

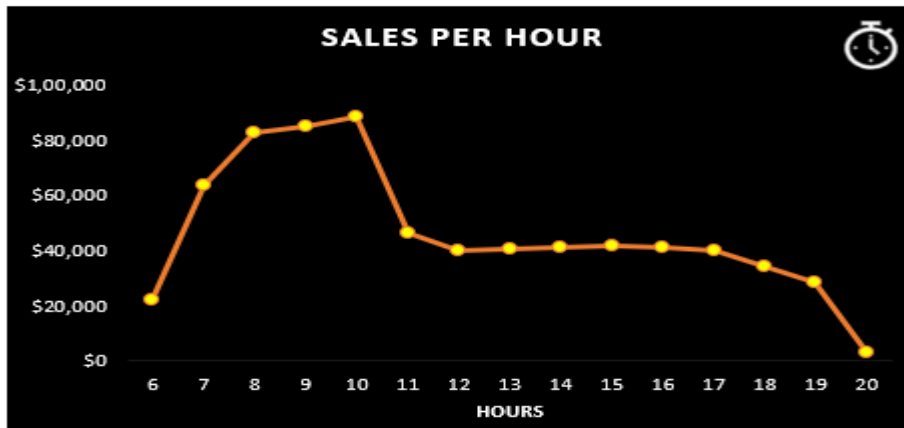
# **Observations from the analysis of** **Coffee Shop sales Dashboard**

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

- **How do sales vary by days of the week and hours of the day?  
Are there any peak times for sales activity?**
- **What is the total sales revenue for each month?**
- **How do sales vary across different store locations?**
- **what is the average order amount per person?**
- **Which products are the best-selling in terms of quantity and revenue?**
- **How do sales vary by product category?**

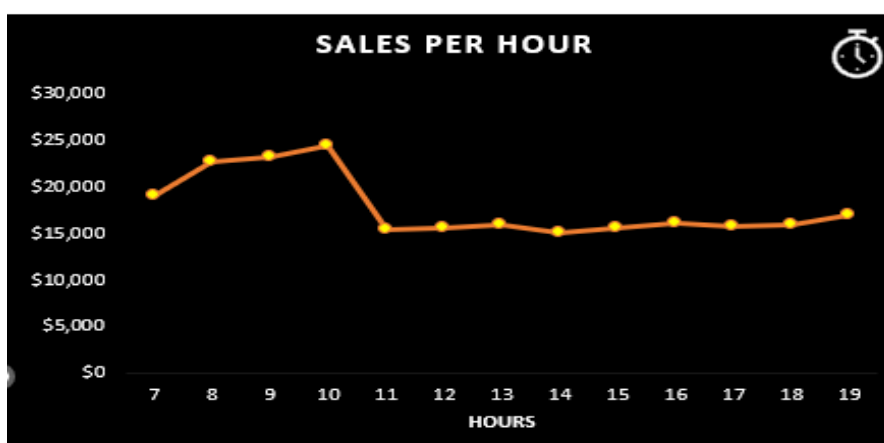
1. How do sales vary by days of the week and hours of the day?  
Are there any peak times for sales activity?

(i) For hours of the day:



# Graph is plotted based on the overall data between Jan and June.

- It can be observed that sales are high in morning time with its peak between 8 AM and 10 AM. In Afternoon the sales dip to almost half and remains almost same till evening. After 7 PM the sales decrease considerably and by 8 PM it remains only few thousand dollars.
- Monthly trends are also similar to the overall trend without any major exceptions.
- One exceptional trend was seen when data filtered according to the store locations. Hell's Kitchen and Lower Manhattan followed the same trend but Astoria's trend was different.

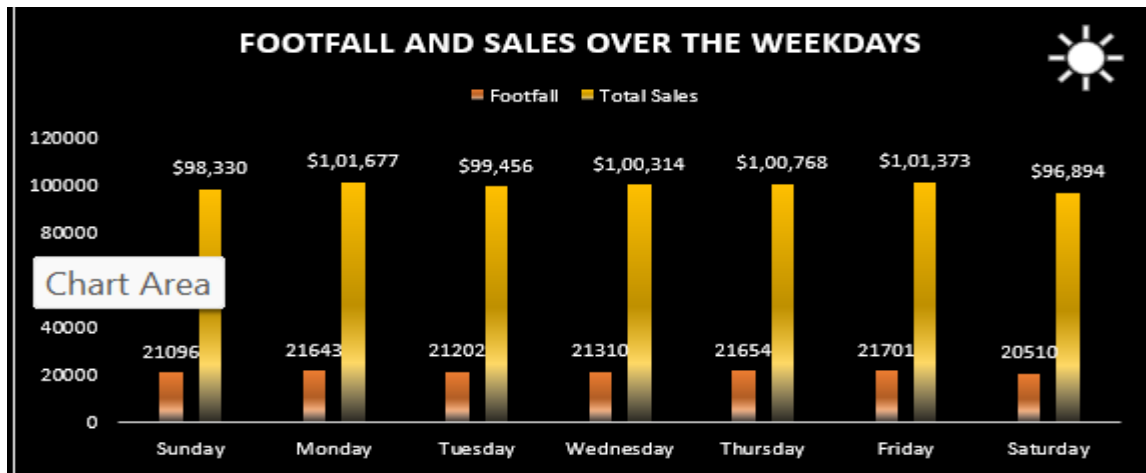


Astoria Store Location

- In Astoria the second dip in evening didn't occurred. After the initial dip, after the peak hours, the store was able to retain its crowd till the closing.

- This helped them to have second highest sales even after its maximum sales value reaching just \$25,000 in an hour compared to other two locations where the maximum sales value crosses \$30,000 in an hour.

(ii) For days of the week:



# Graph is plotted based on the overall data between Jan and June.

- From the bar graph it is evident that the sales in coffee shop is almost same for every week day with a slight decrease on Saturdays and Sundays.

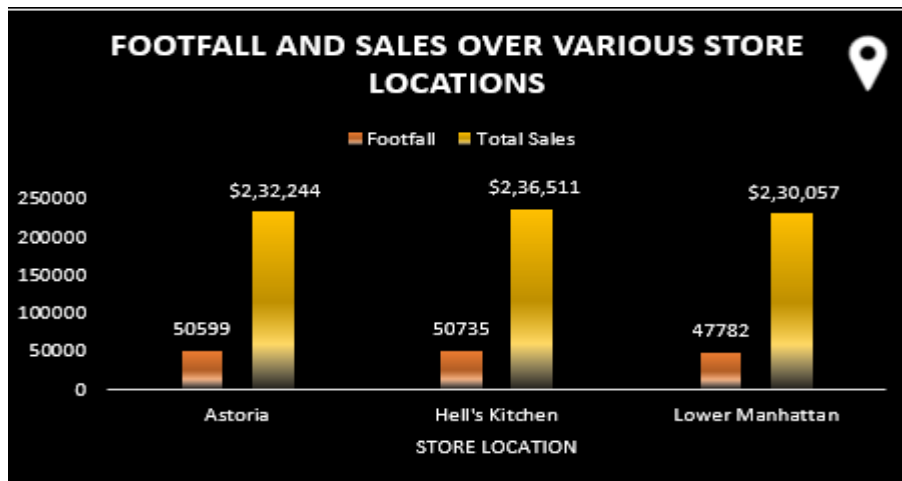
## 2. What is the total sales revenue for each month?

- Total sales revenue for each month are as follows:

<b>January:</b>	\$81,678
<b>February:</b>	\$76,145
<b>March:</b>	\$98,835
<b>April:</b>	\$1,18,941
<b>May:</b>	\$1,56,728
<b>June:</b>	\$1,66,486

- From the above table it can be observed that sales in the shop is increasing every month. From January to June there is 100% increase in sales for the shop.

### 3. How do sales vary across different store locations?



# Graph is plotted based on the overall data between Jan and June.

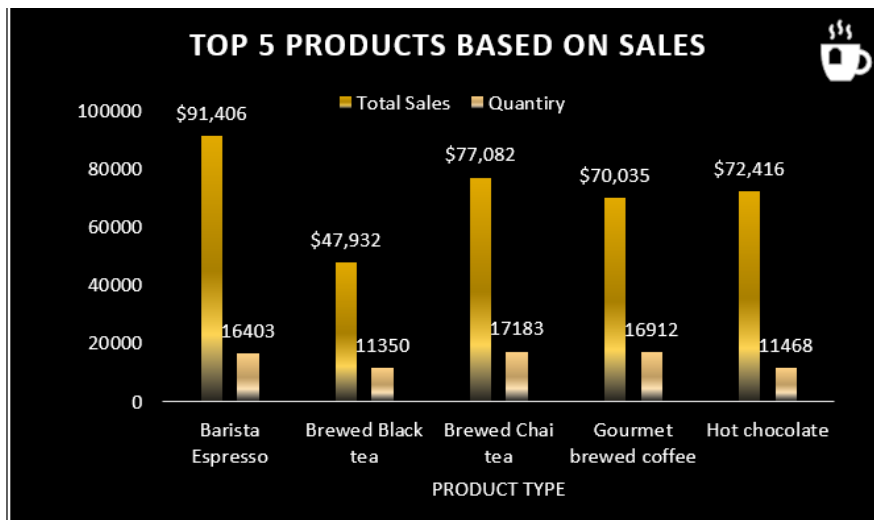
- The store has three locations: Astoria, Hell's Kitchen and Lower Manhattan. The sales in all the three locations can be observed from the above infographic. Sales in Hell's kitchen is the highest with \$2,36,511 followed by Astoria and then Lower Manhattan.
- The sales in Lower Manhattan is around \$6,500 less than in Hell's Kitchen and footfall is also around 3000 less.
- In Astoria the footfall is same in comparison to Hell's Kitchen but sales is more than \$4000 dollars less.

Note: Monthly trend of sales is also on similar lines without any major exceptions.

### 4. what is the average order amount per person?

- Average order amount per person is \$4.69. It was highest for January month (\$4.72) and lowest for February month (\$4.65).

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



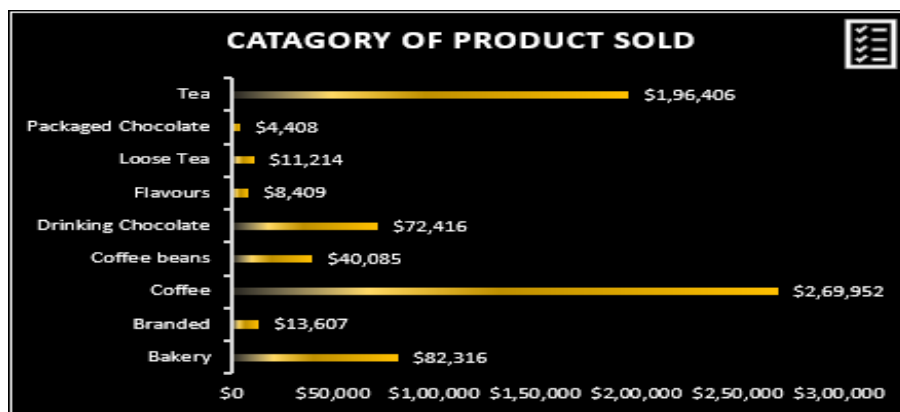
# Graph is plotted based on the overall data between Jan and June.

Top 5 products for the Coffee Shop are:

1. **Barista Espresso** (Best Selling Product)
2. Brewed Chai Tea
3. Gourmet Brewed Coffee
4. Hot Chocolate
5. Brewed Black Tea

Note: In April month Brewed Herbal Tea sales surpassed Brewed Black Tea sales but overall, in 6 months its sales was below Brewed Black Tea.

6. How do sales vary by product category?



# Graph is plotted based on the overall data between Jan and June.

- The order of Top 5 Product categories based on their sales between January and June is as follows:

Coffee > Tea > Bakery > Hot Chocolate > Coffee Beans

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