

The primary goal of this project is to examine retail sales data to derive actionable insights aimed at improving the Coffee Shop's performance.

**Elevate Your Morning 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

# Solution

## 1. Sales variation by day of the week and hour of the day:

- Sales tend to vary significantly based on the day of the week, with weekends typically showing higher sales due to increased leisure time and outings.
- Peak sales hours are generally in the mornings (for coffee and breakfast items) and late afternoons (for snacks and evening coffee).

## 2. Peak times for sales activity:

- Peak sales times are usually between 8 AM to 10 AM and 4 PM to 6 PM. These times coincide with morning commutes and after-work relaxation periods.

## 3. Total sales revenue for each month:

- Total sales revenue varies monthly, with potential peaks during festive seasons or holidays. For instance, sales may be higher in December due to the holiday season.



# Solution

## 4. Sales variation across different store locations:

- Sales can vary significantly across store locations, with stores in high-traffic or popular areas generally generating more revenue. Urban locations typically see higher sales compared to rural or less populated areas.

## 5. Average price/order per person:

- The average price per order per person is calculated by dividing the total revenue by the number of transactions. This metric gives an idea of how much each customer spends on average.

## 6. Best-selling products in terms of quantity and revenue:

- Best-selling products often include popular beverages like regular coffee or espresso and common snacks or pastries. These items contribute significantly to both quantity sold and revenue generated.

# Solution

## 7. Sales variation by product category and type:

- Sales vary by product category and type, with beverages usually leading in sales volume and revenue. Within beverages, categories like coffee and specialty drinks are top performers, while snacks and pastries also contribute notably to the overall sales.

