

COFFEE SHOP SALES

Analysis



- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the average price/order per person?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- Which products are the best selling in terms of quantity and revenue?
- How do sales vary by product category and type?

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

- Sales show a significant spike between 8 AM to 11 AM, indicating morning hours are peak times for coffee orders.
- Sales are consistent across the weekdays, with Friday and Saturday showing slightly higher sales compared to other days.

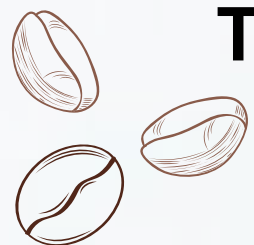


2. Are there any peak times for sales activity?

Yes, the peak sales occur between 8 AM and 11 AM, suggesting that most customers prefer to purchase during the morning rush.

3. What is the average price/order per person?

The average bill per person is ₹4.69, with an average of 1.44 orders per person.



4. What is the total sales revenue for each month?

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



- There is a gradual increase in sales over the months, with May and June having the highest sales.
- The lowest sales occurred in February, and there is a sharp increase in sales starting in March.
- June recorded the highest sales with \$1,66,485.88, followed by May with \$1,56,727.76.



5. How do sales vary across different store locations?

Astoria, Hell's Kitchen, and Lower Manhattan locations have very close sales numbers, with Astoria leading slightly at ₹2,32,243.91. Hell's Kitchen follows with ₹2,36,511.17, and Lower Manhattan has ₹2,30,057.25. The footfall also aligns with these numbers, with Astoria having the highest at 50,599.



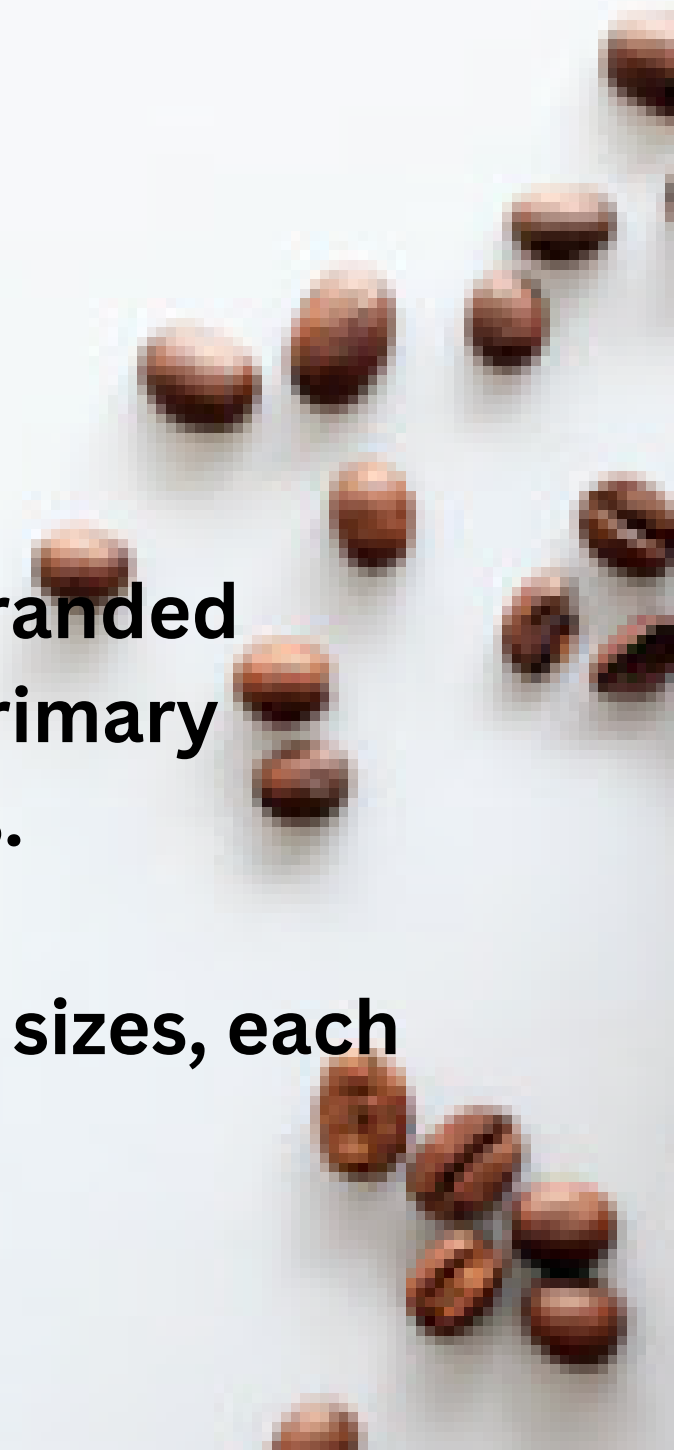
6. Which products are the best selling in terms of quantity and revenue?

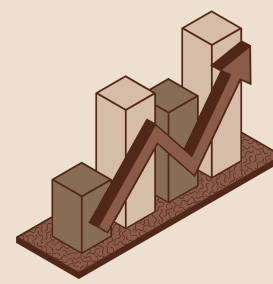


- The top-selling product in terms of revenue is Barista Espresso, followed by Brewed Black Tea and Brewed Chai Tea. These products generate the highest bills.
- Other popular items include Gourmet Brewed Coffee and Hot Chocolate.

7. How do sales vary by product category and type?

- Coffee products (28%) dominate the sales, followed by Bakery items (12%), Branded goods (10%), and Tea (6%). This shows that coffee-related products are the primary drivers of sales, with significant contributions from bakery and tea categories.
- In terms of size, orders are evenly distributed among large, regular, and small sizes, each constituting around 30% of the orders.





\$6,98,812.33
Total Sales

149116
Total Transactions

COFFEE SHOP SALES



4.69
Average Bill/Person

1.44
Average Order/ Person

Month

January

February

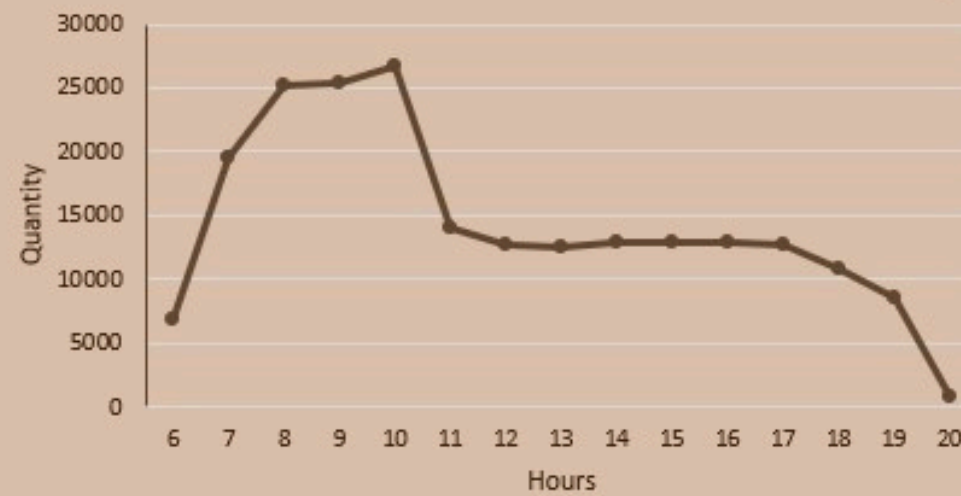
March

April

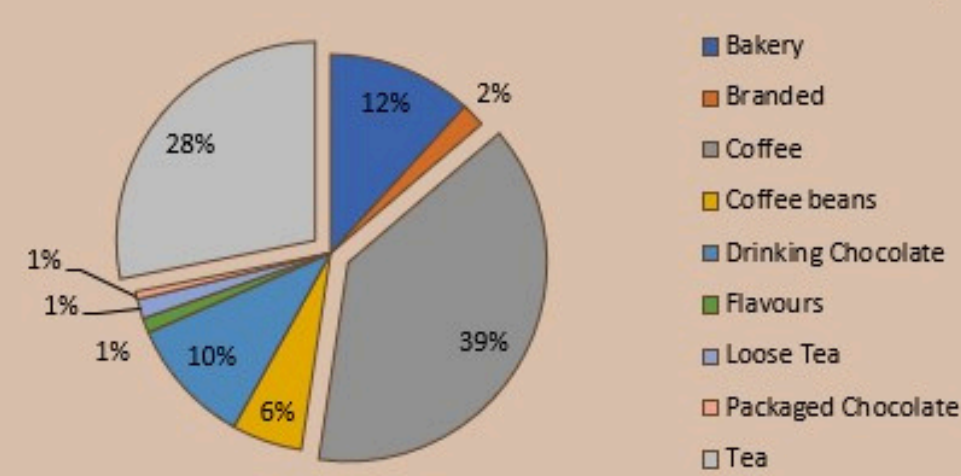
May

June

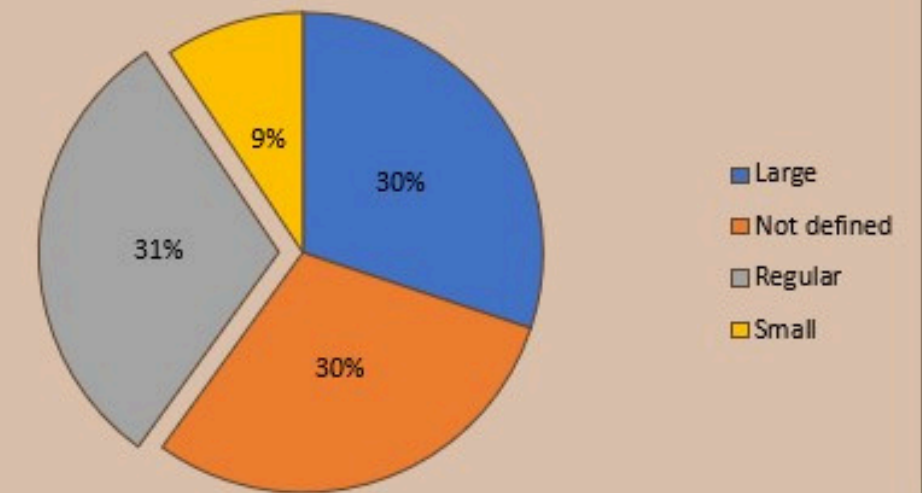
Quantity Odered based on Hours



Categories % Distribution based on Sales



% Size distribution based on Orders



Day

Sunday

Monday

Tuesday

Wednesday

Thursday

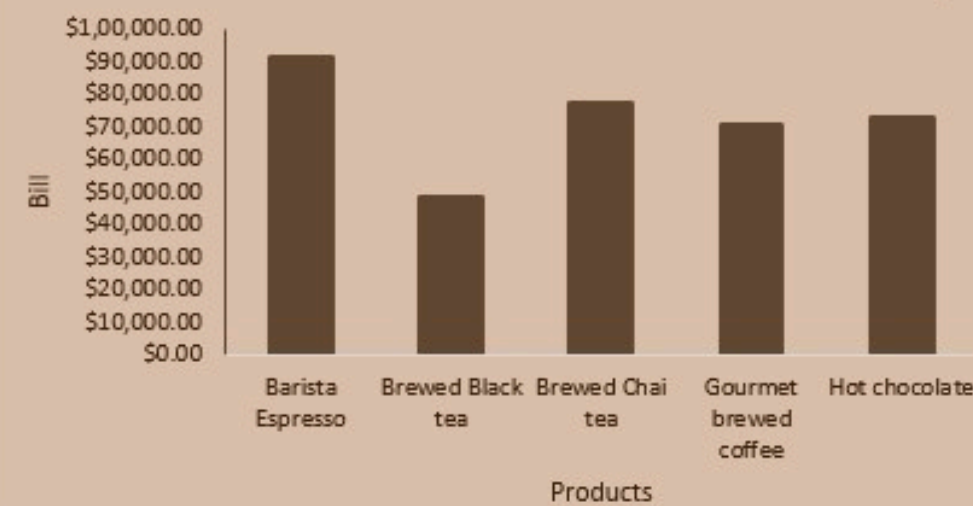
Friday

Saturday

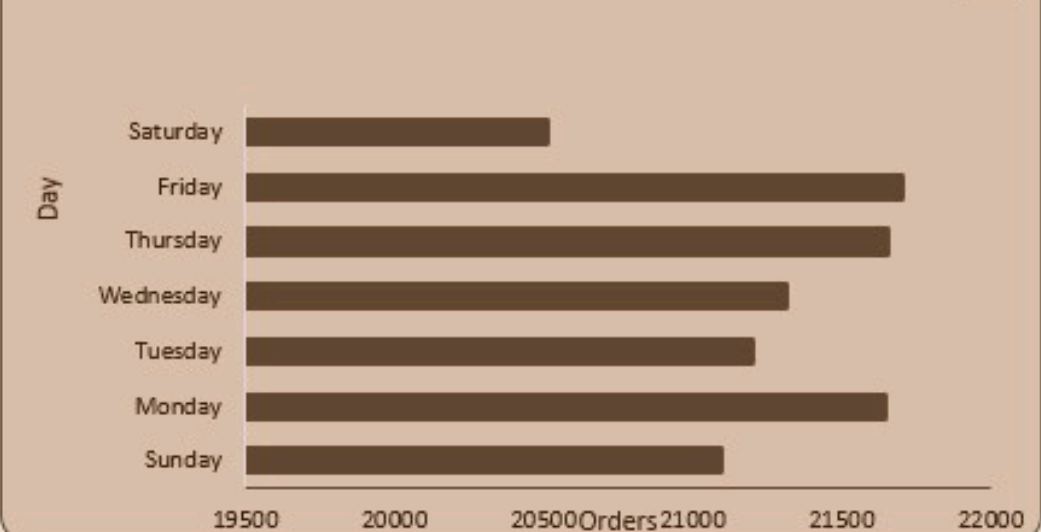
Footfall and Sales over various Store Locations



Bill of Top 5 Products



Order on WeekDays



CONCLUSIONS



The analysis shows that sales peak between 8 AM to 11 AM, suggesting an opportunity to introduce morning combos and early bird discounts to attract more customers during this time.

Sales are slightly lower on weekdays, so midweek promotions like happy hour specials could help increase foot traffic.

February saw the lowest revenue, and targeted seasonal offers like winter-themed products could drive sales during this slow period.

Astoria leads in sales, but Hell's Kitchen and Lower Manhattan could benefit from location-specific promotions to boost performance.

Lastly, with a balanced product size distribution, offering upsell opportunities and bundle deals on popular products like Barista Espresso can increase the average order size and overall revenue.

