



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?





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HOURS	Monday	Total_Sale	Tuesday	Total_Sale	Wednesday	Total_Sale	Thursday	Total_Sale	Friday	Total_Sale	Saturday	Total_Sale	Sunday	Total_Sale
6	993	\$3,098.58	721	\$2,320.25	1057	\$3,396.23	1097	\$3,464.90	1058	\$3,385.73	881	\$2,913.85	1058	\$3,320.73
7	2909	\$9,516.52	2672	\$8,841.71	2714	\$8,905.86	2828	\$9,209.23	2884	\$9,386.04	2718	\$8,775.02	2724	\$8,892.09
8	3563	\$11,604.69	3964	\$12,950.19	3587	\$11,991.45	3450	\$11,420.49	3641	\$11,746.65	3467	\$11,370.86	3525	\$11,615.54
9	3562	\$11,898.33	3939	\$13,588.47	3591	\$12,246.40	3394	\$10,963.73	3847	\$12,750.00	3349	\$11,333.85	3688	\$12,388.75
10	3747	\$12,427.25	4092	\$13,497.68	3730	\$12,382.48	3706	\$12,091.09	3997	\$13,155.66	3711	\$12,736.48	3730	\$12,382.75
11	2128	\$7,179.09	1857	\$5,877.41	2127	\$7,055.85	2091	\$6,898.55	2019	\$6,827.84	1912	\$6,361.41	1901	\$6,118.99
12	1924	\$6,139.64	1626	\$5,172.64	1780	\$5,540.35	1908	\$6,073.93	1795	\$5,685.49	1885	\$5,957.75	1772	\$5,622.99
13	1811	\$5,771.26	1656	\$5,443.46	1878	\$6,223.15	1878	\$5,972.46	1698	\$5,499.49	1694	\$5,549.45	1824	\$5,908.18
14	1997	\$6,463.31	1747	\$5,621.56	1839	\$5,872.42	1922	\$6,114.61	1847	\$5,840.33	1776	\$5,626.89	1779	\$5,765.62
15	1902	\$6,159.49	1811	\$5,852.24	1825	\$5,974.31	1919	\$6,087.68	1858	\$6,098.13	1855	\$5,946.50	1753	\$5,614.75
16	1926	\$6,139.96	1757	\$5,723.78	1779	\$5,649.76	1994	\$6,400.13	1773	\$5,654.93	1835	\$5,825.73	1817	\$5,728.46
17	1894	\$5,927.35	1783	\$5,609.85	1794	\$5,649.55	1908	\$6,027.33	1783	\$5,687.14	1731	\$5,444.70	1807	\$5,788.39
18	1567	\$5,006.19	1387	\$4,304.36	1635	\$5,166.35	1624	\$5,234.58	1636	\$5,139.84	1464	\$4,642.40	1513	\$4,792.48
19	1191	\$4,015.22	1234	\$3,967.94	1173	\$3,828.55	1356	\$4,529.10	1256	\$4,128.20	1200	\$3,970.96	1185	\$4,006.71
20	117	\$330.40	203	\$684.40	116	\$430.83	87	\$279.97	115	\$387.53	136	\$438.63	106	\$383.88
Total_Sales	\$1,01,677.28	\$1,01,677.28	\$99,455.94	\$99,455.94	\$1,00,313.54	\$1,00,313.54	\$1,00,767.78	\$1,00,767.78	\$1,01,373.00	\$1,01,373.00	\$96,894.48	\$96,894.48	\$98,330.31	\$98,330.31
Highest transactions during 10														

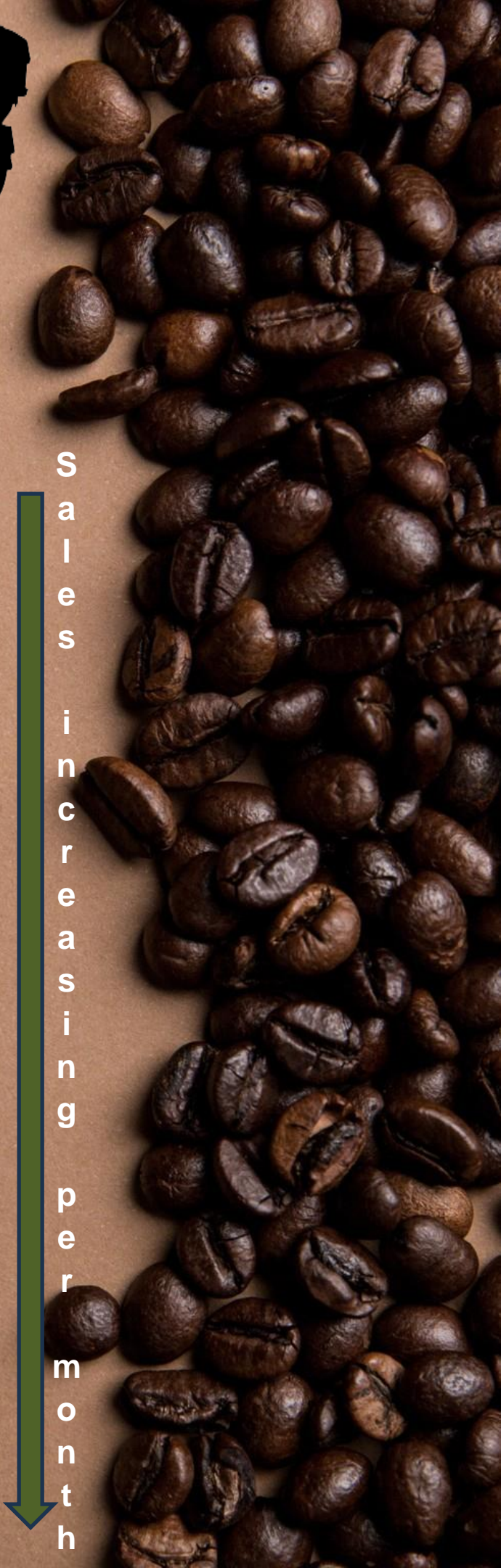


How do sales vary by day of the week  
and hour of the day?

Week Days	Total Sales
Sunday	\$ 98,330.31
Monday	\$ 1,01,677.28
Tuesday	\$ 99,455.94
Wednesday	\$ 1,00,313.54
Thursday	\$ 1,00,767.78
Friday	\$ 1,01,373.00
Saturday	\$ 96,894.48
Grand Total	\$ 6,98,812.33

What is the total sales revenue for each month?

Month's	Total Sales
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$1,18,941.08
May	\$1,56,727.76
June	\$1,66,485.88





How do sales vary across different store locations?

Store Location	Total Sales
Astoria	\$ 2,32,243.91
Hell's Kitchen	\$ 2,36,511.17
Lower Manhattan	\$ 2,30,057.25
Grand Total	\$ 6,98,812.33





what is the average price/order per person

Average Price / person
4.69

Average Order/ person
1.4





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

Products	Total_bill	Quantity
Bakery	\$82,315.64	22796
Branded	\$13,607.00	747
Coffee	\$2,69,952.45	58416
Coffee beans	\$40,085.25	1753
Drinking Chocolate	\$72,416.00	11468
Flavours	\$8,408.80	6790
Loose Tea	\$11,213.60	1210
Packaged Chocolate	\$4,407.64	487
Tea	\$1,96,405.95	45449
Grand Total	\$6,98,812.33	149116



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

Product type & category	Total_bill
• Barista Espresso : Coffee	\$91,406.20
• Biscotti : Bakery	\$19,793.53
• Black tea : Loose Tea	\$2,711.85
• Brewed Black tea : Tea	\$47,932.00
• Brewed Chai tea : Tea	\$77,081.95
• Brewed Green tea : Tea	\$23,852.50
• Brewed herbal tea : Tea	\$47,539.50
• Chai tea : Loose Tea	\$4,301.25
• Clothing : Branded	\$6,163.00
• Drinking Chocolate : Packaged Chocolate	\$2,728.04
• Drip coffee : Coffee	\$31,984.00
• Espresso Beans : Coffee beans	\$5,560.25
• Gourmet Beans : Coffee beans	\$6,798.00
• Gourmet brewed coffee : Coffee	\$70,034.60
• Green beans : Coffee beans	\$1,340.00
• Green tea : Loose Tea	\$1,470.75

Best selling coffee  
that generate  
maximum revenue





• Herbal tea	
Loose Tea	\$2,729.75
• Hot chocolate	
Drinking Chocolate	\$72,416.00
• House blend Beans	
Coffee beans	\$3,294.00
• Housewares	
Branded	\$7,444.00
• Organic Beans	
Coffee beans	\$8,509.50
• Organic brewed coffee	
Coffee	\$37,746.50
• Organic Chocolate	
Packaged Chocolate	\$1,679.60
• Pastry	
Bakery	\$25,655.99
• Premium Beans	
Coffee beans	\$14,583.50
• Premium brewed coffee	
Coffee	\$38,781.15
• Regular syrup	
Flavours	\$6,084.80
• Scone	
Bakery	\$36,866.12
• Sugar free syrup	
Flavours	\$2,324.00
Grand Total	\$6,98,812.33

