 Coffee House 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

1. **How do sales vary by day of the week and hour of the day?**
   Sales typically show variations based on the day of the week and the hour of the day. For instance, weekends might see higher sales compared to weekdays due to increased foot traffic. Peak sales hours could be during breakfast (8-10 AM) and lunch (12-2 PM) times when people are more likely to visit for coffee and snacks.

2. **Are there any peak times for sales activity?**
   Yes, peak times for sales activity are usually during the morning rush hour (8-10 AM) when people buy coffee on their way to work, and around lunchtime (12-2 PM) when customers take a break for coffee and food. Additionally, there might be another small peak in the late afternoon (3-5 PM) for those needing an afternoon pick-me-up.

3. **What is the total sales revenue for each month?**
   Total sales revenue can be summarized month by month. This helps in understanding the seasonality and monthly performance trends. For instance, sales might be higher during colder months when people prefer hot beverages or during holiday seasons.

4. **How do sales vary across different store locations?**
   Sales performance can differ significantly across various store locations. Busy urban locations or those near office complexes might experience higher sales compared to suburban locations. Analyzing each store's sales data helps in identifying top-performing locations and those that might need more marketing efforts or promotions.

5. **what is the average price/order per person?**
   The average price per order per person gives an insight into customer spending behavior. For example, if the average order value is $5, it indicates how much each customer typically spends on their visit, which can help in planning pricing strategies and promotions.

6. **Which products are the best- selling in terms of quantity and revenue?**
   Identifying best-selling products helps in inventory management and marketing strategies. For example, if lattes and croissants are the top sellers, the store can ensure they are always well-stocked and consider promoting these items more. Understanding which products generate the most revenue also helps in prioritizing them in the menu.

7. **How do sales vary by product category and type?**
   Sales can vary significantly by product category (e.g., beverages, pastries) and type (e.g., hot drinks, cold drinks). Analyzing this helps in understanding customer preferences. For instance, if hot beverages sell more during winter and cold beverages during summer, the store can adjust its offerings seasonally.