



Enhancing Coffee Shop Performance Through Data Analysis

Introduction to the importance of retail
sales data analysis in coffee shops.

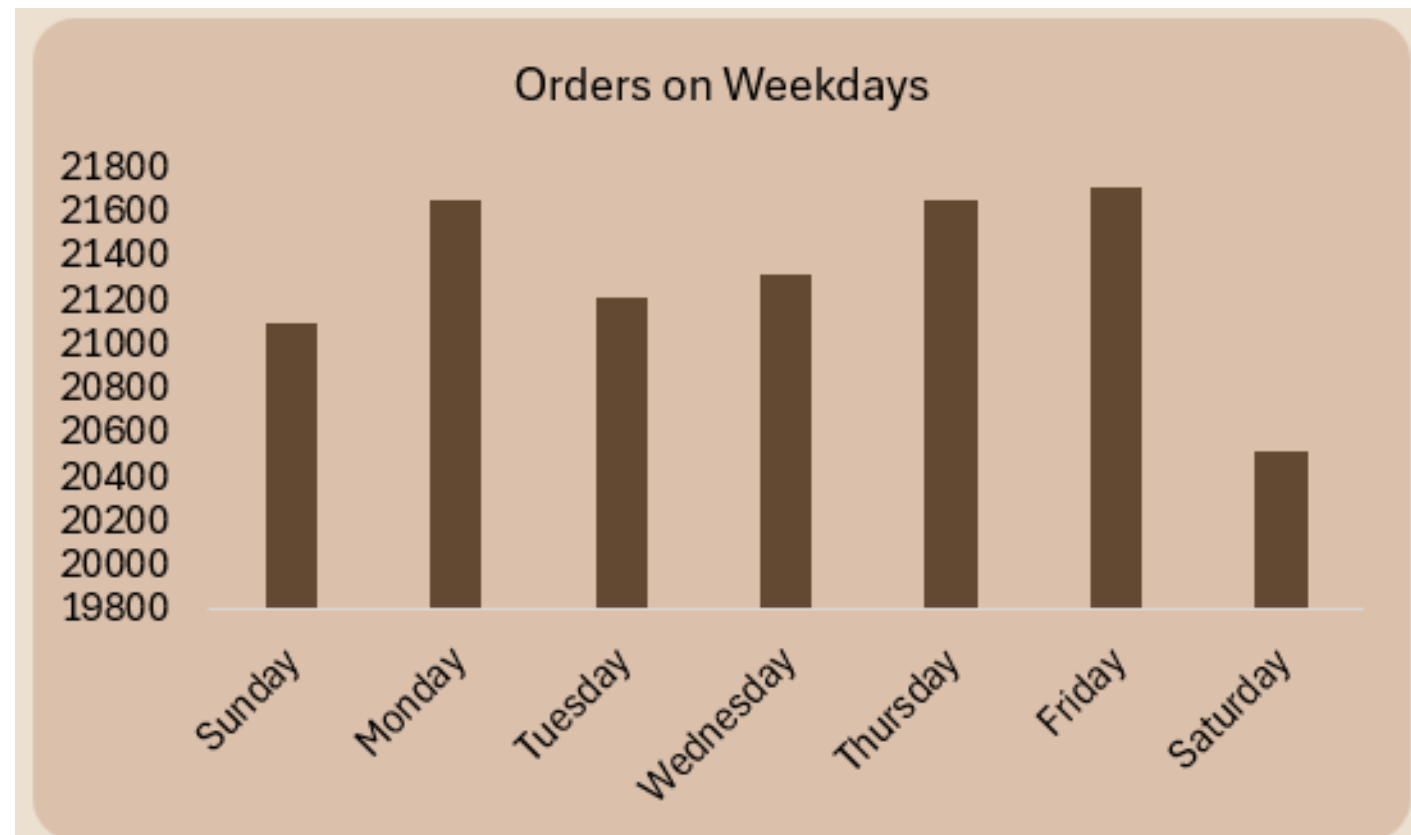


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Presenter

Key Analytical Questions

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the total revenue for each month?
- How do sales vary across different stores?
- What is the average price /Order per person?
- Which Product are best selling in terms of quantity and revenue?
- How do sales vary by product category and type?

How do sales vary by day of the week and hour of the day?



Sales Flactuation by day of the week

- Monday's and Fridays have the highest sales of the week
- Saturday's have the lowest sales of the week.



Sales Flactuation by hour of the day

- Sales peak's in the morning from 8 am to 10 pm.
- Most People prefer avoid coffee in the evening.

Location-Based Sales Analysis



Highest revenue

Hell's Kitchen store has the highest revenue of 236k during Jan to May.



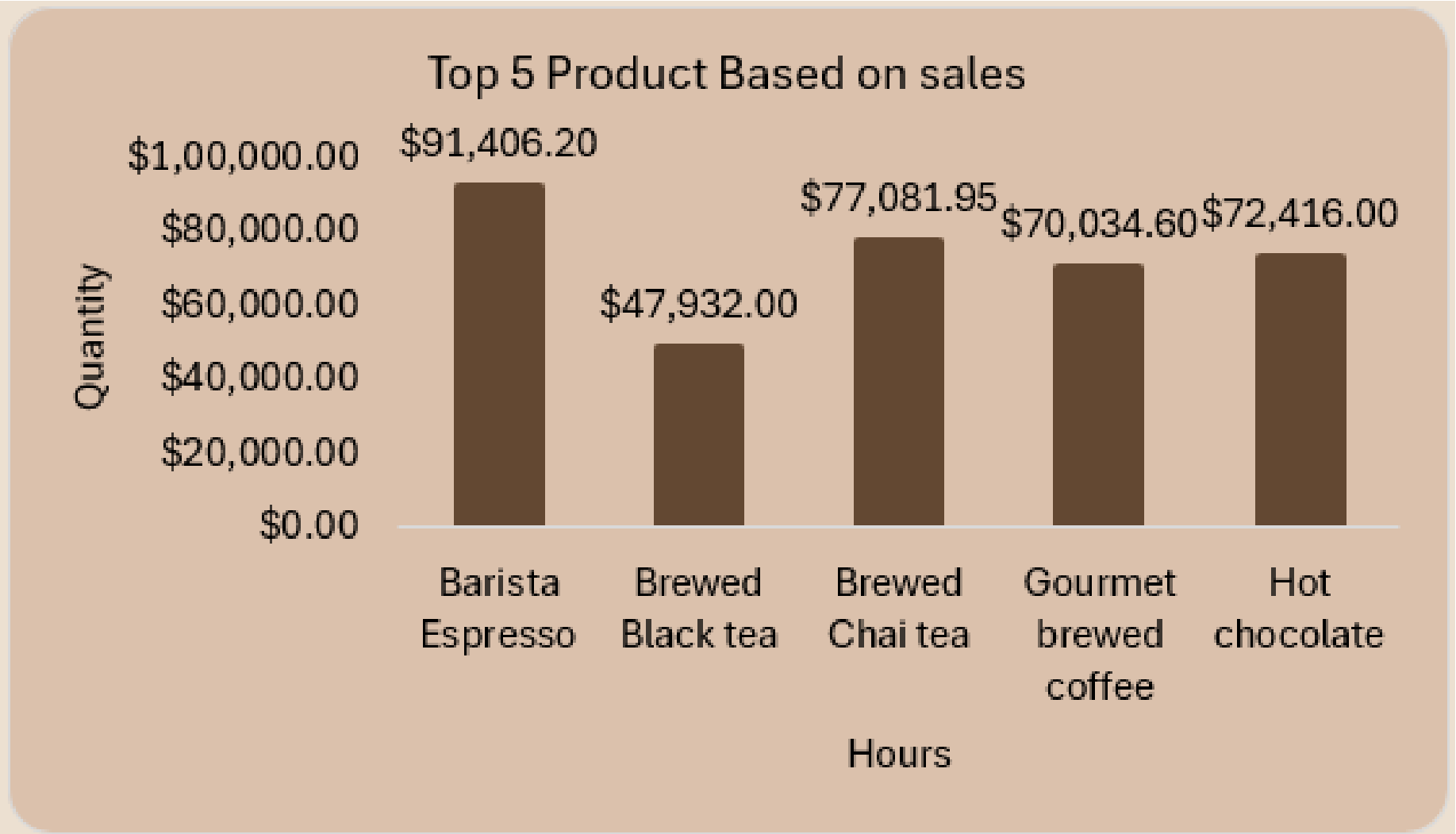
Highest Footfall among the stores

Hell's Kitchen has the highest footfall of 50k.

Product Performance Analysis

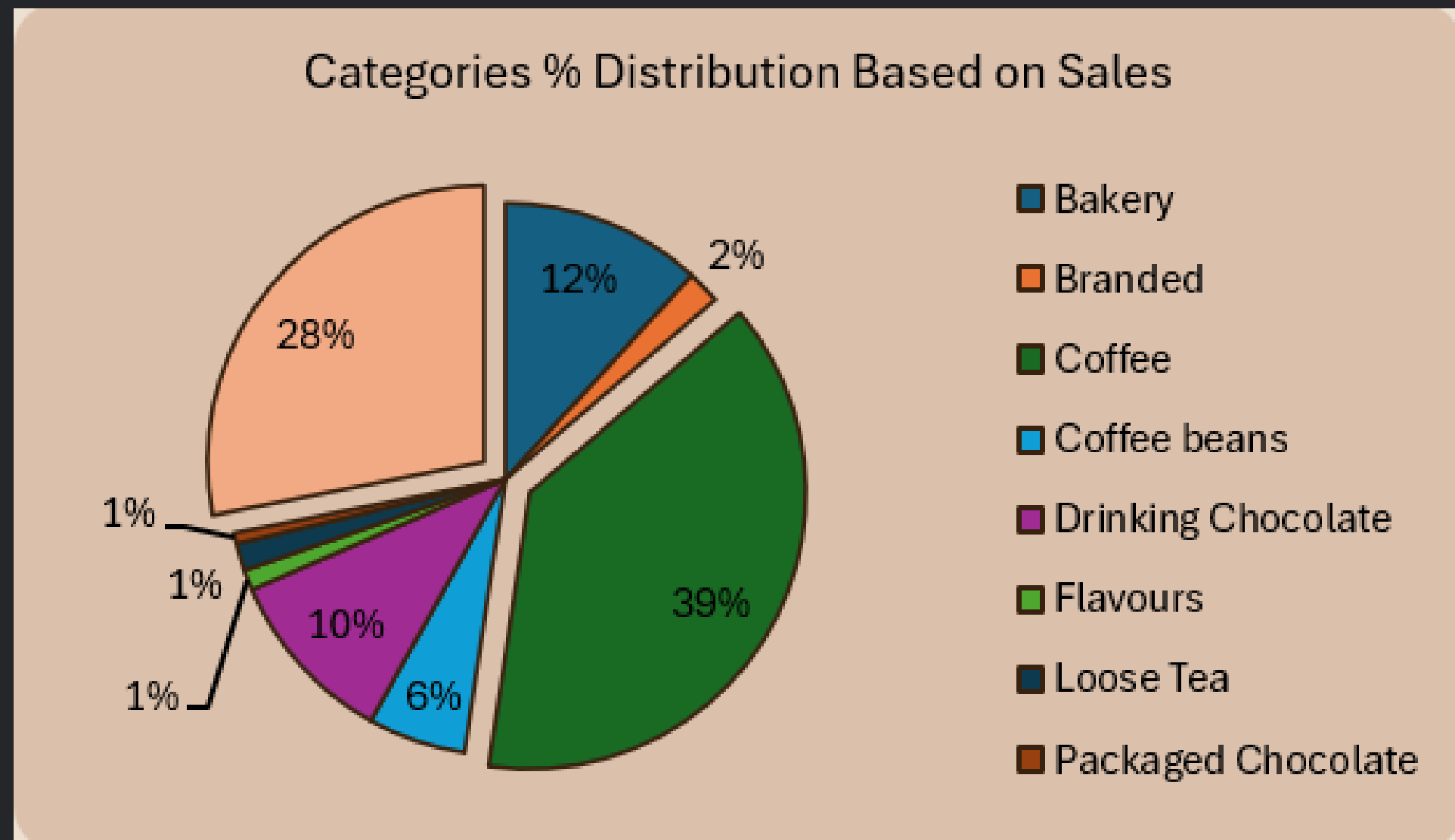
Highest Selling Product

Barista Espresso- \$91k dollors



Category Performance Analysis

Coffee has the highest revenue among the other product category sold at the stores with 39% share.



Total sales Revenue and Average Order per person

\$6,98,812.33

Total Sales

\$4.69

Average Bill/Person

149116

Total Footfall

Thank You

- I am still learning and I know have made some mistakes in this dashboard.
- Hope you like first Dashboard.

