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# COFFEE SHOP ANALYSIS

Dataset: Coffee Shop Sales ( Kaggle)  
11 unique columns and 149,116 Rows  
Locations: Hell's Kitchen, Lower  
Manhattan, Astoria

# Dataset Overview

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The dataset contains sales transactions from three coffee shop branches: Hell's Kitchen, Lower Manhattan, and Astoria. Each record transaction id , transaction date, transaction time, transaction qty, store id, store location, product id, unit price, product category, product type and product detail

Time range covers six months of daily sales.

Source: Kaggle – Coffee Shop Sales by Ahmed Abbas.



# Research Questions

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1. Which store generates the highest revenue?
2. Which product categories contribute most to total sales?
3. What are the peak sales months and time periods?
4. How do sales patterns differ across locations?
5. What operational adjustments can improve performance?



# Data Cleaning Summary

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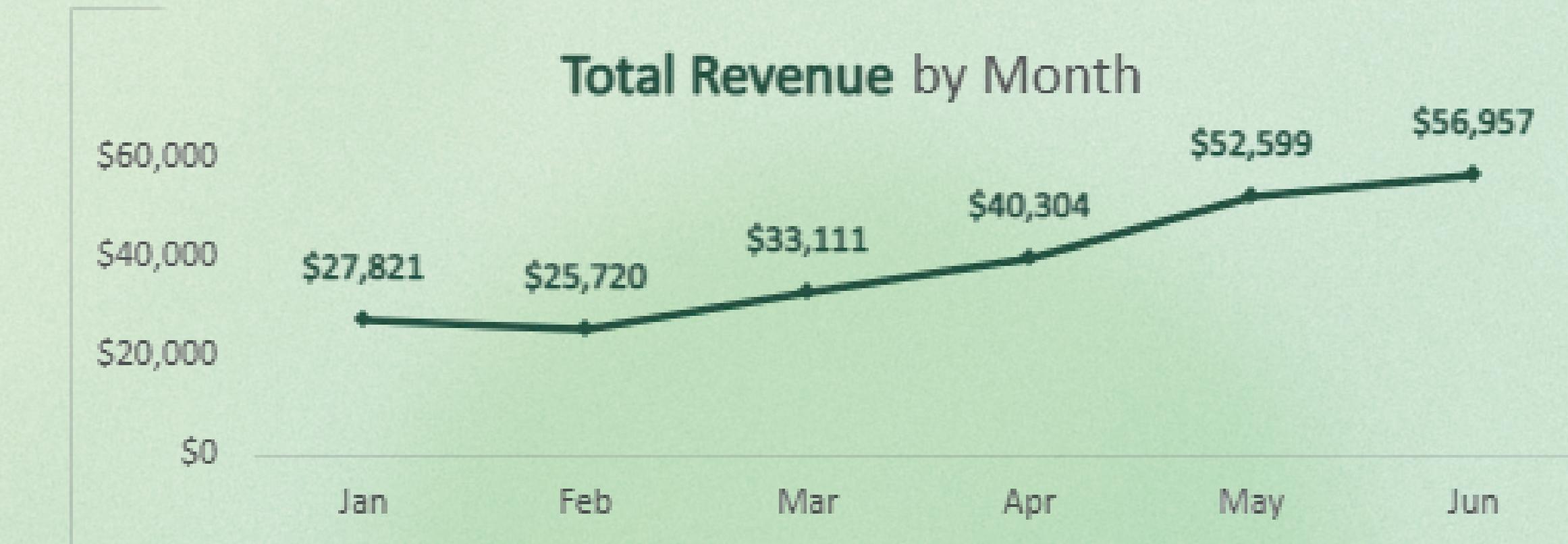
1. Removed duplicate entries to ensure data accuracy.
2. Added necessary calculated columns (Revenue = quantity × unit price).
3. Standardized date and category formats.
4. Verified consistency in store names and product labels.
5. Additionally, six new columns were created to enhance analysis, providing derived metrics such as revenue, sales per hour, and other calculated insights that supported deeper trend evaluation

Tool Used: Microsoft Excel (Formulas, Filtering, Sorting).

# Key Analysis and Visuals - Store Performance

1. Hell's Kitchen: Highest total revenue.
2. Astoria: Strongest growth trend.
3. Lower Manhattan: Lowest average sales.

Select Location

    
 Astoria  
 Hell's Kitchen  
 Lower Manhattan

# Key Analysis and Visuals

## - Product Insights

01.

Coffee is the best-selling product across all stores.

02.

Tea sales remain consistent across locations.

03.

Bakery items contribute moderately to overall revenue.

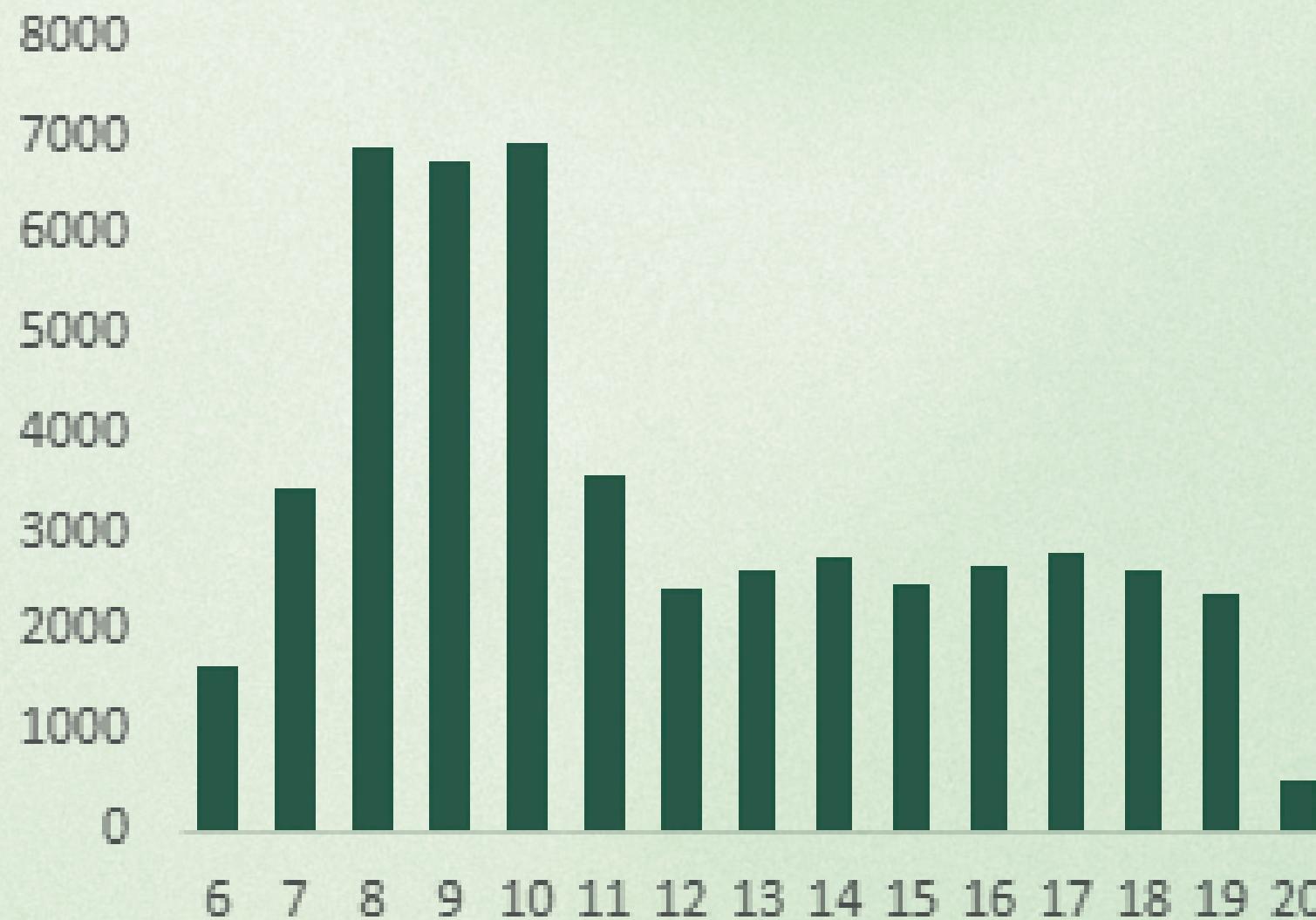
Transactions by product categories



# Key Analysis and Visuals - Time Trends

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Transactions by Hour of day



1. Peak sales occur in June.
2. Lowest sales observed in early-year months.
3. Evening hours show declining activity at Lower Manhattan.

# Insights and Conclusions

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1. Hell's Kitchen leads in total revenue, making it the top-performing branch.
2. Astoria demonstrates the fastest growth and potential for expansion.
3. Coffee remains the main revenue driver.
4. Lower Manhattan may reduce hours due to low evening sales.
5. June is the most profitable month for promotions.

# Limitations and Future Work

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## Limitations

1. Dataset limited to six months—longer data could show seasonal variations.
2. Customer demographics not included.

## Future Work

1. Expand analysis to Power BI or Tableau.
2. Incorporate customer feedback data.
3. Develop forecasting models

# Final Thoughts

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The analysis provided actionable insights into store performance, product trends, and time-based patterns. Recommendations can guide business decisions and operational improvements. Demonstrates the power of Excel for end-to-end analytics.

Thank you !