


COFFEE SHOP SALES DATA ANALYSIS

BY PARAM DHINGANA



PROJECT OVERVIEW

THIS PROJECT FOCUSES ON ANALYZING COFFEE SHOP SALES DATA USING EXCEL TO GENERATE VALUABLE INSIGHTS FOR THE BUSINESS. THE DATASET CONTAINS INFORMATION ABOUT TRANSACTIONS, PRODUCTS, STORE LOCATIONS, AND SALES DETAILS.

THE OBJECTIVE IS TO IDENTIFY TRENDS, OPTIMIZE PRODUCT OFFERINGS, AND UNDERSTAND CUSTOMER BEHAVIOR TO INFORM DATA-DRIVEN DECISION-MAKING. THE ANALYSIS INCLUDES BASIC TO ADVANCED METRICS SUCH AS SALES TRENDS, PEAK HOURS, BEST-SELLING PRODUCTS, AND REVENUE BY STORE LOCATION.

KEY PERFORMANCE INDICATORS (KPIs) AND VISUALIZATIONS SUCH AS BAR CHARTS, LINE CHARTS, AND PIE CHARTS ARE CREATED TO PROVIDE A COMPREHENSIVE OVERVIEW OF THE COFFEE SHOP'S OPERATIONAL PERFORMANCE.

DATASET OVERVIEW

The dataset contains the following attributes:

- **transaction_id**: Unique identifier for each transaction
- **transaction_date**: Date of the transaction
- **transaction_time**: Time of the transaction
- **store_id**: Identifier for the store location
- **store_location**: The location of the store
- **product_id**: Unique identifier for each product
- **transaction_qty**: Quantity of product sold in each transaction
- **unit_price**: Price of a single unit of product
- **total**: Total price for the transaction
- **product_category**: Category of the product
- **product_type**: Type of product
- **product_detail**: Detailed description of the product
- **size**: Size of the product (e.g., Small, Medium, Large)
- **Month**: Numeric value representing the month of the transaction
- **Month Name**: Name of the month
- **Day of Week**: Numeric value representing the day of the week
- **Day Name**: Name of the day (e.g., Monday, Tuesday)
- **Hour**: Hour of the transaction

DASHBOARD

COFFEE SHOP SALES



\$6,98,812.33

Total Revenue

\$4.69

Avg Revenue / Person

1.44

Avg Order / Person

149116.00

Total Orders

Month Name



January

February

March

April

May

June

Day Name



Friday

Monday

Saturday

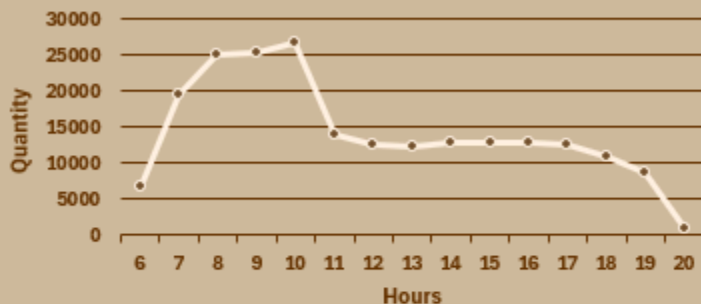
Sunday

Thursday

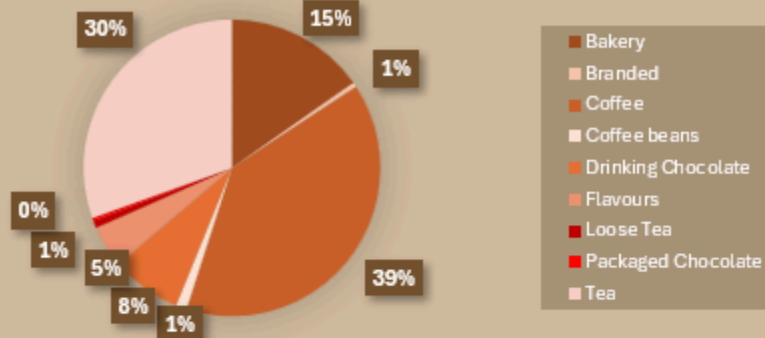
Tuesday

Wednesday

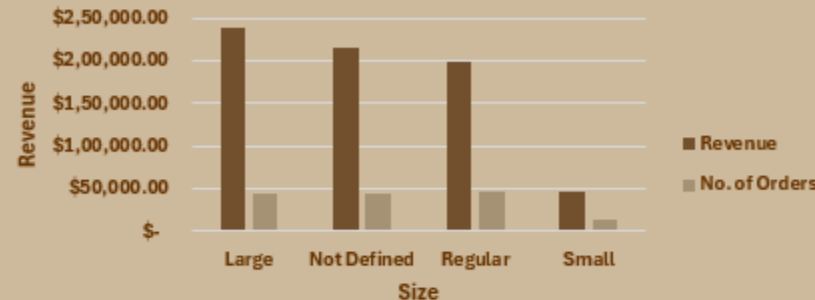
Order Quantity Per Hour



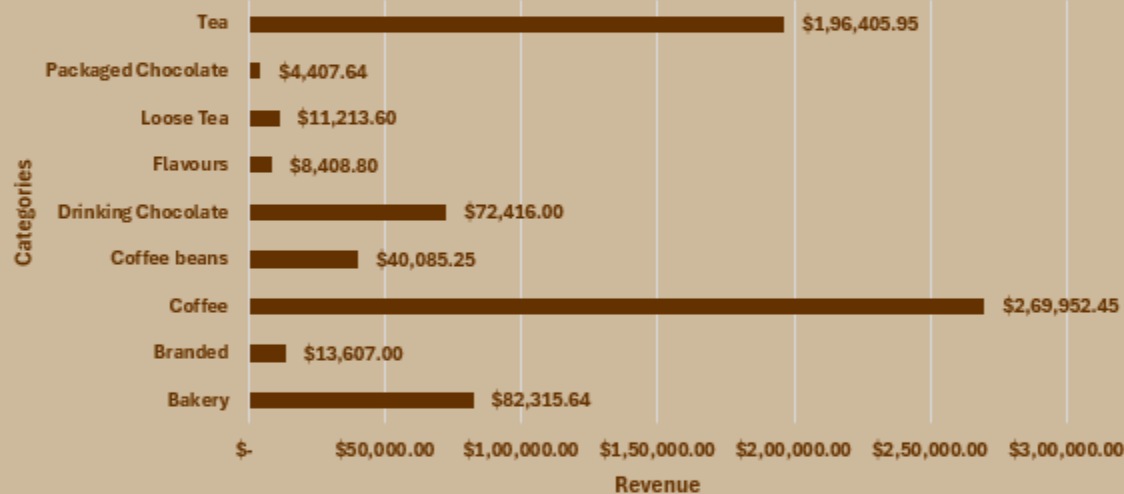
Distribution of Categories Based on No. of Orders



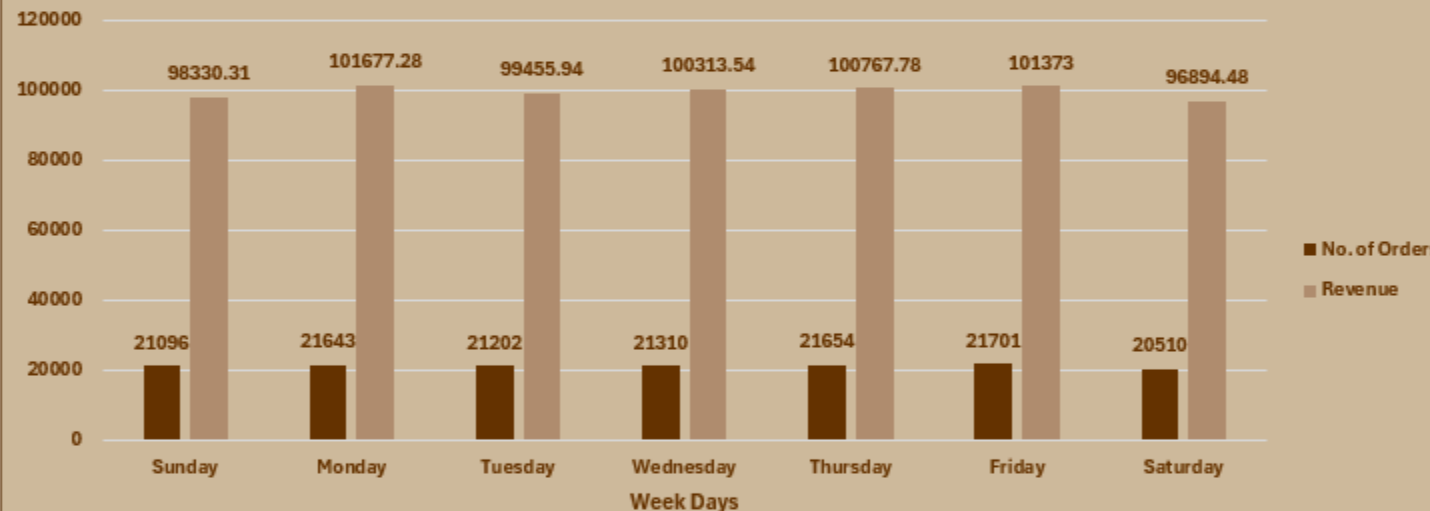
Distribution of Size based on Orders & Revenue



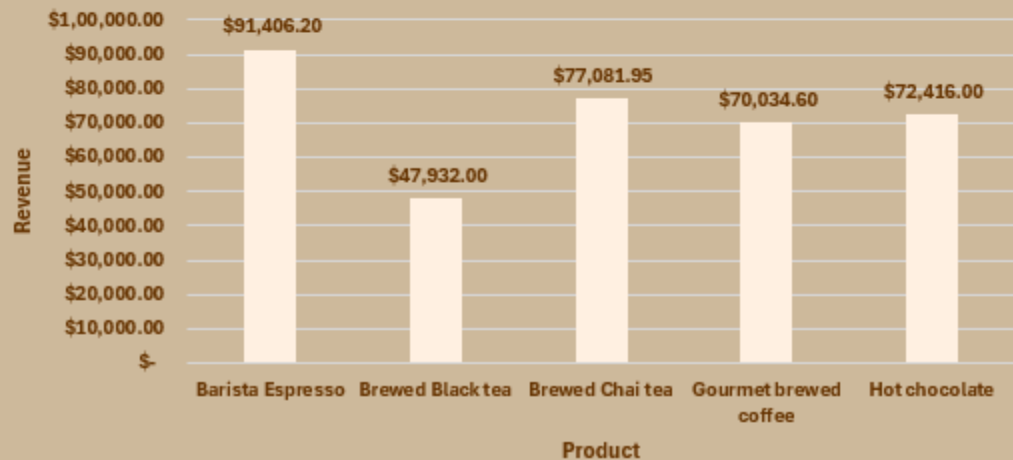
Distribution of Categories Based on Revenue



Revenue & No. of Orders on Weekdays



Top 5 Products Based on Revenue



Revenue & No. of Orders for Each Location

