



COFFEE SHOP SALES ANALYSIS

Using

EXCEL

Presented by

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Objective

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?



Recommended Analysis

- 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?



Comprehensive Overview of All Data

Dashboard 1: Total Sales Overview

Dashboard 2: January Sale Overview

Dashboard 3: February Sale Overview

Dashboard 4: March Sale Overview



Comprehensive Overview of All Data

Dashboard 5: April Sale Overview

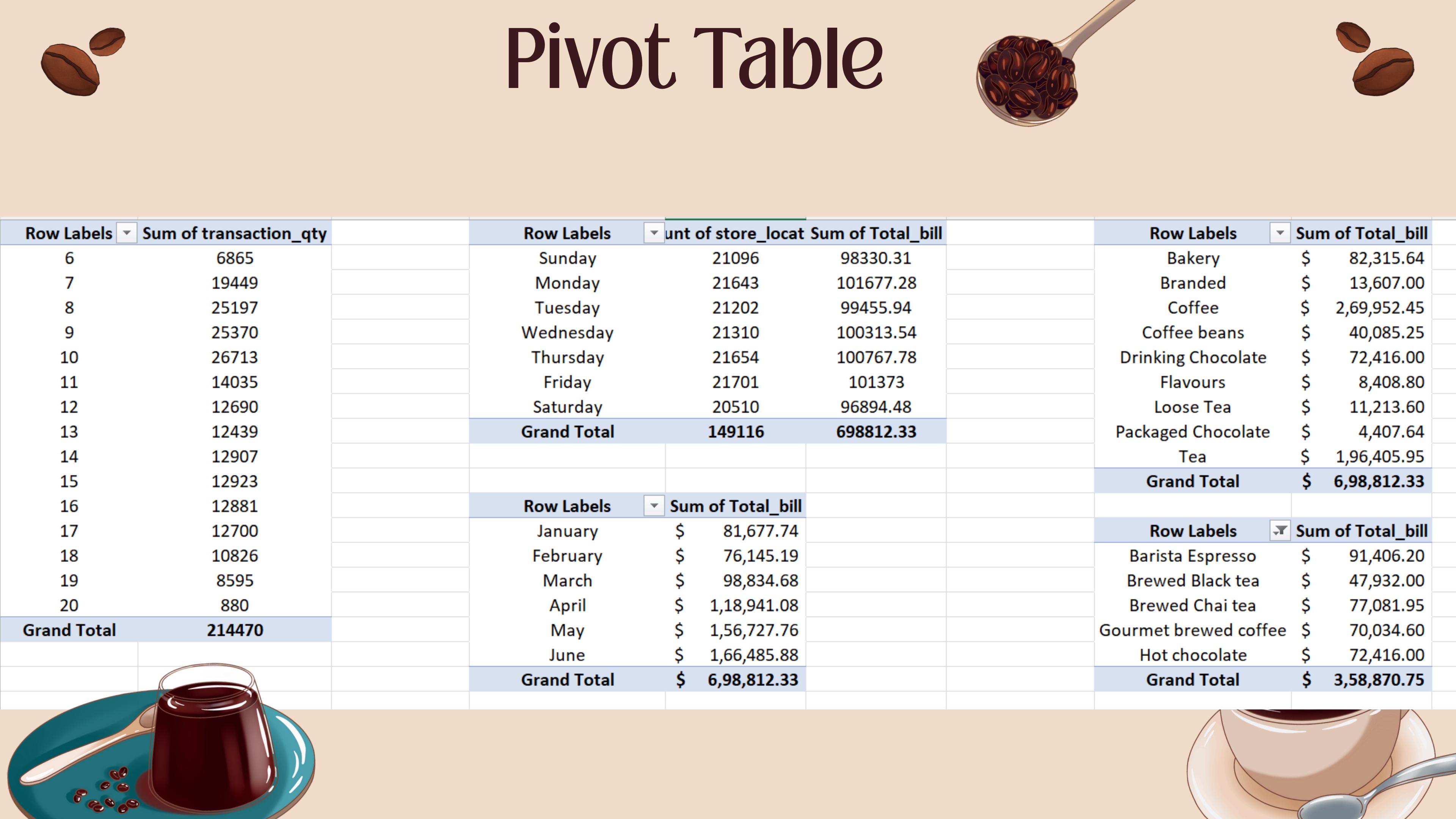
Dashboard 6: May Sale Overview

Dashboard 7: June Sale Overview

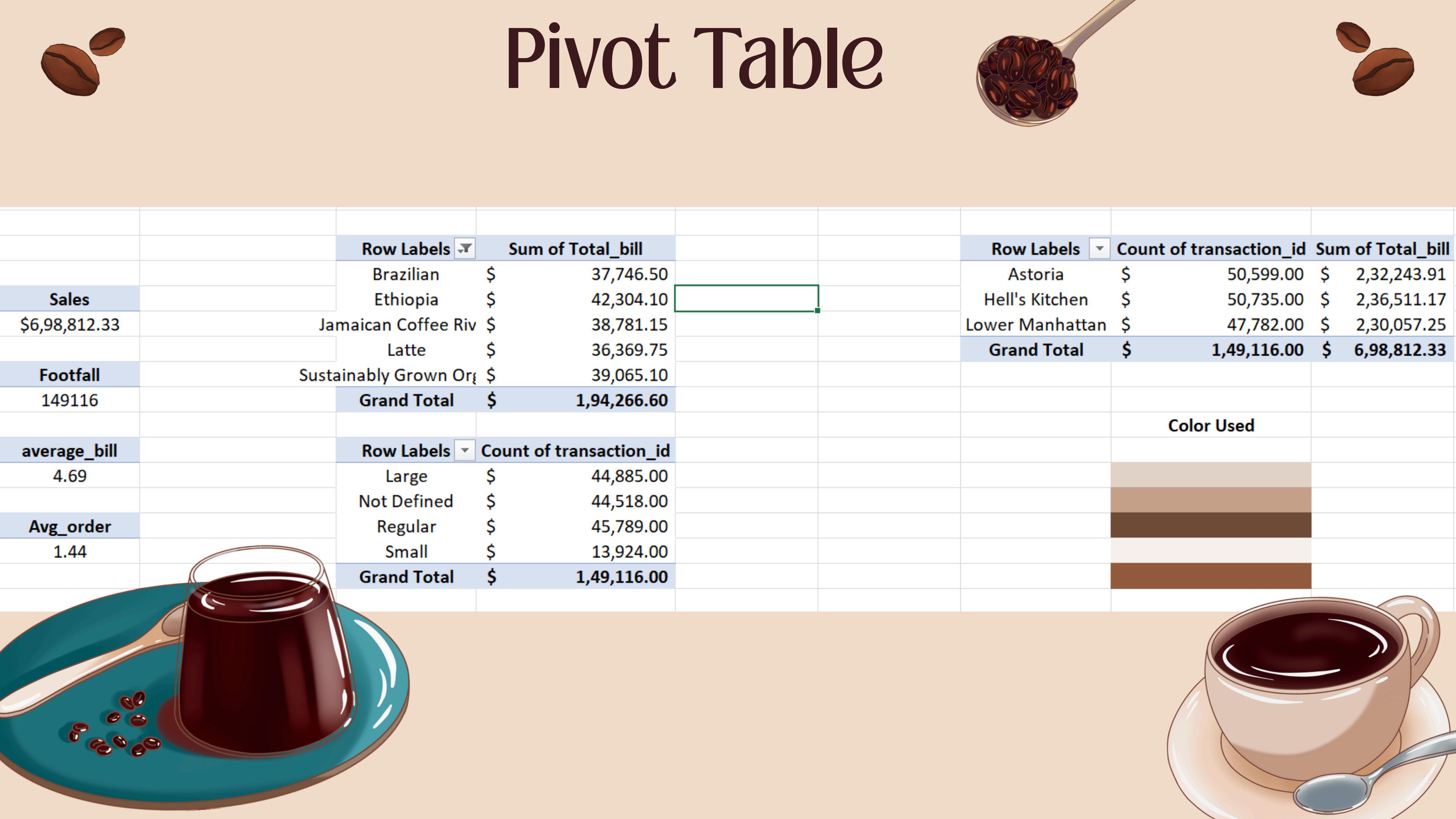


Pivot Table

Row Labels	Sum of transaction_qty	Row Labels	Sum of store_locat	Sum of Total_bill	Row Labels	Sum of Total_bill
6	6865	Sunday	21096	98330.31	Bakery	\$ 82,315.64
7	19449	Monday	21643	101677.28	Branded	\$ 13,607.00
8	25197	Tuesday	21202	99455.94	Coffee	\$ 2,69,952.45
9	25370	Wednesday	21310	100313.54	Coffee beans	\$ 40,085.25
10	26713	Thursday	21654	100767.78	Drinking Chocolate	\$ 72,416.00
11	14035	Friday	21701	101373	Flavours	\$ 8,408.80
12	12690	Saturday	20510	96894.48	Loose Tea	\$ 11,213.60
13	12439	Grand Total	149116	698812.33	Packaged Chocolate	\$ 4,407.64
14	12907				Tea	\$ 1,96,405.95
15	12923				Grand Total	\$ 6,98,812.33
16	12881	Row Labels	Sum of Total_bill		Row Labels	Sum of Total_bill
17	12700	January	\$ 81,677.74		Barista Espresso	\$ 91,406.20
18	10826	February	\$ 76,145.19		Brewed Black tea	\$ 47,932.00
19	8595	March	\$ 98,834.68		Brewed Chai tea	\$ 77,081.95
20	880	April	\$ 1,18,941.08		Gourmet brewed coffee	\$ 70,034.60
Grand Total		May	\$ 1,56,727.76		Hot chocolate	\$ 72,416.00
		June	\$ 1,66,485.88		Grand Total	\$ 3,58,870.75
		Grand Total	\$ 6,98,812.33			



Pivot Table



Dashboard- 1

Coffee Shop Sales ☕

\$6,98,812.33
Total Sales

149116
Total Footfall

4.69
Avg Bill/Person

1.44
Avg Order/Person

Month ...

January

February

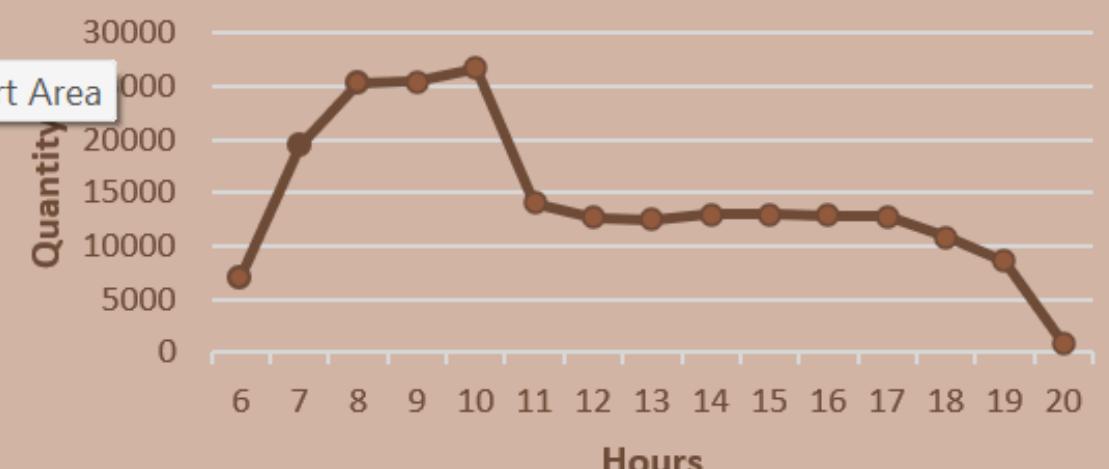
March

April

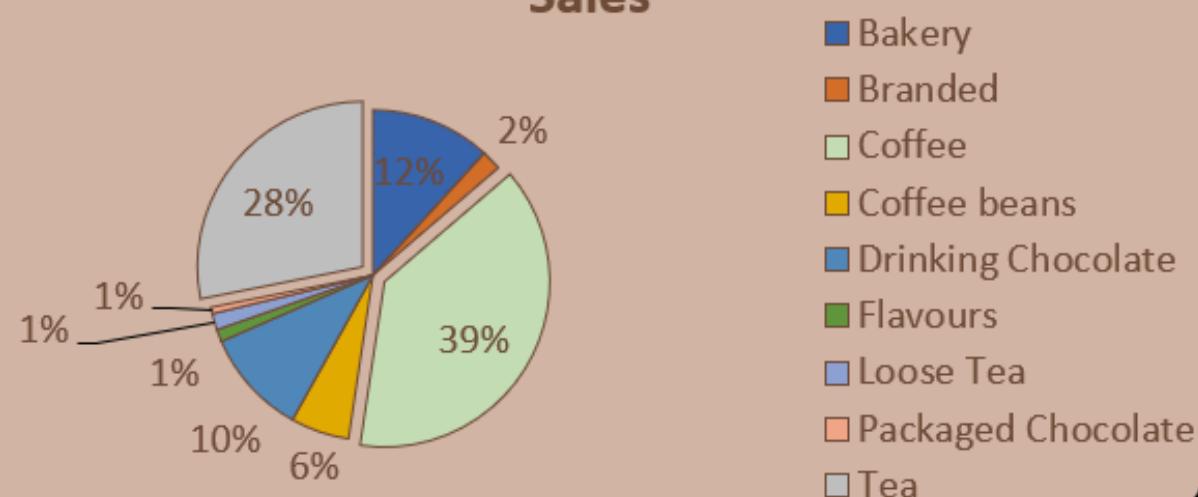
May

June

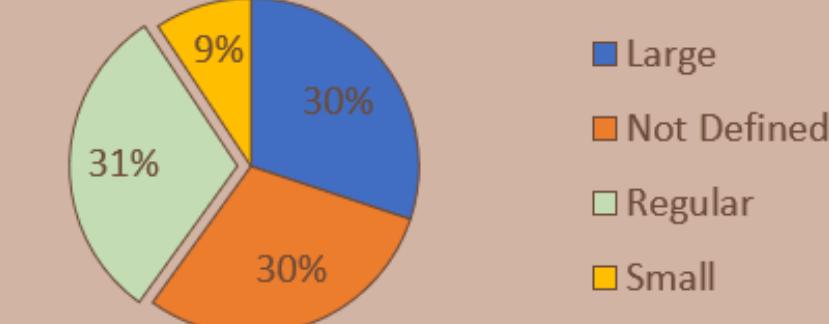
Quantity Ordered Based on Hours



Categories % Distribution Based on Sales



% Size Distribution Based on Orders



Day Name

Sunday

Monday

Tuesday

Wednesday

Thursday

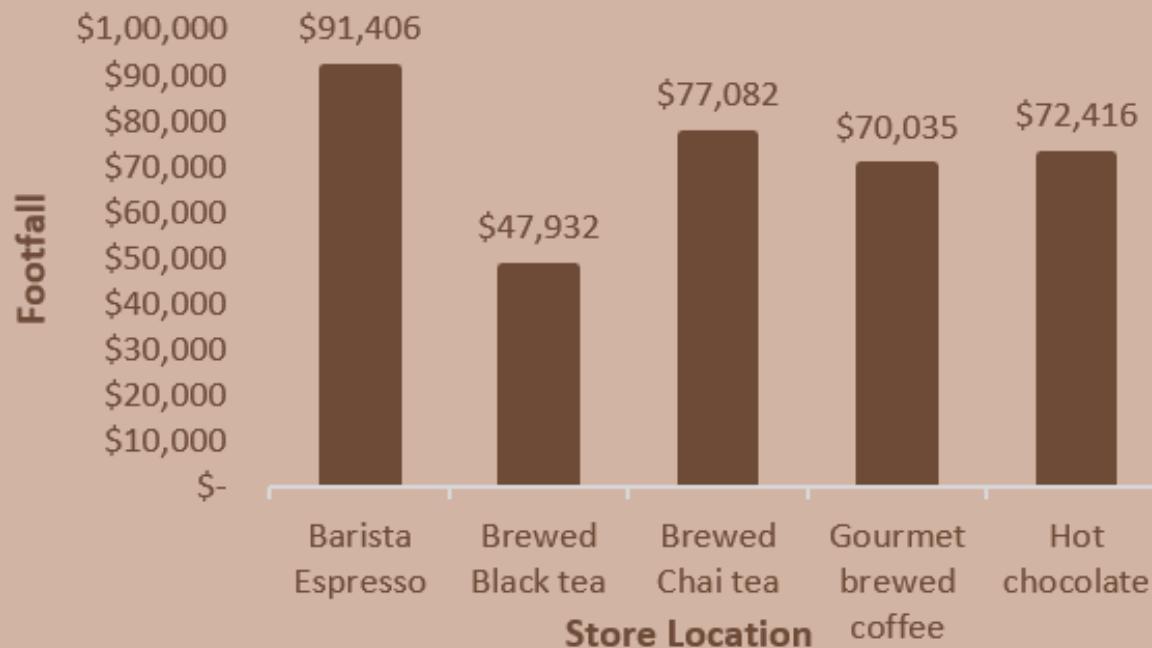
Friday

Saturday

Footfall and Sales Over Various Store Locations



Top 5 Products Based on sales



Orders on Weekdays



Dashboard- 2 (January)

Coffee Shop Sales ☕

\$6,98,812.33
Total Sales

149116
Total Footfall

4.69
Avg Bill/Person

1.44
Avg Order/Person

Month ... 📅

January

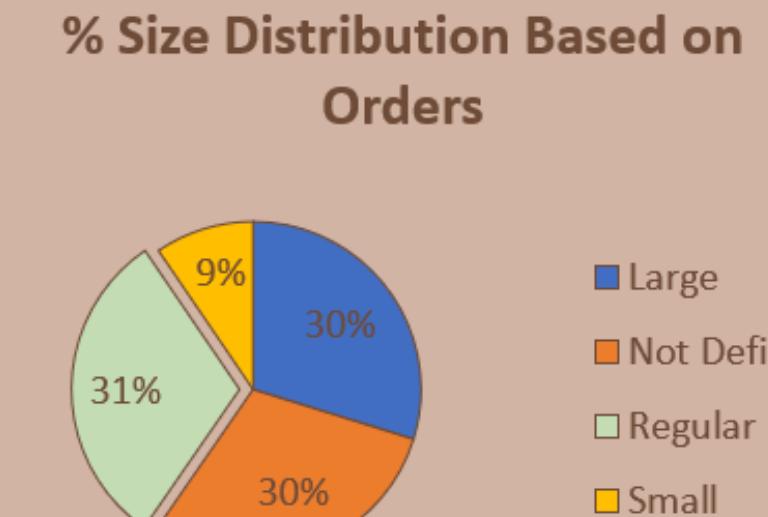
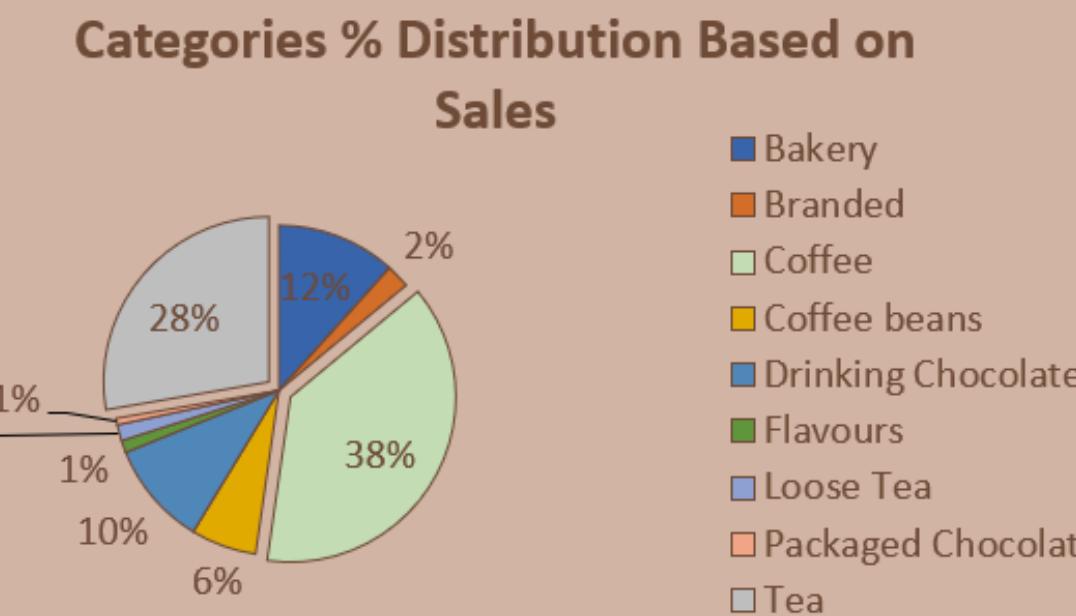
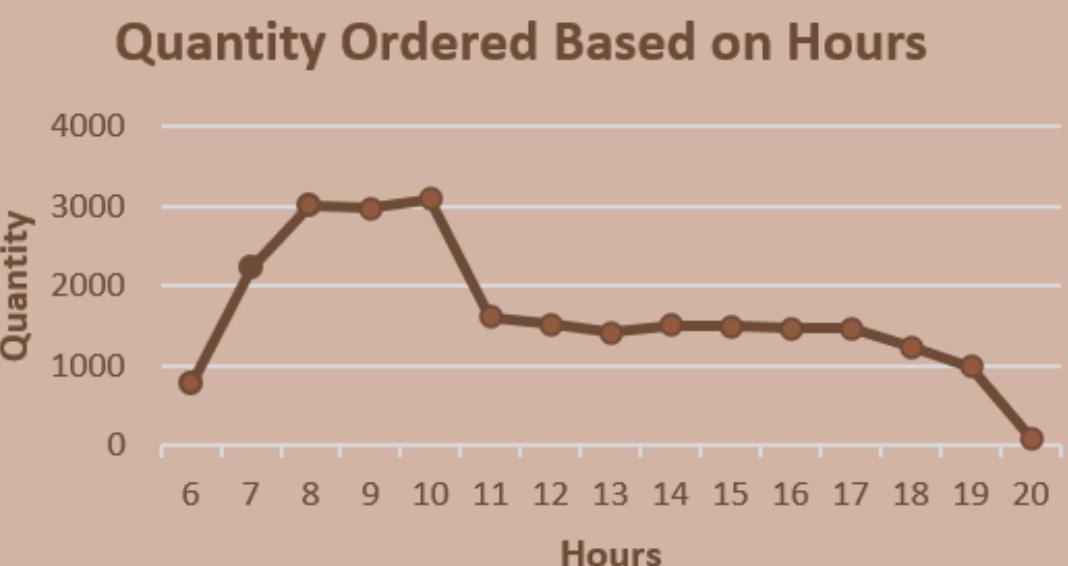
February

March

April

May

June



Day Name 📅

Sunday

Monday

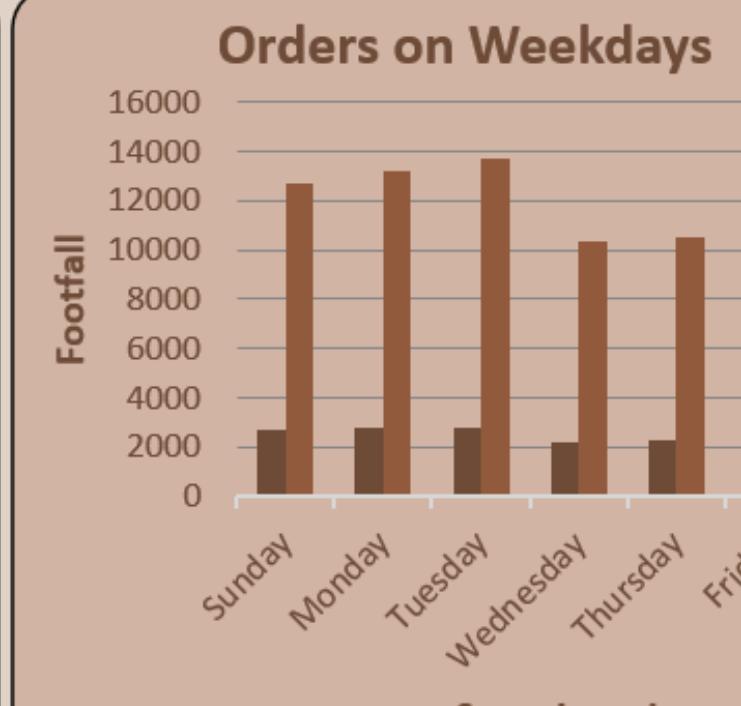
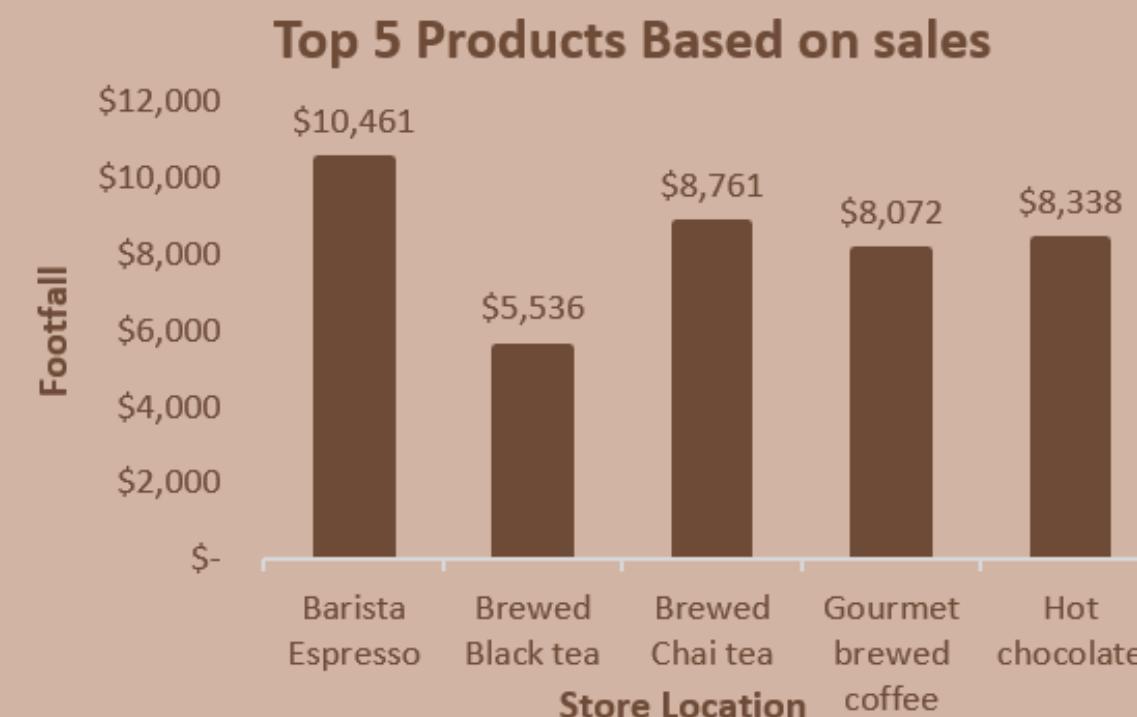
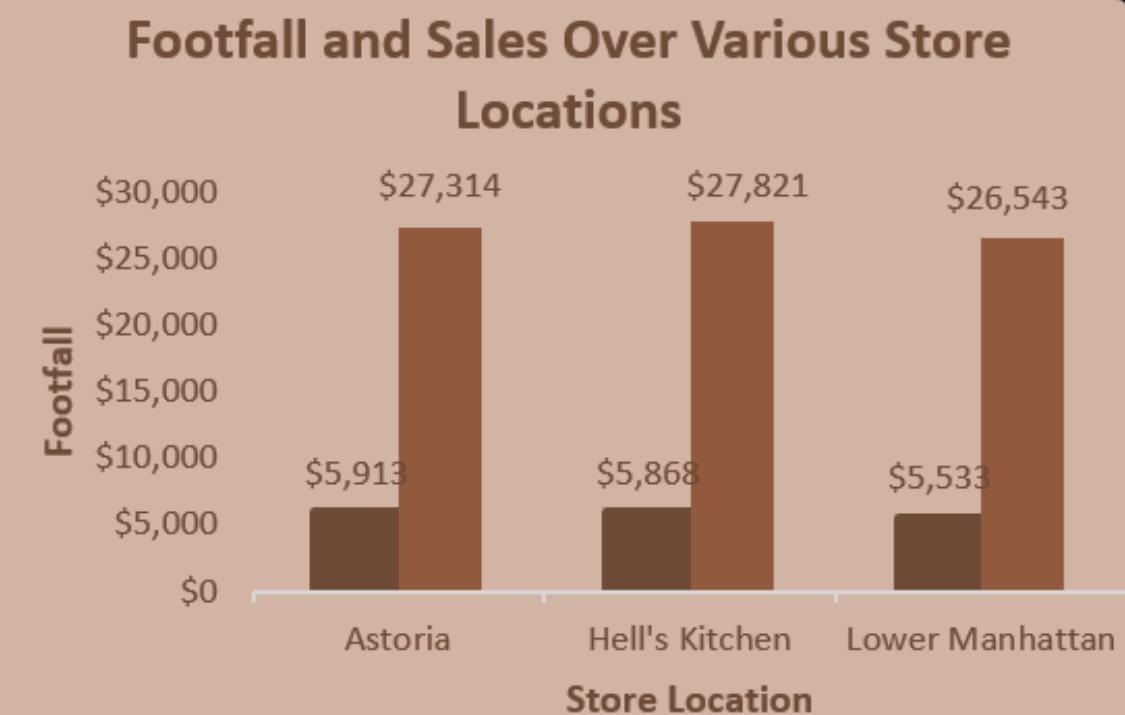
Tuesday

Wednesday

Thursday

Friday

Saturday



Dashboard- 3 (February)

Coffee Shop Sales



\$6,98,812.33
Total Sales

149116
Total Footfall

4.69
Avg Bill/Person

1.44
Avg Order/Person

Month ...

January

February

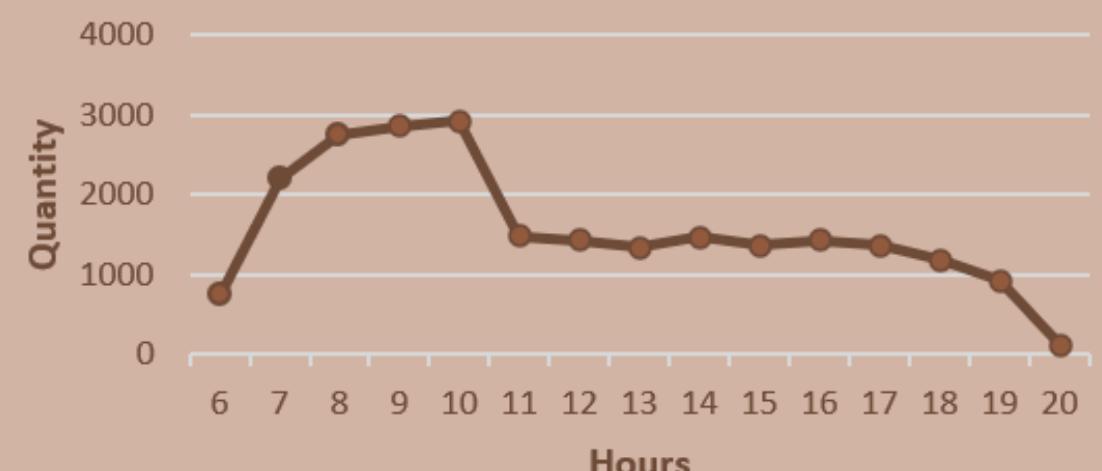
March

April

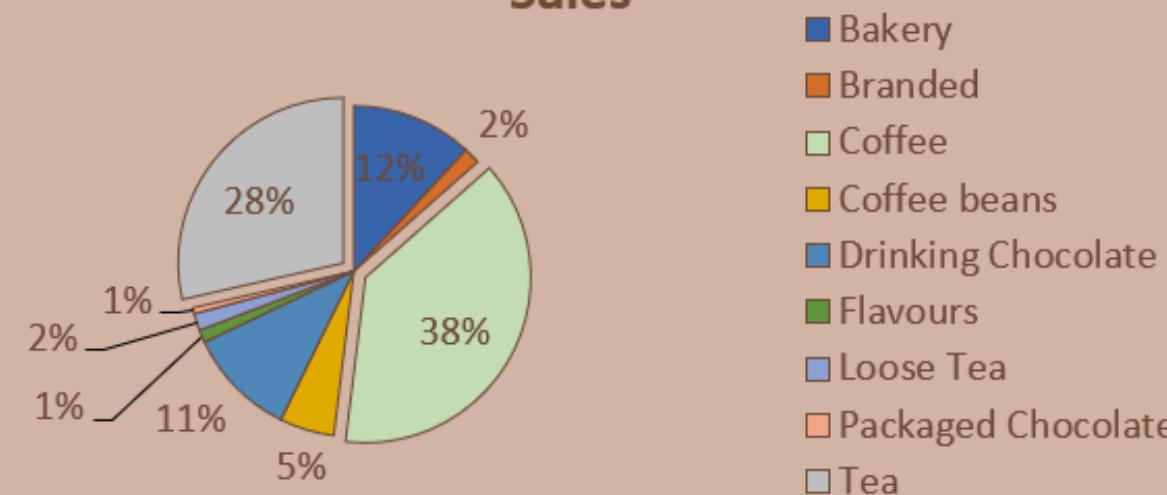
May

June

Quantity Ordered Based on Hours



Categories % Distribution Based on Sales



% Size Distribution Based on Orders



Day Name

Sunday

Monday

Tuesday

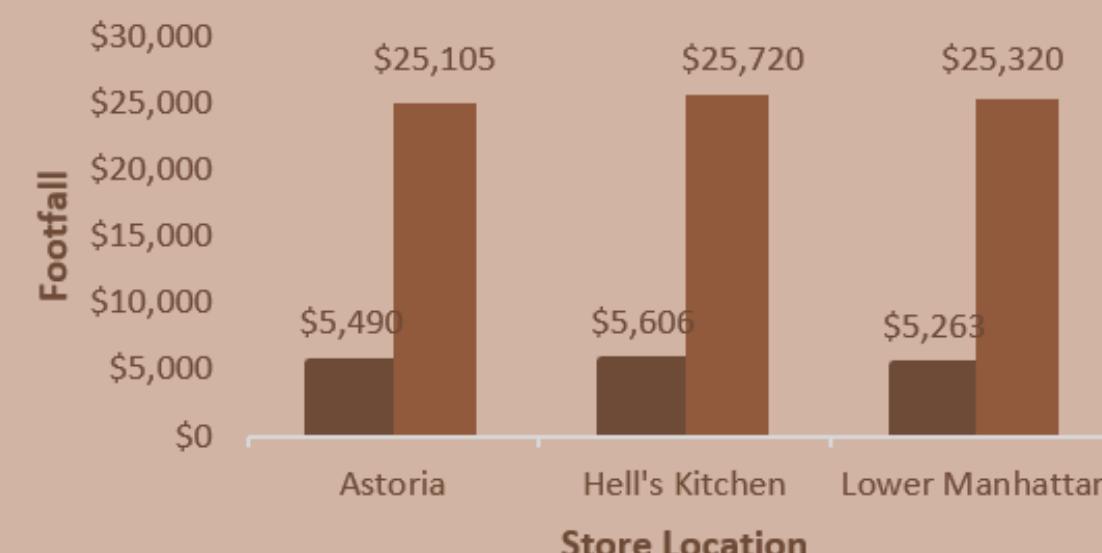
Wednesday

Thursday

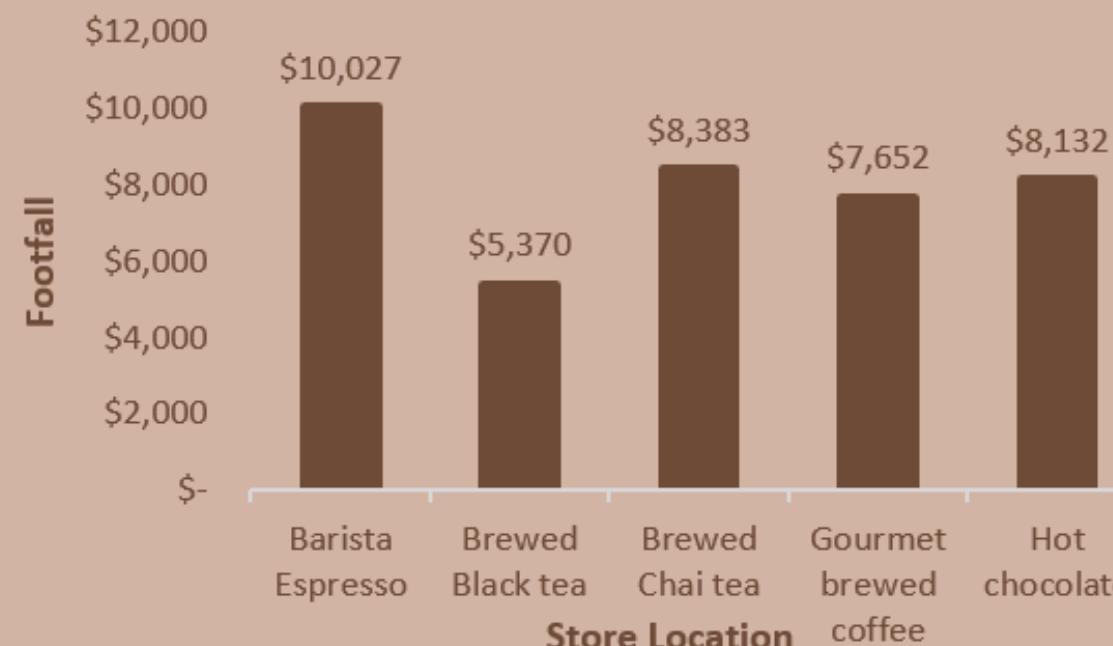
Friday

Saturday

Footfall and Sales Over Various Store Locations



Top 5 Products Based on sales



Orders on Weekdays



Dashboard- 4 (March)

Coffee Shop Sales ☕

\$6,98,812.33
Total Sales

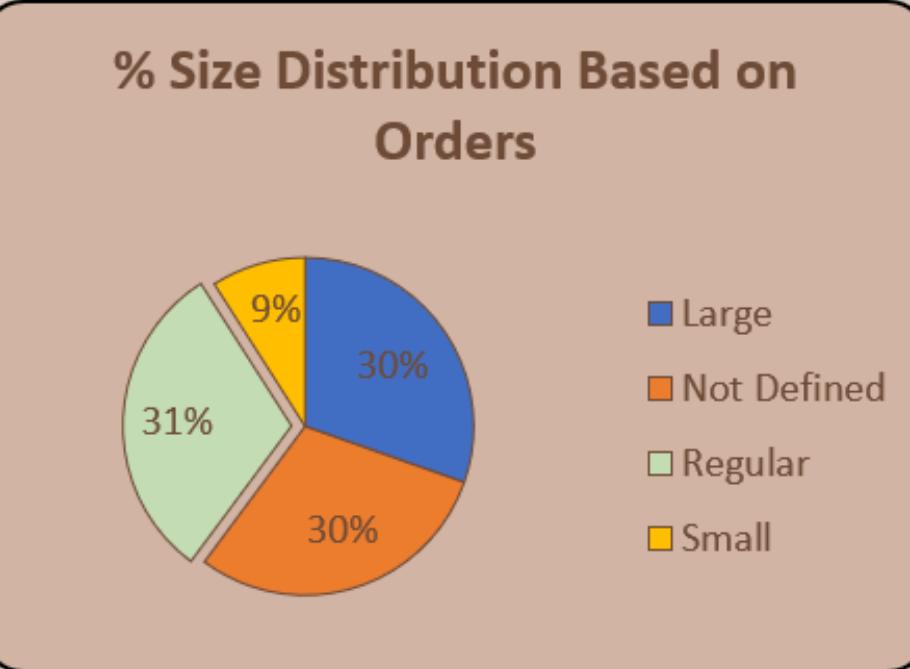
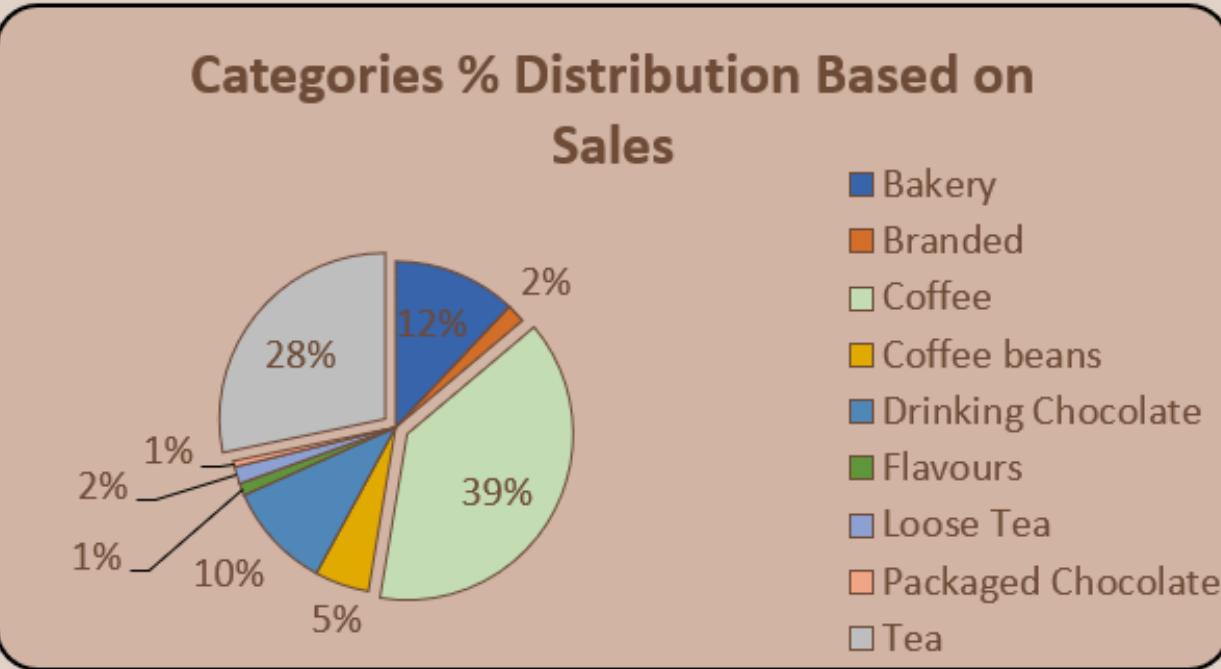
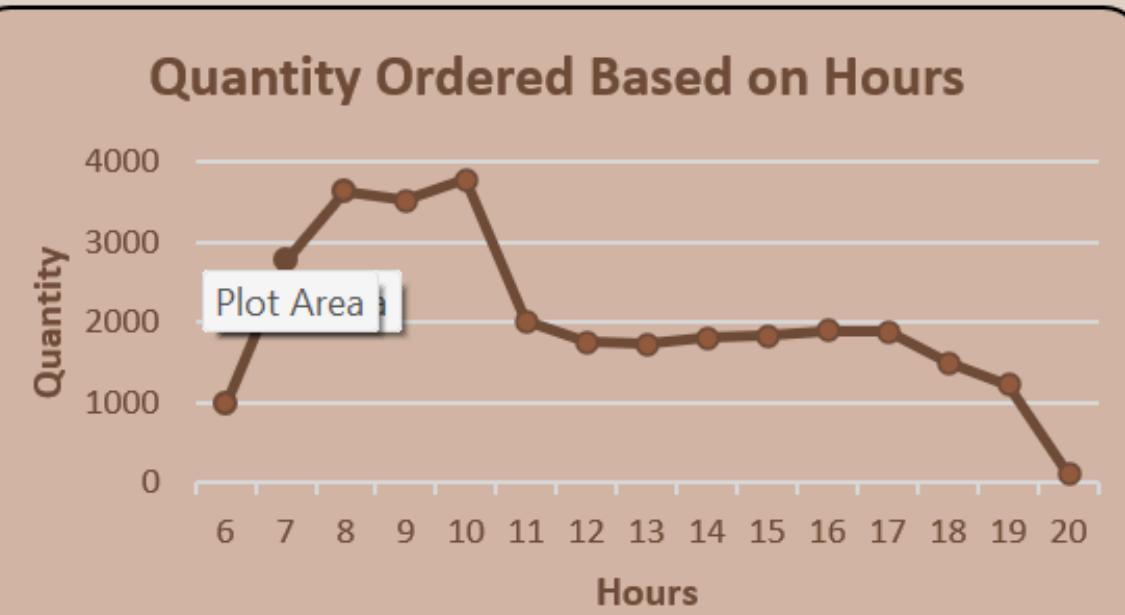
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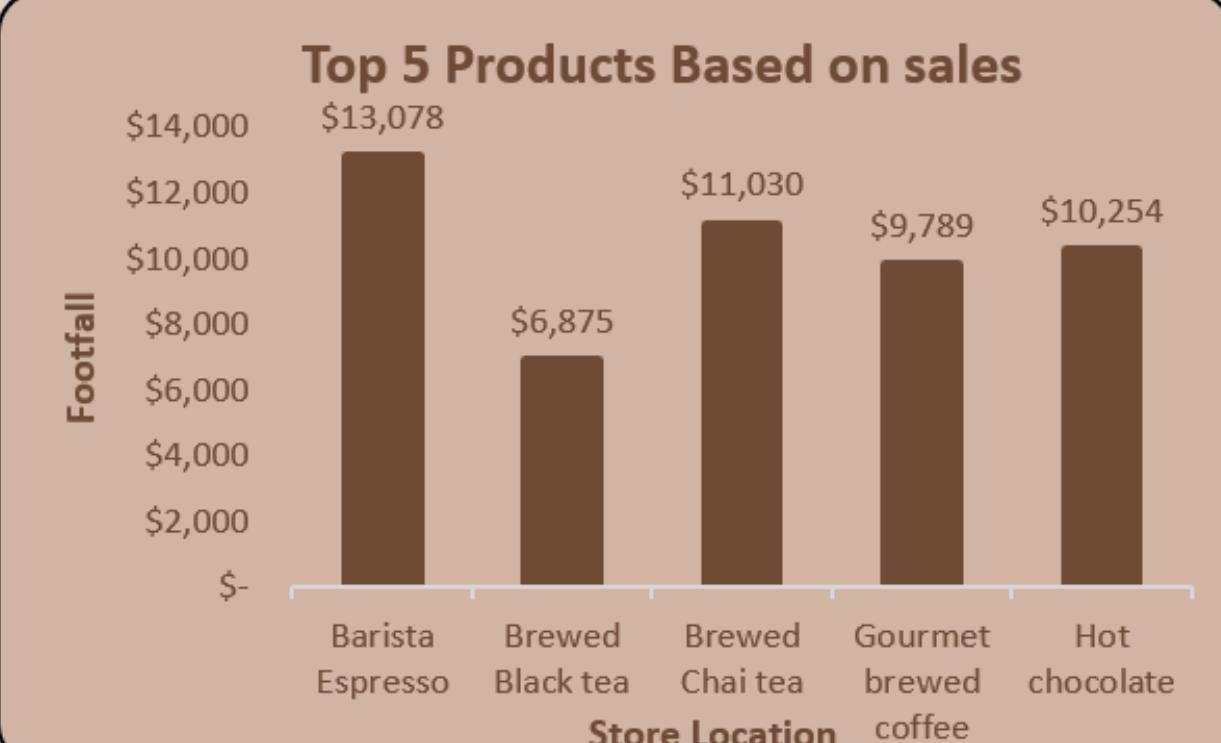
Month ... ☰ X

- January
- February
- March
- April
- May
- June



Day Name ☰ X

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday



Dashboard- 5 (April)

Coffee Shop Sales ☕

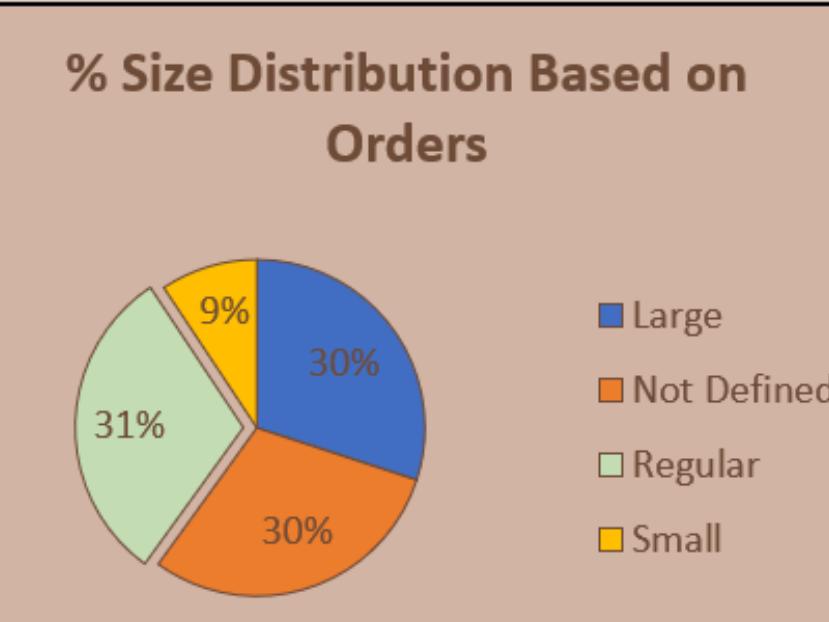
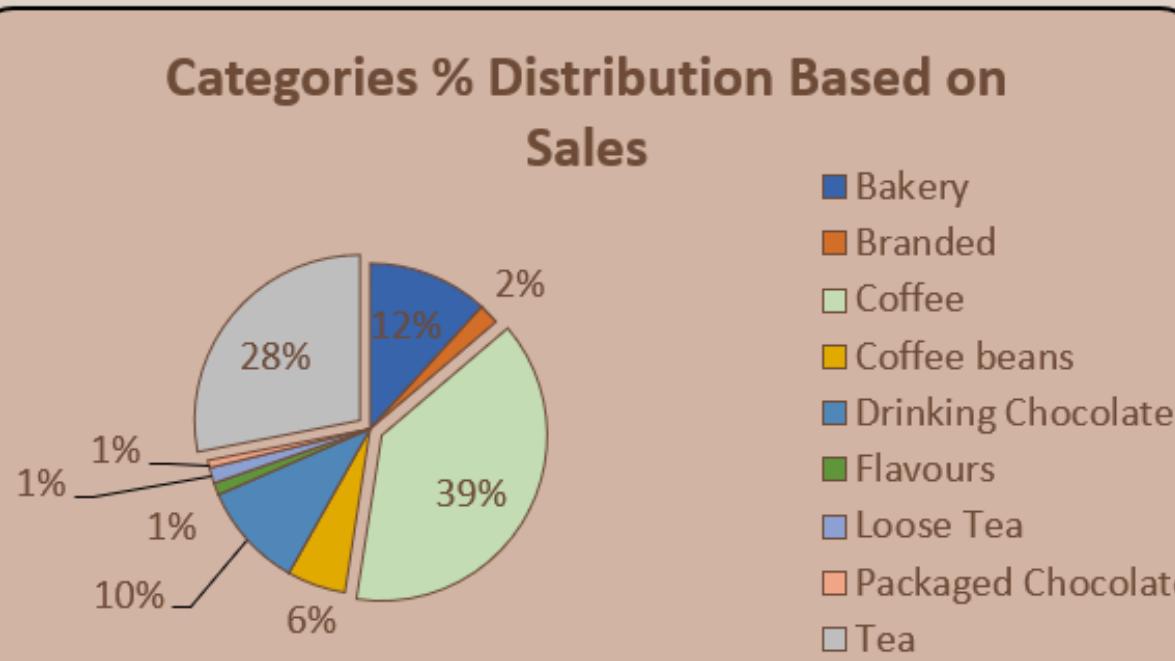
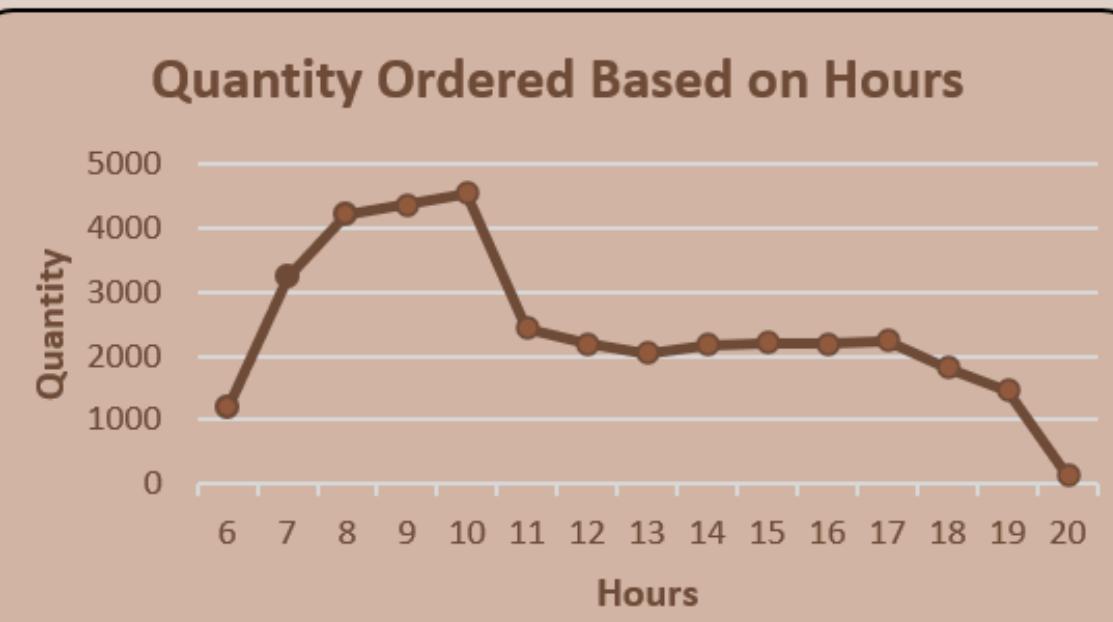
\$6,98,812.33
Total Sales

149116
Total Footfall

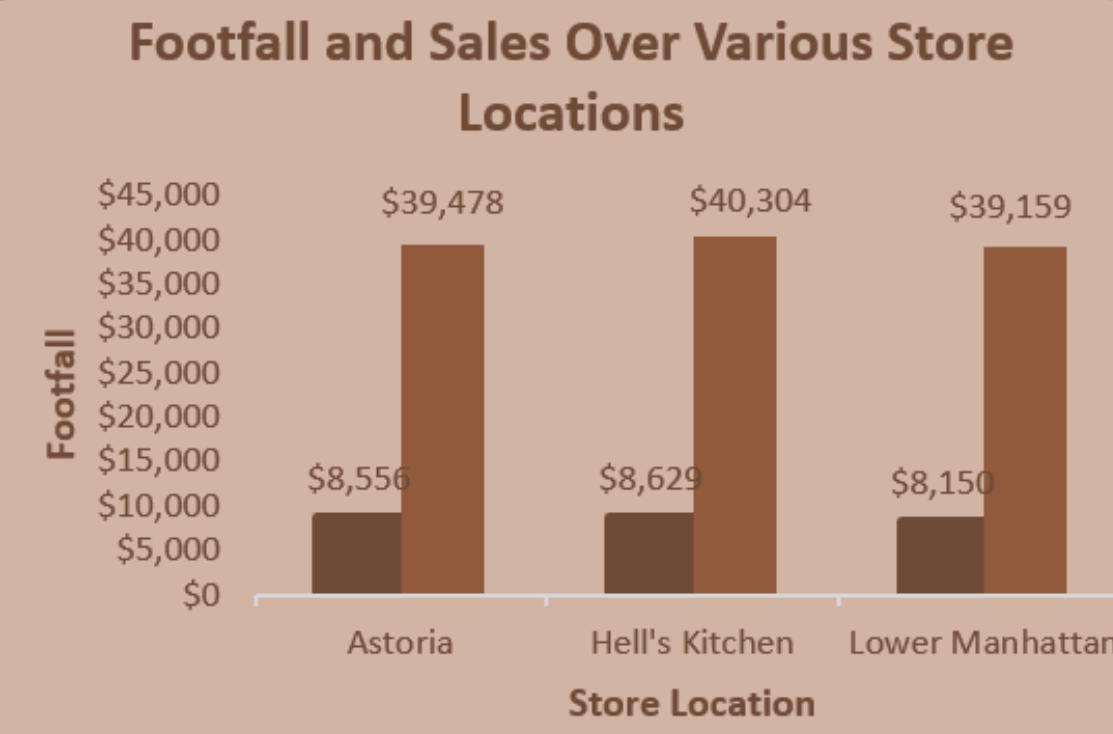
4.69
Avg Bill/Person

1.44
Avg Order/Person

Month ... 📅 ✖️
 January
 February
 March
 April
 May
 June



Day Name 📅 ✖️
 Sunday
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday



Dashboard- 6 (May)

Coffee Shop Sales ☕

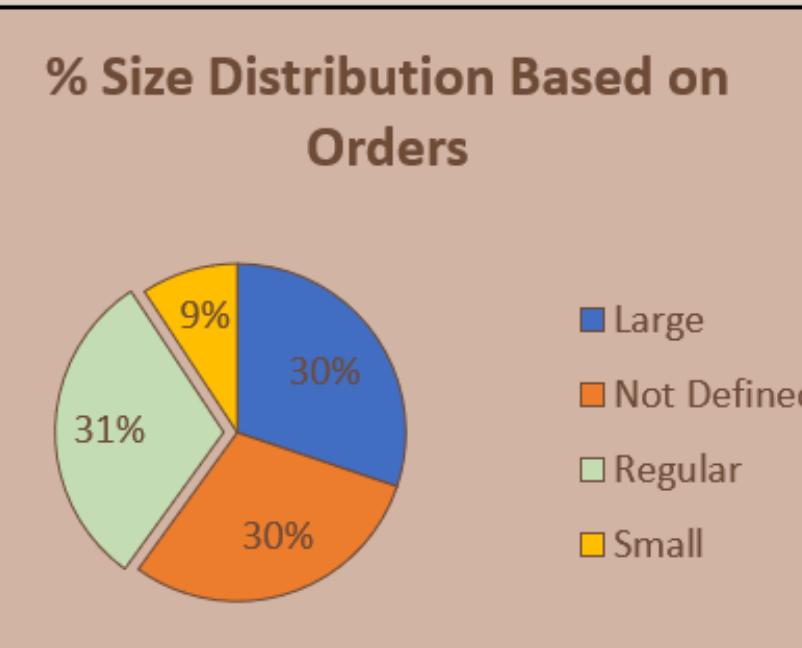
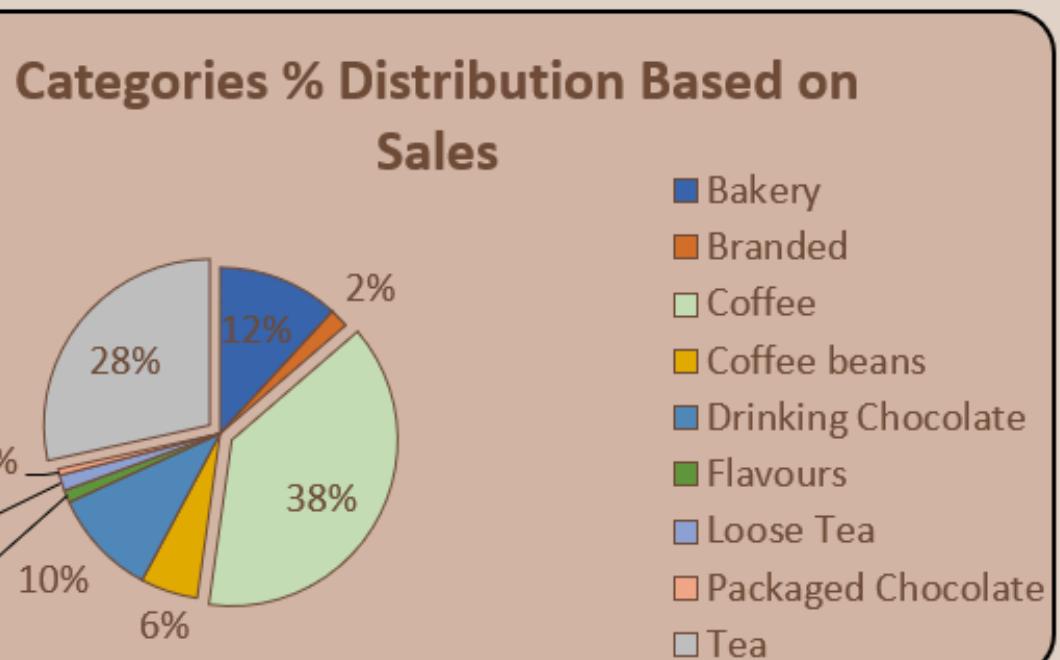
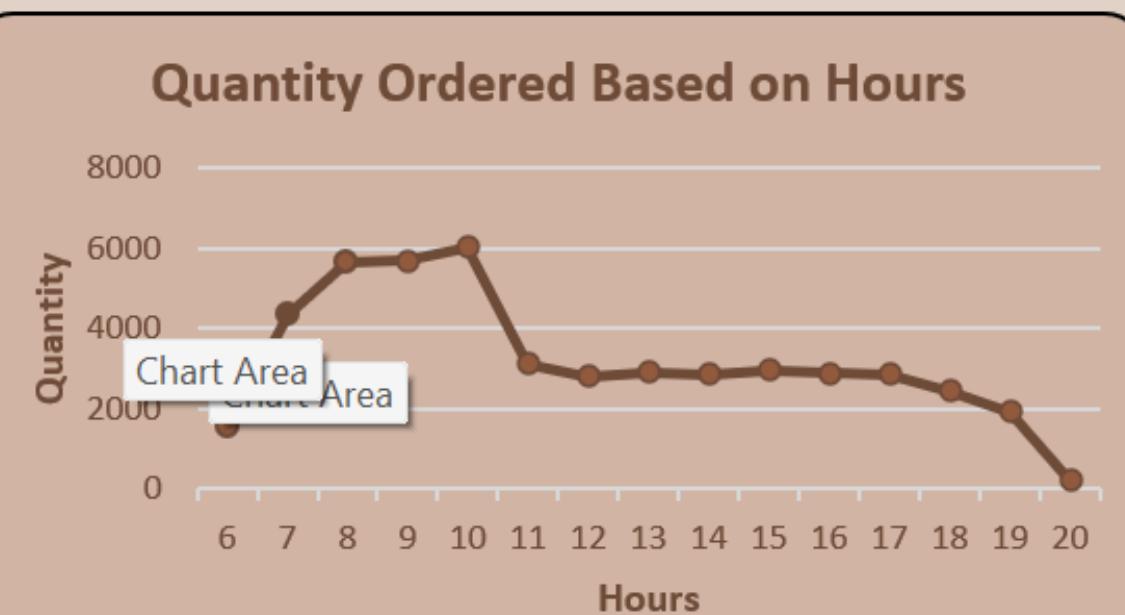
\$6,98,812.33
Total Sales

149116
Total Footfall

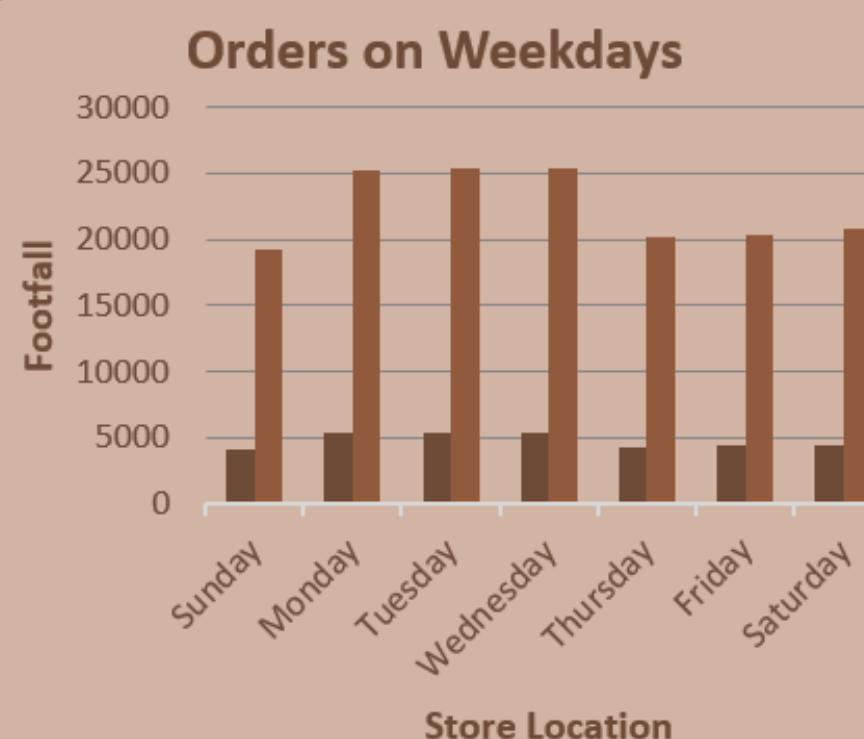
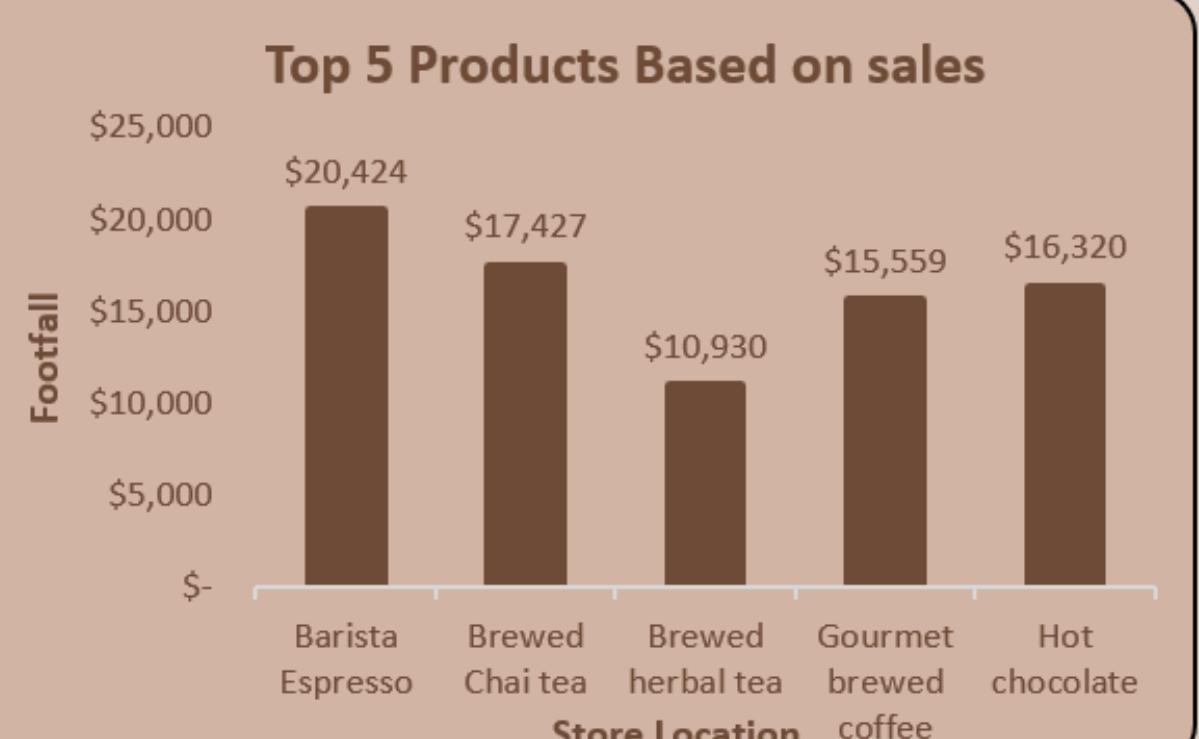
4.69
Avg Bill/Person

1.44
Avg Order/Person

Month ... ⚙️ 🔎
January
February
March
April
May
June



Day Name ⚙️ 🔎
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday



Dashboard- 7 (June)

Coffee Shop Sales 

\$6,98,812.33
Total Sales

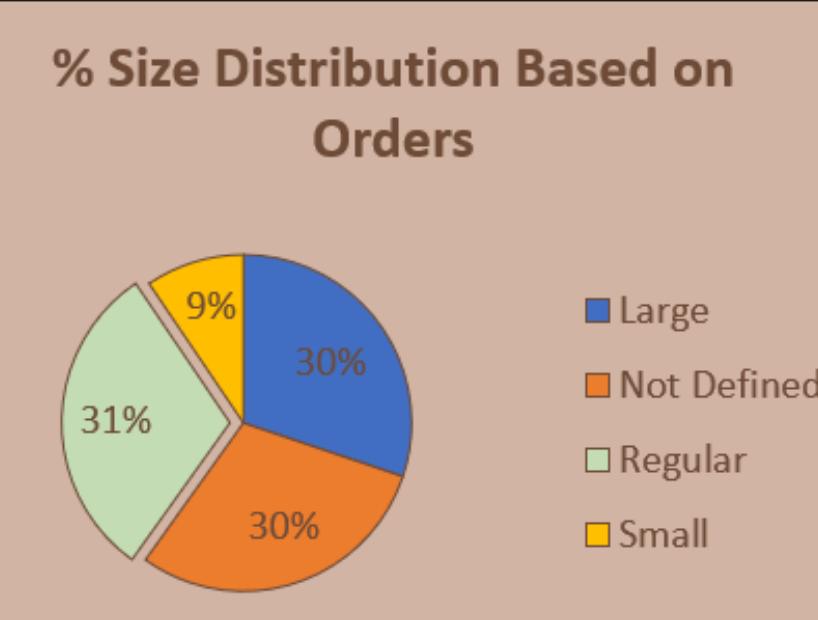
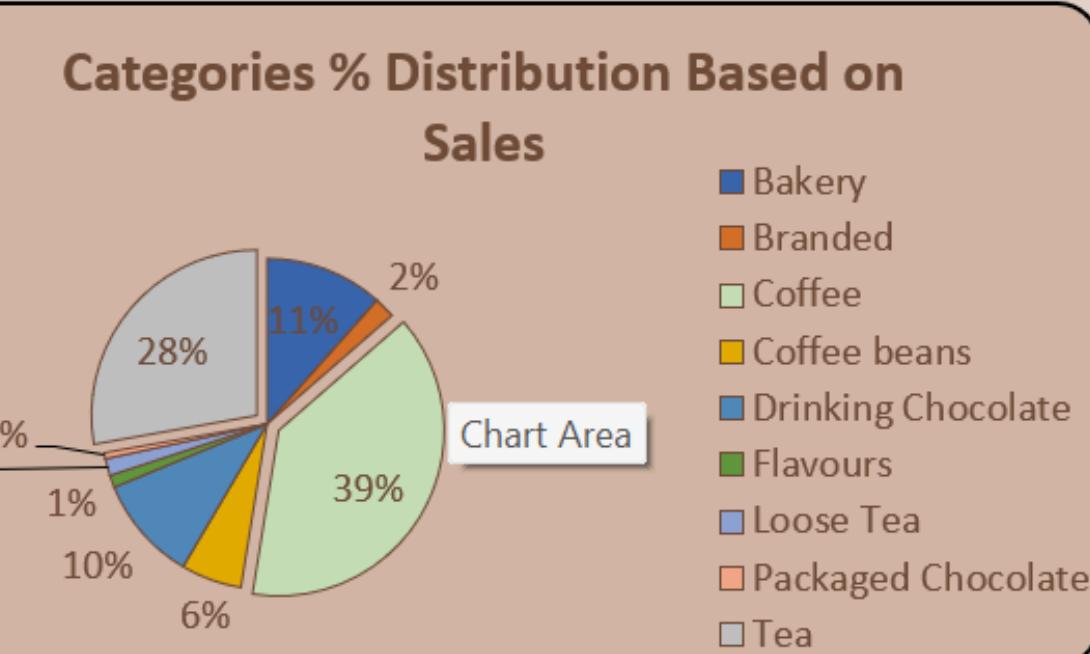
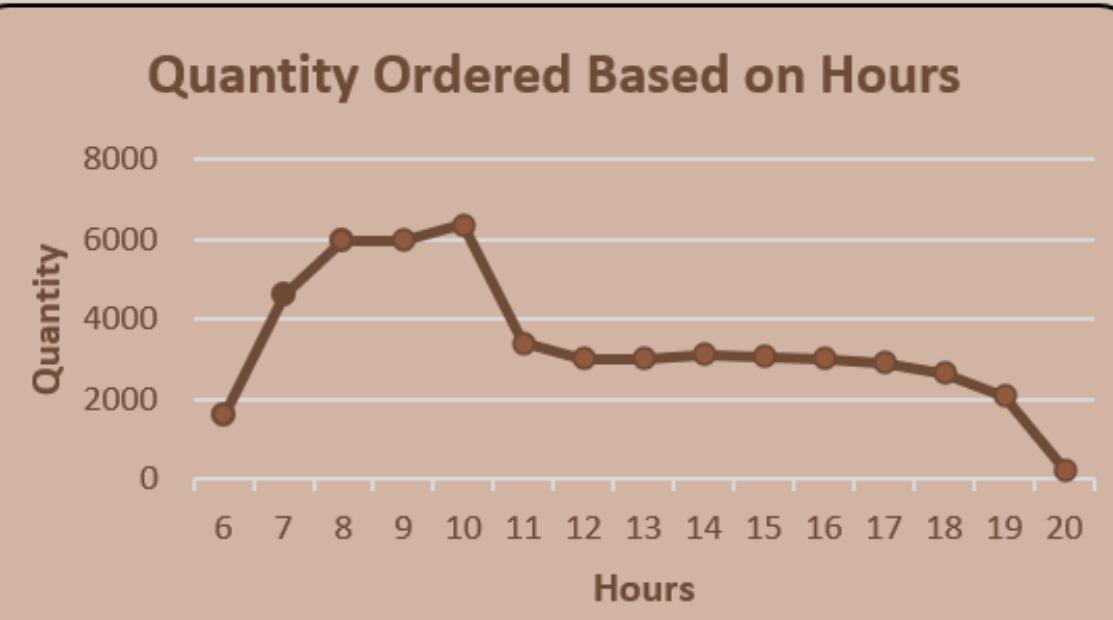
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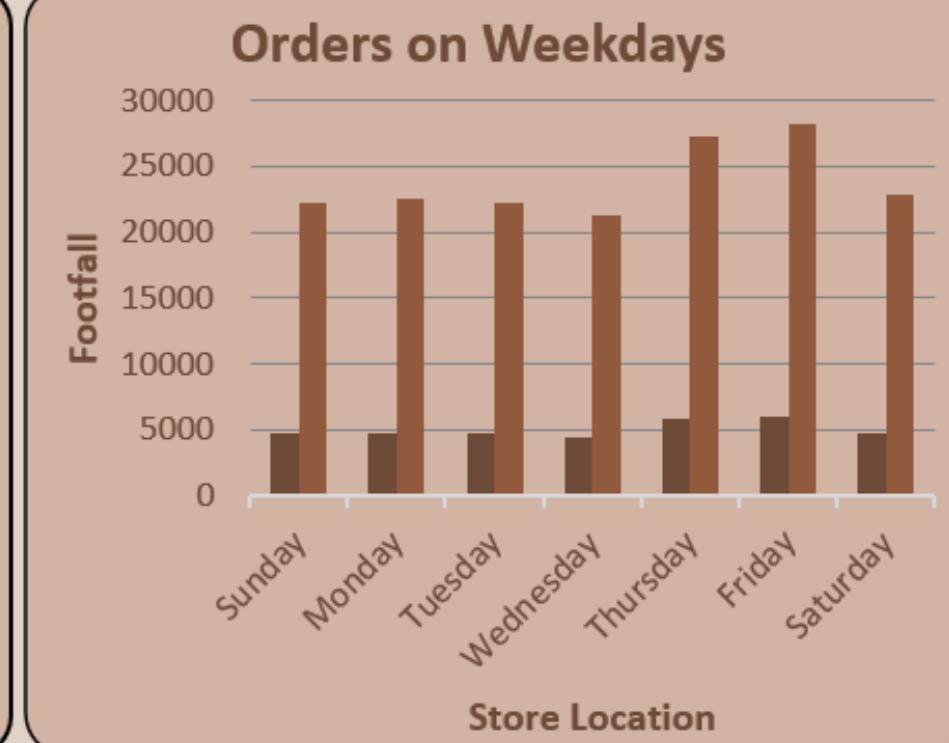
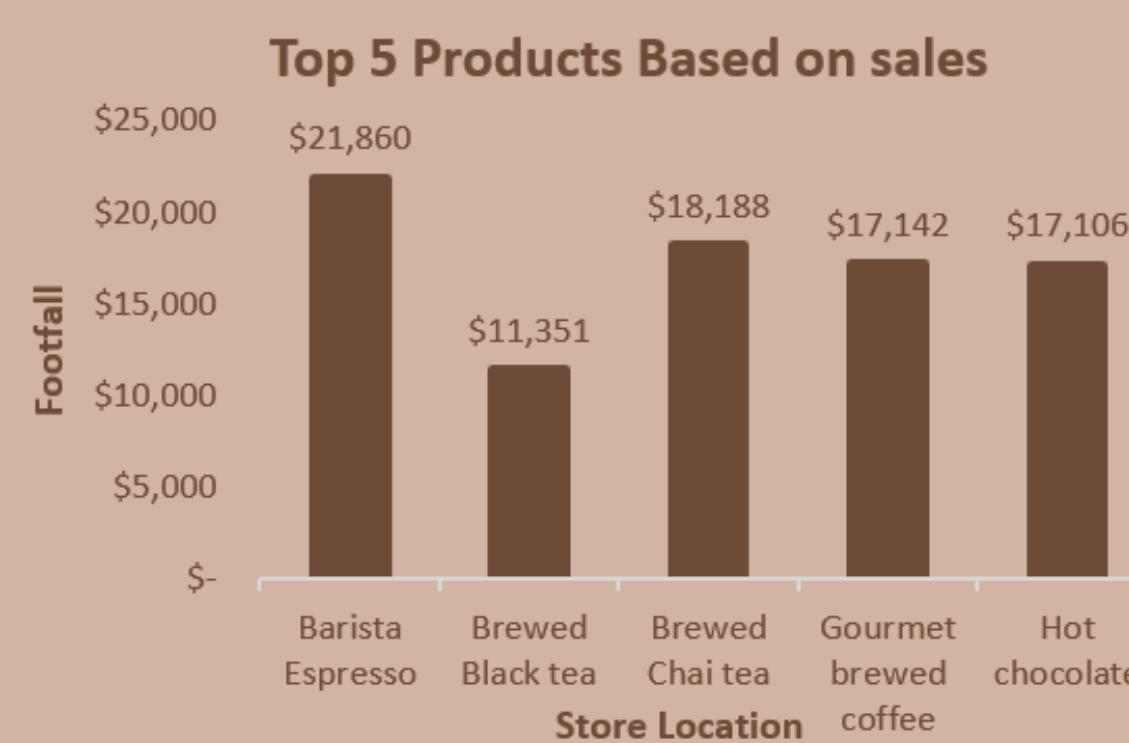
Month ...  

- January
- February
- March
- April
- May
- June



Day Name  

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday



THANK YOU

