

# Coffee Shop Sales Data Insights

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

**Answer:** Most of the sales come during weekdays i.e. Monday to Friday. During Weekends i.e. Saturday and Sunday sales slightly reduces a bit.

And peak sales come during the morning hours from 7AM – 10AM and after that sales reduce during the day.

2. Are there any peak times for sales activity?

**Answer:** Peak hours of sales are 7AM – 10AM.

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

**Answer:**

Month Name	Revenue
January	\$81,677
February	\$76,145
March	\$98,834
April	\$118,941
May	\$156,727
June	\$166,485

4. How do sales vary across different store locations?

**Answer:**

Store Location	Sales
Hell's Kitchen	\$236,511
Astoria	\$232,243
Lower Manhattan	\$230,057

The highest sales are coming from Hell's Kitchen store.

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

**Answer:** Average Bill: \$4.69

Average Order: 1.44

6. Which products are best selling in terms of quantity and revenue?

Answer:

Product	Revenue
Barista Espresso	\$91,406
Brewed Chai Tea	\$77,081
Hot Chocolate	\$72,416
Gourmet Brewed Coffee	\$70,034
Brewed Black Coffee	\$47,932

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

Answer:

Product Category	% of Sales
Coffee	39%
Tea	28%
Bakery	12%
Drinking Chocolate	10%
Coffee Beans	6%