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| Coffee Shop Sales Analysis Report |  |
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|  | 19/07/2025Excel for Data Analysis |
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|  | INTRODUCTION The objective of this project is to analyze the retail sales data of a coffee shop to uncover valuable insights that can help improve overall performance. By examining trends in customer behavior, sales patterns, and product performance, the analysis aims to support better decision-making and boost business growth. INFORMATION ABOUT DATA SET  * The dataset contains detailed records of coffee shop sales, including order date, time, product name, quantity, and total bill. * It includes customer-related information like transaction ID, store location, and order details to help track buying patterns. * With timestamps for each sale, the data supports analysis by day, month, and hour to identify peak business periods.   **DATA PREPRATION**   * Removed duplicates, handled missing values, and corrected inconsistent formatting (e.g., date and time formats). * Converted date-time columns into separate fields like day, month, and hour for easier time-based analysis. * Created new columns such as total sales, average price per order, and quantity sold for meaningful insights.   **DATA CLEANING**   * Checked for and filled or removed rows with missing entries in critical columns like product name, quantity, and price. * Identified and eliminated duplicate transaction records to ensure accuracy in sales analysis. * Fixed inconsistencies in date, time, and text formatting (e.g., capitalizations, spacing in product names).   **QUICK INSIGHTS**   * **Sales are highest during the morning hours and weekends.** * Coffee and tea are the most popular and best-selling items. * Stores in city locations have the highest sales performance.   **DETAILED INSIGHTS**   |  |  | | --- | --- | | **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** |      * The highest number of transactions occurred between hours **8 to 10**, with hour **10** having the peak at **26,713 transactions**, indicating strong morning customer activity.   **ACTION STEPS**  To boost overall performance, the coffee shop can focus on promoting best-selling items like coffee and tea through combo offers and loyalty programs. Increasing staff and inventory during peak morning hours and weekends can help handle higher customer traffic smoothly. Additionally, underperforming store locations can be reviewed for marketing improvements or operational adjustments to drive more sales. | | - |
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