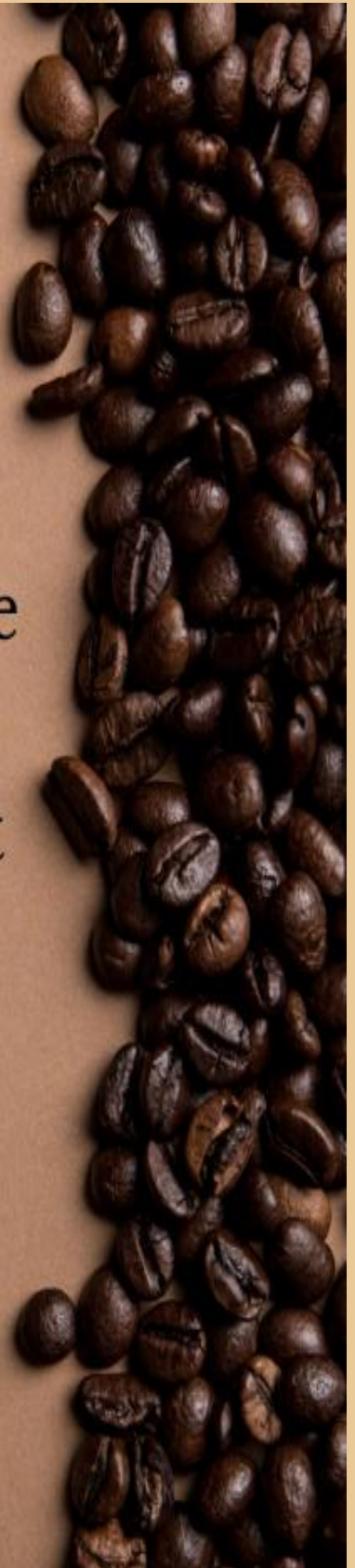


## Coffee Shop Sales ☕



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



## Project Objective

The main goal of this project is to study the sales data of a coffee shop and find useful insights that can help improve its performance and customer experience.

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

Sales trend is highest during **morning hours (8 AM to 11 AM)** across all days, especially on **Friday** and **Monday**.

Day	9 AM	10 AM	11 AM	Total Morning Sales
Monday	₹11,898.33	₹12,427.25	₹7,179.09	High
Tuesday	₹13,588.47	₹13,497.68	₹5,877.41	Very High
Wednesday	₹12,246.40	₹12,382.48	₹7,055.85	High
Friday	₹12,750.00	₹13,155.66	₹6,827.84	High

Sales peak during morning hours (8 AM to 11 AM) and again during the evening (5 PM to 7 PM). Among weekdays, **Friday** and **Monday** generally show the highest sales, while Sunday has slightly lower activity.

### 2. Are there any peak times for sales activity?

Hour	Total Sales (₹)
10 AM	₹88,673.39
9 AM	₹85,169.53
8 AM	₹82,699.87
7 AM	₹63,526.47
11 AM	₹46,319.14

Yes, the top sales hours are **9 AM, 10 AM, and 11 AM**, indicating strong morning demand. These times correspond with customer coffee runs and breakfast hours.



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

Month	Total Sales (₹)
June	₹1,66,485.88
May	₹1,56,727.76
April	₹1,18,941.08
March	₹98,834.68
January	₹81,677.74
February	₹76,145.19

June and May are the top-performing months.

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

Store Location	Total Sales (₹)
Hell's Kitchen	₹2,36,511.17
Astoria	₹2,32,243.91
Lower Manhattan	₹2,30,057.25

All stores are performing well, with **Hell's Kitchen** slightly ahead.

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

- Average Order Value: ₹4.69
- Average Items per Order: 1.44

Most customers spend around ₹5 and buy 1 to 2 items per visit.

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

By Quantity:

Product	Quantity Sold
Ethiopia	13,271
Our Old Time Diner Blend	13,074
Columbian Medium Roast	13,068

**By Revenue:**

Product	Total Sales (₹)
Ethiopia	₹42,304.10
Sustainably Grown Organic	₹39,065.10
Jamaican Coffee River	₹38,781.15

**Ethiopia** is the top product by both quantity and revenue.

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

Product Category	Product Type	Total Sales (₹)
Coffee	Barista Espresso	₹91,406.20
Tea	Brewed Chai Tea	₹77,081.95
Drinking Chocolate	Hot Chocolate	₹72,416.00
Coffee	Gourmet Brewed Coffee	₹70,034.60
Tea	Brewed Black Tea	₹47,932.00

**Coffee** is the top-performing category, with **Barista Espresso** as the leading product type.

✦✦ **Final Insight**

This dashboard helped identify which products are most popular, the best times to focus marketing, and the strongest performing store locations. Using this insight, the coffee shop can plan better offers, staffing, and promotions.

-