

COFFEE SHOP SALES

ANALYSIS

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.

ANALYSIS

1. How do sales vary by the day and hour of the week?
 - Morning hours from 8 am to 10 am drive the maximum orders of the day
 - Depending on the month the business of the days vary. E.g.:
 - i. January- Monday, Tuesday, and Sunday are the top 3 days with maximum sales.
 - ii. February- Sunday, Monday, Wednesday, and the top 3 days with maximum sales.
 - iii. March- Thursday, Friday, and Wednesday are the top 3 days with maximum sales.
2. Is there any peak time for sales activity?
 - 8-10 am is the peak time for sales activity.
3. What is the total sales revenue for each month?
 - January- \$81,667
 - February- \$76,145
 - March- \$98,834
 - April - \$1,18,941
 - May- \$1,56,727
 - June- \$ 1,66,485
4. How do sales vary across different store locations?
 - Hell's Kitchen records the highest sales followed by Astoria and Lower Manhattan.
5. What is the average order per person?
 - Average order per person is 1.44
6. Which products are the best-selling in terms of revenue?
 - Based on revenue, Barista expresso, Brewed chai tea, Gourmet brewed coffee, hot chocolate, and Brewed black tea are the top 5 products.

7. How do sales vary by product category?

- In the Product category Coffee, Tea, Bakery, and Drinking chocolate drive the maximum sales.