

## **Project Overview**

This project aimed to analyze the sales performance of the coffee shop across various metrics to gain insights into customer behavior, optimize operations, and enhance business strategies. The data covers total sales, footfall, average bill and order per person, peak ordering times, sales distribution by product categories and sizes, performance across store locations, and footfall distribution on weekdays.

## **Key Metrics**

1. **Total Sales:** \$6,98,812.33
2. **Total Footfall:** 149,116
3. **Average Bill per Person:** \$4.69
4. **Average Order per Person:** 1.44

## **Sales Performance and Insights**

### **1. Quantity Ordered Based on Hour:**

1. Peak ordering time is around 9 AM, with approximately 25,000 orders.
2. Significant drop in orders after 11 AM, stabilizing around 5,000 orders from 1 PM onwards.
3. Insight: Focus on morning hours for promotional activities and staffing optimization.

### **2. Categories % Distribution Based on Sales:**

4. Coffee accounts for the highest sales at 39%.
5. Other notable categories include Bakery (12%), Branded (23%), and Tea (10%).
6. Insight: Prioritize inventory and marketing efforts towards top-performing categories.

### **3. % Size Distribution Based on Orders:**

7. Regular and Large sizes each constitute 30% of the orders.
8. Small size orders make up 31%, while 9% of the orders are not defined.
9. Insight: Consider promotional offers on Regular and Large sizes to boost sales.

### **4. Footfall and Sales Over Various Store Locations:**

10. Hell's Kitchen has the highest sales at \$2,36,511.17 with a footfall of 50,735.

11. Astoria and Lower Manhattan have similar sales figures around \$2,32,243.91 and \$2,30,057.25, with footfalls of 50,599 and 47,782 respectively.
12. Insight: Tailor marketing strategies to leverage the strengths of each store location.

## **5. Top 5 Products Based on Sales:**

13. Barista Espresso leads with \$91,406.20 in sales.
14. Other top products include Brewed Black Tea (\$77,081.95), Brewed Chai Tea (\$70,034.60), Gourmet Brewed Coffee (\$72,416.00), and Hot Chocolate (\$47,932.00).
15. Insight: Highlight these top products in promotions and cross-selling strategies.

## **6. Order on Week Days:**

16. Tuesday and Friday have the highest footfall, around 21,600.
17. Saturday has the lowest footfall, approximately 20,000.
18. Insight: Implement special offers or events on slower days to boost footfall.

## **Recommendations**

1. Optimize Morning Operations: Increase staffing and promotions during peak morning hours to maximize sales and customer satisfaction.
2. Inventory Management: Focus on maintaining stock levels of top-performing categories like Coffee and Bakery items.
3. Targeted Marketing: Develop tailored marketing strategies for each store location based on their sales and footfall performance.
4. Promote Top Products: Highlight top-selling products in marketing campaigns to drive sales.
5. Enhance Weekday Offers: Create special offers or events on days with lower footfall to attract more customers.

## **Conclusion**

The comprehensive analysis of the coffee shop's sales data provides valuable insights into customer preferences, peak ordering times, and performance across different store locations. By implementing the recommendations, the coffee shop can optimize operations, improve customer satisfaction, and achieve sustained revenue growth.