

PROBLEM RECAP

A coffee shop company operates across three locations and receives high volumes of daily sales. However, they lack the expertise to analyse this data effectively, making it difficult for them to gain insights into their business performance. They need a data analyst to process and evaluate their sales data to identify trends, optimize product offerings, and pinpoint peak sales times for each location which will help them make data-driven decisions to maximize revenue and improve overall efficiency.

They need insights on;

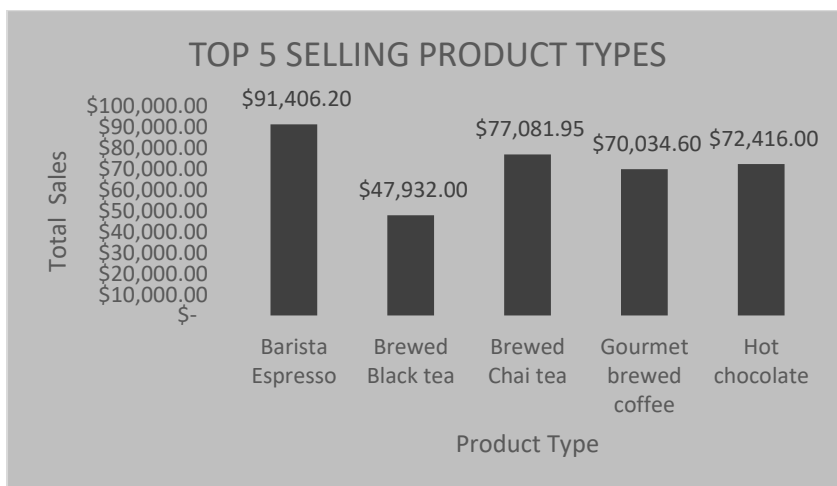
1. Top 5 performing products across all stores
2. Peak Sales times during the day
3. Months with the highest Sales
4. Top selling product categories

PROCESS

1. DATA UNDERSTANDING
2. DATA CLEANING
3. DATA MODELLING
4. DATA ANALYSIS
5. UNCOVER INSIGHTS

INSIGHTS

1. Top 5 performing products across all stores



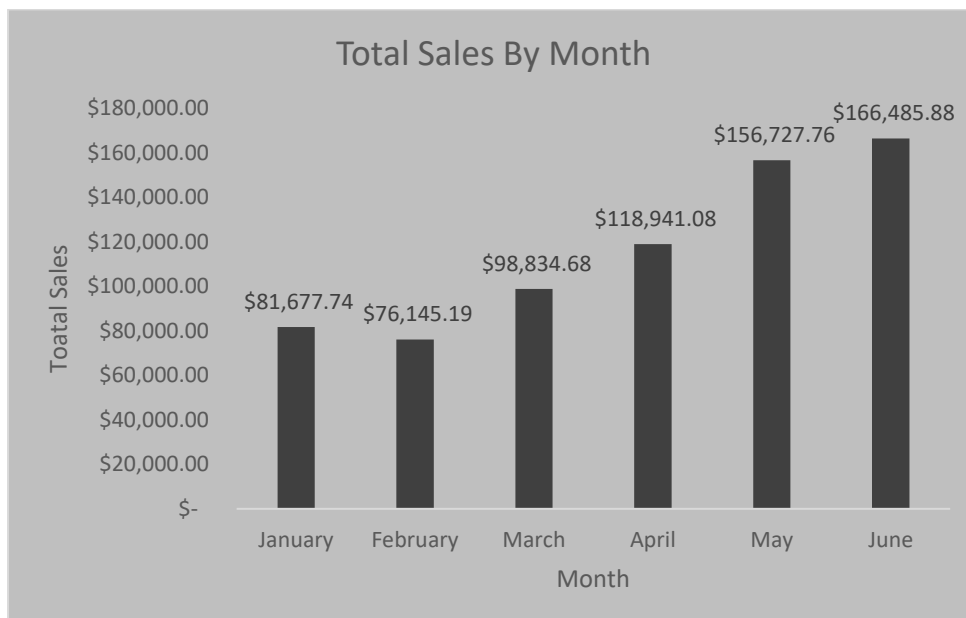
- The top 5 selling products in descending order are; Brista Espresso, Brewed Chai tea, Hot chocolate, Gourmet brewed coffee and Brewed Black tea.

2. Peak Sales times during the day



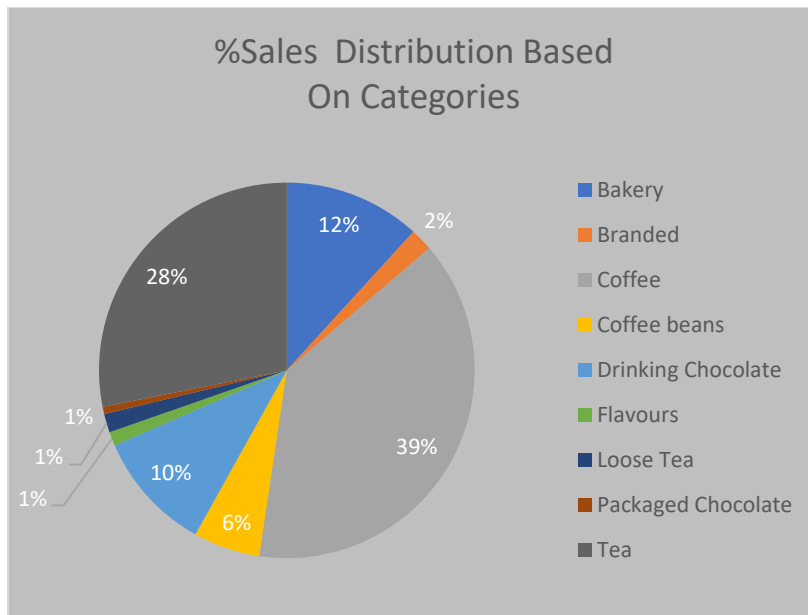
- The busiest times are between 7-10 AM (morning rush), sales drop to about half the maximum of the morning rush and then significantly drop after 7 PM.

3. Months with the highest Sales



- June and May have the highest total sales racking up over \$150 000.00 each

4. Top selling product categories



- Our top 3 selling product categories are; Coffee: Account for 39% of total sales, Tea: Account for 28% of total sales, Bakery: Make up 12% of sales.

SUMMARY

The top 5 selling products, in order, are Barista Espresso, Brewed Chai Tea, Hot Chocolate, Gourmet Brewed Coffee, and Brewed Black Tea. Peak sales occur from 7-10 AM, with a notable drop after 7 PM. The highest monthly sales are in June and May, each exceeding \$150,000. The top product categories are Coffee (39% of total sales), Tea (28%), and Bakery (12%).

RECOMMENDATIONS

- Optimize Staffing during peak times (morning and afternoon) to reduce wait times and improve customer satisfaction.
- Expand Popular Items by adding variations or combos to boost sales.
- Stock Up on best-selling items at high-traffic locations to maximize revenue opportunities.
- Increase Upsell Opportunities by promoting add-ons at the counter, such as snacks or pastries with every drink purchase.