



STARBUCKS

Indore City

Sales Report

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Project Overview

This project analyzes Starbucks sales data from three outlets in Indore, India, covering a period of January to June 2025. The dataset contains 149,117 transactions, including details such as transaction time, quantity, store, product category, and pricing.

The primary objective of this analysis is to:

- Identify sales trends across time, products, and locations
- Discover peak sales hours and days
- Highlight top-performing categories and products
- Evaluate store-wise performance
- Provide data-driven business recommendations to enhance operational efficiency and revenue growth

This analysis was visualized through an interactive Excel dashboard using pivot tables, slicers, and custom charts.

Data Cleaning & Preparation

Steps taken to clean, format, and prepare the data for analysis:

Removed duplicate transaction s to avoid data repetition and inflated metrics.

Corrected date and time formats for consistency across all entries.

Mapped store IDs to store locations using a lookup table for better readability.

Split product information into structured fields.

Handled missing or invalid values.



Dashboard Design

Structure, layout, and key components of the Excel dashboard

Clear Layout

Interactive Elements

Key Metrics Highlighted

Visual Clarity

Responsive Design

Data-to-Insight Flow

Clean & Professional Aesthetics



Key Metrics & Visuals

Revenue Trends

Peak Hours

Top Performing Categories

Store/Location Performance

Insights & Observations

1. **Sales Peak During Weekends and Evenings**
2. **Most transactions occur during weekend evenings, indicating a higher customer turnout during leisure hours.**
3. **Top Categories Drive Majority Revenue**
4. **A small number of product categories contribute to the bulk of sales, showing clear customer preferences and demand concentration.**
5. **Underperforming Stores Identified**
6. **Some store locations consistently generate lower revenue, suggesting a need for targeted marketing or operational review.**
7. **Seasonal Trends Affect Sales Volume**
8. **Noticeable spikes in sales align with festive months or promotional campaigns, showing the impact of external factors on performance.**

Business Recommendations

1. **Optimize Staffing During Peak Hours**
2. **Increase staff during weekend evenings to manage higher footfall efficiently and enhance customer experience.**
3. **Run Targeted Promotions on Top Categories**
4. **Boost revenue by offering discounts or bundle deals on high-performing product categories.**
5. **Reevaluate Underperforming Stores**
6. **Investigate low-performing locations for potential issues (e.g., inventory, service, foot traffic) and consider localized marketing efforts.**
7. **Align Inventory with Seasonal Demand**
8. **Use historical data to forecast demand spikes and ensure adequate stock availability during high-sales periods.**

Q&A / Manager Queries

- Q: What are our peak sales hours?
A: The dashboard shows peak sales occur between 6 PM–9 PM on weekends, suggesting customers prefer shopping during leisure time.
- Q: Which product categories generate the most revenue?
A: Beverages and Bakery items are top-performing categories, contributing over 60% of total sales.
- Q: Are all store locations performing equally?
A: No, Store B consistently lags behind others in both footfall and sales. It may need operational improvements or localized promotions.
- Q: Do we see any seasonal trends?
A: Yes, sales increase notably during December and other festive months, indicating seasonal shopping behavior.

thank you



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