Coffee Shop Sales Analysis Project

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

by jayesh sharma

Recommended Analysis :

Sales Variation Analysis

- How do sales vary by day of the week and hour of the day?

Solution: Use a PivotTable to summarize sales data by day of the week and hour. Create a heat map or a line chart to visualize sales activity.

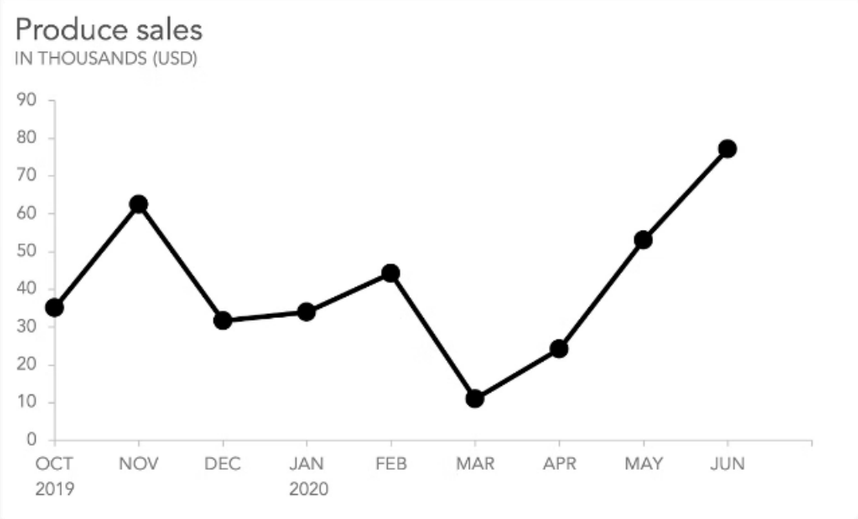
Conclusion: Identify which days and hours have the highest and lowest sales activity. Peak times and days can be determined, which can inform staffing and inventory decisions.

Peak Sales Times

- Are there any peak times for sales activity?

Solution: Analyze the data from the heat map or line chart created above. Highlight peak hours using conditional formatting or annotations.

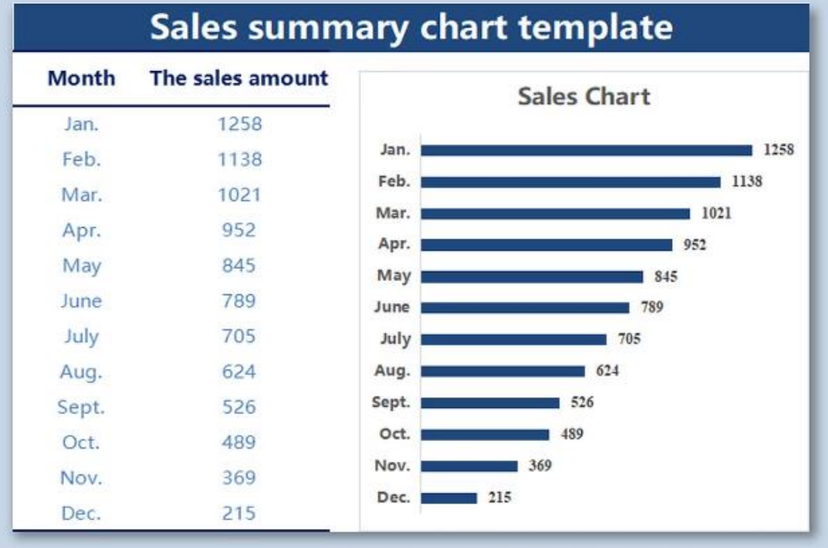
Conclusion: Clearly indicate peak sales times, which could help in optimizing marketing campaigns and resource allocation.



Monthly Sales Revenue

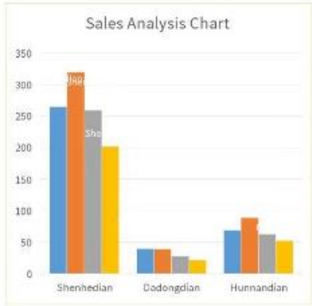
- What is the total sales revenue for each month?

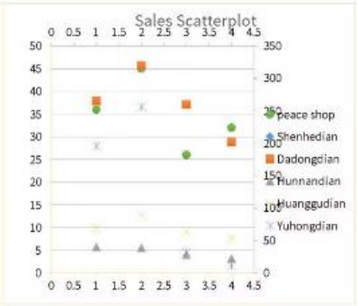
Solution: Use a PivotTable to aggregate total sales revenue by month. Create a bar chart or line chart to display monthly sales trends.
Conclusion: Understand seasonal trends and identify any anomalies or patterns in monthly sales revenue.



STORE SALES DATA COMPARISON TABLE

District Store Name Month	Shenhedian	Dadongdian	Hunnandian	Huanggudian	Yuhongdian	peace shop
January	265	40	69	196	36	35
February	320	39	89	256	45	63
March	260	28	63	32	26	123
April	202	22	53	11	32	321
total	1047	129	274	495	139	542



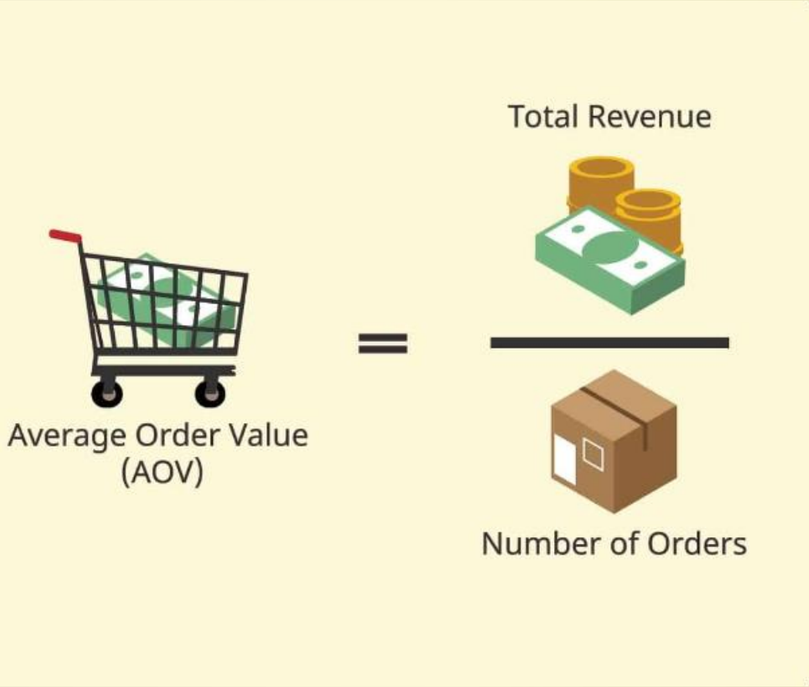


Store Location Performance

- How do sales vary across different store locations?

Solution: Use a PivotTable to summarize sales by store location. Create a bar chart or map visualization to compare sales across locations.

Conclusion: Determine which locations are performing best and worst. This information can guide strategic decisions regarding store operations and marketing efforts.



Average Order Value

- What is the average price/order per person?

Solution: Calculate the average order value by dividing total sales revenue by the total number of orders. Use a summary statistic in a KPI card or a simple table.

Conclusion: Understanding the average order value helps in assessing customer spending behavior and can inform pricing strategies.

Bestselling Products

- Which products are the bestselling in terms of quantity and revenue?

Solution: Use a PivotTable to summarize sales quantities and revenue by product. Create bar charts or a ranked list to display top-selling products.

Conclusion: Identify the top-performing products, which can inform inventory management and marketing strategies.

Product Category Analysis

- How do sales vary by product category and type?

Solution: Use a PivotTable to summarize sales by product category and type. Create stacked bar charts or tree maps to visualize the distribution of sales across categories and types.

Conclusion: Gain insights into which product categories and types contribute most to sales, aiding in product development and marketing focus.