

Coffee Shop Sales Analysis - Business Questions & Insights

Objective:

To analyze the sales data of a coffee shop chain to identify key performance trends, customer behavior, and actionable insights using Excel (Power Query, Pivot Tables, Dashboards).

Key Business Questions & Answers:

1. Which product generated the highest revenue?

Caffe Latte consistently brought in the highest revenue across all locations, making it the top-selling item.

2. Which product category is the most popular?

The 'Coffee' category was the most popular based on both sales volume and total revenue.

3. During which time of day does the store generate the most sales?

Morning hours (8 AM - 11 AM) recorded the highest number of transactions, suggesting a strong breakfast and coffee rush.

4. Which location performs the best in terms of total revenue?

The Downtown outlet had the highest total revenue, followed closely by the Airport location.

5. Are there any noticeable sales trends by weekday?

Sales peaked during weekdays, especially on Wednesday and Thursday, while weekends showed a slight decline in overall revenue.

6. How are monthly sales trending over the analyzed period?

Monthly sales showed a steady upward trend, indicating business growth and increased customer engagement.

7. What insights can be drawn for inventory and staffing decisions?

Higher demand in the mornings and during mid-week suggests the need for more staff and inventory replenishment during those times.

Tools & Techniques Used:

- Microsoft Excel - Power Query (Data Cleaning) - Pivot Tables (Dynamic Summarization) - Interactive Dashboard (Visual Insights)

Outcome:

This dashboard enables stakeholders to make data-backed decisions about inventory, staffing, promotions, and product focus across store locations.