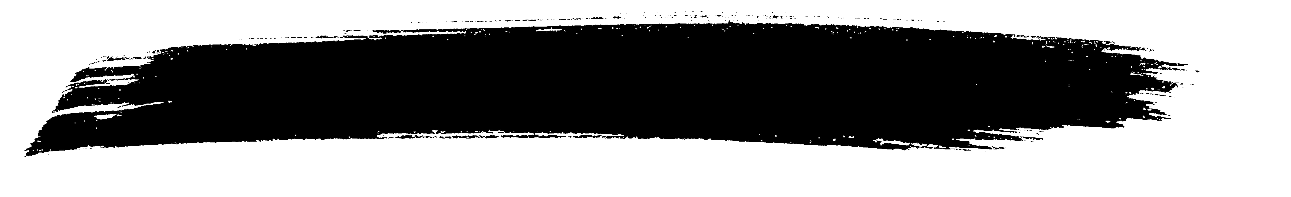


Coffee Shop Sales Analysis Project

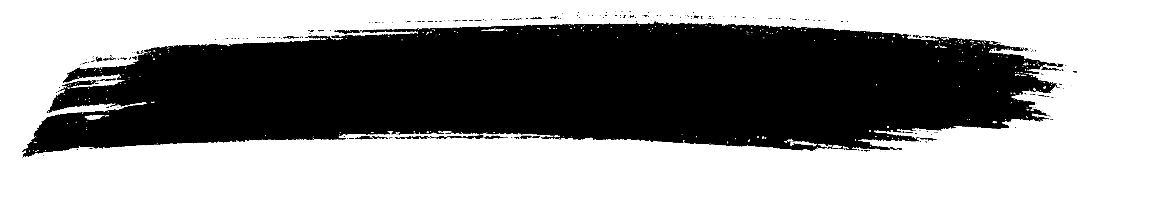
Tool-MS Excel

By – Shilpi verma

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Start your day with Coffee

The main objective of the project is to analyze retail sales data to gain actionable insight that will enhance the performance of the Coffee Shop.



* How do sales vary by day of the week and hour of the day?
* Are there any peak time for sales activity?
* What is the total sales revenue for each month?
* How do the sales vary across different store location?
* What is the average price/order per person?
* Which product are the best selling in terms of quantity and revenue?
* How do product vary by product category and type?

Recommended Analysis



* Sales is highest in the morning hours from 8 am to 10 am(peak sales) on Monday Thursday and Friday there are more sales as compared to the rest of the days of the week.
* Peak time for the sales activity is from 8 am to 10 am.
* Total sales revenue for each month are:

Jan - $81,677 , Feb - $76,145 , Mar - $98,834 ,

Apr - $1,18,941, May - $1,56,727. , Jun - $1,66,485

* All three location are almost similar in terms of footfall as well as revenue with Hell’s Kitchen have footfall-50735 and total revenue - $2,36,511.
* Average price per person is $4.69 and order per person is 1.44.
* The best selling product in terms of quantity is Brewed Chai tea but Highest revenue is generated by Barista Expresso.
* Coffee and Tea has the highest revenue of $2,69,952 and $1,96,405
* Most people prefer Large and not defined size.

Insights