



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

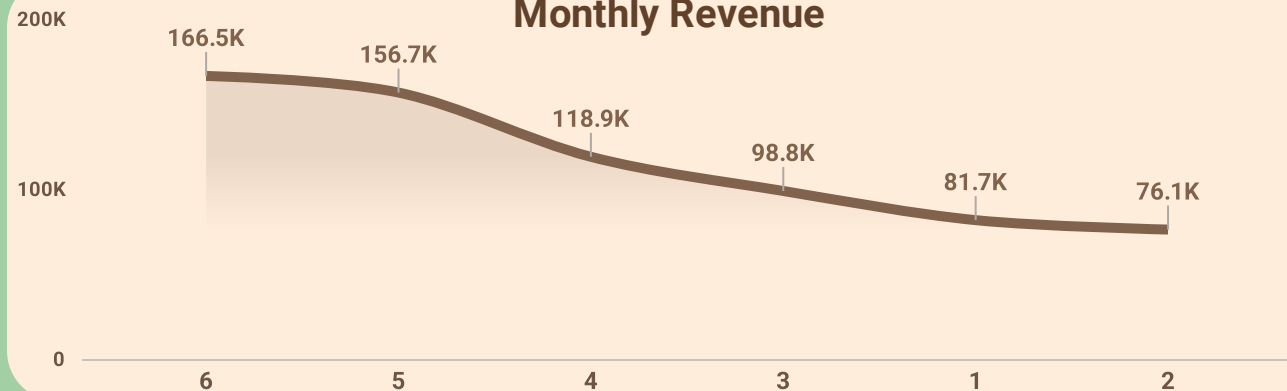
Average Revenue

149.1K

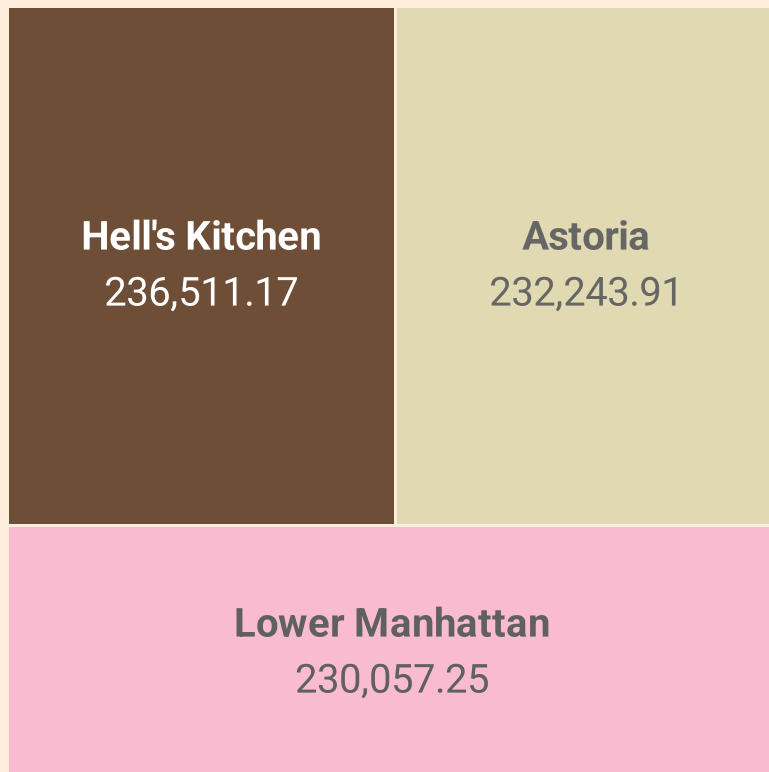
Total QTY Sold

214.5K

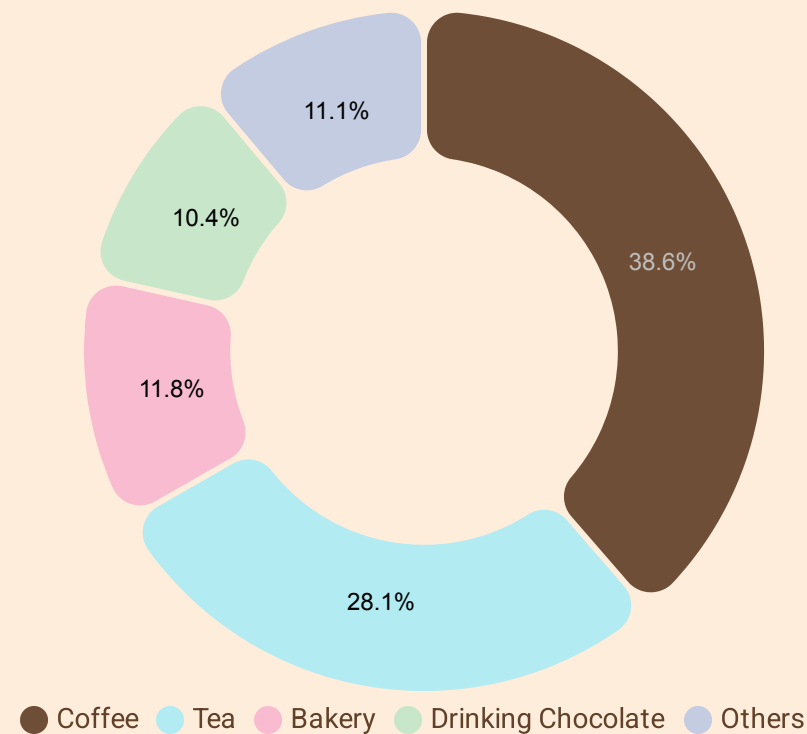
Monthly Revenue



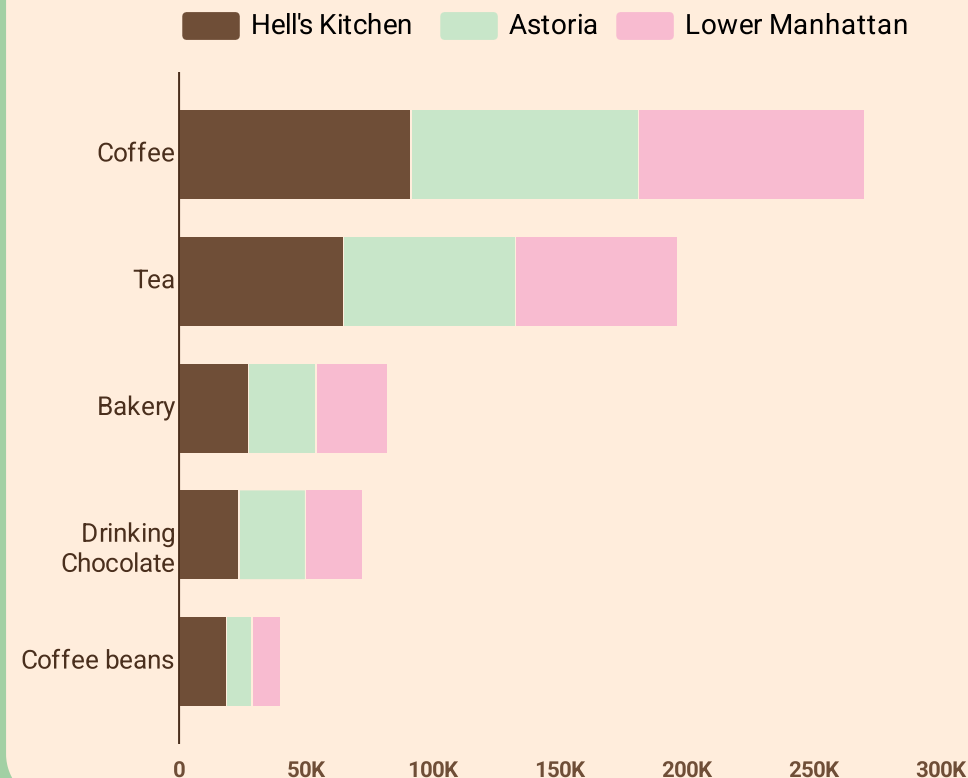
Location wise Revenue



Category wise Revenue



Top Selling Products





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.