



PROBLEM STATEMENT

- Determine the Total Revenue generated by the coffee shop .
- Identify the Total Number of Transactions completed .
- Calculate the Average Revenue generated .
- Measure the Total Quantity of Items Sold across all outlets .
- Analyze the Monthly Revenue Trends to see revenue generated in each month .
- Evaluate the Revenue Contribution by Different Outlet Locations .
- Assess the Revenue Generated by Various Product Categories .
- Identify the Top-Selling Products in the coffee shop .



COFFEE SHOP ANALYSIS DASHBOARD

Select date range

Total Revenue

698.8K

Total Transactions

146.3K

Months

Average Revenue

149.1K

Total QTY Sold

214.5K

200K

100K

0

Monthly Revenue



Location wise Revenue

Hell's Kitchen

236,511.17

Astoria

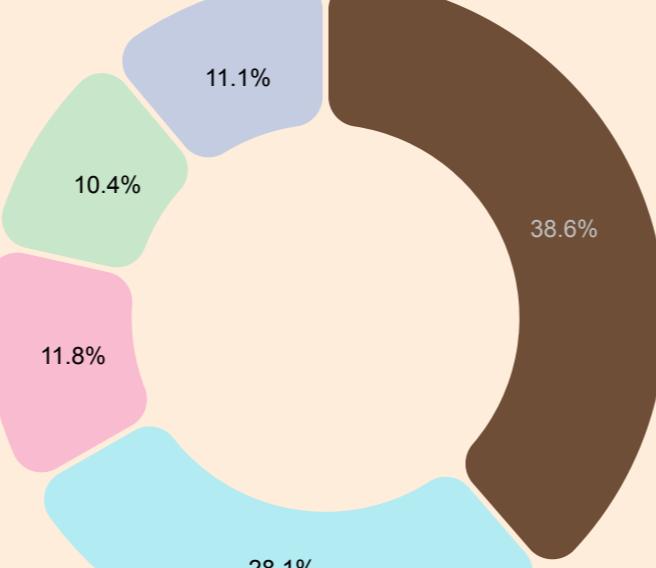
232,243.91

Lower Manhattan

230,057.25

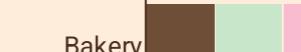
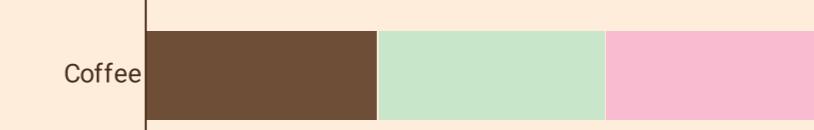
Category wise Revenue

● Coffee ● Tea ● Bakery ● Drinking Chocolate ● Others



Top Selling Products

■ Hell's Kitchen ■ Astoria ■ Lower Manhattan



Coffee beans

0 50K 100K 150K 200K 250K 300K



Insights Derived from Analysis

- **Total Revenue:** The coffee shop has generated over 698K in total revenue, reflecting strong overall sales performance.
- **Transactions:** A total of 146.3K transactions have been successfully completed, highlighting consistent customer engagement.
- **Average Revenue:** The shop maintains an average revenue of 149K, indicating steady earnings across periods.
- **Units Sold:** Across all outlets, more than 214K items have been sold, underscoring strong product demand.
- **Revenue Trend:** Monthly revenue peaked in Month 6, followed by a slight dip in Month 2. Since then, revenue has shown a consistent upward trajectory.
- **Top Outlet Contribution:** The Hell's Kitchen outlet emerged as the highest contributor to overall revenue.
- **Best-Performing Category:** Coffee varieties represent the highest-selling product category, demonstrating customers' strong preference for coffee. Other Key Categories: Alongside coffee, Tea and Bakery items are among the most purchased products, further diversifying sales contributions.