



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**

- Dikshant Bhoyar





# Recommended Analysis

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

- Sales peak between **8 AM to 11 AM**, especially on **Tuesdays and Fridays**. **Weekends** see steadier, moderate sales across the day, while **Mondays** are generally the slowest.

## 2. Are there any peak times for sales activity?

- Yes, **Tuesday 9–10 AM** and **Friday 9–10 AM** are the highest-earning time slots, with revenue consistently above \$12,000 in each.

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

- Steady month-on-month growth from January to June. **June tops the half-year at \$166 K**, almost doubling January's \$81 K.

## 4. How do sales vary across different store locations?

- All three cafés perform similarly, but **Hell's Kitchen edges ahead (~ \$236 K)**, a whisker above Astoria and Lower Manhattan.

## 5. What is the average price/order per person?

- The typical ticket is **\$ 4.69** per transaction (Total bill ÷ transactions).



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

- By quantity: Ethiopia drip beans, Our Old Time Diner Blend, Columbian Medium Roast, Brazilian, and Jamaican Coffee River lead.
- By revenue: Ethiopia still tops (\$42 K), but Sustainably Grown Organic and Jamaican Coffee River are big earners, thanks to higher unit prices.

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

- Highest-grossing combinations: **Coffee → Barista Espresso (\$91 K)**, **Tea → Brewed Chai (\$77 K)**, **Drinking Chocolate → Hot chocolate (\$72 K)**, with gourmet and premium brewed coffees filling out the top tier.

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## Practical take-aways

- **Staffing & promos:** Focus staff levels and quick-serve offers on weekday mornings (Tue & Fri 8–10 am).
- **Menu design:** Keep Ethiopia and premium organic beans well-stocked; highlight Barista Espressos and Chai teas—they're your revenue magnets.
- **Location strategy:** Hell's Kitchen sets the benchmark—copy its best practices in the other two cafés.
- **Up-selling:** With an average ticket under \$5, bundling pastries or offering size upgrades could lift AOV quickly.