



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?



Conclusions:

How do sales vary by the day of the week and hour of the day?
Are there any peak times for sales activity?

- Peak Hour: 10 A.M. (27613 orders)
- Lowest Sales: 8 P.M. (880 orders)
- Busy Hours: 8-10 A.M.
- Busiest Day: Thursday (21,654 orders)
- Lowest Sales: Saturday (20,510 orders)
- Morning hours and weekdays have highest sales.
- Evening hours and weekends have lowest sales.



Conclusions:

What is the total sales revenue for each month?

Month	Sales
January	81,677.74
February	76,145.19
March	98,834.68
April	118,941.08
May	156,727.76
June	166,485.88



Conclusions:

How do sales vary across different store locations?

Location	Revenue	Transactions
Hell's Kitchen	236,511.17	50,735
Astoria	232,243.91	50,599
Lower Manhattan	230,057.25	47,782

The store at Hell's Kitchen has a slightly higher revenue. All stores have a similar performance



Conclusions:

What is the average order price per person?

- Average Order Value = \$ 4.69
- Average orders per person = 1.44



Conclusions:

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

Product	Revenue
Barista Espresso	91,406.20
Hot Chocolate	77,081.95
Brewed Chai Tea	72,416.00
Gourmet Brewed Coffee	70,034.60
Brewed Black Tea	47,932.00



Conclusions:

How do sales vary by product category and type?

Category	Revenue
Coffee	269,952.45
Tea	196,405.95
Bakery	82,315.64
Drinking Chocolate	72,416.00
Coffee Beans	40,085.25

Coffee has the highest sales followed by tea and bakery items respectively. Packaged items have a low revenue probably due to low shelf life and low margin



Final Insights:

- Coffee is the clear revenue driver, with peak sales during late mornings and weekends.
- Other categories like Tea, Bakery, and Branded items lag due to lower visibility and customer prioritization.

Further Steps to be taken

- Bundle low-performing items during non-peak hours.
- Promote secondary categories through in-store displays or loyalty rewards
- Introduce seasonal offers on bakery and branded items to create urgency and boost interest.





Thank You

