

# COFFEE SALES

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Linkedin

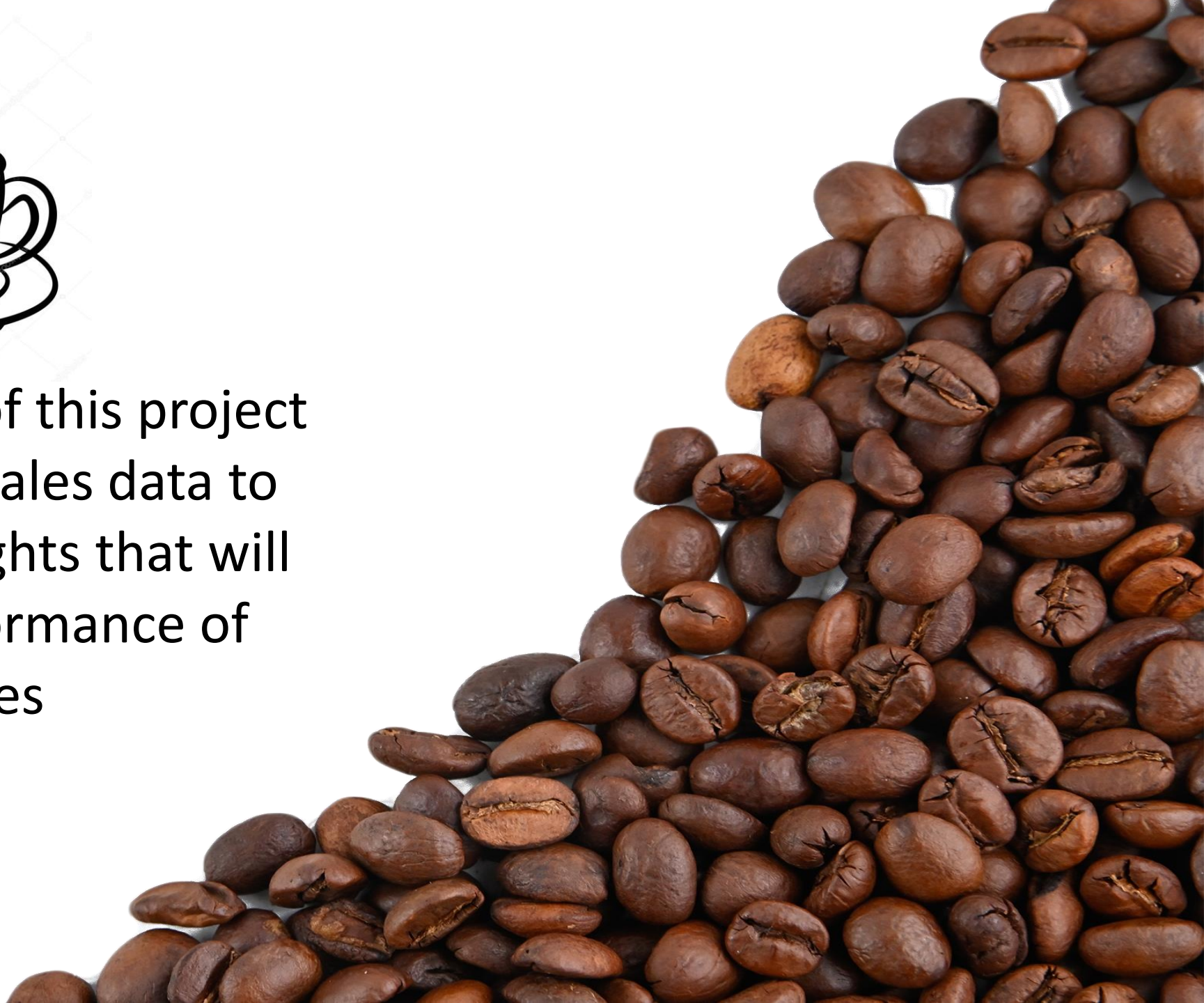


Github





The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of coffee sales



## Raw Data:

- Click [here](#) to access the dataset.
- This dataset contains detailed records of coffee sales from a vending machine.
- The vending machine is the work of a dataset author who is committed to providing an open dataset to the community.
- It is intended to analyze purchasing patterns, sales trends, and customer preferences related to coffee products.

## Data Collection Period:

- The dataset spans from March 2024 to the Present time, capturing daily transaction data. And new information continues to be added.



## Data Manipulation and ETL:

- Converted text format to datetime format and currency format.
- Cleaning data to remove duplicates, missing values, and outliers for accurate analysis.

## Tasks:

- Time Series Exploratory Data Analysis
- Next day/week/month sales
- Specific customer purchases

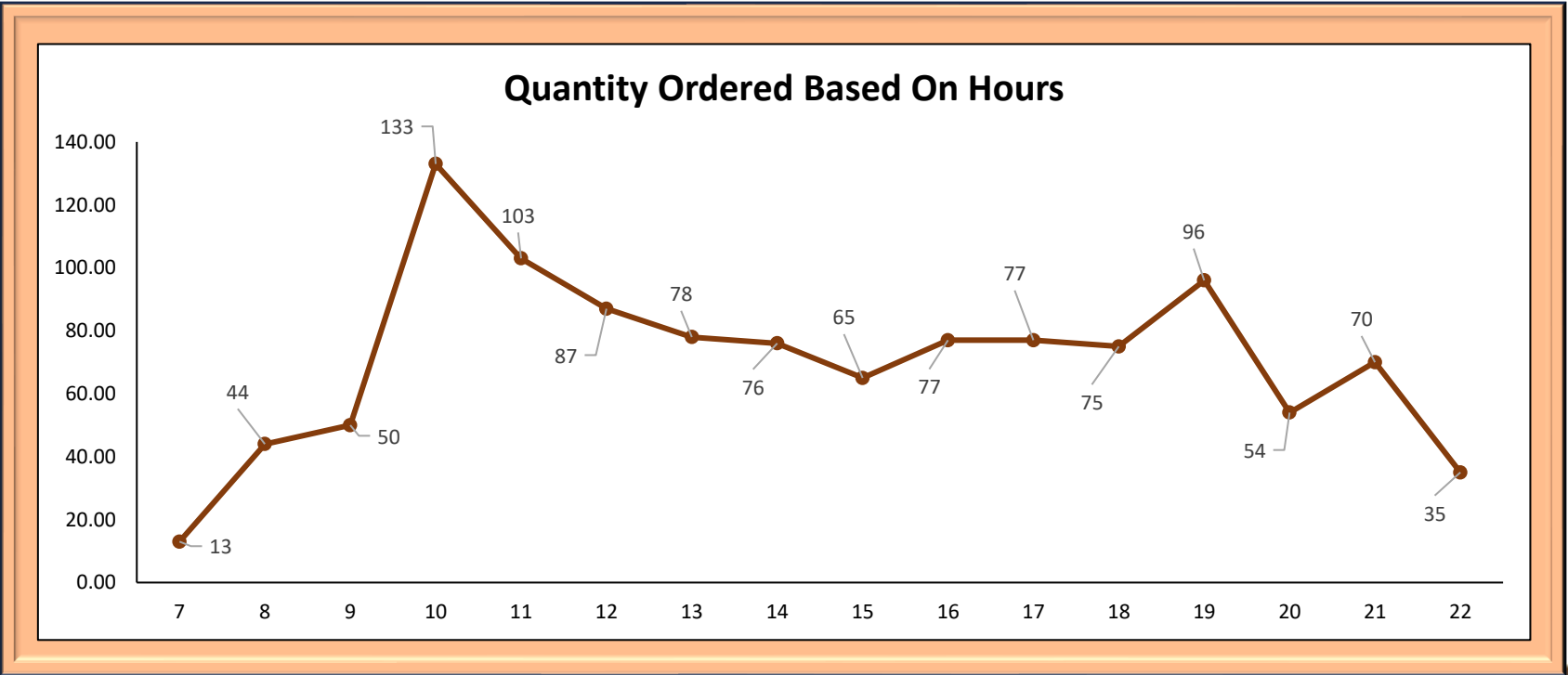
## Technologies used:

- MS Excel



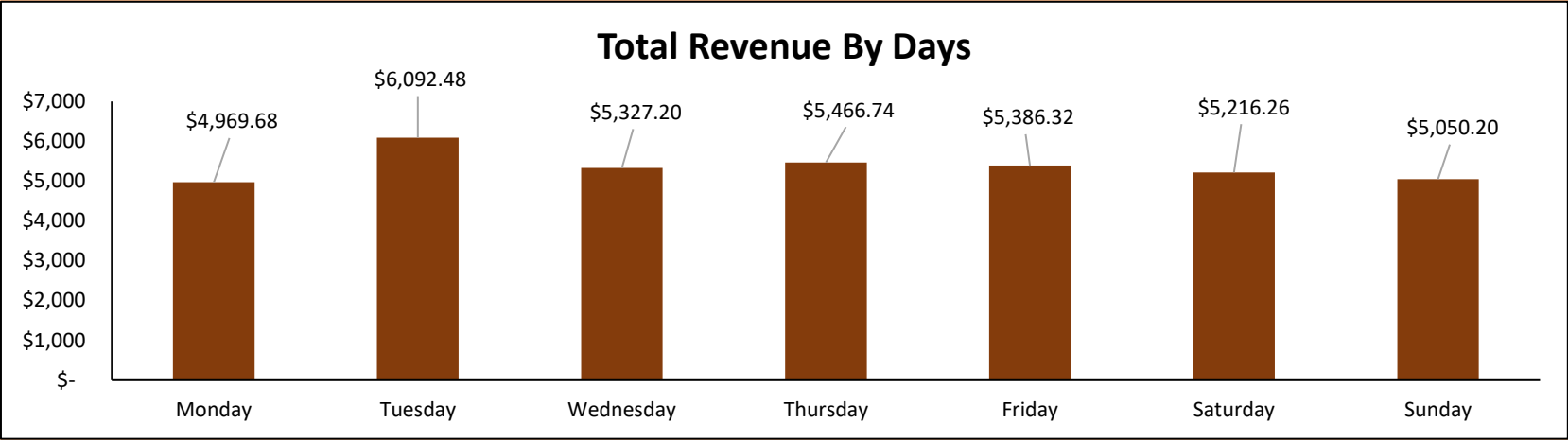
# Quantity Ordered Based On Hours

Row Labels	Count of Quantity Ordered
7	13.00
8	44.00
9	50.00
10	133.00
11	103.00
12	87.00
13	78.00
14	76.00
15	65.00
16	77.00
17	77.00
18	75.00
19	96.00
20	54.00
21	70.00
22	35.00
Grand Total	1133.00



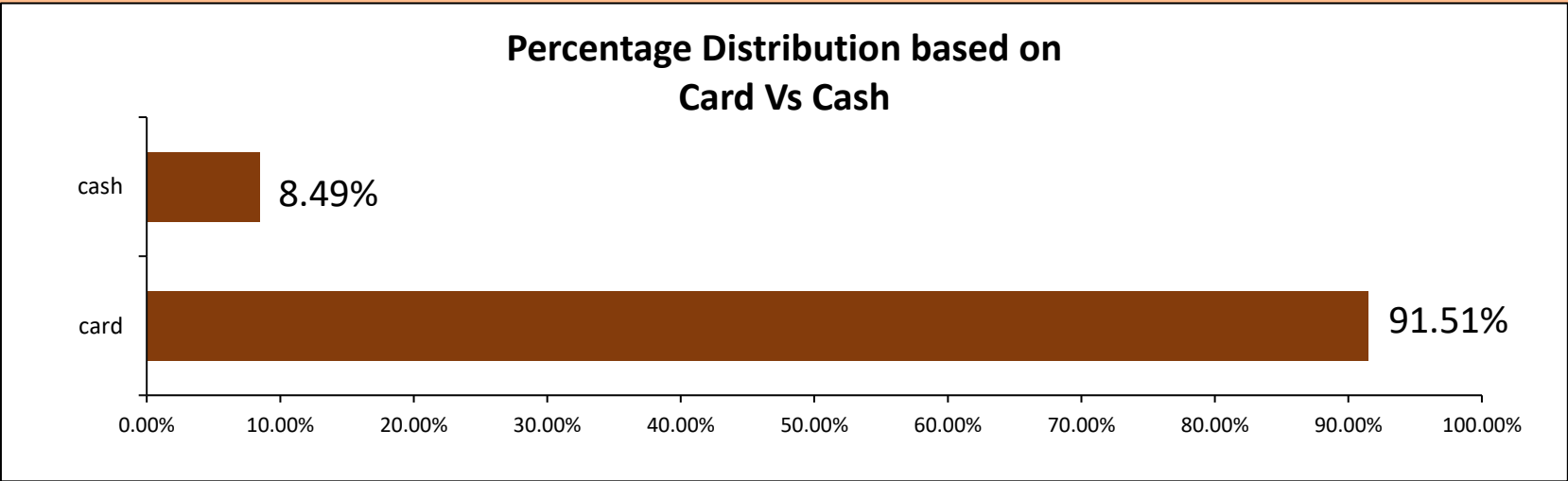
### Total Revenue By Days

Row Labels	Sum of Total Bill
Monday	\$ 4,969.68
Tuesday	\$ 6,092.48
Wednesday	\$ 5,327.20
Thursday	\$ 5,466.74
Friday	\$ 5,386.32
Saturday	\$ 5,216.26
Sunday	\$ 5,050.20
Grand Total	\$ 37,508.88



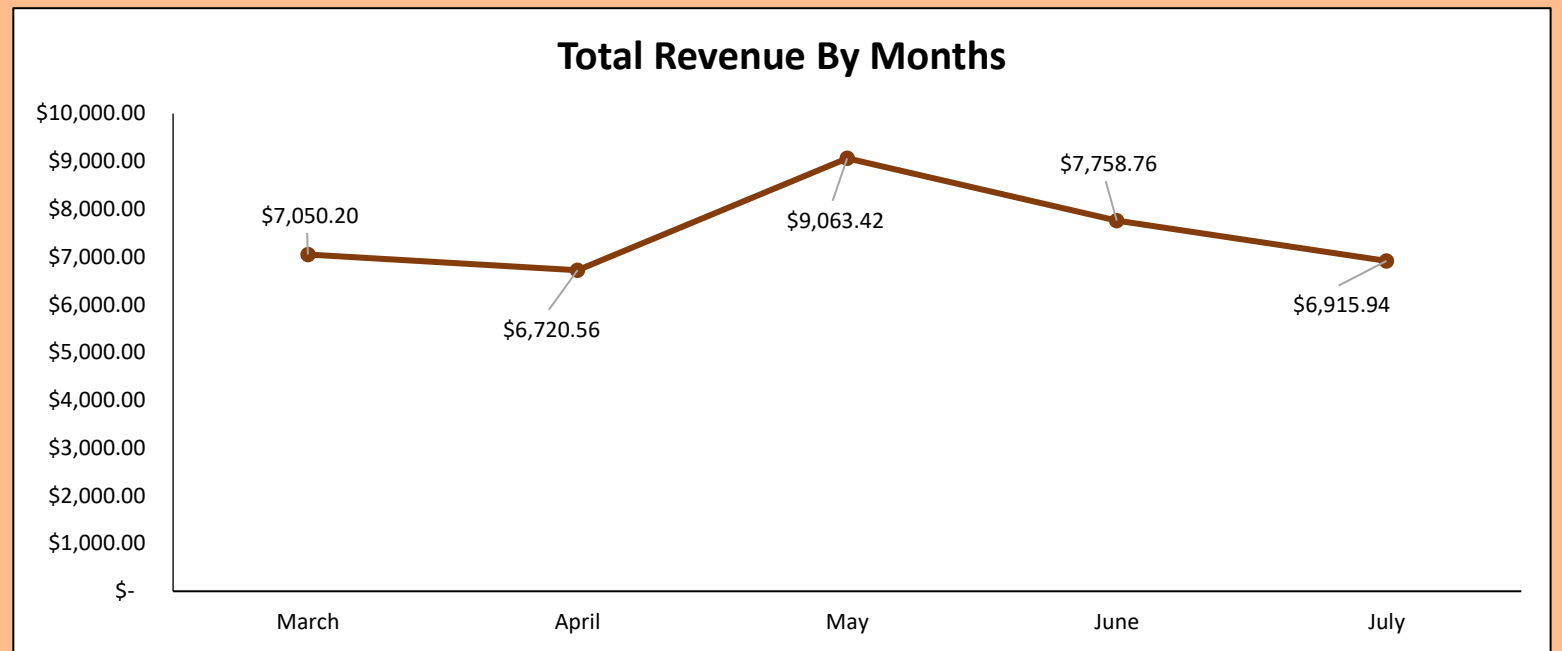
### Percentage Distribution based on Card Vs Cash

Row Labels	Percentage of money
card	91.51%
cash	8.49%



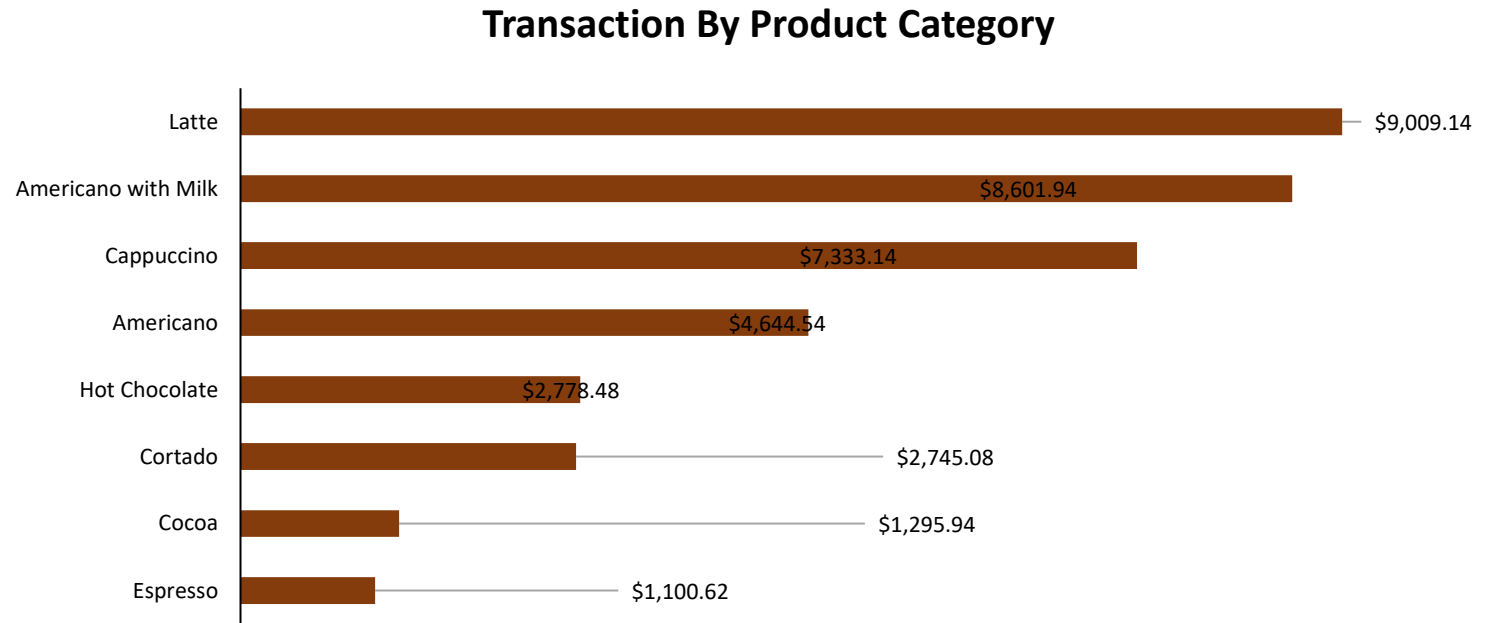
## Total Revenue By Months

Row Labels	Sum of Total Bill
March	\$ 7,050.20
April	\$ 6,720.56
May	\$ 9,063.42
June	\$ 7,758.76
July	\$ 6,915.94
Grand Total	\$ 37,508.88



# Transaction By Product Category

Row Labels	Sum of Total Bill
Americano	\$ 4,644.54
Americano with Milk	\$ 8,601.94
Cappuccino	\$ 7,333.14
Cocoa	\$ 1,295.94
Cortado	\$ 2,745.08
Espresso	\$ 1,100.62
Hot Chocolate	\$ 2,778.48
Latte	\$ 9,009.14
<b>Grand Total</b>	<b>\$ 37,508.88</b>





# Coffee Sales 2024 Dashboard

\$37,508.88

Revenue

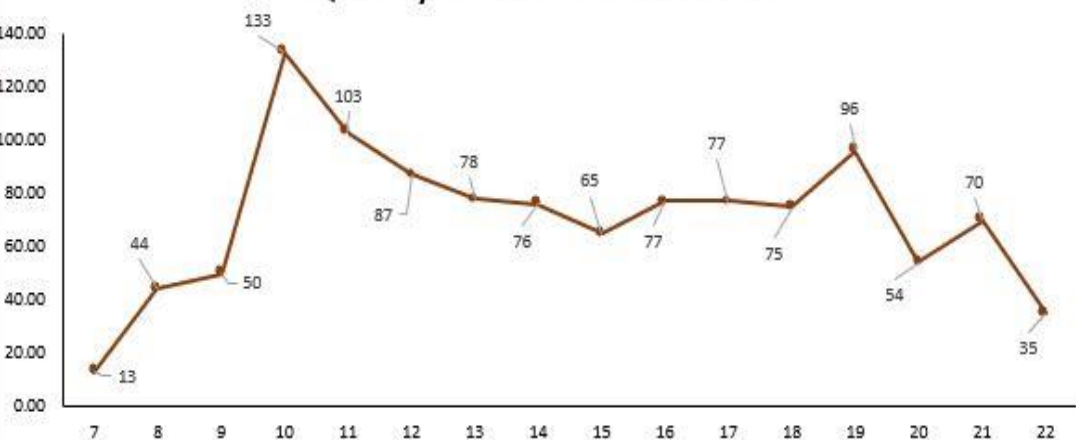
1133

Total Transaction

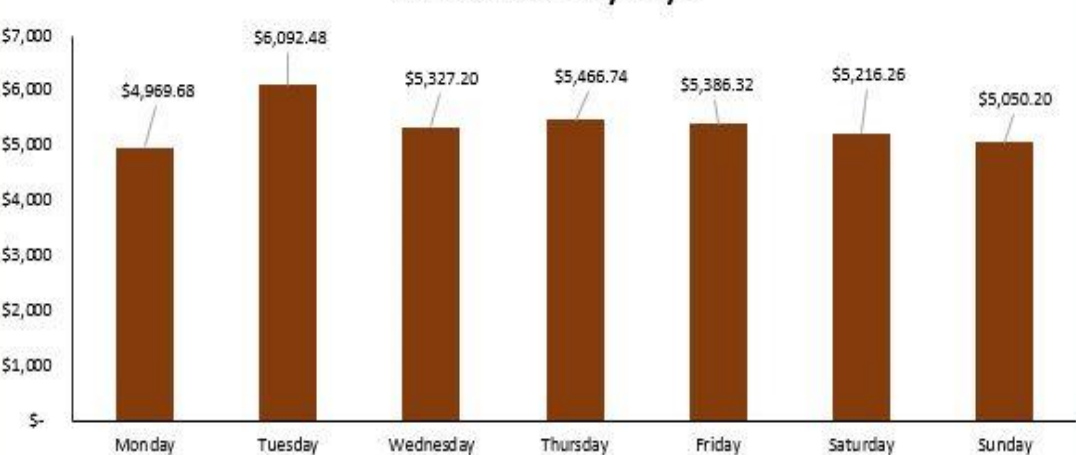
\$33.11

Avg Bill / Person

Quantity Ordered Based On Hours



Total Revenue By Days



Month

March

April

May

June

July

Day

Monday

Tuesday

Wednesday

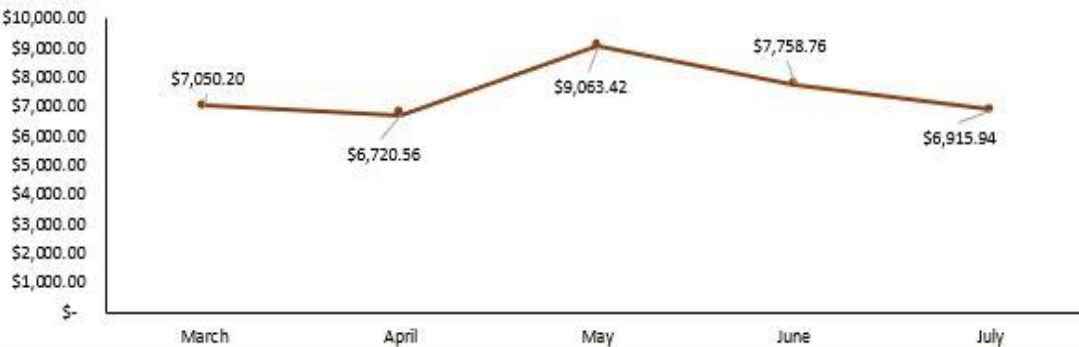
Thursday

Friday

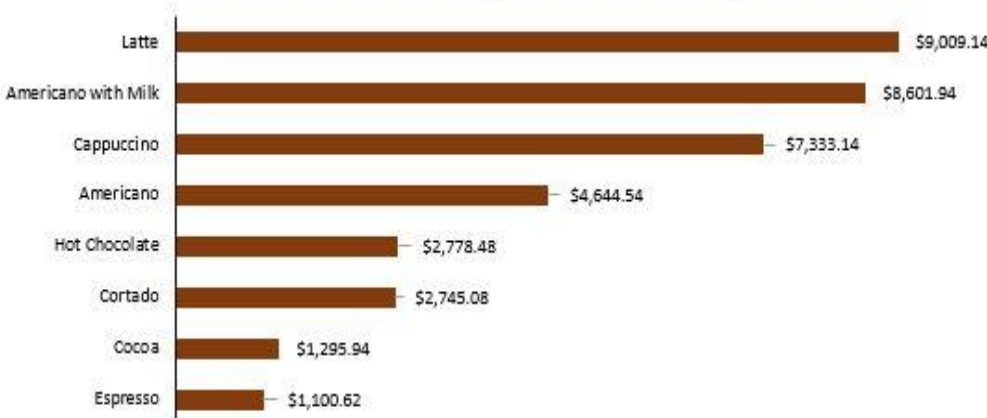
Saturday

Sunday

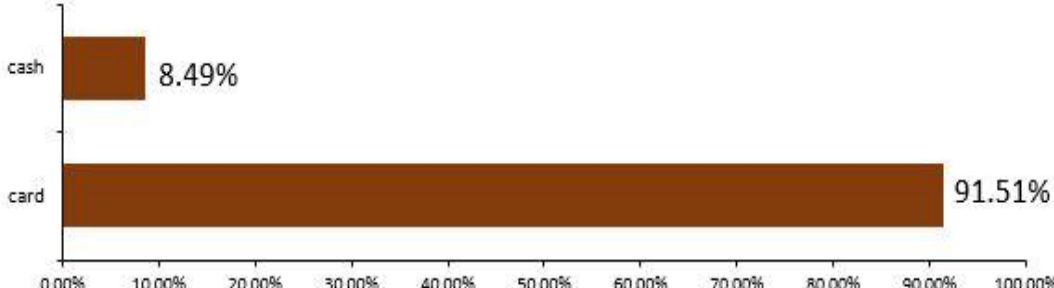
Total Revenue By Months



Transaction By Product Category



Percentage Distribution based on Card Vs Cash



## Sample Insights:

1. The peak period, when the largest sales are reported, is between 10 am and 12 pm.
2. The month of May records the biggest sales i.e., \$9063.42.
3. The top five products are Latte, Americano with Milk, Cappuccino, Americano, and Hot chocolate.
4. Average Bill Per Person is \$33.11

