

The background is a light beige color with large, flowing, organic shapes in shades of brown and tan. In the top left corner, there is a dark brown silhouette of a hand. In the bottom left corner, there is a dark brown silhouette of a hand holding a large, round, brown object, possibly a coffee bean or a piece of fruit, with three small coffee beans floating above it. In the bottom right corner, there is a dark brown silhouette of a hand.

# Coffee Sales Analysis

Neeraj Indoria

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



Based on the dataset, it shows that sales are higher in the morning, between 6:30 AM and 11:00 AM. After 12:00 PM, sales drop to a moderate level and stay that way until the end of the day. Sales during weekdays remain consistent, except for Saturdays, when they tend to decrease. However, on Sundays, there is a noticeable increase in sales, as shown on the dashboard.

# Are there any Peak times for sales activity?



The morning period, from 6:30 AM to 11:00 AM, marks the peak of sales activity, with the highest transaction volumes occurring during this time. This suggests a strong preference among customers for purchasing during the early hours of the day.

# What is the total sales revenue for each month?



The coffee shop's sales showed a fluctuating trend from January to June. In January, the total sales amounted to \$81,677.74, which saw a decline in February to \$76,145.19. However, starting in March, there was a consistent upward trajectory. March recorded sales of \$98,834.68, which increased further to \$118,941.08 in April. The growth accelerated in May, reaching \$156,727.76, and peaked in June with total sales of \$166,485.88. This steady increase from March to June highlights a significant recovery and growth in sales performance over the six-month period.

# How do sales vary across different store locations?



Sales remain fairly consistent across different locations. From the dashboard, we observed that the three store locations—Astoria, Hell's Kitchen, and Lower Manhattan—showed similar trends. Both the total footfall and the sum of the total bill are almost identical across these locations, indicating uniform sales performance. This consistency suggests that customer demand and purchasing patterns are evenly distributed, regardless of the store's location.

# What is the average price/order per person?



The analysis of data from January to June reveals that the average price per person is \$4.69, reflecting consistent spending patterns among customers. Additionally, the average order size is 1.44 per person, indicating that most individuals typically purchase one to two items during their visit. These averages provide key insights into customer behavior and help in understanding purchasing trends over this period.

# What products are the best-selling in terms of quantity and revenue?



The top five best-selling products, both in terms of quantity and revenue, highlight customer preferences. Leading the list is the **Barista Espresso**, a favorite among coffee enthusiasts. Following closely is the **Brewed Chai Tea**, appealing to tea lovers with its distinct flavor. The **Hot Chocolate** secures its spot with its rich and comforting taste, especially popular during colder months. The **Gourmet Brewed** coffee stands out with its premium quality and taste, attracting discerning coffee drinkers. Finally, the **Brewed Black Tea** maintains its position as a staple choice for those seeking a classic and refreshing beverage. These products clearly dominate sales, showcasing their widespread appeal and consistent demand.

# How do sales vary by product category and type.

Tea, coffee, and bakery items emerge as the top three categories most favored by customers, collectively dominating the sales landscape. Coffee leads the way, accounting for approximately 39% of total sales, reflecting its status as a quintessential beverage choice. Tea follows closely with 28%, appealing to a broad audience with its diverse flavors. Bakery items secure the third spot with 12%, showcasing their popularity as the go-to accompaniment for hot beverages. Additionally, drinking chocolate claims 10% of sales, adding a sweet and indulgent option to the mix. Together, these categories highlight customer preferences and their inclination towards beverages and complementary treats.