



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?
- Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?



1) Sales Peak at 9 am and decline steadily after noon,
Monday and Friday have the highest orders, while Saturday has the lowest.

2) Around 9 AM.

3) JAN: 81,677

Feb: 76,145

Mar: 98,834

Apr: 118,941

May: 156,727

Jun: 166,485

4) Sales vary significantly across different store locations,
The Astoria Location has the highest footfall at 232,243,
followed closely by Hell's Kitchen with 236,511 and Lower Manhattan with 230,057.

5) The average order ticket is 1.44, and the average bill per person is 4.6.

6) Top 5 hot-selling products

Barista (\$ 91,406)

Brewed Chai (\$ 77,081)

Hot Chocolate (\$ 72416)

Gourmet (\$ 70,034)

Brewed Black Tea(\$ 47,932)

7) Coffee: 39%

Bakey:28%

Coffee Beans:12%

Branded: 10%

Flavour: 6%

Drinking Chocolate: 2%

Loose Tea: 1%

Others: 1%

