Coffee Shop Sales Data Analysis

Start Your Day With Coffee

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.

Points to be Analyse

1. How do sales vary by day of the week and hour of the day?

2. Are there any peak times for sales activity?

3. What is the total sales revenue for each month?

4. How do sales vary across different store locations?

5. What is the average price/order per person ?

6. Which products are the bestselling in terms of quantity and revenue?

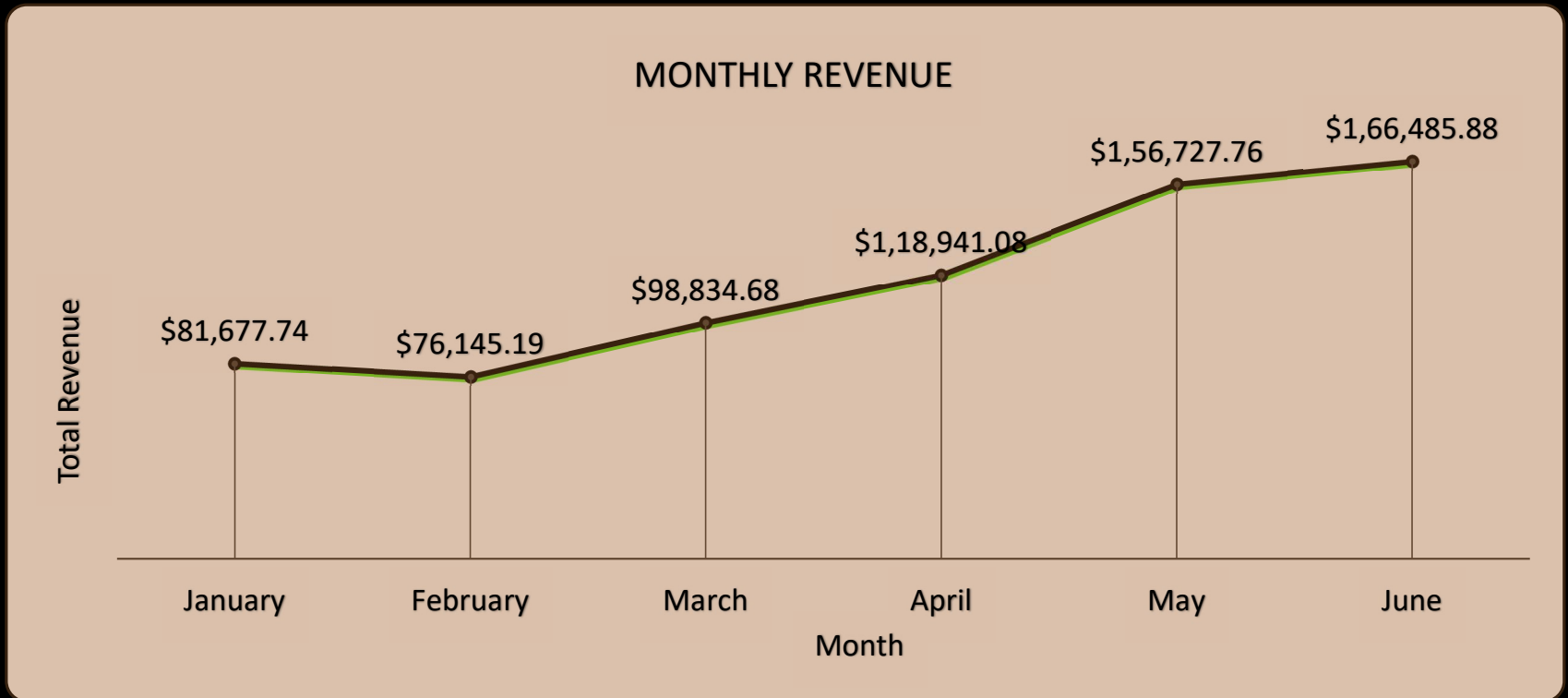7. How do sales vary by product category and type?

How do sales vary by day of the week and hour of the day?

- *According to the analysis results, we found that the highest sales occur on Mondays and Fridays of the week*

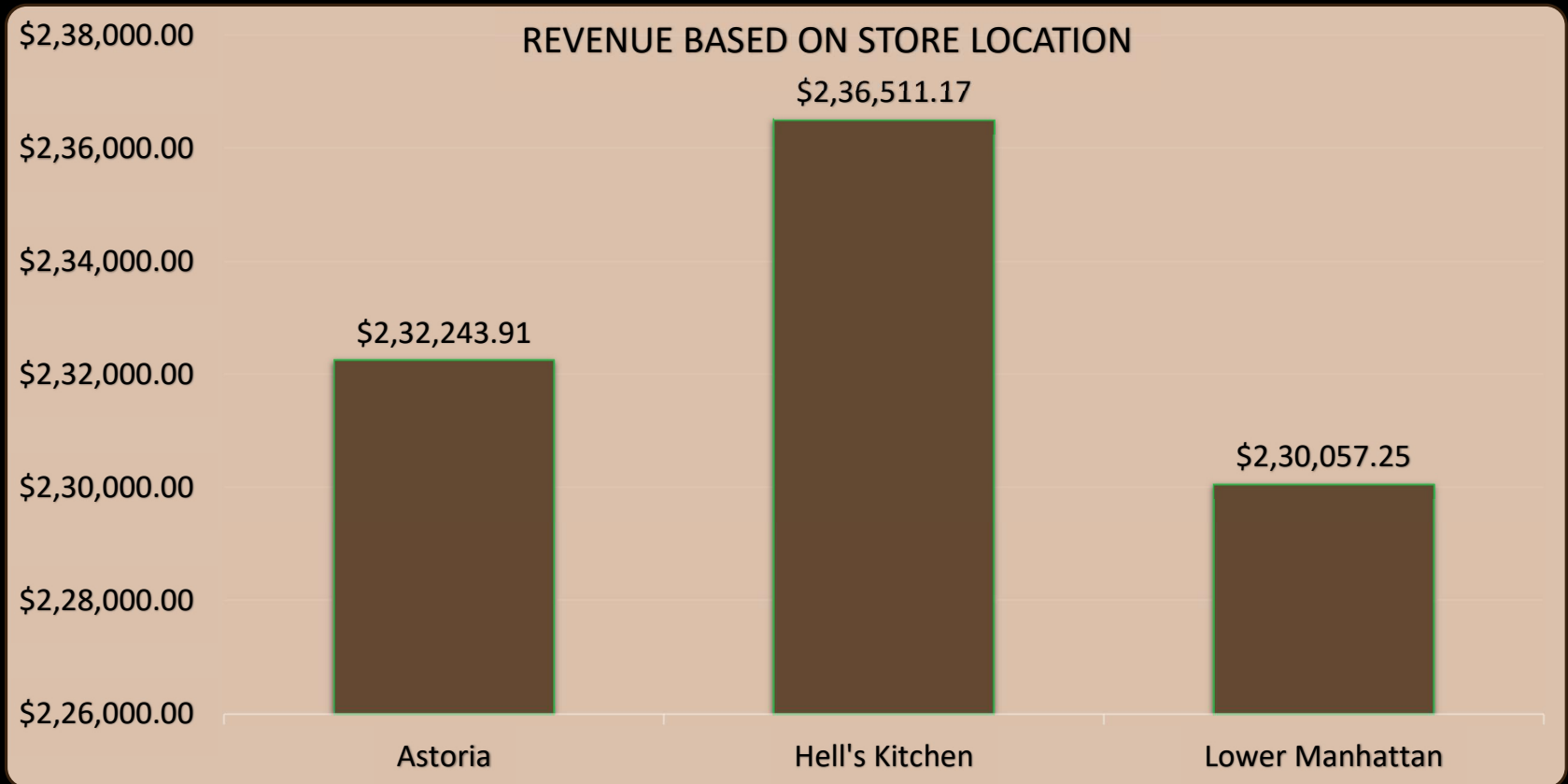- *The highest number of orders being placed between 8:00 AM and 10:00 AM on weekdays.*

Are there any peak times for sales activity?

- *Yes, the highest number of orders being placed between 8:00 AM and 10:00 AM on weekdays.*

What is the total sales revenue for each month?

MONTHLY REVENUE

- January: $81,677.74
- February: $76,145.19
- March: $98,834.68
- April: $1,18,941.08
- May: $1,56,727.76
- June: $1,66,485.88

(Y-axis: Total Revenue, X-axis: Month)

How do sales vary across different store locations?

REVENUE BASED ON STORE LOCATION

	$2,36,511.17	
$2,32,243.91		$2,30,057.25
Astoria	Hell's Kitchen	Lower Manhattan

- $2,38,000.00
- $2,36,000.00
- $2,34,000.00
- $2,32,000.00
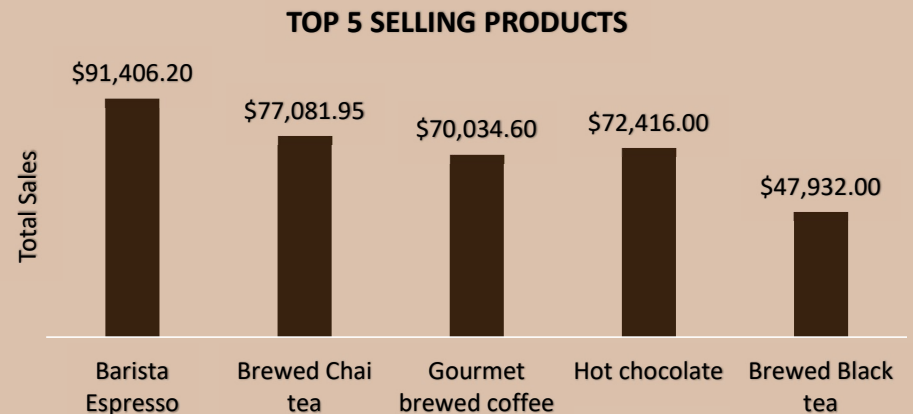- $2,30,000.00
- $2,28,000.00
- $2,26,000.00

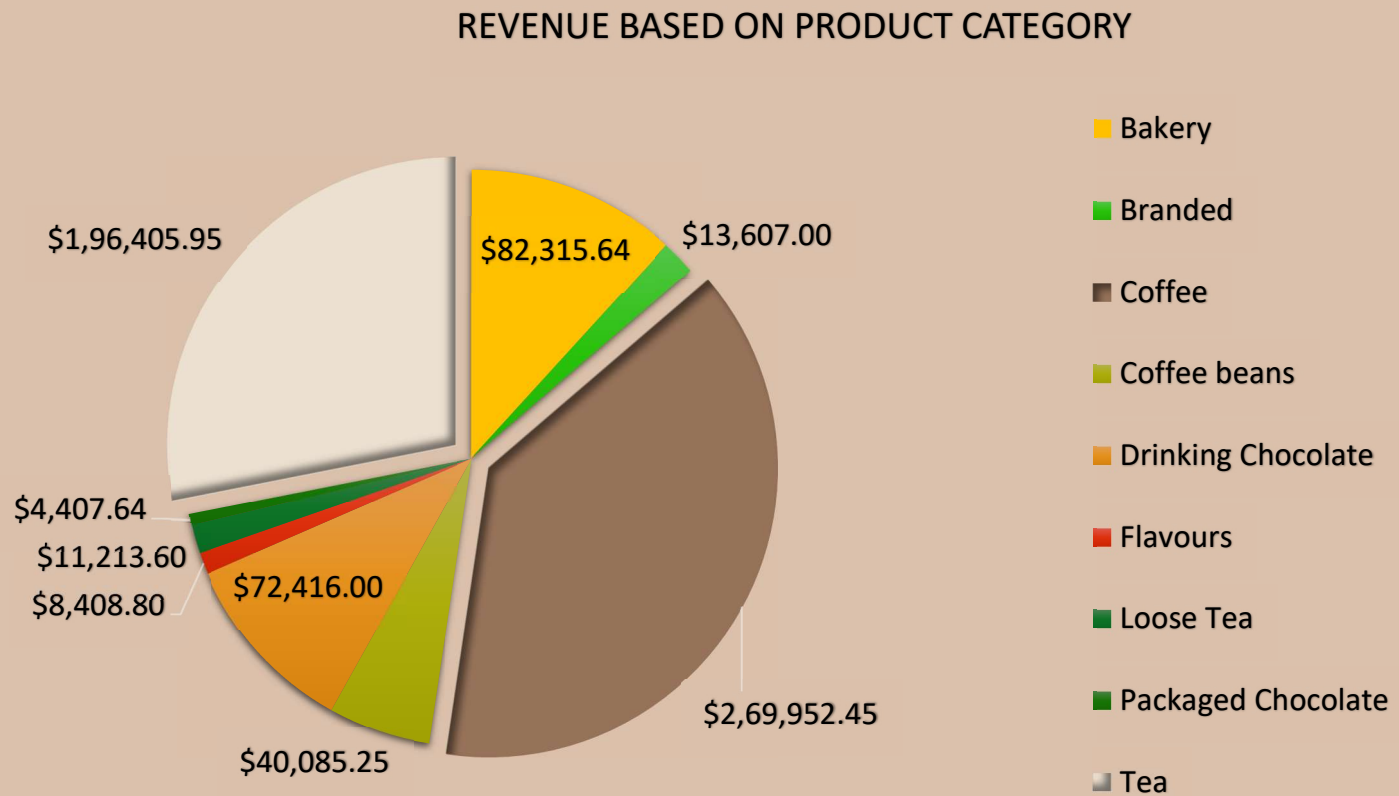## What is the average price/order per person ?

Average Sales per Order is $ 4.69

Which products are the bestselling in terms of quantity and revenue?

Barista Espresso is the highest product type in terms of quantity and revenue. Coffee category contributes $ 2,69,952.45 in revenue out of total revenue.

TOP 5 SELLING PRODUCTS

Total Sales

Barista Espresso	Brewed Chai tea	Gourmet brewed coffee	Hot chocolate	Brewed Black tea
$91,406.20	$77,081.95	$70,034.60	$72,416.00	$47,932.00

How do sales vary by product category and type?

REVENUE BASED ON PRODUCT CATEGORY

$1,96,405.95
$82,315.64
$13,607.00
$4,407.64
$11,213.60
$72,416.00
$8,408.80
$40,085.25
$2,69,952.45

- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate
- Tea

Based on the insights following actions can be taken to grow business

1. **Promote Breakfast Specials:** Since the peak sales time is 8 am to 10 am, consider introducing ready to eat breakfast specials items or combo deals during this time to attract more customers.

2. **Introduce Afternoon Promotions:** Since sales drop after 10 am, introduce promotions or discounts during the afternoon to encourage customers to visit during off-peak hours.

3. **Product Mix Optimization:** Since the top 5 products are consistently popular, focus on optimizing the presentation and promotion of these items to further boost sales.

4. **Menu Diversification:** While the top 5 products are performing well, consider expanding your menu to include new offerings or seasonal items.

5. **Customer Feedback and Engagement:** Regularly collect feedback from customers to understand their preferences and identify areas for improvement.

THANKS