Coffee Shop Sales Analysis

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Objective

To enhance the performance of coffee shop by analyzing retail sales data of six months through insightful key-points

Coffee Shop Sales Analysis Dashboard

Coffee Shop Sales

$6,98,812.33	$1,49,116	4.69	4.69	9
Total Sales	Total Footfall	Avg Bill/Person	Avg Order/Person	Total Categories

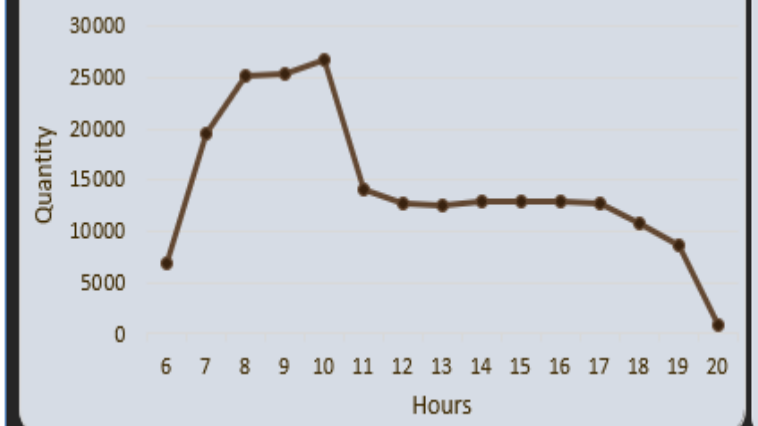
Day Name

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

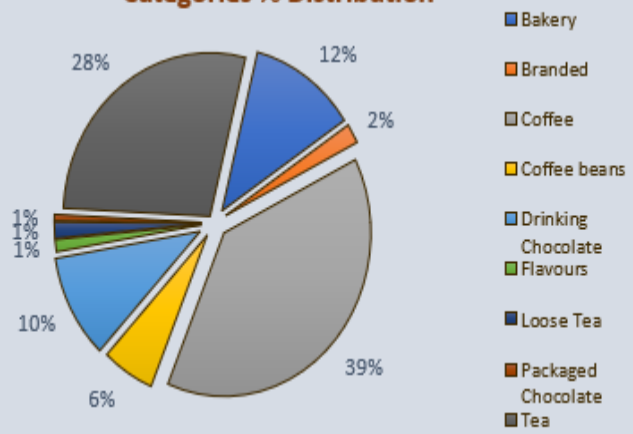
Month Name

- January
- February
- March
- April
- May
- June

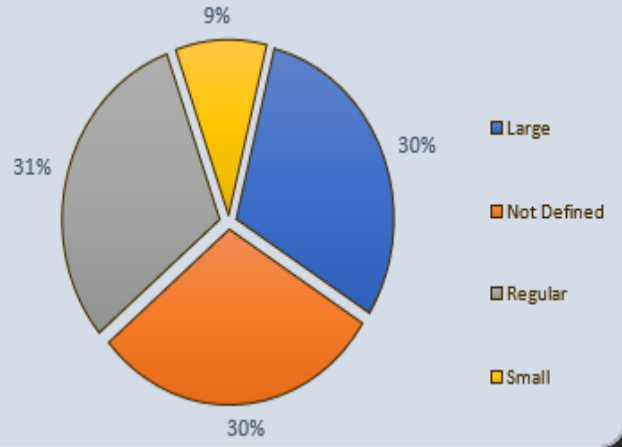
Quantity Ordered Based On Hours



Categories % Distribution

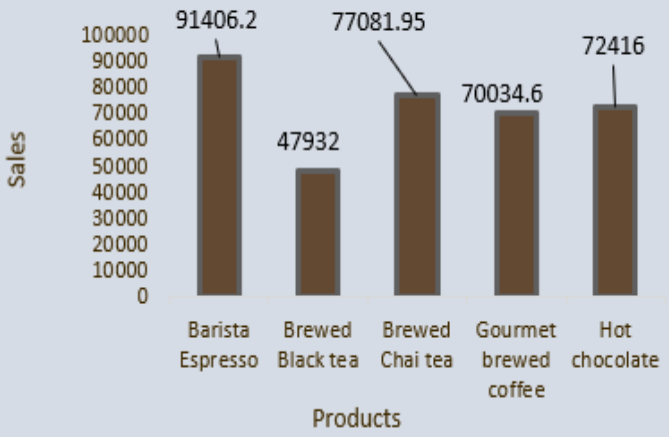


Size Distribution Based on Orders



Footfall & Sales Over Store Location

Top 5-Products Based on Sales



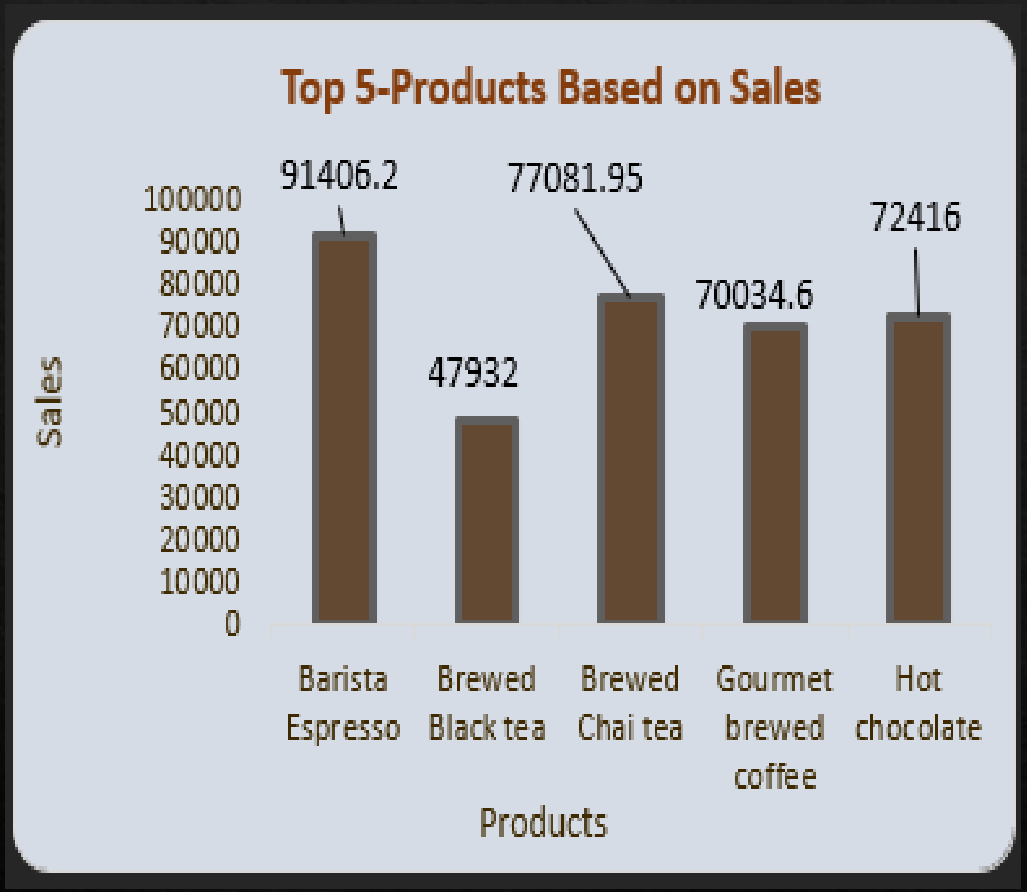
Orders on Weekdays

Sales Activity based on Hours :

- Any specific time for good sales?
- What is the peak time trend?
- Decrease in sales?

- After analyzing the data, there is peak time from 7am to 10am.
- Highest sales activity is observed at 10am.
- After 10am there's continuous decrease in sales activity.

- Only morning time is preferable for sales

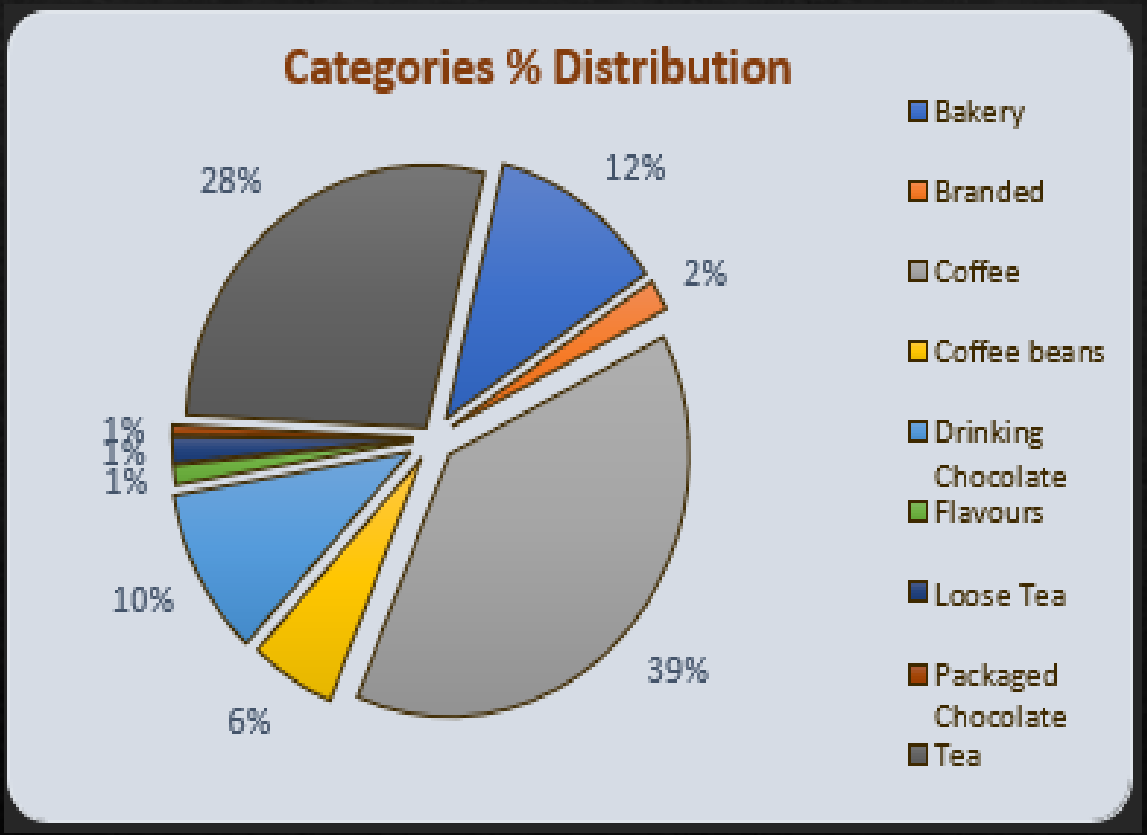


Top-5 Products :

- Top-5 best selling products?
- Highest selling product?

- According to the given data, Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet Brewed Coffee, & Hot Chocolate are the top-5 best selling products with revenue of $91406.2, $47932, $77081.95, $70034.6 and $72416 respectively.

- Among these top-5 Barista Espresso is the highest selling product in terms of revenue i.e. $91406.2.



Category Distribution by Sales :

- How many unique categories?
- Best selling category?
- Which is more preferable by customers?

- According to the sales data we have 9 unique product categories.
- Aa we can clearly see category Coffee has the highest percentage when it comes to sales.
- Coffee is more preferable

Footfall and Sales by Various Store Location:

- Which store has highest sales?
- What is the footfall trend?

- As the chart is showing that the store location at Hell's Kitchen is leading in terms of sales followed by Astoria and Lower Manhattan.
- In terms of footfall again Hell's kitchen is leading.

Recommendation

- As per the given Data I have discovered some trends which are shown in the sales dashboard.
- Based on the analysis the best selling hours are from 7am to 10am, By improving the marketing strategy for coffee at these hours would be a good decision for more sales as Coffee is more preferable.
- Need to focus on weekdays more as Mondays and Fridays are good for sales as per the given data.
- The management team should increase the product availability according to various store location, as we can clearly see that location matters in terms of revenue generation.
- The team can improve the quality and quantity of top-5 best selling products by giving some discounts or offers, these products are highly preferable so customers will definitely buy these products.