



The main objective of this project is to analyse 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?



Recommended Analysis Solution

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

Peak sales hours: 8 AM to 10 PM show the highest sales across all days, especially between 9 AM to 10 AM.

Busiest days: Friday and Wednesday consistently generate the highest sales in the mornings.

What is the total sales revenue for each month?

- June: \$166,485.88 (Highest)
- May: \$156,727.76
- April: \$118,941.08
- March: \$98,834.68
- January: \$81,677.74
- February: \$76,145.19 (Lowest)

What is the average price/order per person?

- **Average order value:** \$4.69 per transaction.

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

By Quantity:

1. Ethiopia
2. Our Old Time Diner Blend
3. Columbian Medium Roast
4. Brazilian
5. Jamaican Coffee River

By Revenue:

1. Ethiopia (\$42,304.10)
2. Sustainably Grown Organic (\$39,065.10)
3. Jamaican Coffee River (\$38,781.15)
4. Brazilian (\$37,746.50)
5. Latte (\$36,369.75)

How do sales vary by product category and type?

By Category:

- **Highest:** Coffee (\$269,952.45)
- **Next:** Tea (\$196,405.95), Drinking Chocolate (\$72,416.00)
- **Lowest:** Flavours (\$8,408.80), Packaged Chocolate (\$4,407.64)

By Type:

- **Highest Revenue Types:** Gourmet brewed coffee, Organic brewed coffee, Brewed Chai tea, and Barista Espresso.
- **Pastries and Biscotti** also contribute steadily but lower than beverages.

Coffee Shop Sales Analysis Report

Objective:

To analyse retail sales data and provide actionable insights to improve the coffee shop's overall performance.

Insights & Findings:

1. Sales Variation by Day of the Week and Hour of the Day:

- Peak Sales Hours:** Between **8 AM and 12 PM**, with **9 AM to 11 AM** being the busiest period across all days.
- Busiest Days:** **Friday and Wednesday** consistently achieve the highest sales, particularly during morning hours.

2. Monthly Sales Revenue:

Month	Total Sales Revenue (USD)
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January	81,677.74
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February	76,145.19
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March	98,834.68
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April	118,941.08
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May	156,727.76
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June	166,485.88
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- Highest Revenue Month:** June
- Lowest Revenue Month:** February

3. Sales Across Different Store Locations:

Store Location	Total Sales Revenue (USD)
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Hell's Kitchen	236,511.17
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Astoria	232,243.91
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Lower Manhattan	230,057.25
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- Highest Performing Location:** Hell's Kitchen
- Lowest Performing Location:** Lower Manhattan

4. Average Price/Order Per Person:

- Average Order Value:** \$4.69 per transaction.

5. Best-Selling Products (Quantity & Revenue):

By Quantity:		By Revenue:	
		Product	Revenue (USD)
1.	Ethiopia	Ethiopia	42,304.10
2.	Our Old Time Diner Blend	Sustainably Grown Organic	39,065.10
3.	Columbian Medium Roast	Jamaican Coffee River	38,781.15
4.	Brazilian	Brazilian	37,746.50
5.	Jamaican Coffee River	Latte	36,369.75

6. Sales by Product Category and Type:

By Category:

Category	Revenue (USD)
Coffee	269,952.45
Tea	196,405.95
Drinking Chocolate	72,416.00
Bakery	82,315.64
Coffee Beans	40,085.25
Others (Flavours, etc.)	Lower revenue categories

By Type:

- **Top Performing:** Gourmet brewed coffee, Organic brewed coffee, Brewed Chai tea, Barista Espresso.
- **Steady Contributors:** Pastries, Biscotti, Hot Chocolate.

Recommendations:

- Focus promotional efforts on **morning hours (8 AM - 12 PM)**, especially on **Fridays and Wednesdays**.
- Consider strategies to improve sales in **Lower Manhattan**.
- Continue promoting best-selling products like **Ethiopia coffee and Latte**.
- Leverage high-performing categories (Coffee, Tea) for targeted marketing.