

Coffee Shop Sales Analysis



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



RECOMMENDED ANALYSIS

- 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?
- What is the average price/order per person? Which products are the best selling in terms of quantity and revenue?
- How do sales vary by product category and type?



Answers



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

METRIC	DAY	VALUE / COUNT (₹)
Highest Sales Day	Monday	\$101,677.28
Lowest Sales Day	Saturday	\$96,894.48
Highest Transactions	Friday	21,701 orders
Lowest Transactions	Saturday	20,510 orders
Midweek Consistency	Tue - Fri	~\$99K - \$101K sales





Are there any peak times for sales activity? What is the total sales revenue for each month?

Metric	Hbur	Transaction
Highest Sales Hbur	10 AM	26,713
Lowest Sales Hbur	8 PM	880
Average Sales per Hbur	10 AM - 5 PM	~12,500



Are there any peak times for sales activity?

Metric	Month	Revenue (\$)
Highest Sales Month	June	\$1,66,485.88
Lowest Sales Month	February	\$76,145.19
Revenue Trend	Consistent Growth	Sales have increased month-over-month from January to June.



How do sales vary across different store locations?

Metric	Store Location	Transactions Count	Total Sales Revenue (\$)
Highest Sales Location	Hell's Kitchen	50,735	\$236,511.17
Lowest Sales Location	Lower Manhattan	47,782	\$230,057.25
Total Sales (All Locations)	Grand Total	149,116	\$698,812.33



What is the average bill per person?

Average Order Value (AOV) = $\frac{\text{Total sales revenue}}{\text{Total number of orders}}$

$$\frac{\$698,812.33}{149,116} = 4.6863$$





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

Product Name	Total Sales Revenue (\$)	Quantity sold
Barista Espresso	\$91,406.20	16403
Brewed Chai Tea	\$77,081.95	11350
Hbt Chocolate	\$72,416.00	17183
Gourmet Brewed Coffee	\$70,034.6	16912
Brewed Black Tea	\$47,932.00	11468
Grand Total	\$47,932.00	

Highest Selling Product: Barista Espresso with \$91,406.20 in sales, with 16403 cups sold
Lowest Selling Product: Brewed Black Tea with \$47,932.00 in sales with 11468 cups sold





How do sales vary by product type and category?

Category	Highest Selling Product (Revenue \$)	Lowest Selling Product (Revenue \$)
Bakery	Chocolate Croissant (\$11,625.98)	Almond Croissant (\$7,168.13)
Coffee	Latte Rg (\$19,112.25)	Almond Croissant (\$7,168.13)
Coffee Beans	Civet Cat (\$11,700.00)	Our Old Time Diner Blend (\$3,294.00)
Drinking Chocolate	Sustainably Grown Organic Lg (\$21,151.75)	Dark Chocolate Rg (\$14,024.50)
Tea	Morning Sunrise Chai Lg (\$17,384.00)	Earl Grey Lg (\$12,735.00)

Highest revenue category : Drinking chocolate (\$21,151.25)

Lowest revenue category : Coffee Beans (\$3,294.00)



Average Order per person = $\frac{\text{Total Quantity}}{\text{Distinct(Transaction id)}}$

$\frac{=214470}{149116}$ =1.44



THANKYOU!

