**Project Report: Coffee Shop Sales Analysis (January - June 2023)**

**Overview**

This report presents a comprehensive analysis of the coffee shop sales data from January to June 2023. It includes month-over-month (MoM) percentage changes, trends, and insights into sales performance across different categories and store locations. Additionally, recommendations and resume bullet points based on the analysis are provided.

**Monthly Performance Analysis**

**Summary Metrics**

* **January 2023:**
  + Total Sales: $82K
  + Total Orders: 17,314
  + Total Quantity Sold: 24,870 units
* **February 2023:**
  + Total Sales: $76K (-6.8% MoM)
  + Total Orders: 16,359 (-5.5% MoM)
  + Total Quantity Sold: 23,550 units (-5.3% MoM)
* **March 2023:**
  + Total Sales: $99K (+29.8% MoM)
  + Total Orders: 21,229 (+29.8% MoM)
  + Total Quantity Sold: 30,406 units (+29.1% MoM)
* **April 2023:**
  + Total Sales: $119K (+20.3% MoM)
  + Total Orders: 25,335 (+19.3% MoM)
  + Total Quantity Sold: 36,469 units (+19.9% MoM)
* **May 2023:**
  + Total Sales: $157K (+31.8% MoM)
  + Total Orders: 33,527 (+32.3% MoM)
  + Total Quantity Sold: 48,233 units (+32.3% MoM)
* **June 2023:**
  + Total Sales: $166K (+6.2% MoM)
  + Total Orders: 35,352 (+5.4% MoM)
  + Total Quantity Sold: 50,942 units (+5.6% MoM)

**Detailed Analysis**

**Sales Trends**

* **Daily Sales Trend:**
  + January: Fluctuations with notable peaks mid-month.
  + February: Fluctuations between $2.5K and $3.2K with an average of $2,719.
  + March: Average daily sales of $3,188 with mid-month peaks.
  + April: Stable sales with an average of $3,965, peak mid and end of the month.
  + May: Average daily sales of $5,056 with mid and end-month peaks.
  + June: Consistent performance with an average of $5,550, peaks mid and end of month.

**Sales by Weekday/Weekend**

* Weekday sales consistently outperform weekend sales, contributing around 70-75% of total monthly sales.
* Weekend sales fluctuate but show gradual growth, indicating increasing customer activity during weekends.

**Sales by Store Location**

* All three locations (Astoria, Hell's Kitchen, Lower Manhattan) exhibit balanced sales with slight variations.
* Significant growth was observed in all locations from March to June, with Hell's Kitchen consistently leading slightly in total sales.

**Sales by Product Category**

* **Top Categories:**
  + Coffee and tea consistently dominate sales.
  + Notable growth in all categories, especially coffee and tea, with significant MoM increases from March to June.

**Detailed Product Sales**

* **Top Products:**
  + Barista Espresso and Brewed Chai Tea are the top sellers, showing consistent growth.
  + Other notable products include Hot Chocolate, Gourmet Brewed Coffee, and Brewed Black Tea.

**Sales by Day/Hour**

* Peak sales hours remain around midday and early afternoon.
* Highest sales days shift from mid-month in January to midweek (Wednesdays and Fridays) and weekends (Fridays and Saturdays) in subsequent months.

**Insights and Recommendations**

**Key Insights**

1. **Overall Growth:** The coffee shop has experienced consistent growth in sales, orders, and quantities sold, especially from March to June 2023.
2. **Store Performance:** All store locations have grown substantially, with Hell's Kitchen and Astoria leading in total sales.
3. **Product Popularity:** Coffee and tea categories remain dominant, with notable increases across all major products.
4. **Daily and Hourly Trends:** Peak sales days have shifted to midweek and weekends, indicating changes in customer behavior or successful promotional strategies.

**Recommendations**

1. **Focus on Peak Days:** Consider offering special promotions on Fridays and Saturdays to capitalize on high customer traffic.
2. **Enhance Inventory Management:** Ensure popular products, especially coffee and tea, are well-stocked to meet the demand.
3. **Promote High-Growth Products:** Continue promoting best-selling items like Barista Espresso and Brewed Chai Tea to maintain and boost sales.
4. **Monitor and Adapt:** Regularly analyze sales data to identify any shifts in customer preferences and adapt strategies accordingly.