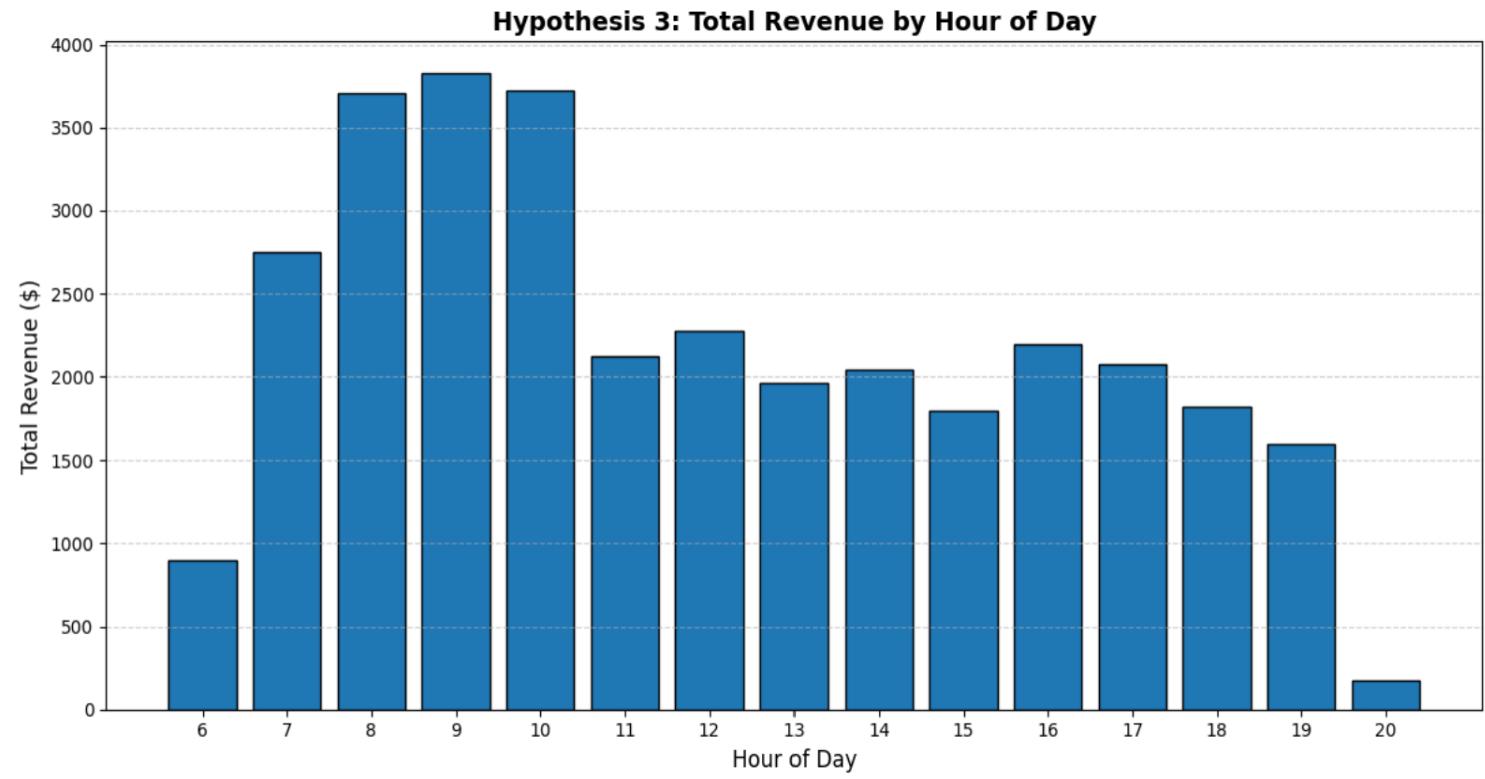
# HYPOTHESIS 1: STORE PERFORMANCE



## HYPOTHESIS 2: PRODUCT CONTRIBUTION



## HYPOTHESIS 3: TIME-BASED SALES PATTERNS



# FINDINGS



Some locations have higher revenue than others, because they serve more customers



Peaking hours fall between 7am and 10 am, with 9 am having the most customers and revenue



Results show that customers buy single items. As a result, revenue growth is driven by customer volume



# CONCLUSION



revenue optimisation depends less on pricing strategies and more on **customer behaviour, timing, and location performance**



Morning peak hours and strong demand for non-coffee products are the key for improving overall revenue



Better financial forecasting, budgeting, and revenue stability



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THANK YOU