

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



- **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?**



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

- Sales are maximum on Friday with 21,701 units followed by Thursday and Monday
- On an hourly basis, the highest sales activity is from 8:00 AM 10:00 AM. Sales are at peak at 10:00 AM (26,713 units)



What is the total sales revenue for each month? How do sales vary across different store locations?

- Total sales revenue is the highest in June (\$1,66,466) followed by May (\$1,56,728). There is a slight reduction in February, otherwise the sales are going upwards every month.
- The sales across different locations show slight variations, with Hell's Kitchen leading at **\$2,36,511**, followed by Astoria at **\$2,32,243** and Lower Manhattan at **\$2,30,057**



What is the average price/order per person? Which products are the best- selling in terms of quantity and revenue?

- Average bill is **\$4.7** and average order is **1.4**. So, the average price per order per person is $(4.7 * 1.4 = \$6.58)$
- The best-selling product in terms of quantity is **Coffee (89,250 units)** and **Tea (69,737 units)**; and in terms of revenue is again **Coffee** and **Tea** generating **\$2,69,952** and **\$1,96,405** respectively



How do sales vary by product category and type?

When it comes to product categories, **Coffee** and **Tea** are the top performers, bringing in impressive revenues of **\$269,952** and **\$196,405**, respectively. Among the coffee products, Barista Espresso stands out as the best-seller, contributing around **\$91,406** to the total revenue. Meanwhile, in the Tea category, **Brewed Chai Tea** takes the lead, generating **\$77,081** and securing its place as the highest-earning tea product.



Conclusion

- **Optimize Staffing and Inventory:** Increase staff and stock popular items (Coffee, Tea) during peak days (Friday, Thursday, Monday) and hours (8:00-10:00 AM).
- **Introduce Promotions for Slow Periods:** Offer discounts or combos on low-traffic days or hours to boost sales.
- **Enhance Product Offering:** Introduce seasonal specials and new variations of best-sellers like Barista Espresso and Brewed Chai Tea.
- **Increase Average Order Value:** Train staff for upselling, and implement loyalty programs to encourage higher spending.
- **Tailor Marketing by Location:** Customize promotions based on local sales data and preferences to maximize revenue across all locations

