# ☕ Coffee Shop Sales Analysis – Insights & Solutions

## 👋 Introduction

The main goal of this project was to dive deep into the coffee shop's sales data and turn numbers into useful business insights. Using Excel, I created an interactive dashboard that visualizes key patterns and trends to help improve store performance and decision-making.

## 📅 1. How do sales vary by day of the week and hour of the day?

### 📆 Sales by Day:

- Friday saw the highest number of orders (21,701), closely followed by Monday and Thursday.
- Saturday had the lowest orders (20,510), possibly due to reduced footfall or shorter working hours.

### ⏰ Sales by Hour:

- Sales are highest between 8 AM and 10 AM, where quantities touch nearly 28,000.
- Activity drops steadily after 11 AM, with the lowest sales happening around 6 AM and 8 PM.

👉 Key Takeaway: Morning hours, especially from 8 AM to 10 AM, are peak sales times. The shop should consider having extra staff and fresh inventory ready during these hours.

## 💰 2. What are the peak times for sales activity?

Yes, the dashboard clearly highlights peak hours between 8 AM and 10 AM. This is when most customers place their orders, likely grabbing their morning coffee before work or school.

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

While the dashboard doesn't directly break sales down by month, the slicer on the left allows month-wise filtering.

✅ Total Sales (overall): $698,812.33

👉 To check monthly revenue: Apply filters in the slicer or use a Pivot Table in Excel with "Month Name" in rows and "Sales" in values.

## 🏢 4. How do sales vary across store locations?

| Location | Footfall | Total Sales |
|---|---|---|
| Astoria | 50,599 | $232,243.91 |
| Hell's Kitchen | 50,735 | $236,511.17 |
| Lower Manhattan | 47,782 | $230,057.25 |

👉 Insight: All three stores perform quite similarly, but Hell's Kitchen stands out slightly with the highest total sales.

## 👤 5. What is the average price/order per person?

From the dashboard stats:

- Average Bill Per Person: $4.69
- Average Order Value Per Person: $1.44

These values give a good idea of customer spending habits and can help in pricing strategies or combo offers.

## 🥇 6. Which are the best-selling products?

| Product | Revenue |
|---|---|
| Barista Espresso | $91,406.20 |
| Brewed Chai Tea | $77,081.95 |
| Hot Chocolate | $72,416.00 |
| Gourmet Brewed Coffee | $70,034.60 |
| Brewed Black Tea | $47,932.00 |

👉 Top Performer: Barista Espresso – the shop's star product in terms of revenue.

## 📦 7. How do sales vary by product category and size?

### 🧁 By Category (from pie chart):

- Coffee dominates with 39% of total sales.
- Bakery items follow at 28%.
- Loose Tea and Drinking Chocolate also contribute significantly.

## 📏 By Size (based on orders):

| Size | Percentage |
| --- | --- |
| Regular | 31% |
| Large | 30% |
| Not Defined | 30% |
| Small | 9% |

👉 Insight: Regular and Large sizes are almost equally popular. Small sizes have the least share, which could mean customers prefer value-for-money or filling portions.

## ✅ Final Highlights

| Metric | Value |
| --- | --- |
| Total Sales | $698,812.33 |
| Total Footfall | 149,116 |
| Average Bill/Person | $4.69 |
| Average Order/Person | $1.44 |
| Top Store (Sales) | Hell's Kitchen |
| Top Product | Barista Espresso |
| Busiest Time of Day | 8 AM to 10 AM |
| Best Performing Day | Friday |

## 📌 Conclusion

This analysis helped uncover key customer behavior patterns, best-selling products, and high-performing stores. The interactive Excel dashboard makes it easy to explore data month-wise or day-wise, offering flexible insights for any business decisions. The coffee shop can now optimize staffing, pricing, and inventory based on real data trends.