

— REPORT —

Coffee Shop Sales



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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



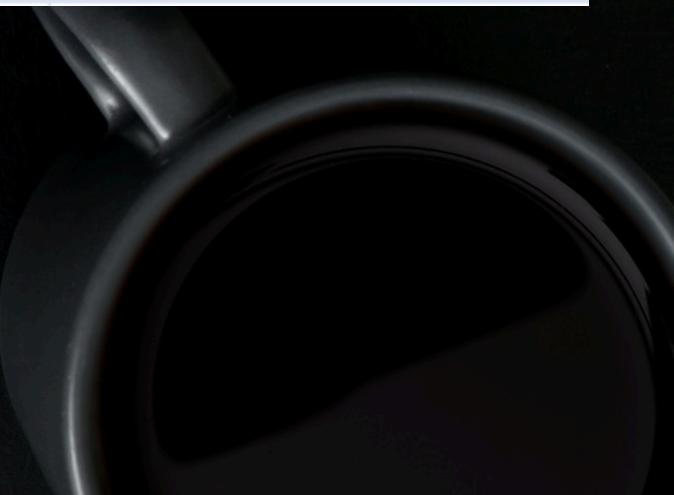
Recommended Analysis

- 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 best- selling in terms of quantity and revenue?
- How do sales vary by product category and type?

Quantity Ordered By Hour

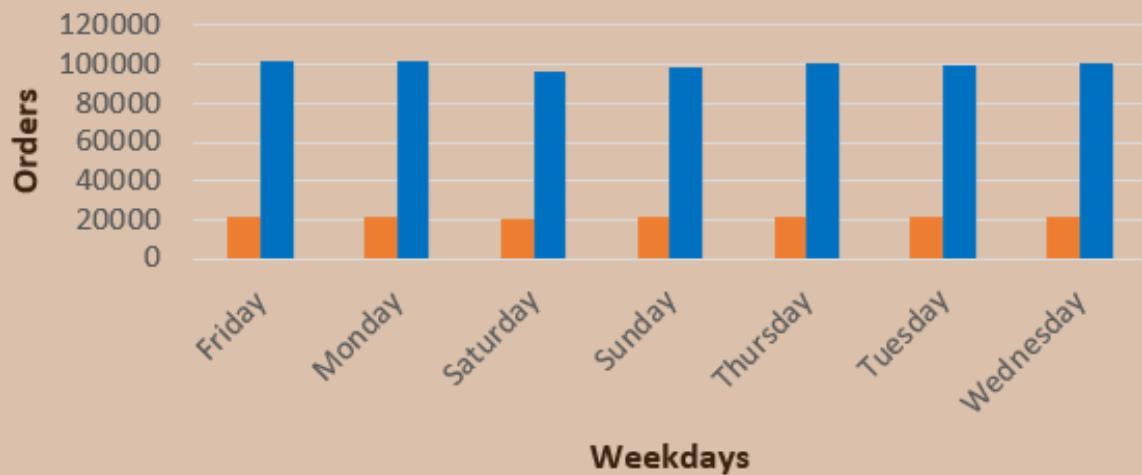


| Row Labels | Sum of transaction_qty |
|-------------|------------------------|
| 6 | 6865 |
| 7 | 19449 |
| 8 | 25197 |
| 9 | 25370 |
| 10 | 26713 |
| 11 | 14035 |
| 12 | 12690 |
| 13 | 12439 |
| 14 | 12907 |
| 15 | 12923 |
| 16 | 12881 |
| 17 | 12700 |
| 18 | 10826 |
| 19 | 8595 |
| 20 | 880 |
| Grand Total | 214470 |



Orders On Weekdays

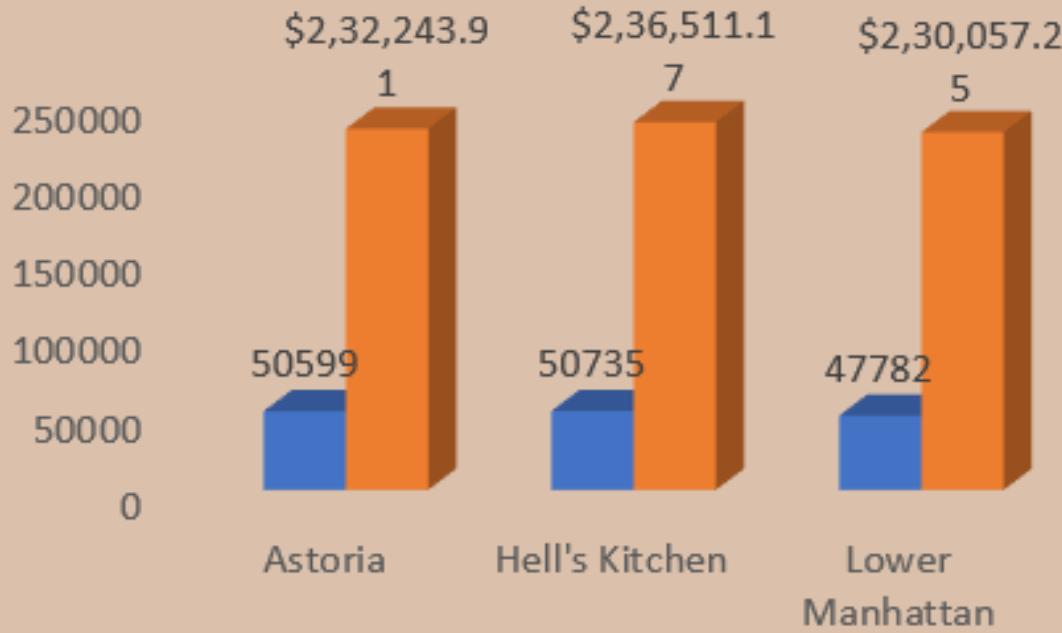
Order on Weekdays



| Row Labels | Count of transactions | sales |
|--------------------|-----------------------|----------------------|
| Friday | 21701 | \$1,01,373.00 |
| Monday | 21643 | \$1,01,677.28 |
| Saturday | 20510 | \$96,894.48 |
| Sunday | 21096 | \$98,330.31 |
| Thursday | 21654 | \$1,00,767.78 |
| Tuesday | 21202 | \$99,455.94 |
| Wednesday | 21310 | \$1,00,313.54 |
| Grand Total | 149116 | \$6,98,812.33 |

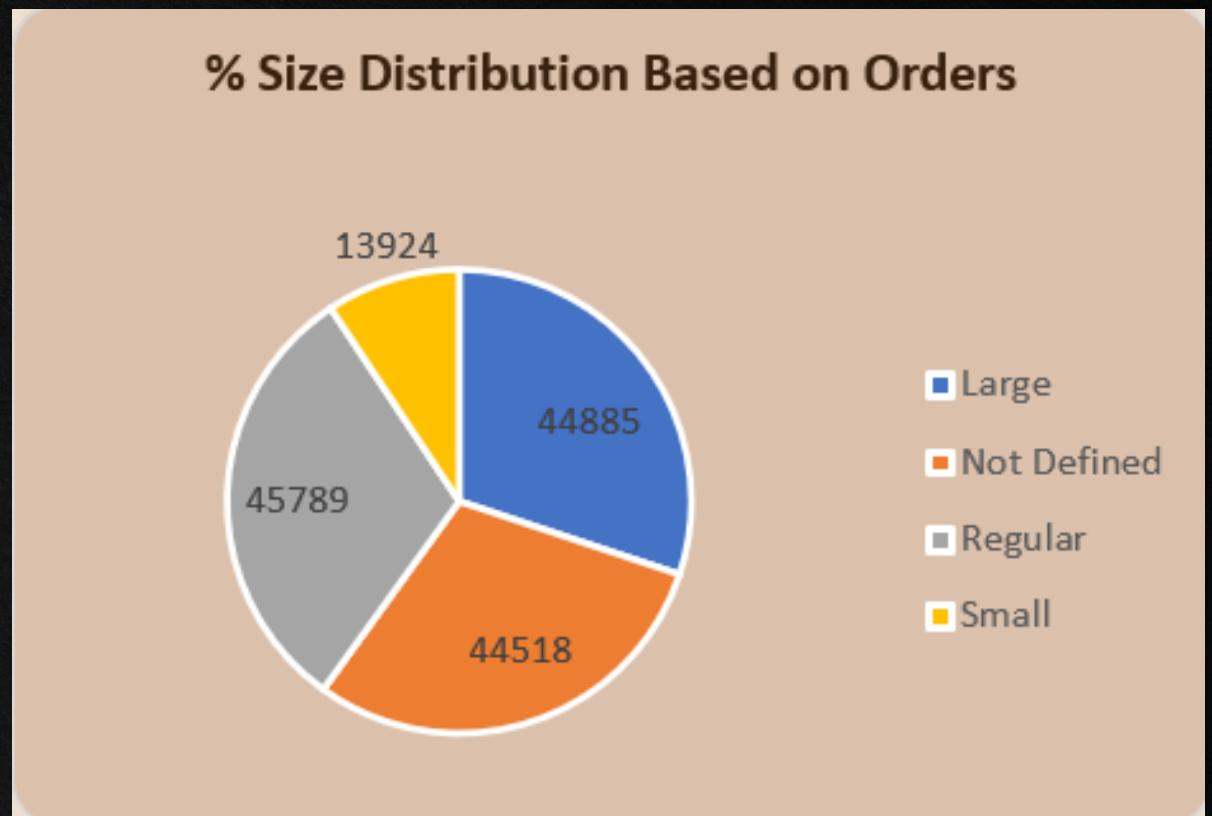
Footfall And Sales Over Various On Store Location

Footfall and Sales Over Various On Store Location



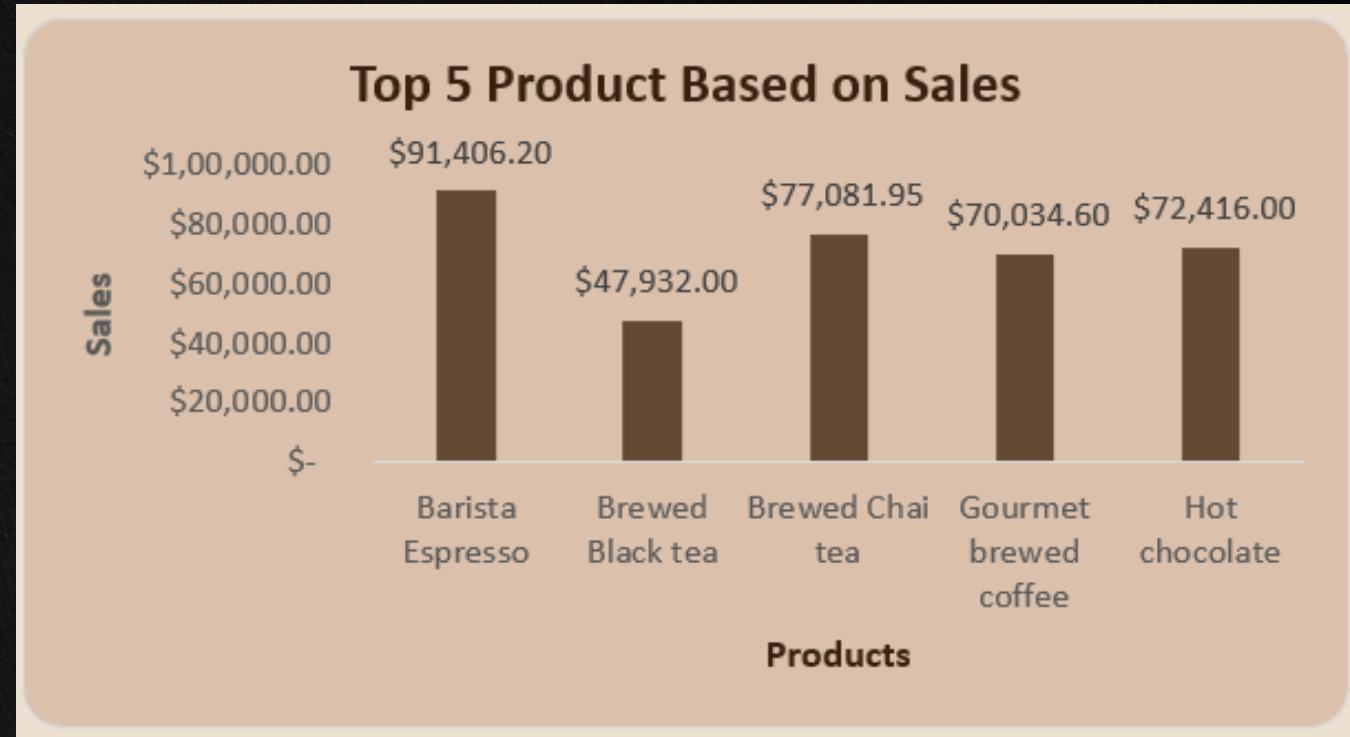
| Row Labels | Count of transaction_id | Sum of Total_bill |
|--------------------|-------------------------|-----------------------|
| Astoria | 50599 | \$ 2,32,243.91 |
| Hell's Kitchen | 50735 | \$ 2,36,511.17 |
| Lower Manhattan | 47782 | \$ 2,30,057.25 |
| Grand Total | 149116 | \$ 6,98,812.33 |

Percentage Size Distribution Based On Orders



| Row Labels | Count of transaction_id |
|--------------------|-------------------------|
| Large | 44885 |
| Not Defined | 44518 |
| Regular | 45789 |
| Small | 13924 |
| Grand Total | 149116 |

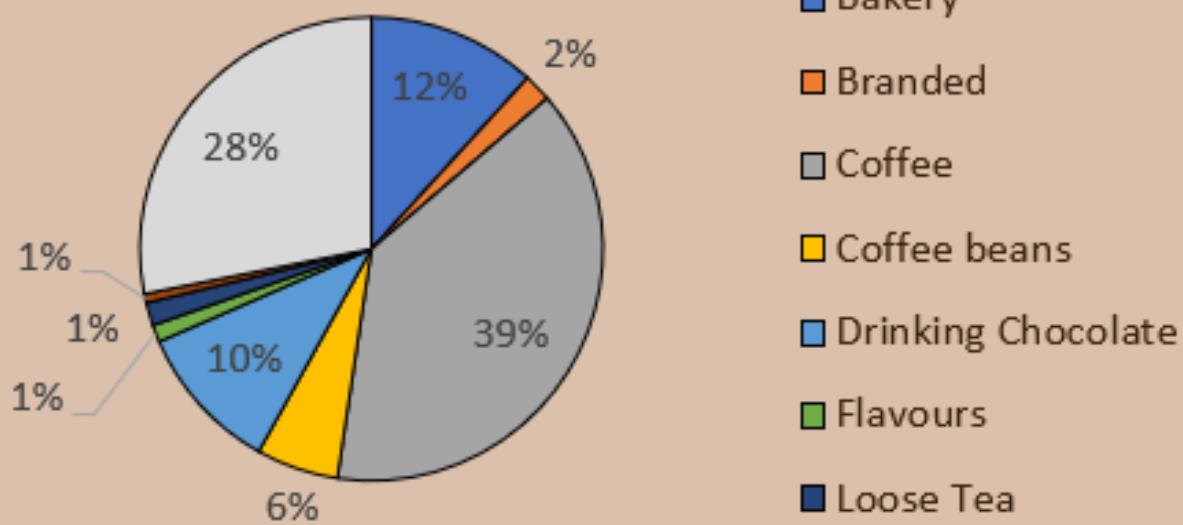
Top 5 Product Based on Sales



| Row Labels | Sum of Total_bill |
|--------------------|-----------------------|
| Brazilian | \$ 37,746.50 |
| Ethiopia | \$ 42,304.10 |
| Jamaican Coffee R | \$ 38,781.15 |
| Latte | \$ 36,369.75 |
| Sustainably Growr | \$ 39,065.10 |
| Grand Total | \$ 1,94,266.60 |

Cateogories % Distribution Based On Order Sales

Cateogories % Distribution Based on Sales



| Row Labels | Sum of Total_bill |
|--------------------|-----------------------|
| Bakery | \$ 82,315.64 |
| Branded | \$ 13,607.00 |
| Coffee | \$ 2,69,952.45 |
| Coffee beans | \$ 40,085.25 |
| Drinking Chocolate | \$ 72,416.00 |
| Flavours | \$ 8,408.80 |
| Loose Tea | \$ 11,213.60 |
| Packaged Chocolate | \$ 4,407.64 |
| Tea | \$ 1,96,405.95 |
| Grand Total | \$ 6,98,812.33 |

Coffee Shop Sales ☕

\$6,98,812.33

Total Sales

149116

FootFall

1.44

Avg Order/Person

4.69

Avg Bill/Person

DASHBOARD



Coffee Shop Sales



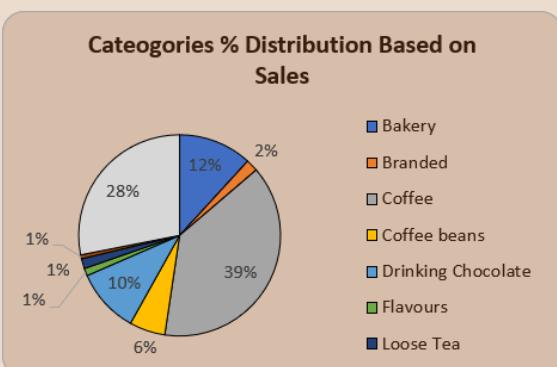
\$6,98,812.33
Total Sales

149116
FootFall

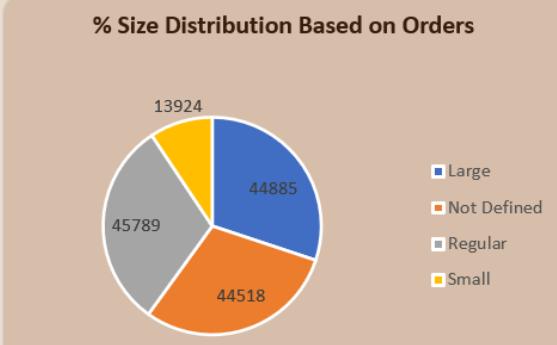
4.69
Avg Bill/Person

1.44
Avg Order/Person

| Day Name | Filter |
|-----------|--------|
| Friday | |
| Monday | |
| Saturday | |
| Sunday | |
| Thursday | |
| Tuesday | |
| Wednesday | |



| Month Name | Filter |
|------------|--------|
| April | |
| February | |
| January | |
| June | |
| March | |
| May | |





Coffee Time



Thank You