



COFFEE SHOP ANALYSIS



The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Insights

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

- According to the analysis, the sales variation ranges from \$96,000 to over \$100,700. Sales are higher during the first three days of the week compared to weekends. There is an increase in sales during the morning hours, which then drops as the day progresses.

- ***Are there any peak times for sales activity?***

- The peak times for sales are 8-10 am on weekdays, with the busiest time being 10 am. The peak hour is same on Weekdays and weekends.

- ***What is the total sales revenue for each month?***

- As per data insights:
 - January: \$81,677.74
 - February: \$76,145.19
 - March: \$98,834.68
 - April: \$118,941.08
 - May: \$156,727.76
 - June: \$166,485.88

Total sales revenue shows an increasing trend each month.



Insights

- ***How do sales vary across different store locations?***

-The coffee shops are located in Astoria, Hell's Kitchen, and Lower Manhattan. The coffee shop in Hell's Kitchen has the highest sales, while the one in Astoria has the least. This variation in sales is due to the coffee shops in Hell's Kitchen and Lower Manhattan being located near busy city areas, whereas the Astoria location is quite far from the city center.

- ***What is the average price/order per person?***

-The average price/order per person is \$4.69.

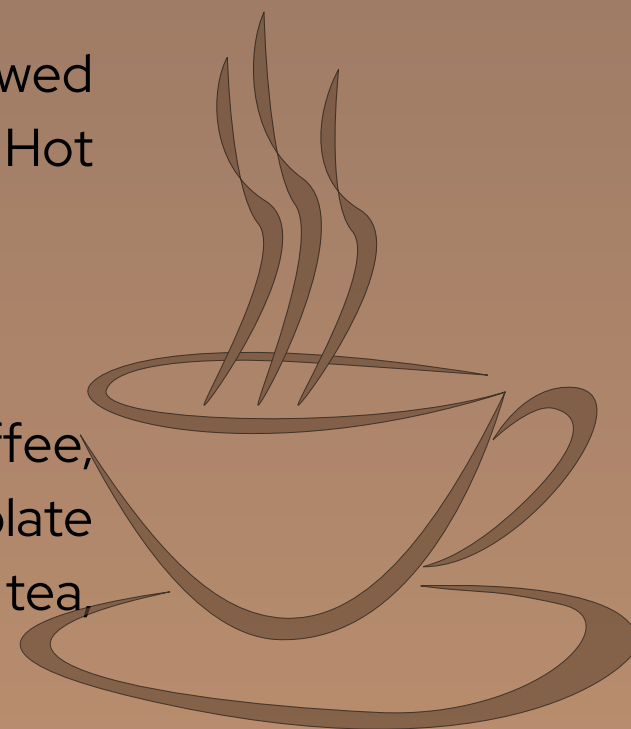
- ***Which products are the best- selling in terms of quantity and revenue?***

-The top 5 bestselling products are Barista Espresso, Brewed Chai, Brewed Chai Tea, Gourmet Brewed Coffee, and Hot Chocolate.

- ***How do sales vary by product category and type?***

-According to the insights, 39% of sales come from Coffee, 28% from Tea, 12% from Bakery items, 10% from Chocolate drinks, and the rest from takeaway products like loose tea, coffee beans, and chocolates.

Coffee is the leading category, followed by Tea and Bakery.



Recommendations

Here are some of recommendations based on the Insights from the Sales analysis:

- **Optimize Operating Hours**

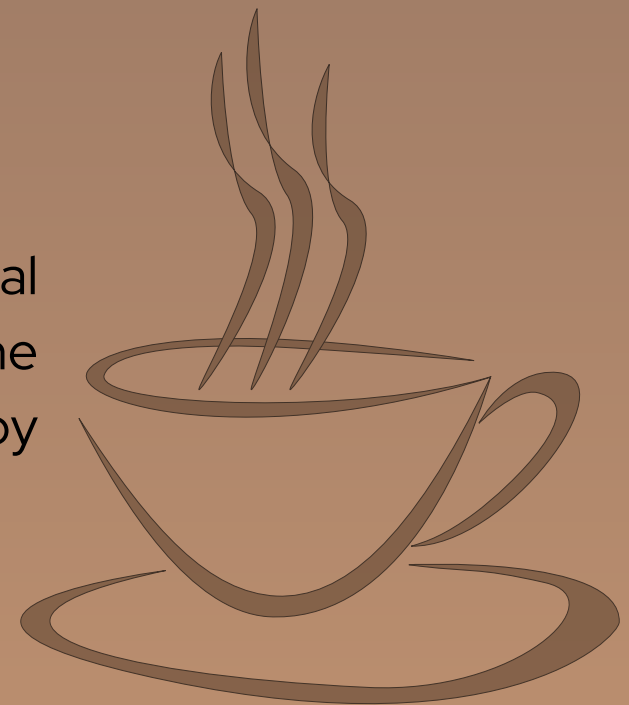
Given that sales peak in the morning hours, it would be beneficial to offer special morning promotions to attract more customers. Additionally, ensure that staffing levels are adequate during these peak hours to provide excellent service.

- **Enhance Marketing Efforts**

Focus marketing efforts on the first three days of the week when sales are higher. Also, use targeted ads and promotions to boost weekend sales.

- **Location-Specific Strategies**

For the Astoria location, consider implementing local marketing campaigns to attract more customers from the surrounding area. And, explore partnerships with nearby businesses to increase foot traffic.



Recommendations

- **Product Mix Optimization**

Since coffee is the leading category, consider expanding your coffee menu with new and unique offerings. Furthermore, promote bestselling products like Barista Espresso and Brewed Chai through special deals or loyalty rewards.

- **Customer Experience**

Enhance the in-store experience with comfortable seating, free Wi-Fi, and a welcoming atmosphere to encourage longer visits and repeat business. Also, collect customer feedback regularly to identify areas for improvement.

- **Seasonal Promotions**

Introduce seasonal products and limited-time offers to create excitement and drive sales during different times of the year. Furthermore, promote gift cards and holiday-themed items during festive seasons.

