Great! Here's a **professional LinkedIn post** version of your Coffee Shop Sales case study using the 5W1H framework. You can copy-paste this directly to your LinkedIn with or without slight personalization:

🔍 **Case Study: Coffee Shop Sales Analysis Using 5W1H Framework** ☕📊

As part of my Business Analyst practice, I analyzed an interactive dashboard showing detailed coffee shop sales data and derived actionable insights using the 5W1H method.

💡 **Key Insights:**

📌 **What:**

* Total Sales: $698,812 | Footfall: 149,116
* Avg. Bill/Person: $4.69 | Avg. Orders/Person: 1.44
* Top Product: **Barista Espresso** | Top Category: **Coffee (41%)**

📌 **When:**

* Peak hours: **6 AM to 10 AM**
* **Weekdays** outperform weekends in total sales

📌 **Where:**

* **Hell’s Kitchen** is the top-performing store
* **Lower Manhattan** has the lowest sales

📌 **Who:**

* Likely customers: **Office goers & students**, based on morning sales patterns

📌 **Why:**

* Coffee is a preferred morning beverage
* Barista Espresso is the top-seller due to taste preference or habit
* Brewed black tea has low appeal (possibly limited to health-focused consumers)

📌 **How (Recommendations):**  
✅ Improve speed of service during 6–10 AM  
✅ Introduce **Coffee + Bakery** and **Family/Combo offers**  
✅ Focus on **Hell’s Kitchen & Astoria**, investigate performance in Lower Manhattan  
✅ Launch weekend-specific offers to boost off-peak performance  
✅ Promote underperforming items like Brewed Black Tea with creative bundles

🎯 This analysis helped me sharpen my problem-solving skills and extract business value from data through visualization, pattern recognition, and strategic recommendations.

#BusinessAnalysis #DashboardInsights #5W1H #PowerBI #CoffeeShop #CaseStudy #DataDriven #BusinessAnalystJourney #SQL #Excel #SalesStrategy #BusinessAnalystFresher #ShrutiNaik