



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

Start Your Day With Coffee



Recommended Analysis

- How do sales vary by day of the week and hour of the day?

The dashboard show sales explicitly by hours of 6 AM to 10 AM are the busiest hours of the day, Mondays appear to be the busiest day, followed by Thursday, Friday. It shows a steady decline in sales from with a small bump on Saturday.

- Are there any peak times for sales activity?

The 8 AM to 10 AM window shows the strongest sales performance.

- What is the total sales revenue for each month?

- February: \$81,677.74
- March: \$76,145.19
- April: \$98,834.68
- May: \$118,941.08
- June: \$156,727.76

June has the highest sales with a total revenue of \$156,727.76.

- How do sales vary across different store locations?

Hell's Kitchen stands in first place in a sales compare to other stores followed by Astoria and Lower Manhattan.



- what is the average price/order per person

The average price per order is \$1.44.

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

Barista Espresso is the best selling in terms of sales followed by Brewed Chai tea and Hot chocolate.

- How do sales vary by product category and type?

Coffee is the best-selling category, followed by Bakery and Branded Products (based on May sales). For cup size, regular is the best-selling size, followed by Large.

