



Executive Summary: Coffee Shop Sales Analysis

This analysis provides a detailed overview of the sales performance, customer behavior, and product trends across different store locations. The insights are drawn from a dataset reflecting transactions over several months.



Key Insights:

- **Total Sales:** ₹6,98,812.33
 - **Total Footfall:** 1,49,116 customers
 - **Average Bill per Person:** ₹4.69
 - **Average Orders per Person:** 1.44
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Order Timing:

- Peak order time is **9 AM to 10 AM**, with quantities reaching up to **30,000+ units/hour**, indicating a strong morning coffee rush.
 - Post-11 AM, there's a sharp decline, suggesting customers primarily visit during morning hours.
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Category-Wise Sales:

- **Tea** dominates with **39% of total sales**.
 - **Drinking Chocolate** follows at **28%**, then **Bakery** at **12%**, and **Coffee** at only **6%**.
 - Categories like **Coffee Beans**, **Loose Tea**, and **Packaged Chocolate** contribute marginally (1% or less).
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Order Size Distribution:

- Orders are fairly distributed between:
 - **Regular:** 31%

- **Large:** 30%
- **Not Defined:** 30%
- **Small:** 9%

This shows customer preferences are fairly balanced between Regular and Large orders.



Top Store Locations:

- **Hell's Kitchen** leads in total sales with ₹2,36,511.17 and footfall of 50,735.
 - **Astoria** and **Lower Manhattan** follow closely with similar performance (~₹2.3L+ sales each).
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Top 5 Products by Sales:

1. **Barista Espresso** – ₹91,406.20
2. **Brewed Chai Tea** – ₹77,081.95
3. **Hot Chocolate** – ₹72,416.00
4. **Gourmet Brewed Coffee** – ₹70,034.60
5. **Brewed Black Tea** – ₹47,932.00

This indicates that espresso and tea-based products are clear customer favorites.



Weekday Analysis:

- Sales and footfall are **evenly distributed across the week**, with each day generating **₹1,00,000+** in sales.
- There's **no significant drop or peak**, indicating consistent customer engagement.