

COFFEE SHOP SALES ANALYSIS REPORT

Introduction

The data set contains the sales report of a coffee shop over a six months of time period over three various locations (Lower Manhattan ,Astoria and Hell's Kitchen).

The data set contains the attributes :

- ❖ Transaction ID
- ❖ Transaction Date
- ❖ Transaction Item
- ❖ Transaction Quantity
- ❖ Store ID
- ❖ Store Location
- ❖ Product ID
- ❖ Unit Price
- ❖ Product Category
- ❖ Product Type
- ❖ Product Detail

By using the Excel techniques of data analysis I'm trying to figure out the solutions for the problems

Tools Used

- ❖ Excel

Objective

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.

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 bestselling in terms of quantity and revenue?

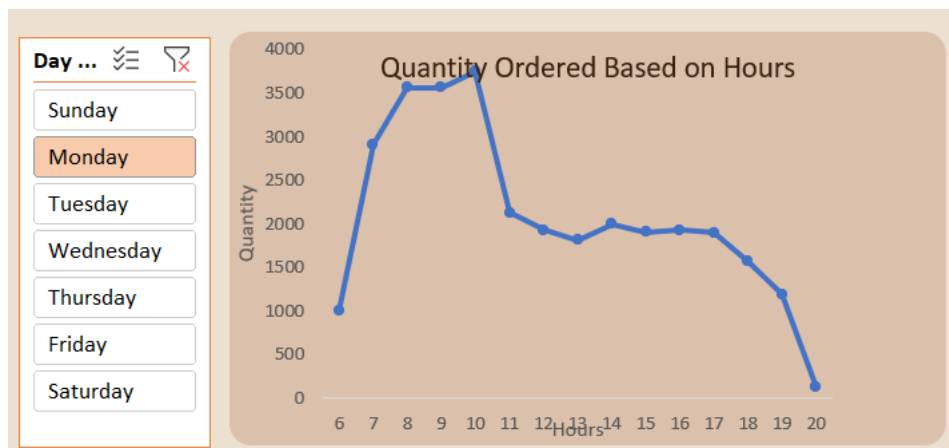
Data Preprocessing and Extraction

- ❖ The data set contain some blank white spaces,it is cleared using the "trim" function.

- ❖ Some attributes such as day ,month ,size ,quandity are extracted from the original data to make the inference.
- ❖ The given data set does not contain any missing values.

Analysis Part

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



From the given line graph it is very evident that most of the sales are done at the time between 8-10.

In that at the time around 10 most of the orders with maximum quantity is ordered.

- ❖ Are there any peak times for sales activity

A slider is also included to analyse the sales over each days of a weak.

- ❖ What is the total sales revenue for each month?



Here the graph contains the sales over various locations. It contains the sum of total bill and count of the transactions. By analysing the sales of various months we can find that the sales are in a peak level in the months of January ,February and March. There is a fall in sales during the left three months.

❖ How do sales vary across different store locations?

With the help of the slider we can analyse the sales variations on various stores on various months.

❖ what is the average price/order per person Which products are the bestselling in terms of quantity and revenue?

The average Bill per person is calculated as \$4.69.

The average order per person is calculated as 1.44



The given pie diagram contains the best selling items .From this we can clearly identify that coffee and tea are the best selling product categories.

The given Bar chart contains the top 5 selling products based on the revnue. From this we can identify that some varieties of coffee and tea are the best selling products.

In that the Barista espresso in the top position for all the months.

Conclusion

The peak sales are happen during the time between 8 and 10. In that at 10 am we can find an intense increase.

From all the analysis done above we can say that we have identified the solutions for the given problem statements.

The revenue of the months of January , February , march are high when compared to tbe otger 3 months.

Coffee and tea are in the top of most selling products respectively.

The store Hell's Kitchen is in the top position of sales each time.Baristo Espresso is the most selling product on every time.

Dashboard

