Coffee Shop Sales Analysis

Introduction

Hii, I'm Nikita Jangam. Welcome to my analysis of Coffee Shop Sales data. Using Excel, I've examined our sales numbers to uncover insights that can help our coffee shop thrive. Let's drive into the findings and see how we can enhance our performance.

Objective

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

Analysis 1

How does the number of transactions vary throughout the day in our coffee shop, and are there any peak hours or trends we should be aware of?

Row Labels	Sum of transaction_qty
6	6865
7	19449
8	25197
9	25370
10	26713
11	14035
12	12690
13	12439
14	12907
15	12923
16	12881
17	12700
18	10826
19	8595
20	880
Grand Total	**214470**

Analysis 2

How do Sales Vary by week of the day ?

Row Labels ▼	Sum of Total_bill
Sunday	$ 98,330.31
Monday	$ 1,01,677.28
Tuesday	$ 99,455.94
Wednesday	$ 1,00,313.54
Thursday	$ 1,00,767.78
Friday	$ 1,01,373.00
Saturday	$ 96,894.48
Grand Total	**$ 6,98,812.33**

Analysis 3

What is the total sales Revenue for each month ?

Row Labels	Sum of Total_bill
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

Analysis 4

How do Sales Vary across different locations ?

Row Labels	Count of transaction_id	Sum of Total_bill
Astoria	$ 50,599.00	$ 2,32,243.91
Hell's Kitchen	$ 50,735.00	$ 2,36,511.17
Lower Manhattan	$ 47,782.00	$ 2,30,057.25
Grand Total	$ 1,49,116.00	$ 6,98,812.33

Analysis 5

What are the top-selling product categories in our coffee shop, and how do their sales compare to each other ?

Row Labels	Sum of Total_bill
Bakery	$ 82,315.64
Branded	$ 13,607.00
Coffee	$ 2,69,952.45
Coffee beans	$ 40,085.25
Drinking Chocolate	$ 72,416.00
Flavours	$ 8,408.80
Loose Tea	$ 11,213.60
Packaged Chocolate	$ 4,407.64
Tea	$ 1,96,405.95
Grand Total	$ 6,98,812.33

Analysis 6

What are the 5 top-selling product types in our coffee shop, and how does their revenue contribution compare to each other ?

Row Labels	Sum of Total_bill
Barista Espresso	$ 91,406.20
Brewed Black tea	$ 47,932.00
Brewed Chai tea	$ 77,081.95
Gourmet brewed coffee	$ 70,034.60
Hot chocolate	$ 72,416.00
Grand Total	$ 3,58,870.75

Analysis 7

What are the most popular product details in our coffee shop, and how do their sales figures contribute to our overall revenue ?

Row Labels	Sum of Total_bill
Brazilian	$ 37,746.50
Ethiopia	$ 42,304.10
Jamaican Coffee River	$ 38,781.15
Latte	$ 36,369.75
Sustainably Grown Organic	$ 39,065.10
Grand Total	$ 1,94,266.60

Analysis 8

How do transactions vary based on the sizes of coffee cups, and what insights can we draw from this regarding customer preferences and sales patterns ?

Row Labels	Count of transaction_id
Large	$ 44,885.00
Not Defined	$ 44,518.00
Regular	$ 45,789.00
Small	$ 13,924.00
Grand Total	$ 1,49,116.00

Analysis 9

What is the Average bill per person ?

Average_bill
4.69

Analysis 10

What is the Total sales ?

sales
$ 6,98,812.33

Analysis 11

How does the number of people visiting our coffee shop help us understand our customers and how efficiently we're running our business ?

Footfall
149116.00

Analysis 12

What does the average order per person ?

Avg_order
1.44

Thank You