

# **UNIFIED MENTOR- DATA ANALYTICS INTERNSHIP**

## **PROJECT-1**

### **COFFEE SALES ANALYSIS**

#### **Introduction:**

This analysis focuses on understanding key trends and insights from a coffee sales dataset, with the objective of optimizing business strategies. By extracting and transforming the data from a CSV file, we were able to conduct a detailed breakdown of customer preferences, peak sales periods, and revenue generation.

Key metrics such as the most popular coffee types, highest revenue-generating products, and the busiest sales hours were identified. The analysis also explores seasonal trends, operational challenges, and pricing opportunities.

The goal is to leverage data-driven insights to provide actionable business recommendations that will enhance product promotion, improve pricing strategies, streamline operations, and boost overall sales performance.

#### **STEPS FOLLOWED:**

1. **Data Extraction:** Extracted data from CSV file on coffee sales.
2. **Transformation in Power Query Editor:**
  - **Split Datetime Column:** Split into separate date and time columns for more granular analysis.
  - **Renaming Columns:** Improved clarity and usability.
  - **Added New Columns:** Week of the year and month name to analyze seasonal trends.
  - **Changed Data Types:** Converted monetary values from decimal to currency format.
  - **Handled Missing Values:** Replaced blank rows in the card column with null values to clean the dataset.

### ➤ Analysis

- **Favourite Coffee:** Americano with Milk is the most preferred, while Latte generates the highest revenue.
- **Peak Selling Hour:** 10 AM.
- **Revenue Breakdown:** Highest revenue from Latte, followed by Americano with Milk, Cappuccino, Americano, Hot Chocolate, Cortado, Cocoa, and Espresso.

### ➤ Business Analysis Recommendations

#### 1. Promote Key Products:

- **Americano with Milk** and **Latte** are crucial. Focus marketing and promotions on these drinks. Consider **upselling** Latte to maximize revenue, possibly through combo deals or loyalty rewards.

#### 2. Optimize Pricing:

- Since **Latte** is a top revenue generator, evaluate the potential for a **slight price increase** or introduce premium versions (e.g., specialty syrups or milk options) to further boost profit margins.

#### 3. Seasonal Variations:

- Introduce **seasonal flavors** or variations of popular drinks to keep the menu engaging. For instance, offer special editions or flavors during holidays or seasons to attract more customers.

#### 4. Operational Efficiency:

- **Peak Hour Management:** Ensure optimal staffing and operational efficiency around the peak hour of 10 AM to handle high demand efficiently.

#### 5. Targeted Marketing:

- Use customer data to create **targeted marketing campaigns** for both popular and underperforming products. Highlight promotions for products like Latte and Americano with Milk, and consider bundling or discounts for less popular items.

By implementing these strategies, you can effectively leverage your data to enhance sales, improve customer satisfaction, and optimize operational processes.



A	B	C	D	E	F	G	H	I	J	K	L	M
months	sales per month		days	Sum of money		days	total sales		hours	sales per hour		
March	7050.2		Sunday	5050.2		Americano	4644.54		10	133		
April	6720.56		Monday	4969.68		Americano with Milk	8601.94		11	103		
May	9063.42		Tuesday	6092.48		Cappuccino	7333.14		12	87		
June	7758.76		Wednesday	5327.2		Cocoa	1295.94		13	78		
July	6915.94		Thursday	5466.74		Cortado	2745.08		14	76		
Grand Total	37508.88		Friday	5386.32		Espresso	1100.62		15	65		
			Saturday	5216.26		Hot Chocolate	2778.48		16	77		
			Grand Total	37508.88		Latte	9009.14		17	77		
						Grand Total	37508.88		18	75		
									19	96		
									20	54		
									21	70		
									22	35		
									7	13		
									8	44		
									9	50		
	total sales								Grand Total	1133		
	37508.88		days	Count of money								
			Americano	169								
			Americano with Milk	268								
			Cappuccino	196								
			Cocoa	35								
			Cortado	99								
			Espresso	49								
			Hot Chocolate	74								
			Latte	243								
			Grand Total	1133								

# PivotTable Fields

ActiveAll

Choose fields to add to report:

Search

> C Users khare OneD...

C Users khare OneD...

☐ date

☐ time

☐ cash\_type

☐ card

☐ money

☐ coffee\_name

☐ Month Name

☐ Week of Year

☐ Day Name

☐ Custom

☐ time (Hour)

☐ time (Minute)

☐ time (Second)

> 

New folder 3

> 

New\_folder\_3

Drag fields between areas below:

Filters

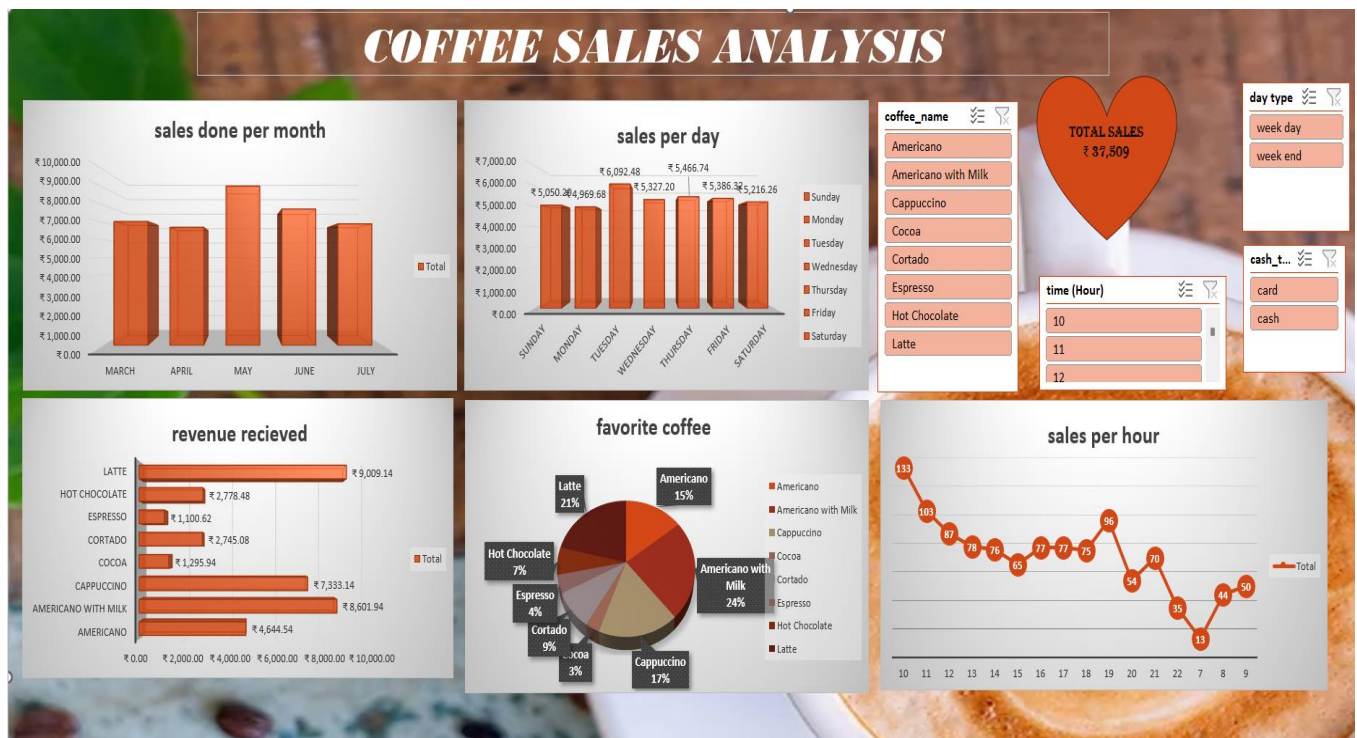
Columns

Rows

Σ Values

measure 4

☐ Defer Layo... Update



The change in slicers make the charts change their values accordingly.

As we can see the sale of cups at 10 AM is 135 which may be due to office , college hours .



Similarly, we can notice the sales of Americano coffee at 10 AM .



The next we can see changes on weekends as well.



I am also attaching in here my github link.

Thank you for taking the time to review this coffee sales analysis presentation. I hope the insights and recommendations provided offer valuable perspectives.

-Swikriti Khare