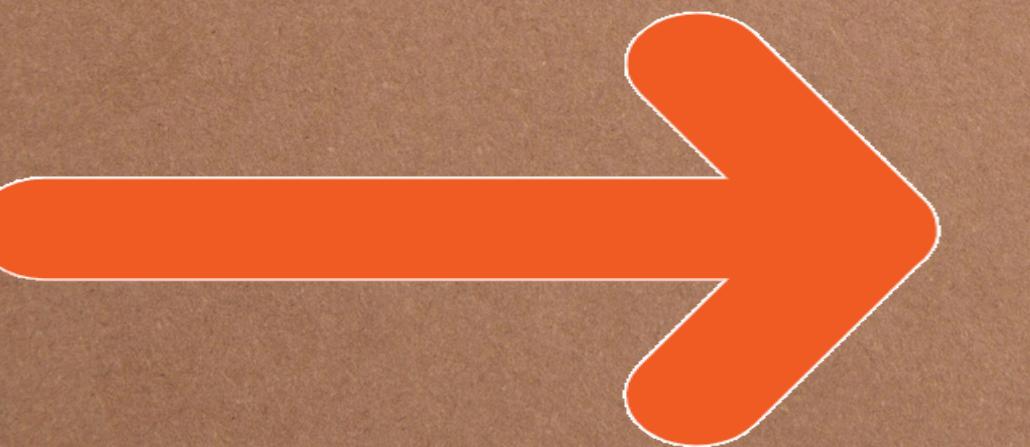


Coffee Shop Sales Report

By Navneet Rathore



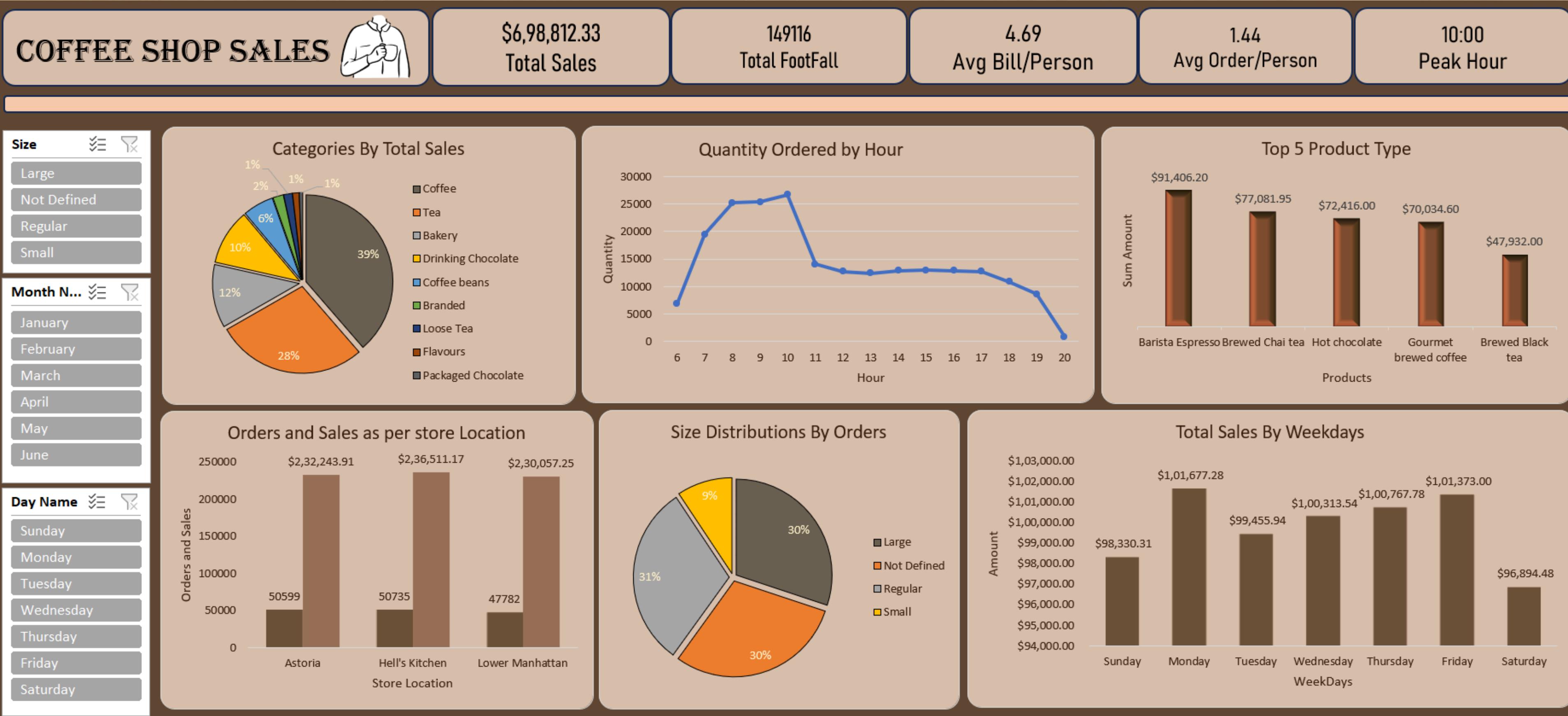


Introduction

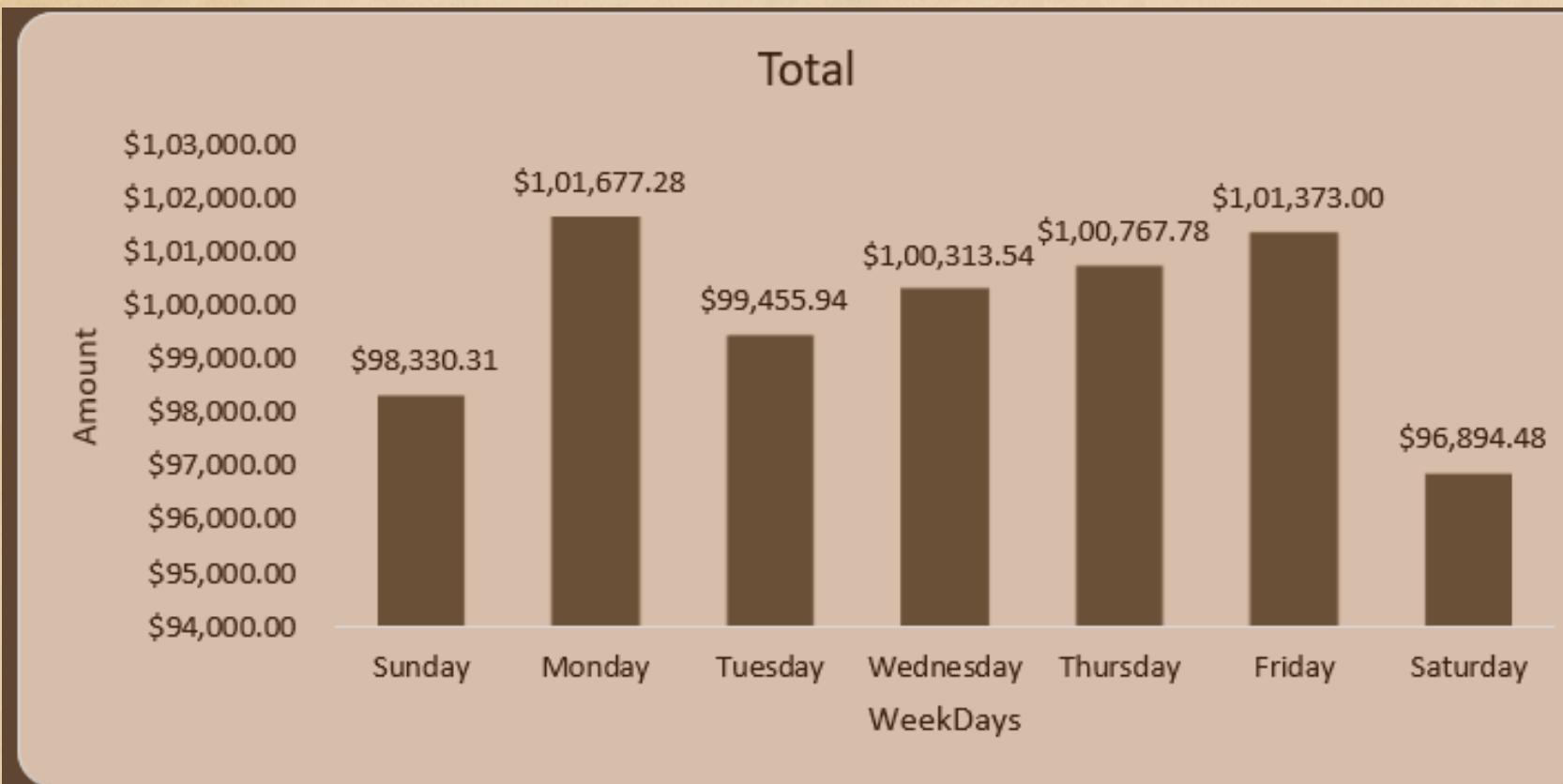


The goal of this project was to uncover insights from sales data to enhance the shop's performance. Using Excel's Power Query, Pivot Tables, and Visualization, I explored key business questions like sales trends by day and hour, monthly revenue, location performance, and top-selling products. This analysis helps optimize operations, improve inventory management, and boost customer satisfaction. Let's dive into the details and discover how data-driven decisions can transform a business!

DASHBOARD

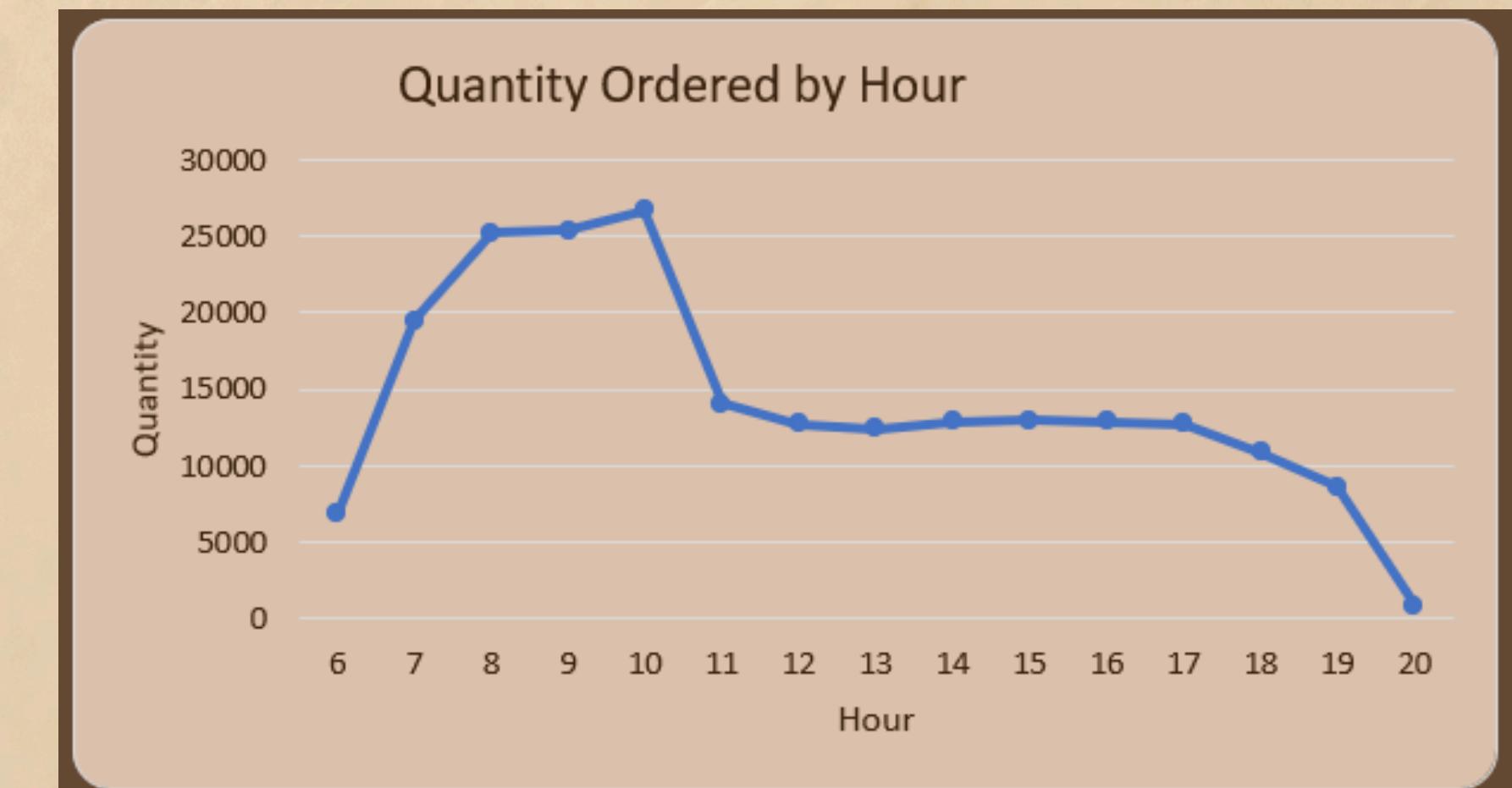


How do sales vary by day of the week and hour of the day? Are there peak times for sales activity?



Mondays typically see the highest sales, followed by Fridays. Sundays generally have the lowest sales volume

Peak sales hours occur between 7 AM and 9 AM, reaching their highest point at 10 AM before starting to decline



What is the total sales revenue for each month?

Row Labels		Sum of Total_Amount
January	\$	81,677.74
February	\$	76,145.19
March	\$	98,834.68
April	\$	1,18,941.08
May	\$	1,56,727.76
June	\$	1,66,485.88
Grand Total	\$	6,98,812.33

Sales peak in June, with May coming in second. February sees the fewest sales.



How do sales vary across different store locations?

Row Labels	Count of transaction_id	Sum of Total_Amount
Astoria	50599	\$2,32,243.91
Hell's Kitchen	50735	\$2,36,511.17
Lower Manhattan	47782	\$2,30,057.25
Grand Total	149116	\$6,98,812.33

Hell's Kitchen has the highest customer traffic and sales figures, while Lower Manhattan experiences the lowest volume in both transactions and total sales.

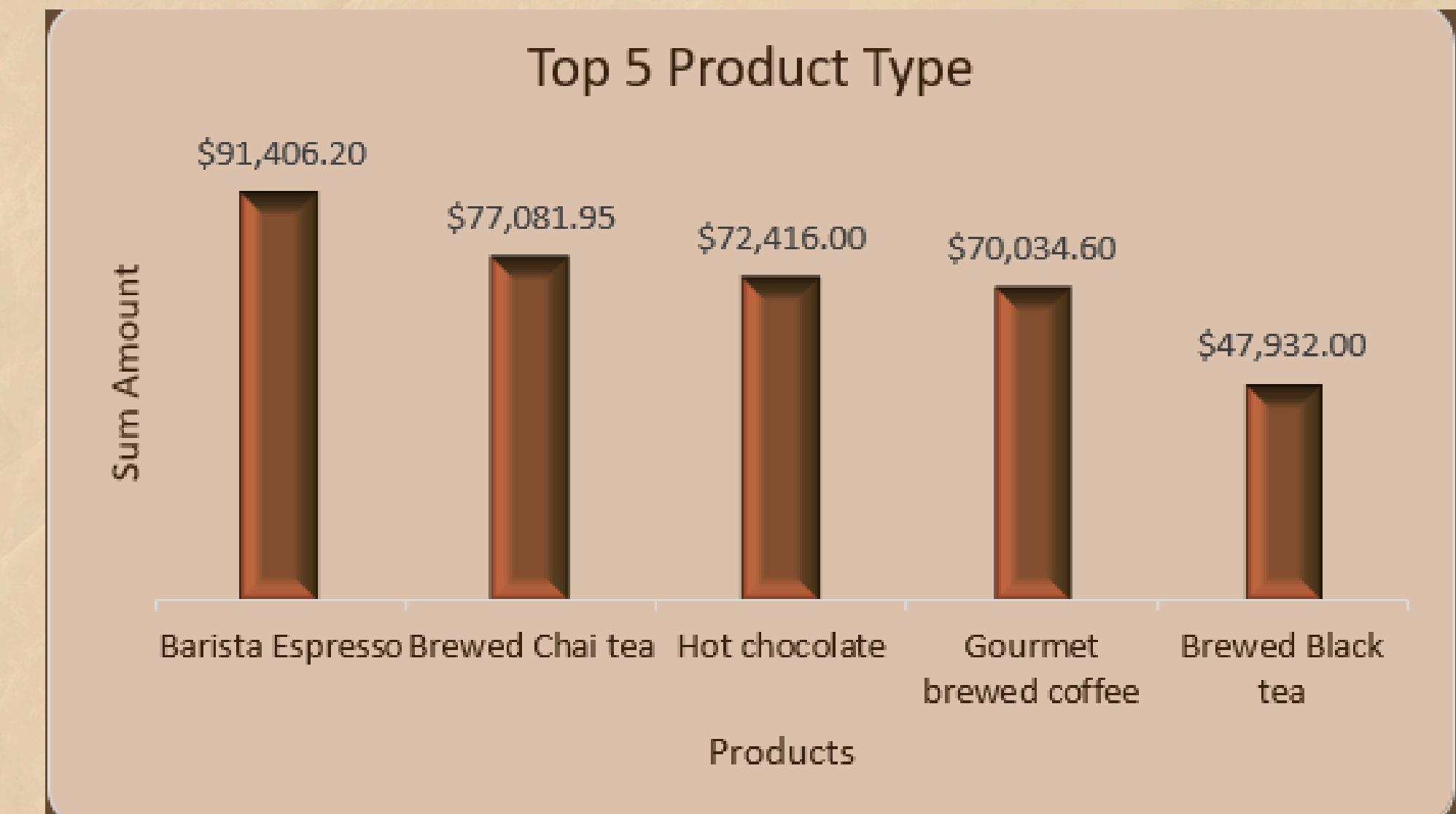


Which products are the bestselling in terms of quantity and revenue?

Products	Quantity Orderd
Barista Espresso	24943
Brewed Black tea	17462
Brewed Chai tea	26250
Gourmet brewed coffee	25973
Hot chocolate	17457
Grand Total	112085

Top 5 Products By Quantity Orderd.

Top 5 Products By Revenue.



Average price per person

4.69

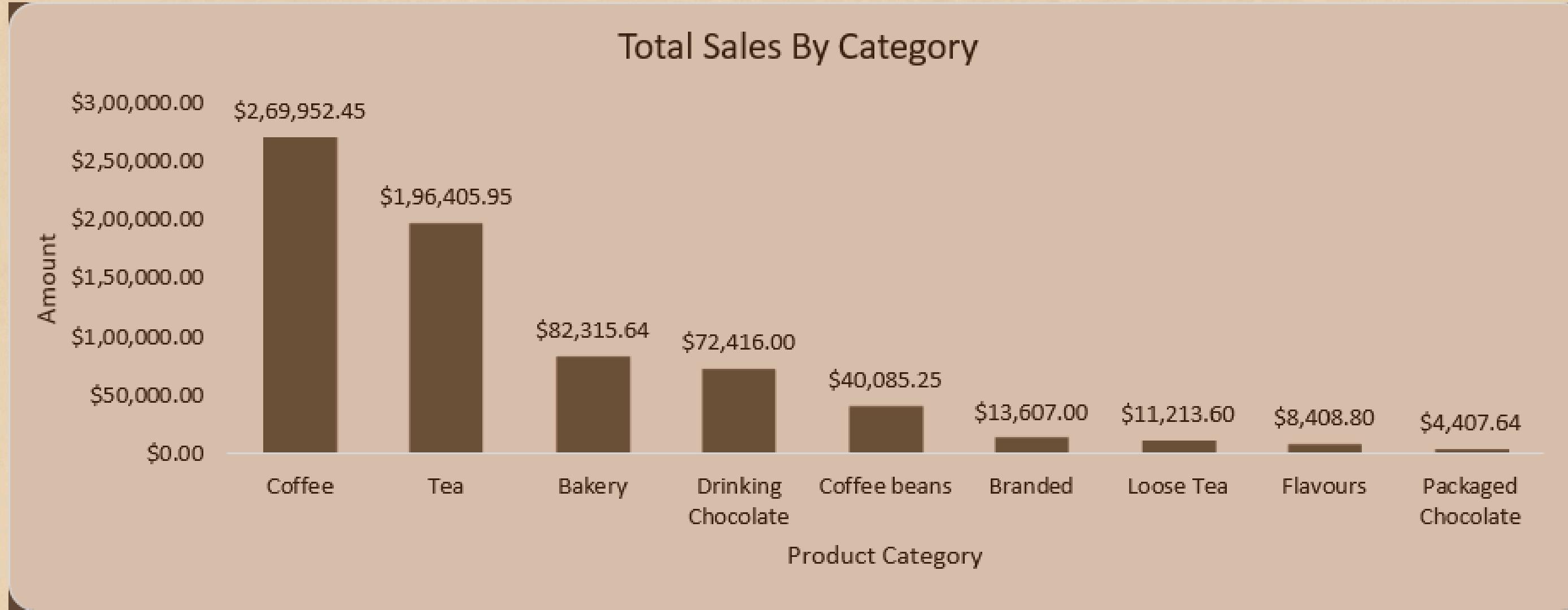
Avg Bill/Person

Average order per person

1.44

Avg Order/Person

How do sales vary by product category?



Coffee generates the highest sales in this product category, followed by tea. Packed chocolate sees the lowest sales volume.

**Thank
You**

