COFFEE SHOP SALES PROJECT

Presented by : Punit Kumawat

INTRODUCTION

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. By leveraging data-driven decision-making, we aim to optimize sales strategies, improve customer satisfaction, and maximize profitability

DATA OVERVIEW

This dataset represents retail sales data from a fictitious coffee shop in New York City. It includes detailed transaction records, product sales, customer insights, and overall sales performance. The dataset has been sourced from Maven Analytics and will be used to analyze business trends and key performance indicators.

DATA SOURCE

I have downloaded this data from Maven Analytics. It was provided as a ZIP file, which I extracted to obtain the dataset. You can access the dataset here: [Dataset Link]

DATA SET STRUCTURE

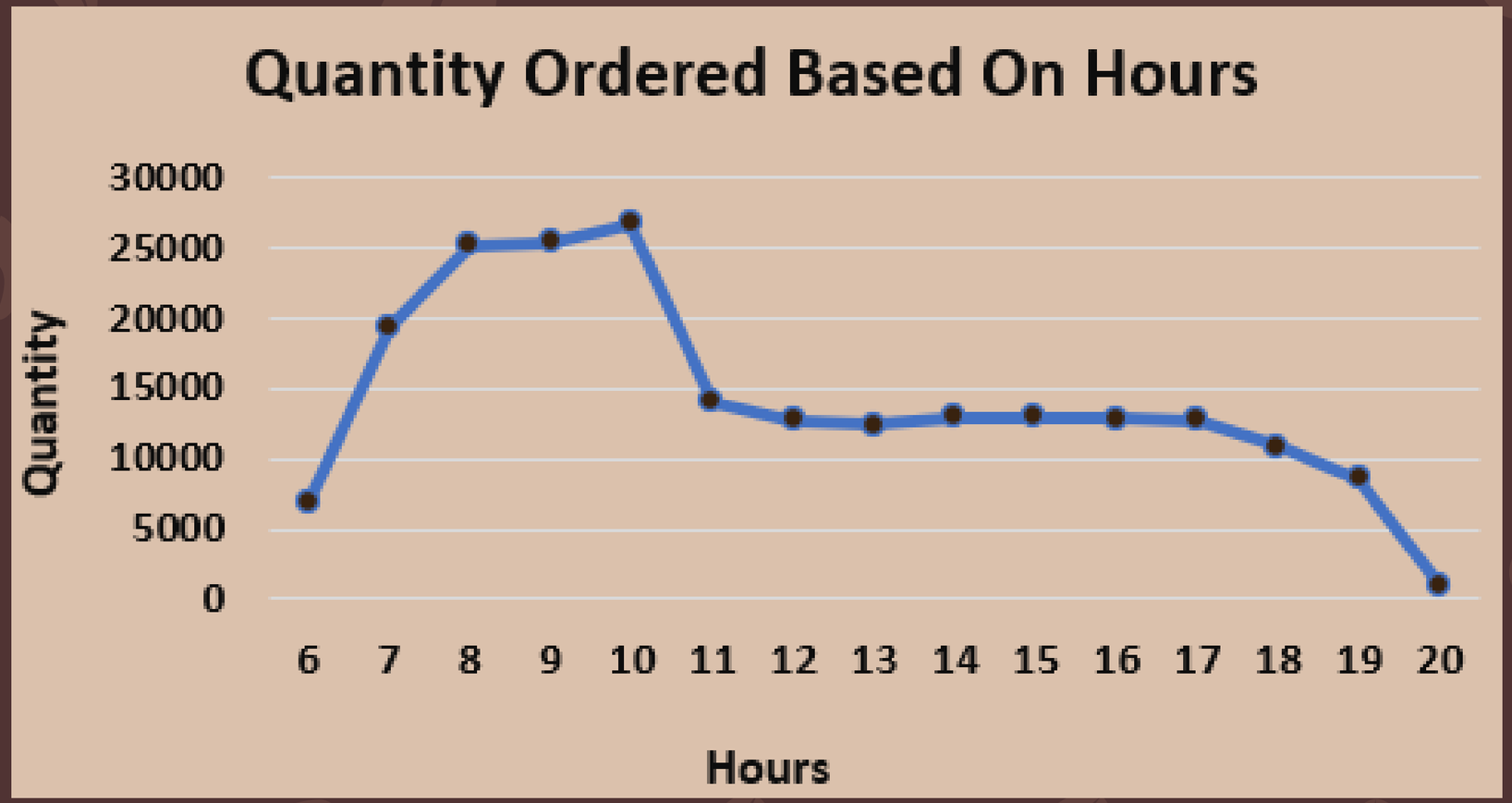
Field	Description
transaction_id	Unique sequential ID representing an individual transaction
transaction_date	Date of the transaction (MM/DD/YY)
transaction_time	Timestamp of the transaction (HH:MM:SS)
transaction_qty	Quantity of items sold
store_id	Unique ID of the coffee shop where the transaction took place
store_location	Location of the coffee shop where the transaction took place
product_id	Unique ID of the product sold
unit_price	Retail price of the product sold
product_category	Description of the product category
product_type	Description of the product type

- THIS DATA SET FORMAT IN EXCEL.

RECOMMENDED ANALYSIS

- HOW DO SALES VARY BY DAY OF THE WEEK AND HOUR OF THE DAY ?

I KNOW THAT THIS CHART SHOWS THE "QUANTITY ORDERED BASED ON HOURS." HOWEVER, THE DASHBOARD INCLUDES A "DAY OF THE WEEK" SLICER, WHICH ALLOWS US TO VIEW SALES FOR SPECIFIC DAYS.



RECOMMENDED ANALYSIS

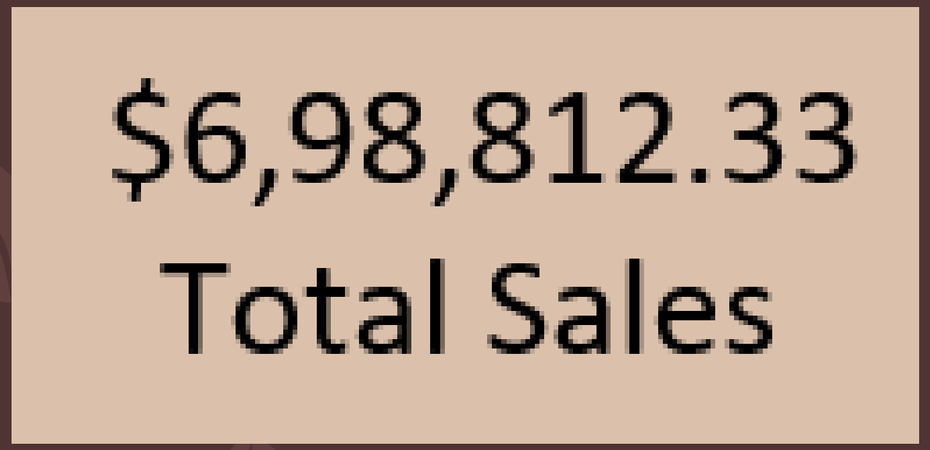
- ARE THERE ANY PEAK TIMES FOR SALES ACTIVITY?

By looking at the "Quantity Ordered Based on Hours" chart, it is evident that sales start increasing from 7 AM and begin to decline after 10 AM. The dashboard includes day and month slicers, allowing us to analyze sales for each day based on time.

RECOMMENDED ANALYSIS

- WHAT IS THE TOTAL SALES REVENUE FOR EACH MONTH?

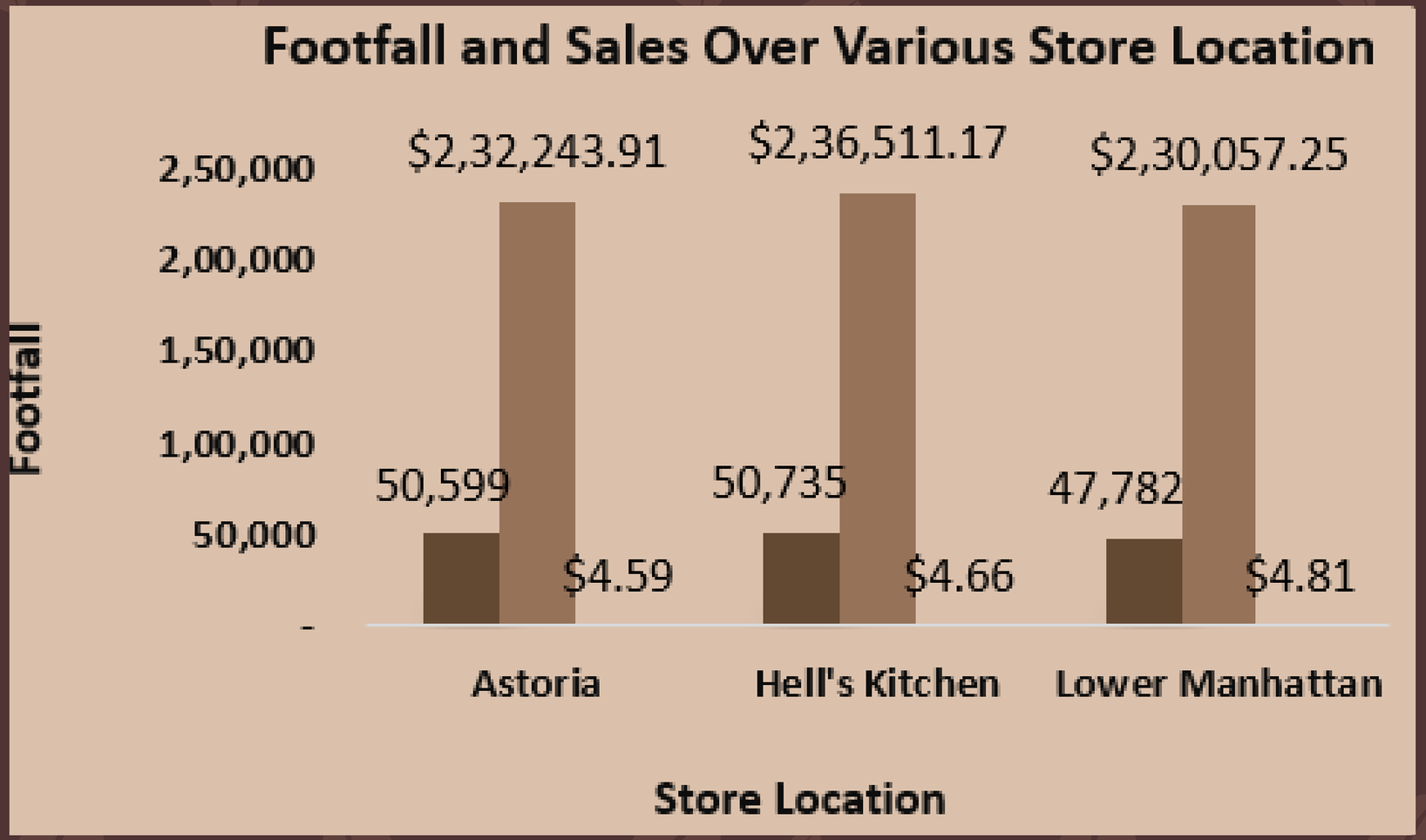
I HAVE USED A KPI TO DISPLAY THE TOTAL SALES REVENUE FOR EACH MONTH. ADDITIONALLY, I HAVE USED A SLICER FOR MONTHS, WHICH ALLOWS US TO VIEW THE TOTAL REVENUE FOR EACH MONTH SEPARATELY.



KPI

RECOMMENDED ANALYSIS

- HOW DO SALES VARY ACROSS DIFFERENT STORE LOCATIONS ?



RECOMMENDED ANALYSIS

- WHAT IS THE AVERAGE PRICE/ORDER PER PERSON ?

4.69
Ave Bill/Person

KPI

Measure

Table Name: Transactions

Measure Name: Average_bill

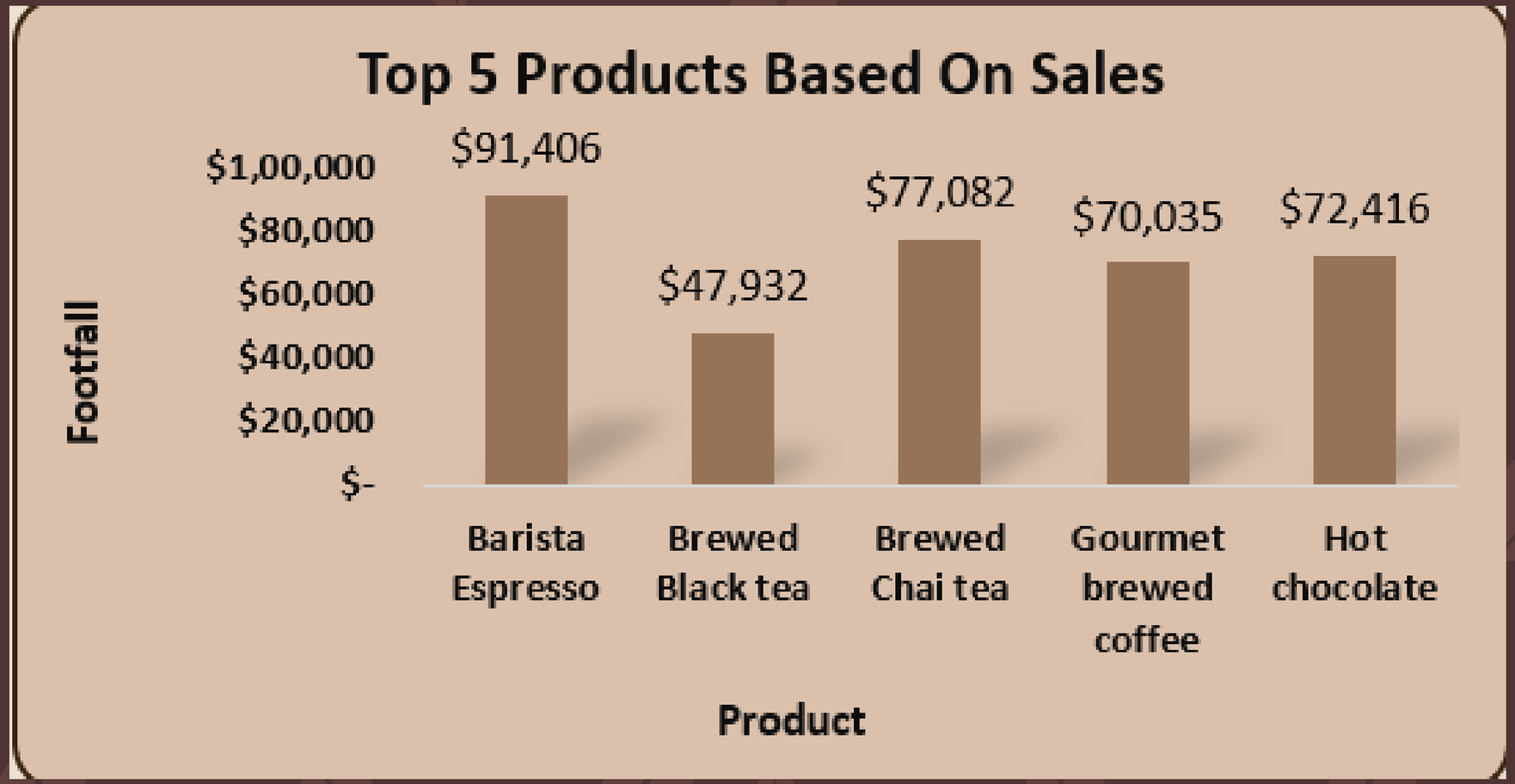
Value Description:

Formula: fx Check DAX Formula

```
=SUM(Transactions[Total_bill])/DISTINCTCOUNT(Transactions[transaction_id])
```

RECOMMENDED ANALYSIS

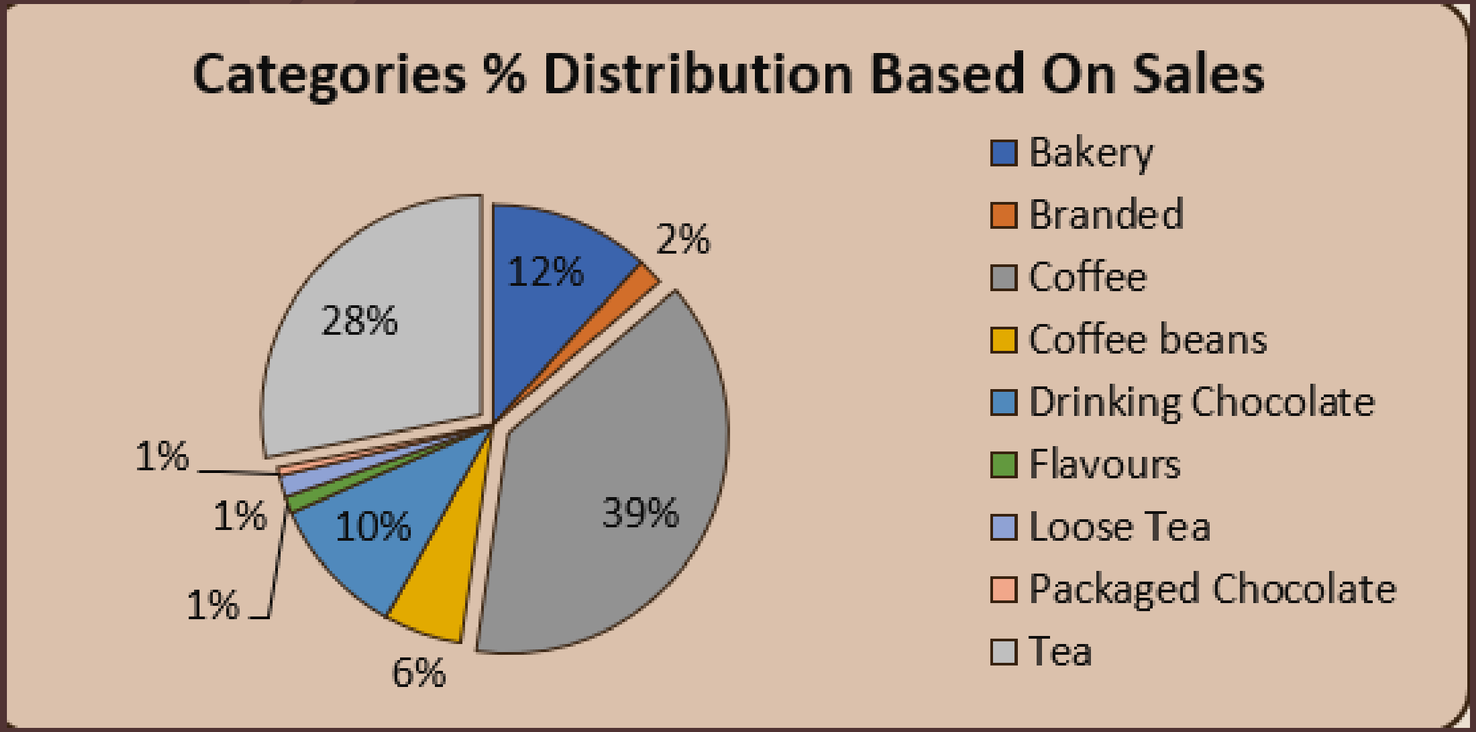
- WHICH PRODUCTS ARE THE BEST SELLING IN TERMS OF QUANTITY AND REVENUE ?



RECOMMENDED ANALYSIS

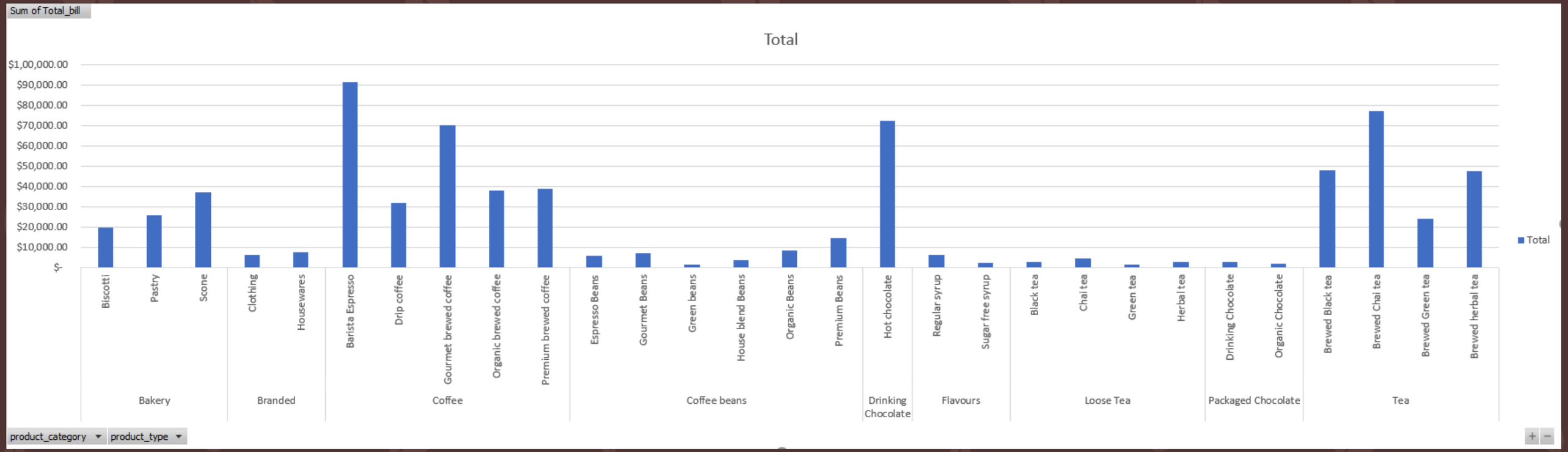
- WHICH PRODUCTS ARE THE BEST SELLING IN TERMS OF QUANTITY AND REVENUE ?

COFFEE AND TEA ARE THE BEST-SELLING PRODUCTS



RECOMMENDED ANALYSIS

- HOW DO SALES VARY BY PRODUCT CATEGORY AND TYPE ?



ON THE NEXT SLIDE , I WILL PROVIDE THE EXPLANATION.

1. TOP-SELLING CATEGORIES

Coffee:

- *Barista Espresso* has the highest sales, reaching around **$90,000+**.
- *Gourmet Brewed Coffee* and *Drip Coffee* also have significant sales.

Drinking Chocolate:

- *Hot Chocolate* has very high sales, approximately **$70,000**.

Tea:

- *Brewed Chai Tea* and *Brewed Black Tea* have substantial sales, ranging between **$50,000 - $60,000**.

2. LOW-SELLING PRODUCTS

- *Flavours* (Regular Syrup, Sugar-Free Syrup) have very low sales.
- *Packaged Chocolate* and some *Loose Tea* types (Black Tea, Green Tea, Herbal Tea) have minimal sales.
- *Branded categories* like *Houseware* and *Clothing* also have very low sales.

3. KEY OBSERVATIONS

- In the **Coffee** category, *Barista Espresso* is the best-selling product.
- *Hot Chocolate, Brewed Chai Tea,* and *Brewed Black Tea* are also high in demand.
- Some products like *Flavours, Packaged Chocolate,* and *Loose Tea* have very low sales.
- In **Bakery**, *Pastry* and *Scone* have higher sales, while *Biscotti* has lower sales.

CONCLUSION

- **Brewed and Espresso** products dominate the Coffee and Tea category.
- **Hot Chocolate** is a high-demand product.
- **Low-demand products** like *Flavours* and *Packaged Chocolate* need promotion.
- **Fresh brewed products** are selling more than **packaged** products.

HOW TO IMPROVE BUSINESS

1. Increase Promotion for High-Selling Items:

- Launch special offers or combo deals for high-selling products like "Barista Espresso" and "Hot Chocolate" to attract more customers.

2. Boost Low-Performing Items:

- Promote low-selling items like "Flavours" and "Packaged Chocolate" by offering discounts and bundle deals to increase their sales.

3. Enhance Customer Engagement:

- Introduce Coffee Membership Cards or Buy-One-Get-One-Free offers to encourage repeat purchases and build customer loyalty

4. Optimize Pricing Strategy:

- Adjust the pricing of low-selling products to make them more attractive and boost their sales

5. Expand Online Presence:

- Increase brand awareness through social media marketing and partnerships with online food delivery platforms to drive more sales.

RESULT

1 **High-Selling Products:**

- **Coffee (Barista Espresso, Drip Coffee, Gourmet Brewed Coffee)** are the top-selling products.
- **Hot Chocolate and Brewed Chai Tea** also have strong sales.

2 **Low-Selling Products:**

- **Flavours (Regular Syrup, Sugar-Free Syrup) and Packaged Chocolate** have very low sales.
- **Houseware and Clothing (branded items)** have minimal demand.

3 Sales Trend by Time & Day:

- Sales peak between **7 AM and 10 AM**, indicating high morning demand.
- **Saturday and Sunday** record the highest sales.
- Sales gradually decline in the afternoon and evening.

4 Revenue Insights:

- The highest total sales revenue comes from **Coffee and Hot Chocolate categories**.
- **Packaged products have lower sales compared to fresh brewed products.**
- Monthly sales fluctuate, showing seasonal trends.

5 Customer Buying Behavior:

- Customers prefer **Espresso and Brewed Coffee** the most.
- **Seasonal trends** show increased sales of **hot beverages during colder months**.
- **Higher-priced coffee products perform better than low-priced items**.

CONCLUSION

- Coffee and Hot Chocolate are the most popular products, so their stock and promotion should be increased.
- Low-selling items like Flavours, Packaged Chocolates, and Clothing need a revised sales strategy.
- Offering discounts during peak morning hours (7 AM - 10 AM) can further boost sales.
- Weekends have the highest footfall, so special promotional offers should be launched.
- Investing in online and social media marketing can help attract more customers

THANK YOU