



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?



CONCLUSION

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

- Peak Hour: 10 AM (26,713 transactions)
- Busy Hours: 8–10 AM (>25K transactions each)
- Lowest Hour: 8 PM (880 transactions)
- Top Days:
 - Thursday (21,654)
 - Friday (21,701)
- Lowest Day: Saturday (20,510)
- Morning hours (8–10 AM) and weekdays drive peak sales.
- Evenings and weekends see lower activity.



CONCLUSION

What is the total sales revenue for each month?

Month	Total Sales
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

Conclusion: Sales steadily increase month-over-month, peaking in June.



CONCLUSION

How do sales vary across different store locations?

Location	Total Sales	Transactions
Hell's Kitchen	\$2,36,511.17	50,735
Astoria	\$2,32,243.91	50,599
Lower Manhattan	\$2,30,057.25	47,782

Conclusion: Hell's Kitchen leads by a small margin. All stores have similar performance.



CONCLUSION

What is the average price/order per person?

- Average Bill per Transaction: \$4.69
- Average Order Quantity: 1.44 items per person

This suggests most customers order a single drink/snack, occasionally more.



CONCLUSION

Which products are the best-selling in terms of quantity and revenue?

Product	Revenue
Barista Espresso	\$91,406.20
Brewed Chai Tea	\$77,081.95
Gourmet Coffee	\$70,034.60
Hot Chocolate	\$72,416.00

These are best selling top 4 products.



CONCLUSION

How do sales vary by product category and type?

Category	Total Sales
Coffee	\$2,69,952.45
Tea	\$1,96,405.95
Drinking Chocolate	\$72,416.00
Coffee Beans	\$40,085.25

- These are top 4 categories
- Coffee dominates sales, followed by tea and bakery items.
- Packaged and branded products have lower sales — possibly due to limited shelf pickup or low margins.



Insights + Suggestion

Final Insight

Focus marketing during morning hours and on coffee products for maximum impact.

Next Step:

Explore loyalty programs and combo offers to boost non-peak hours.





THANK
YOU

*Let's brew better decisions
with data*

