



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



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?



Analysis

How do sales vary by day of the week and hour of the day? Are there any peak times for sales activity?



- Sales are maximum on Friday with 21,701 units followed by Thursday and Monday
- On an hourly basis, the highest sales activity is from 8:00 AM – 10:00 AM. Sales are at peak at 10:00 AM (26,713 units)

Analysis

What is the total sales revenue for each month?
How do sales vary across different store locations?

- Total sales revenue is the highest in June (\$1,66,466) followed by May (\$1,56,728). There is a slight reduction in February, otherwise the sales are going upwards every month.
- The sales across different locations show slight variations, with Hell's Kitchen leading at \$2,36,511, followed by Astoria at \$2,32,243 and Lower Manhattan at \$2,36,511



Analysis

What is the average price/order per person?
Which products are the best- selling in terms of
quantity and revenue?

- Average bill is \$4.7 and average order is 1.4. So, the average price per order per person is ($4.7 * 1.4 = \$6.57$)
- The best selling product in terms of quantity is Coffee (89,250 units) and Tea (69,737 units); and in terms of revenue is again Coffee and Tea generating \$2,69,952 and \$1,96,405 respectively



Analysis

How do sales vary by product category and type?

- When it comes to product categories, Coffee and Tea are the top performers, bringing in impressive revenues of \$269,952 and \$196,405, respectively. Among the coffee products, Barista Espresso stands out as the best-seller, contributing around \$91,406 to the total revenue. Meanwhile, in the Tea category, Brewed Chai Tea takes the lead, generating \$77,081 and securing its place as the highest-earning tea product.





Conclusion



- **Optimize Staffing and Inventory:** Increase staff and stock popular items (Coffee, Tea) during peak days (Friday, Thursday, Monday) and hours (8:00–10:00 AM).
- **Introduce Promotions for Slow Periods:** Offer discounts or combos on low-traffic days or hours to boost sales.
- **Enhance Product Offering:** Introduce seasonal specials and new variations of best-sellers like Barista Espresso and Brewed Chai Tea.
- **Increase Average Order Value:** Train staff for upselling, and implement loyalty programs to encourage higher spending.
- **Tailor Marketing by Location:** Customize promotions based on local sales data and preferences to maximize revenue across all locations.