COFFEE SHOP SALES ANALYSIS

OBJECTIVE

Coffee store owner wants to create an annual sales report for 2023. So that, Store owner can understand their customers and grow sales In 2024.

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.

DASHBOARD

Coffee Shop Sales	Total Sales	Footfall	Avg Bill/Person	Avg Order/Person
	$6,98,812.33	149116	4.69	1.44

Month

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

Day

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

Quantity Ordered Based on Hours
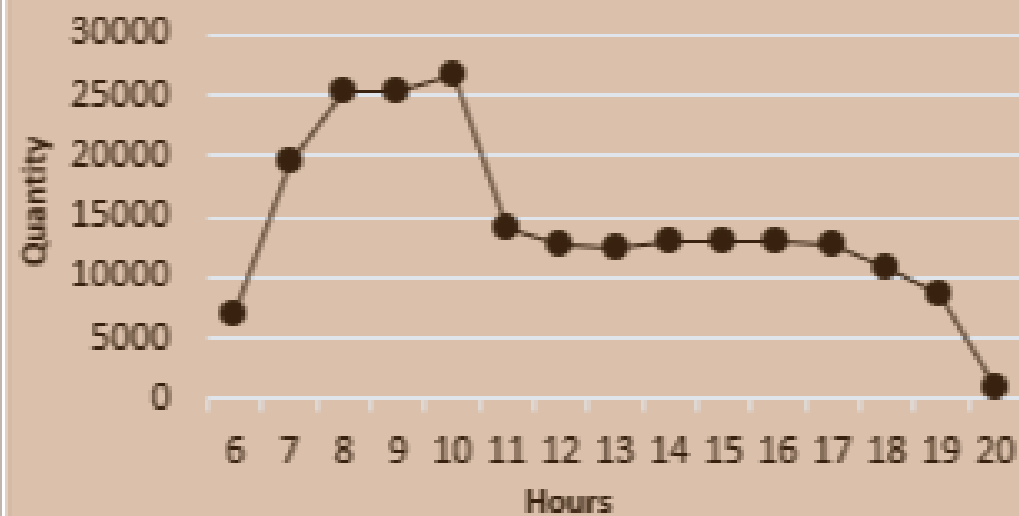
Categories%Distribution Based On Sales

- Bakery — 12%
- Branded — 2%
- Coffee — 39%
- Coffee beans — 6%
- Drinking Chocolate — 10%
- Flavours — 1%
- Loose Tea — 1%
- 1%, 1%, 28%
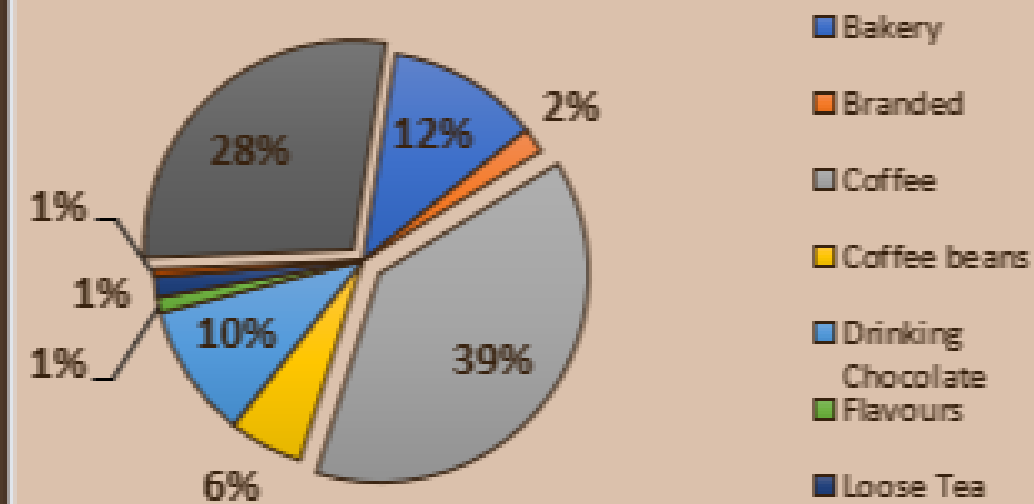
% Size Distribution Based On Orders

- Large — 30%
- Medium — 31%
- Small — 9%
- Not Defined — 30%

Footfall & Sales Over Various Store Locations

- Astoria: 50599, $2,32,243.91
- Hell's Kitchen: 50735, $2,36,511.17
- Lower Manhattan: 47782, $2,30,057.25

Top-5 Products Based On Sales

- Barista Espresso: $91,406.20
- Brewed Black tea: $47,932.00
- Brewed Chai tea: $77,081.95
- Gourmet brewed coffee: $70,034.60
- Hot chocolate: $72,416.00

Order On Weekdays

- Monday: 21643
- Tuesday: 21202
- Wednesday: 21310
- Thursday: 21654
- Friday: 21701
- Saturday: 20510
- Sunday: 21096
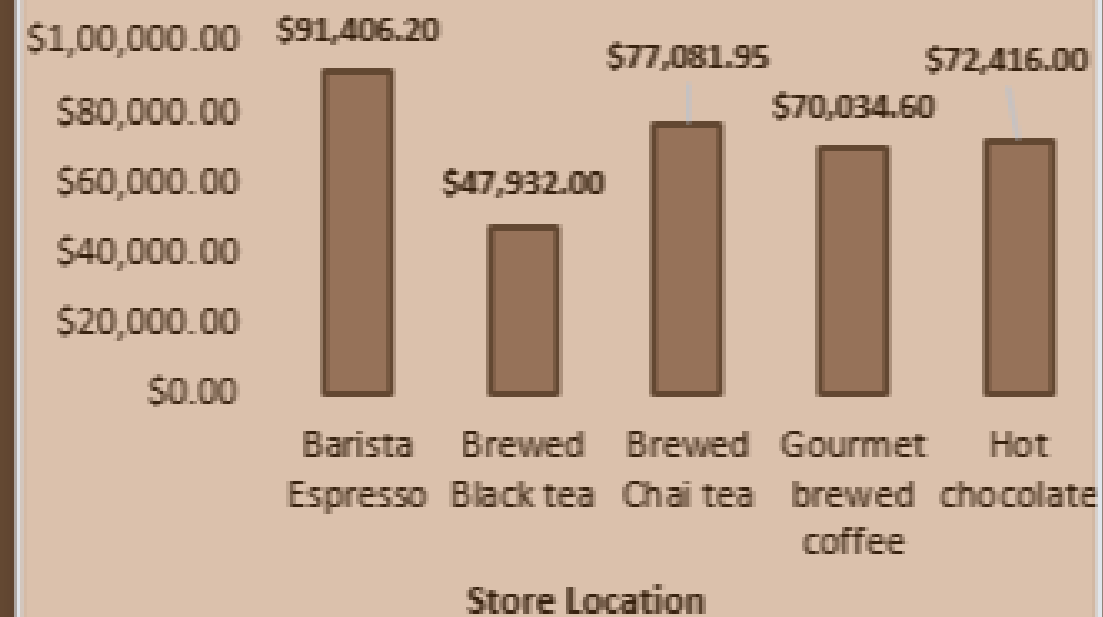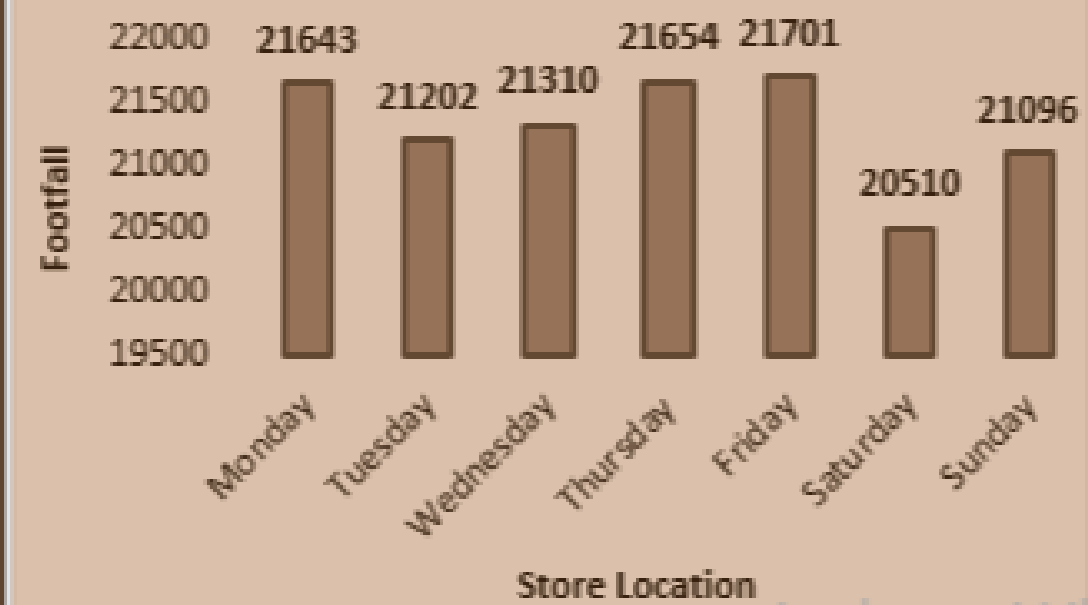
INSIGHTS

- Maximum order come in a day between 9:00 am to 10:00 am , in a week on Friday & Saturday, in a month on June.
- Maximum sales revenue month is June ($1,66,460), minimum sales revenue month is January ($88,600).
- Top-2 store location according to generating sales revenue are Hell's kitchen, Astoria.
- Average bill per person is $4.69, Average order per person is 1.44
- Best- selling product in terms of quantity is "coffee" and in terms of revenue is "Barista Espresso tea".
- Categories wise 39% sales comes from coffee & 28% sales come from tea.

CONCLUSION

To improve sales of coffee shop:

• Target the customers of top -2 best selling store location (Hell's kitchen, Astoria).

• Sell the Coffee and tea (because both generating 67% of total revenue)
via showing ads/offers/coupons.