

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.

Start Your Day With Coffee

Recommended Analysis

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

Solution :- **Day of the week:**

* **Friday (21,701)** and **Thursday (21,654)** have the highest sales.
* **Sunday (21,096)** and **Saturday (20,510)** are slightly lower.

-> **Hourly trend:**

* Morning **8–10 AM** and Evening **5–7 PM** show the highest spikes, likely due to office coffee runs and evening breaks
* Are there any peak times for sales activity?
* Solution:- Peak sales happen on **weekdays, especially Friday & Thursday**.
* What is the total sales revenue for each month?

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| Month | Revenue |
| January | 81,678 |
| February | 76,145 |
| March | 98,835 |
| April | 118,941 |
| May | 156,728 |
| June | 166,486 |

* **Highest:** June ($166K)
* **Lowest:** February ($76K)
* Sales are **increasing month by month**, showing growth.

* what is the average price/order per person

-> Revenue = ₹698,812.33

Transactions = 149,116

**Avg. price/order ≈ ₹4.68**

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

-> **By Revenue:**

1. Coffee – ₹269,952
2. Tea – ₹196,406
3. Bakery – ₹82,316
4. Drinking Chocolate – ₹72,416

**Top individual products:**

* Barista Espresso – ₹91,406
* Brewed Chai Tea – ₹77,082
* Gourmet Brewed Coffee – ₹70,035
* Hot Chocolate – ₹72,416
* How do sales vary by product category and type?

-> **Categories:**

* Coffee (39% of revenue) is the largest, followed by Tea (28%).

**Product Types:**

* Espresso drinks and Chai teas dominate.
* Packaged items like Flavours (₹8,409) and Packaged Chocolate (₹4,408) are very small contributors.