

Maven Roasters - Coffee Shop Sales

Project Overview

In this data analysis project, I set out to examine the sales performance of Maven Roasters, a fictitious coffee shop chain with multiple locations in New York City. The goal of this analysis was to uncover insights into Maven Roasters' sales performance, trends, and product performance to help inform business strategy and decision-making.

The key questions addressed in this analysis include:

1. How have Maven Roasters' sales trended over time?
2. Which days of the week tend to be the busiest, and what factors may be driving those trends?
3. Which products sold most and least often, and which products drive the most revenue for the business?

By examining this data, the analysis was able to identify patterns, trends, and insights that can help Maven Roasters optimize its operations, marketing, and product offerings to better meet the needs of its customers and drive continued growth and success.

Data Source

Transaction reports from fictitious coffee shop in New York City downloaded from Maven Analytics ([Maven Analytics](#)).

Findings

The datasets consist of 11 Columns and 149,116 Rows. The datasets transactions (149,116 transactions) span over 6 months from 1st January 2023 to 30th June 2023.

There are six categories of products namely Bakery, Branded, Coffee, Coffee Beans, Drinking Chocolates, Flavours, Loose Tea, Packaged Chocolate, and Tea.

Process

I added columns to the dataset using basic calculations and formulas for Total Sales (Revenue), Month, Day of Week and Hour of Day and formatted columns appropriately.

I created six Pivot Tables and then visualized the data with six Pivot Charts. I have created a Slicer to choose different Store Locations.

Row Labels	Sum of Total Sales	Row Labels	Count of transaction_id	Row Labels	Sum of Total Sales	Row Labels	Count of transaction_id
January	\$ 81,677.74	6	4,594	Hot Chocolate	\$ 72,416.00	Green Beans	134
February	\$ 76,145.19	7	13,428	Brewed Chai Tea	\$ 77,081.95	Green Tea	159
March	\$ 98,834.68	8	17,654	Barista Espresso	\$ 91,406.20	House Blend Beans	183
April	\$ 118,941.08	9	17,764	Grand Total	\$ 240,904.15	Clothing	221
May	\$ 156,727.76	10	18,545			Organic Chocolate	221
June	\$ 166,485.88	11	9,766			Drinking Chocolate	266
Grand Total	\$ 698,812.33	12	8,708			Black Tea	303
		13	8,714	Bakery	22,796	Herbal Tea	305
		14	8,933	Branded	747	Espresso Beans	319
Row Labels	Count of transaction_id	15	8,979	Coffee	58,416	Premium Beans	336
Sunday	21,096	16	9,093	Coffee beans	1,753	Gourmet Beans	366
Monday	21,643	17	8,745	Drinking Chocolate	11,468	Organic Beans	415
Tuesday	21,202	18	7,498	Flavours	6,790	Chai Tea	443
Wednesday	21,310	19	6,092	Loose Tea	1,210	Housewares	526
Thursday	21,654	20	603	Packaged Chocolate	487	Sugar Free Syrup	1,811
Friday	21,701	Grand Total	149,116	Grand Total	149,116	Regular Syrup	4,979
Saturday	20,510					Brewed Green Tea	5,671
Grand Total	149,116					Biscotti	5,711
						Pastry	6,912
						Premium Brewed Coffee	8,135
						Drip Coffee	8,477
						Organic Brewed Coffee	8,489
						Scone	10,173
						Brewed Herbal Tea	11,245
						Brewed Black Tea	11,350
						Hot Chocolate	11,468
						Barista Espresso	16,403
						Gourmet Brewed Coffee	16,912
						Brewed Chai Tea	17,183
						Grand Total	149,116

Store Location

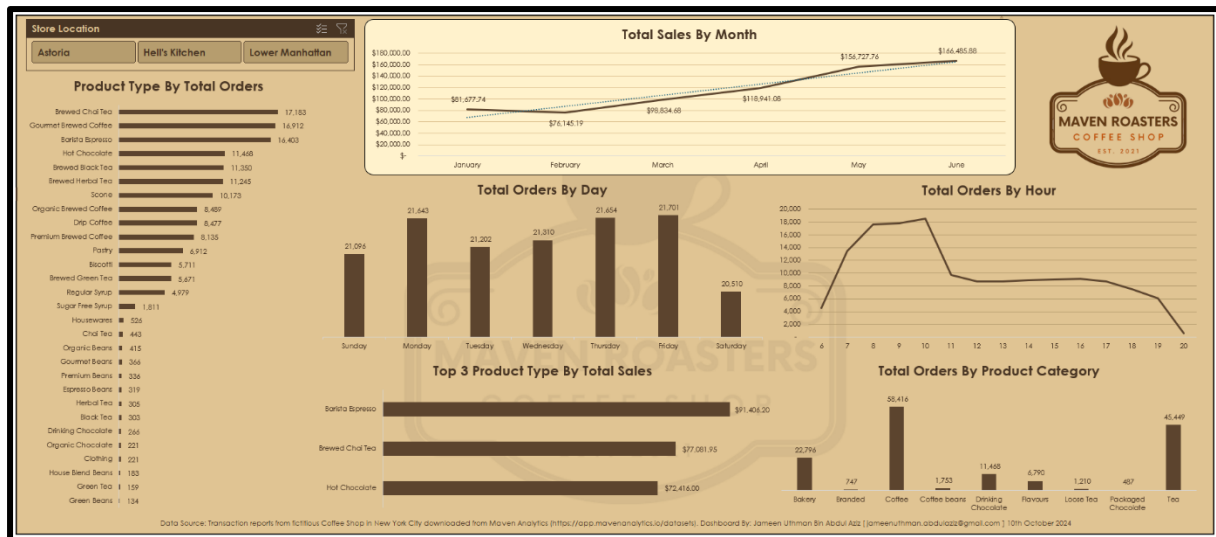
Astoria

Hell's Kitchen

Lower Manhattan



I have designed an interactive dashboard, and then identified insights and recommendations for the coffee shop. I also created a Maven Roasters logo for this project.



Insights

Revenue

Total revenue each month from 1st January 2023 to 30th June 2023 shows an upward trend into the Spring and Summer months across all locations with a drop in February 2023.

All three location contribute equally on average to the total revenue with store located at Hell's Kitchen emerge the most generated revenue across all the store locations.

Busiest Day / Time

Overall, Monday, Thursday and Friday emerge as the busiest days of week.

Lower Manhattan experiences peak business on Mondays whereas Astoria experiences peak business on Mondays and Thursdays. However, Hell's Kitchen is popular on Tuesdays and Fridays.

Saturdays seems to be the least popular across all stores.

Sales tend to peak during 8 am to 10 am across all stores. Astoria has a higher sales rate throughout the day compared to other stores.

Lower Manhattan experiences a decline in sales after 6 pm while Hell's Kitchen shows a significant drop in sales after 7 pm.

Most Popular Product

The top three most popular products are Brewed Chai Tea, Gourmet Brewed Coffee, and Barista Espresso. Barista Espresso stand out as highest revenue generator followed by Brewed Chai Tea and Hot Chocolate.

Coffee and Tea are the most popular selling categories across all stores.

Recommendations

Target any promotional during January and February to boost revenue during these winter months a special flavoured Hot Chocolate.

Running weekend promotions at both Astoria and Lower Manhattan would increase revenue with special promotions on Saturdays across all stores.

Allocate more staff and resources on Mondays, Thursdays, and Fridays to manage the increased demand particularly during morning rush hours, 8am to 10 am.

Considering declines in sales especially at Lower Manhattan and Hell's Kitchen, should evaluate the feasibility of adjusting the closing times to optimise the resources utilization.

Implementing special promotions or new flavour variations for Barista Espresso, Brewed Chai Tea, and Hot Chocolate to further boost the revenue.