



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.

Start Your Day 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?



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

Row Labels ▼	Sum of Price
Sunday	\$98,330.31
Monday	\$101,677.28
Tuesday	\$99,455.94
Wednesday	\$100,313.54
Thursday	\$100,767.78
Friday	\$101,373.00
Saturday	\$96,894.48
Grand Total	\$698,812.33

Sales hours of the day	
6	\$21,900.27
7	\$63,526.47
8	\$82,699.87
9	\$85,169.53
10	\$88,673.39
11	\$46,319.14
12	\$40,192.79
13	\$40,367.45
14	\$41,304.74
15	\$41,733.10
16	\$41,122.75
17	\$40,134.31
18	\$34,286.20
19	\$28,446.68
20	\$2,935.64
Grand Total	\$698,812.33

What is the total sales revenue for each month?

Row Labels	Sum of Price
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$118,941.08
May	\$156,727.76
June	\$166,485.88
Grand Total	\$698,812.33



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

Row Labels	Sum of Price	Count of transaction_qty
Bakery	\$82,315.64	22796
Branded	\$13,607.00	747
Coffee	\$269,952.45	58416
Coffee beans	\$40,085.25	1753
Drinking Chocolate	\$72,416.00	11468
Flavours	\$8,408.80	6790
Loose Tea	\$11,213.60	1210
Packaged Chocolate	\$4,407.64	487
Tea	\$196,405.95	45449
Grand Total	\$698,812.33	149116

How do sales vary by product category and type?

Row Labels	Sum of Price
☐ Barista Espresso	
Coffee	\$91,406.20
☐ Brewed Black tea	
Tea	\$47,932.00
☐ Brewed Chai tea	
Tea	\$77,081.95
☐ Brewed herbal tea	
Tea	\$47,539.50
☐ Drip coffee	
Coffee	\$31,984.00
☐ Gourmet brewed coffee	
Coffee	\$70,034.60
☐ Hot chocolate	
Drinking Chocolate	\$72,416.00
☐ Organic brewed coffee	
Coffee	\$37,746.50
☐ Premium brewed coffee	
Coffee	\$38,781.15
☐ Scone	
Bakery	\$36,866.12
Grand Total	\$551,788.02





How do sales vary across different store locations?

Row Labels	Count of transaction	Sum of Price
Astoria	50599	\$232,243.91
Hell's Kitchen	50735	\$236,511.17
Lower Manhatt	47782	\$230,057.25
Grand Total	149116	\$698,812.33

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