

CAFE SALES

Data Analysis

Business Task Summary

Analyze the sales data
and provide insights and
recommendations for
the cafe

Data Description

Data Source - Kaggle (Cafe Sales)

The sales data has 10,000 records
and 8 attributes relating to the
transactions.

Data Cleaning

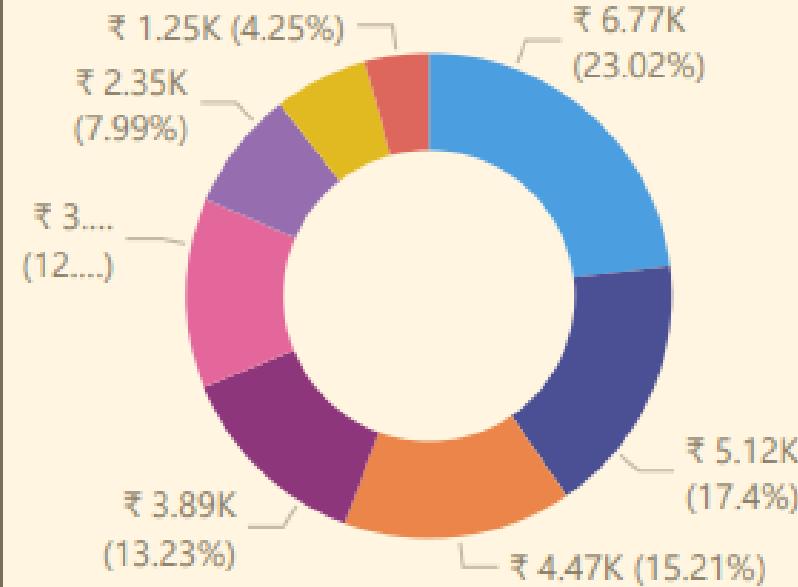
The missing values in fields like Price Per Unit, Quantity and Total Spent were filled using Excel formula ($=IF(AND(ISNUMBER(x), ISNUMBER(y)), x * y, "")$) and $=IF(AND(ISNUMBER(x), ISNUMBER(y)), x/y, "")$.

The data has many missing values in fields like payment method and location, these were ignored while making specific analysis.

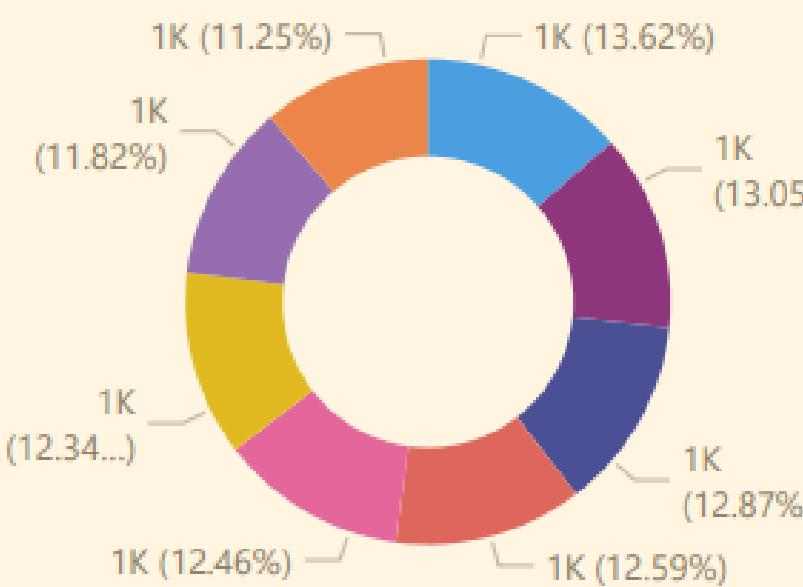


Cafe Sales Analysis

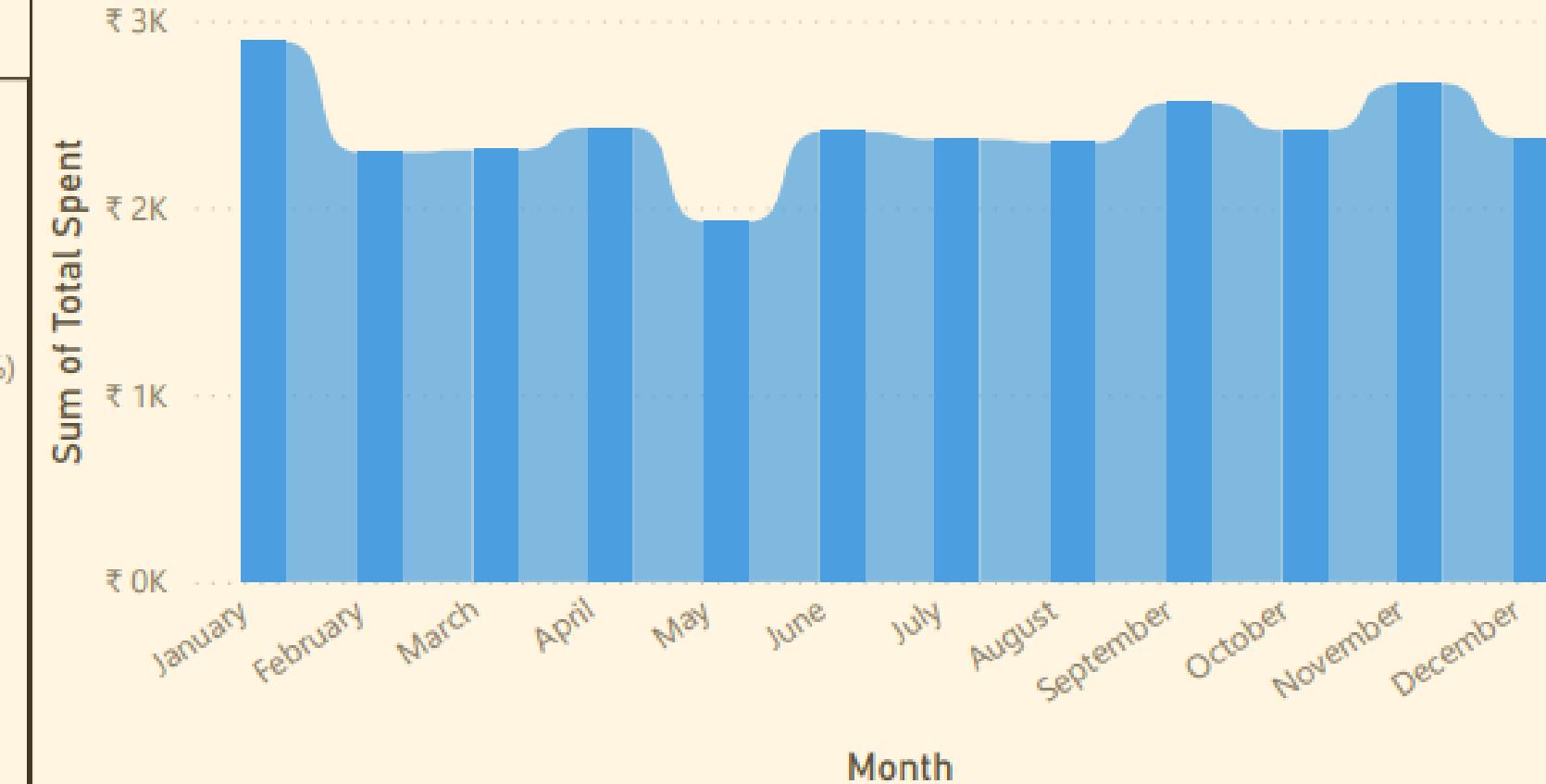
Revenue by Item



Quantity Ordered by Item

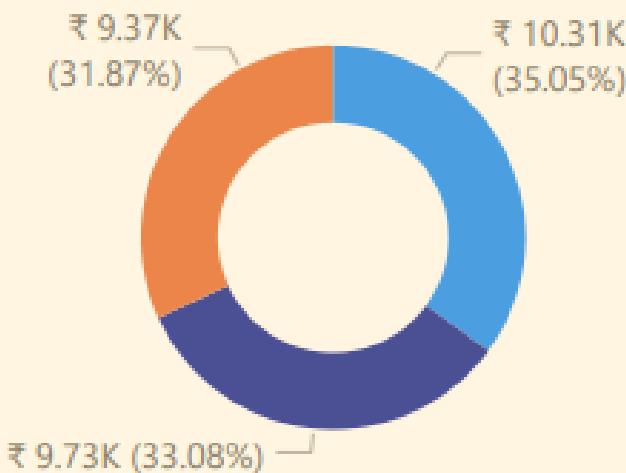


Revenue by Month



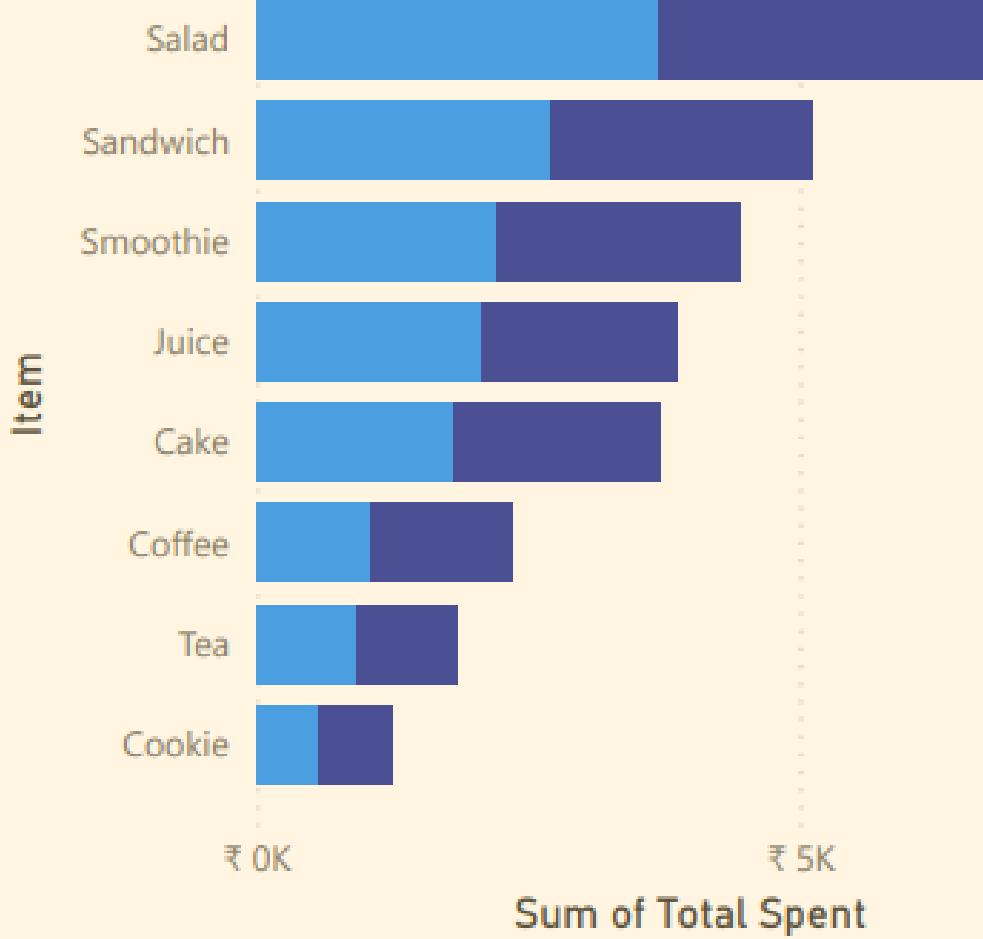
Revenue by Payment Method

Digital Wallet (33.08%) | Cash (35.05%) | Credit Card (31.87%)



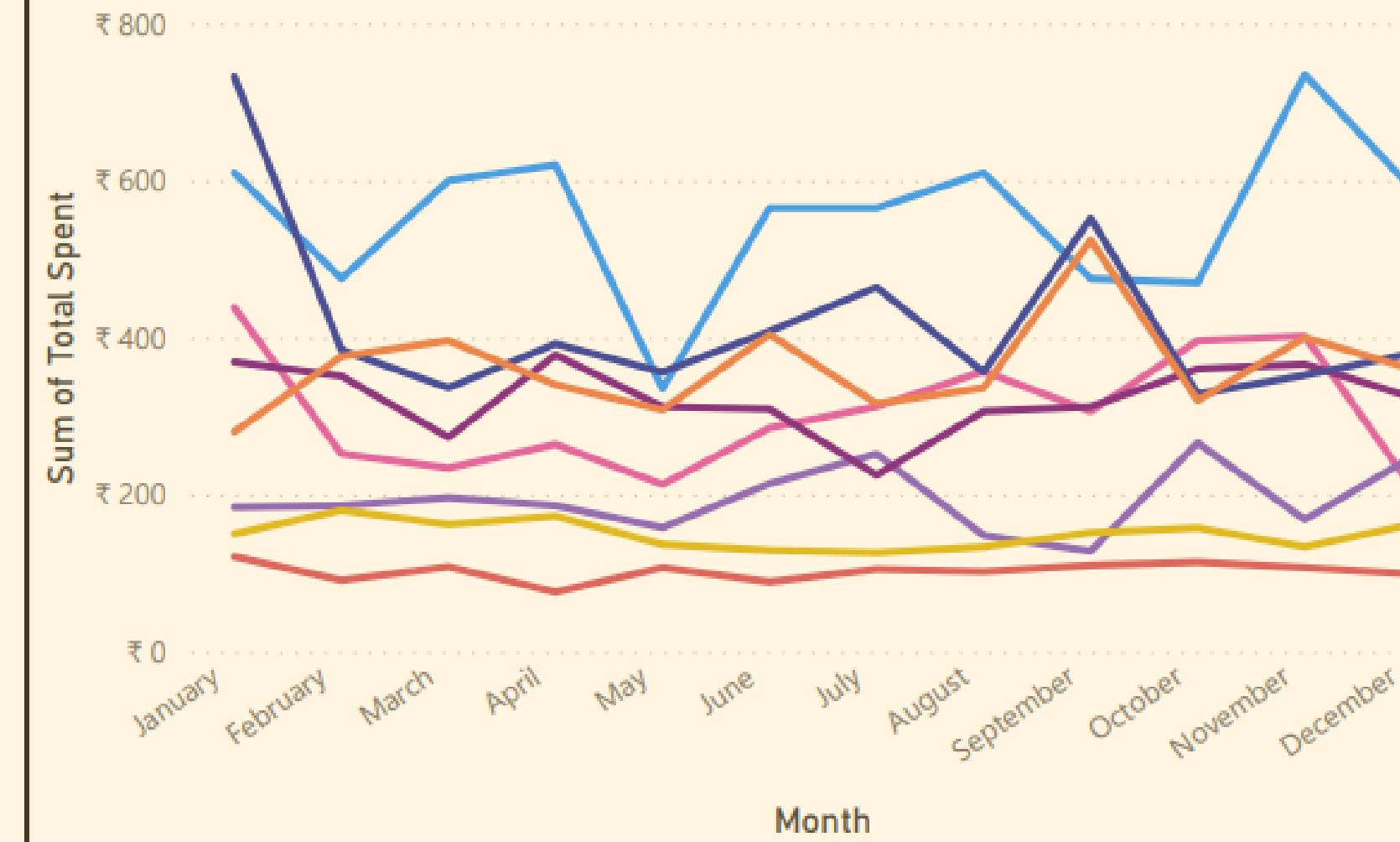
Item Revenue by Location

Location: In-store (Blue) | Takeaway (Dark Blue)



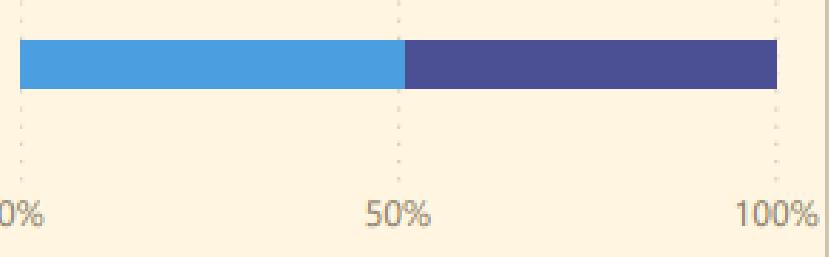
Monthly Revenue by Item

Item: Cake (Red), Coffee (Blue), Cookie (Green), Juice (Yellow), Salad (Purple), Sandwich (Orange), Smoothie (Pink), Tea (Dark Blue)



Revenue by Location

Location: In-store (Blue) | Takeaway (Dark Blue)



Insights

Revenue Insights:

- Salad generated the highest revenue, contributing ₹6,770.
- Cookie recorded the least revenue, contributing only ₹1,251.

Popularity Insights:

- Salad had the highest number of orders, with 1,354 orders in total.
- Smoothie had the lowest number of orders, with 1,118 orders.

Payment Methods:

- The revenue was evenly distributed across three payment methods (Digital Wallet, Cash, Credit Card).

Location Contribution:

- Revenue generation was evenly split between In-store and takeaways.

Seasonal Trends:

- Sales were at their highest in January and November, highlighting these as key periods for business performance.

Recommendations

1. Menu Adjustments:

- Focus on high-revenue items (Salad, Sandwich, Smoothie).
- Promote low-performing items with discounts or combos.

2. Data Management:

- Streamline payment tracking and location data logging.

3. Seasonal Strategies:

- Plan promotions in low-performing months like May.
- Increase inventory of popular items during peak months (January, November).

Resources

Data -

<https://www.kaggle.com/datasets/ahmedmohamed2003/cafe-sales-dirty-data-for-cleaning-training>

PowerBI File -

<https://drive.google.com/file/d/13uK37NhxEuzPjH9GSICPqR4azZfn0pmd/view?usp=sharing>