SALES ANALYSIS REPORT

1. Introduction

This project analyzes sales data from a coffee shop chain covering January to June 2023. The goal was to uncover performance trends, customer behavior, and product insights that can guide strategic business decisions. Using Power BI for data cleaning, modeling, and visualization, the dashboard explores revenue, orders, product categories, and store performance over time.

Key Business Questions

- How do sales, orders, and quantities sold change month by month?
- What are the differences in sales performance between weekdays and weekends?
- Which store locations and product categories generate the most revenue?
- What are the top-performing products overall and within the coffee category?
- How do sales fluctuate across days and hours?

2. Key Insights

Overall Performance

• The chain generated steady sales growth across the six months, though fluctuations were observed, reflecting demand seasonality and customer behavior.
• On average, weekdays accounted for the majority of sales, while weekends contributed a smaller but consistent share.
• Order volume and quantities sold followed a similar pattern to revenue, highlighting stable purchasing behavior.

Store Performance

• Certain outlets consistently outperformed others, contributing a large share of total sales.
• Lower-performing branches showed revenue gaps that may be linked to location dynamics, customer traffic, or marketing strategies.

Product Insights

• Coffee and tea products were the primary revenue drivers, followed by bakery items.
• Packaged goods such as branded and packaged chocolate contributed the least, indicating lower demand or weaker product positioning.
• The top-selling items across the period were brewed teas, brewed coffee, and select bakery products.

Time-Based Patterns

• Sales varied significantly across months, with some months outperforming others due to customer demand cycles.
• Weekdays generally outperformed weekends, suggesting stronger routine purchases linked to workdays.
• Daily sales heatmaps showed clear peaks during morning and midday hours, aligning with typical coffee consumption habits.

3. Business Implications

• Revenue Concentration: The business is heavily dependent on coffee and tea, making diversification a potential growth area.
• Uneven Store Distribution: A few outlets carry much of the sales load, while others lag behind.
• Customer Timing Patterns: Strong weekday performance and peak hours highlight opportunities for time-specific promotions.

4. Recommendations

1. Support Underperforming Outlets
   - Investigate operational differences between top and low-performing stores.
   - Introduce localized marketing campaigns to boost branch performance.

2. Diversify Product Sales
   - Promote underperforming categories (e.g., packaged chocolates) through bundled offers with high-selling coffee and tea.
   - Explore introducing new variants or limited-time offers to broaden demand.

3. Leverage Customer Timing
   - Maintain weekday strength with loyalty programs for frequent buyers.
   - Launch weekend-focused promotions to attract more foot traffic.
   - Target morning peaks with breakfast combos and upsell opportunities.

5. Conclusion

The sales analysis from January to June 2023 highlights consistent demand for coffee and tea, stronger weekday sales, and branch level performance gaps. By acting on these insights, the coffee shop can strengthen underperforming outlets, diversify revenue streams, and tailor promotions to customer timing patterns ultimately improving overall business growth and customer engagement.

Report by Moses Ogilo.