

## Executive Summary – Coffee Shop Sales Analysis Dashboard

This project presents a comprehensive **sales performance analysis of a coffee shop chain** using an interactive dashboard. The objective was to analyse **customer behaviour, sales trends, product performance, and store-level efficiency** to support data-driven business decisions.

The dashboard consolidates transactional data across multiple dimensions such as **time, product categories, order sizes, weekdays, and store locations**, enabling stakeholders to quickly identify patterns and opportunities for growth.

### ◆ Overall Performance Highlights

- The coffee shop generated **\$25,346.99 in total sales** with a **footfall of 5,450 customers** during the selected period.
- The **average bill per person** stands at **\$4.65**, while the **average order per person** is **1.42**, indicating consistent purchasing behaviour with scope for upselling.
- Sales activity is strongest during **morning hours (7 AM – 10 AM)**, reflecting peak demand driven by commuter and breakfast traffic.

### ◆ Product & Category Insights

- **Coffee dominates sales**, contributing approximately **39% of total revenue**, making it the primary revenue driver.
- **Tea and packaged chocolate products** also show strong performance, together accounting for a significant portion of sales.
- Among individual products, **Barista Espresso** leads sales, followed by **Brewed Chai Tea, Gourmet Brewed Coffee, and Hot Chocolate**, highlighting customer preference for classic and premium beverages.

### ◆ Order Size & Customer Preferences

- **Regular and Large sizes** make up nearly **60% of all orders**, suggesting customers are willing to spend slightly more per purchase.
- **Small-sized orders** contribute a smaller share, indicating potential to promote value upgrades through pricing or combo offers.

### ◆ Store Location Performance

- **Hell's Kitchen** records the **highest sales revenue**, while **Astoria** shows the **highest footfall**, suggesting high traffic but relatively lower average ticket size.
- **Lower Manhattan**, despite lower footfall, maintains strong revenue performance, indicating higher spending per customer.

- These insights help identify where pricing strategies, promotions, or staffing optimizations can be applied.

## ◆ Weekly Trends

- Sales peak on **Tuesdays and Wednesdays**, with slightly lower performance on weekends.
- This pattern suggests strong weekday demand driven by working professionals and office traffic, opening opportunities for **weekend promotions and loyalty offers**.

## ◆ Business Impact

This dashboard enables management to:

- Optimize staff scheduling based on hourly demand
- Improve product placement and promotions for high-performing items
- Design location-specific strategies to increase revenue per customer
- Identify upselling opportunities through size and combo recommendations

## ◆ Conclusion

The Coffee Shop Sales Dashboard successfully transforms raw sales data into **actionable insights**. By combining key metrics, trend analysis, and interactive filtering, this project demonstrates how data visualization can support **strategic decision-making, revenue optimization, and customer experience enhancement**.