



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?





# Answers:-

## 1. Sales Variation by Day and Hour:

- Sales are highest on weekdays, with Friday showing the highest footfall.
- Saturday has the lowest footfall.
- Sales vary by hour, peaking between 7 AM and 10 AM, then declining steadily.

## 2. Peak Sales Activity Times:

- The highest sales occur during the morning hours (7 AM - 10 AM).
- There is a gradual decline after 10 AM, with a slight increase around lunchtime.

## 3. Total Sales Revenue for Each Month:

Total Sales Revenue for Each Month:

January- \$81,677.74

February- \$76,145.19

March- \$98,834.68

April- \$118,941.08

May- \$156,727.76

June- \$166,485.88

#### 4. Sales Variation Across Store Locations:

The three store locations listed are:

- Astoria: \$232,243.91 in sales, 50,599 footfall
- Hell's Kitchen: \$236,511.17 in sales, 50,735 footfall
- Lower Manhattan: \$230,057.25 in sales, 47,782 footfall
- Hell's Kitchen has the highest sales and footfall.

#### 5. Average Price/Order per Person:

- The average bill per person is \$4.69.
- The average order per person is 1.44, meaning customers typically buy 1-2 items per visit.

#### 6. Bestselling Products (Quantity & Revenue):

Top products by sales revenue:

- Barista Espresso: \$91,406.20
- Brewed Black Tea: \$77,081.95

- Brewed Chai Tea: \$70,034.67
- Gourmet Brewed Chocolate Coffee: \$72,416.00

#### 7. Sales Variation by Product Category and Type:

Top-selling category: Coffee (38.63% of sales)

Other notable categories:

- Bakery: 28.11%
- Branded items: 11.78%
- Drinking chocolate: 10.36%
- Coffee beans: 5.74%