

COFFE SHOP SALES ANALYSIS



Recommended Analysis by Excel

By
Vijay Kumar Saha



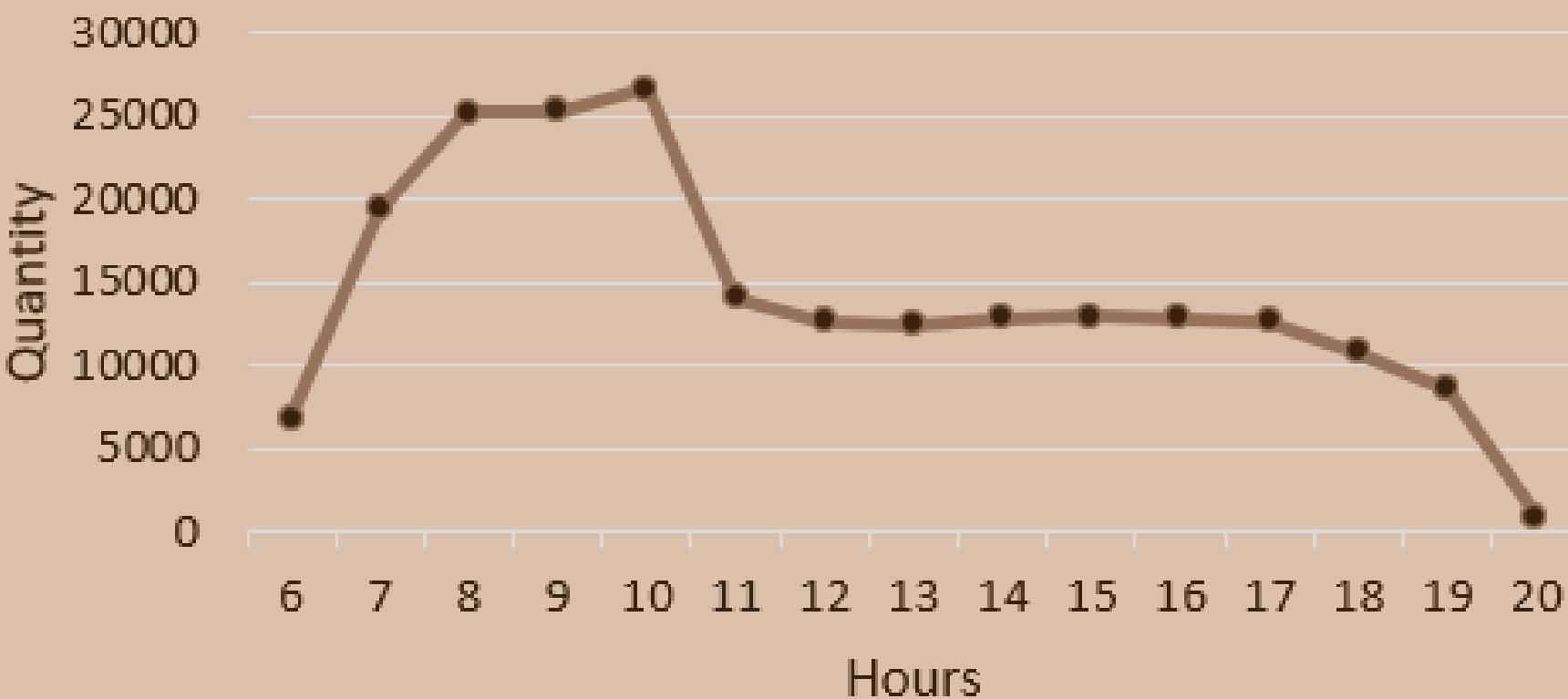
OBJECTIVE

The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of coffee shop

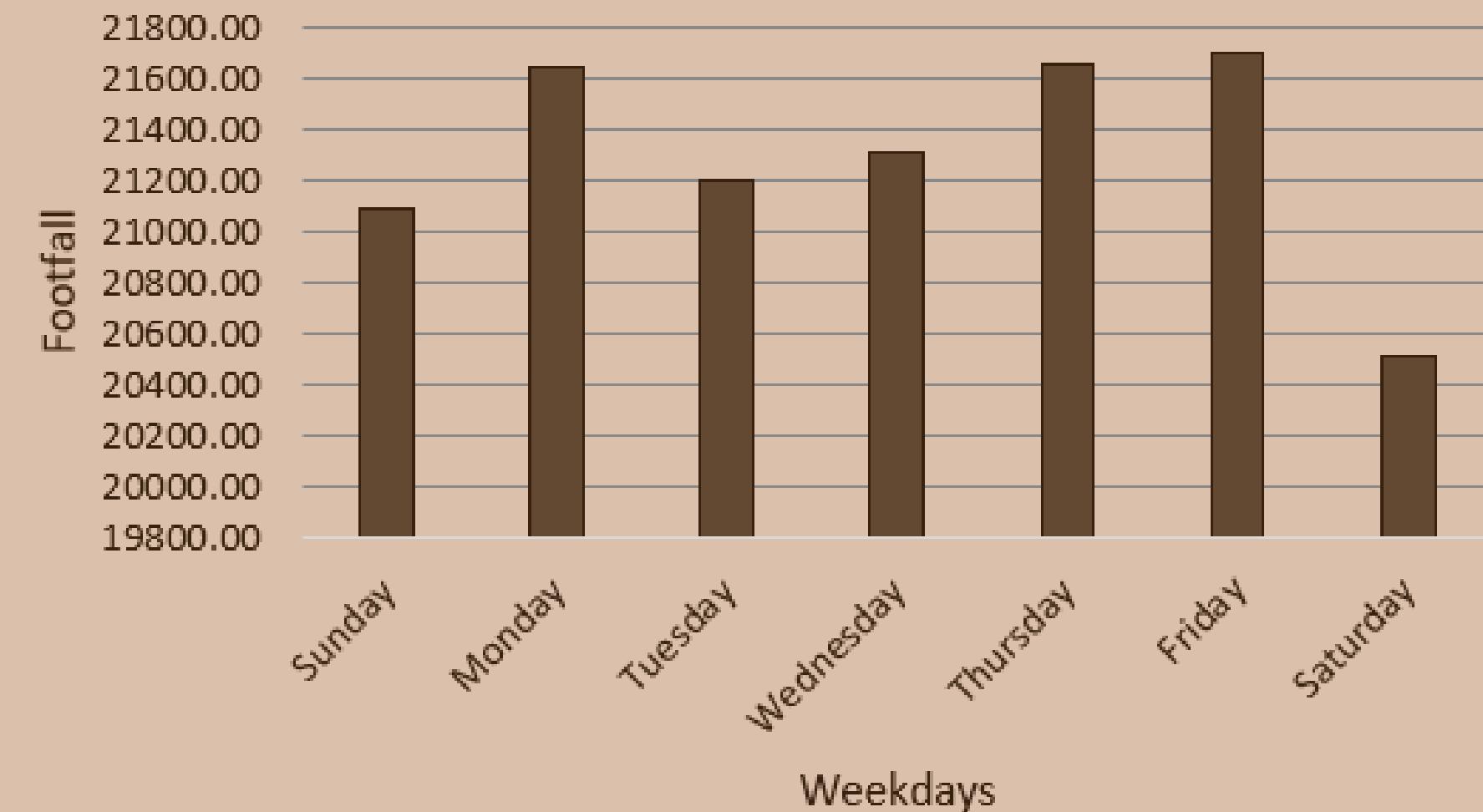


How do sales vary by day of the week and hour of the day ?

Quantity Ordered Based on Hours



Order on Weekdays



Are there any peaks time for sales activity ?



As per given chart from above the middle hour 6 to 11 is best and pick time sales because in this duration most product sales.



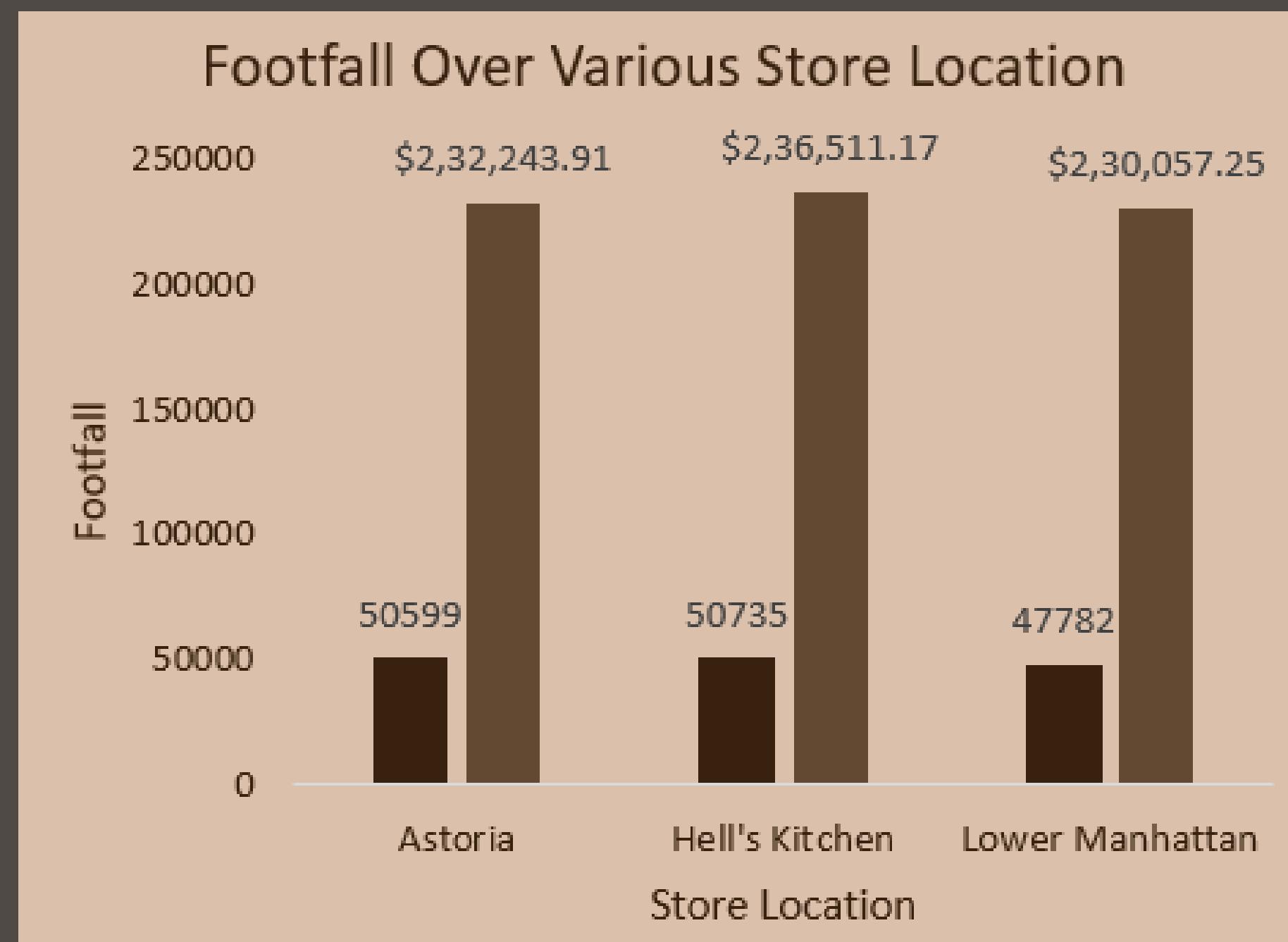
What is the total sales revenue for each month ?

Row Labels	sales
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$1,18,941.08
May	\$1,56,727.76
June	\$1,66,485.88
Grand Total	\$6,98,812.33

Total sales revenue for each month is
\$ 6,98,812.33



How do sales vary across various store location ?



Row Labels	Count of transaction_id	Sum of Total_bill
Astoria	50599	\$2,32,243.91
Hell's Kitchen	50735	\$2,36,511.17
Lower Manhattan	47782	\$2,30,057.25
Grand Total	149116	\$6,98,812.33



What is the Average price / order per person ?

average order/person

1.4

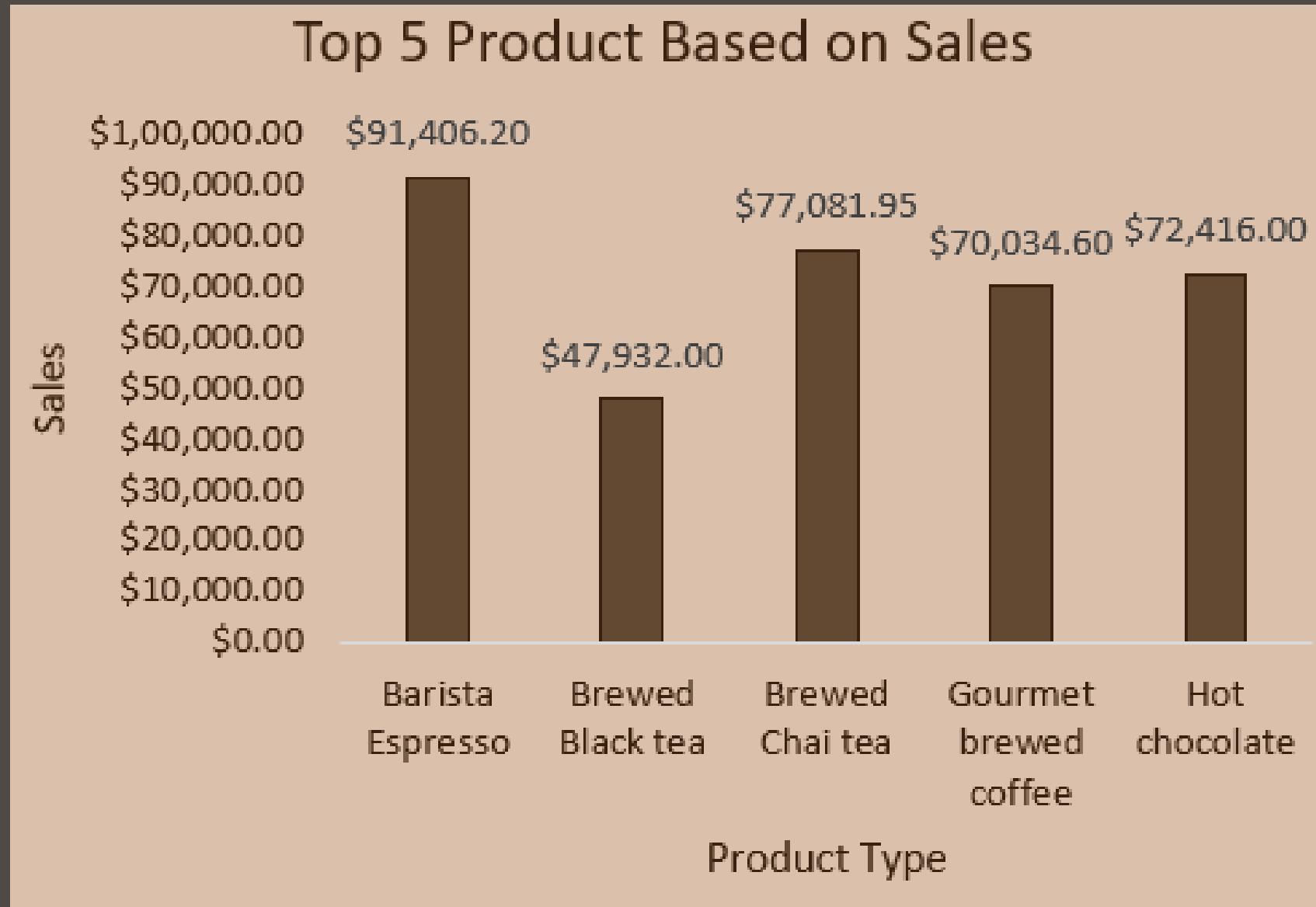
average price/person

\$

4.69



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

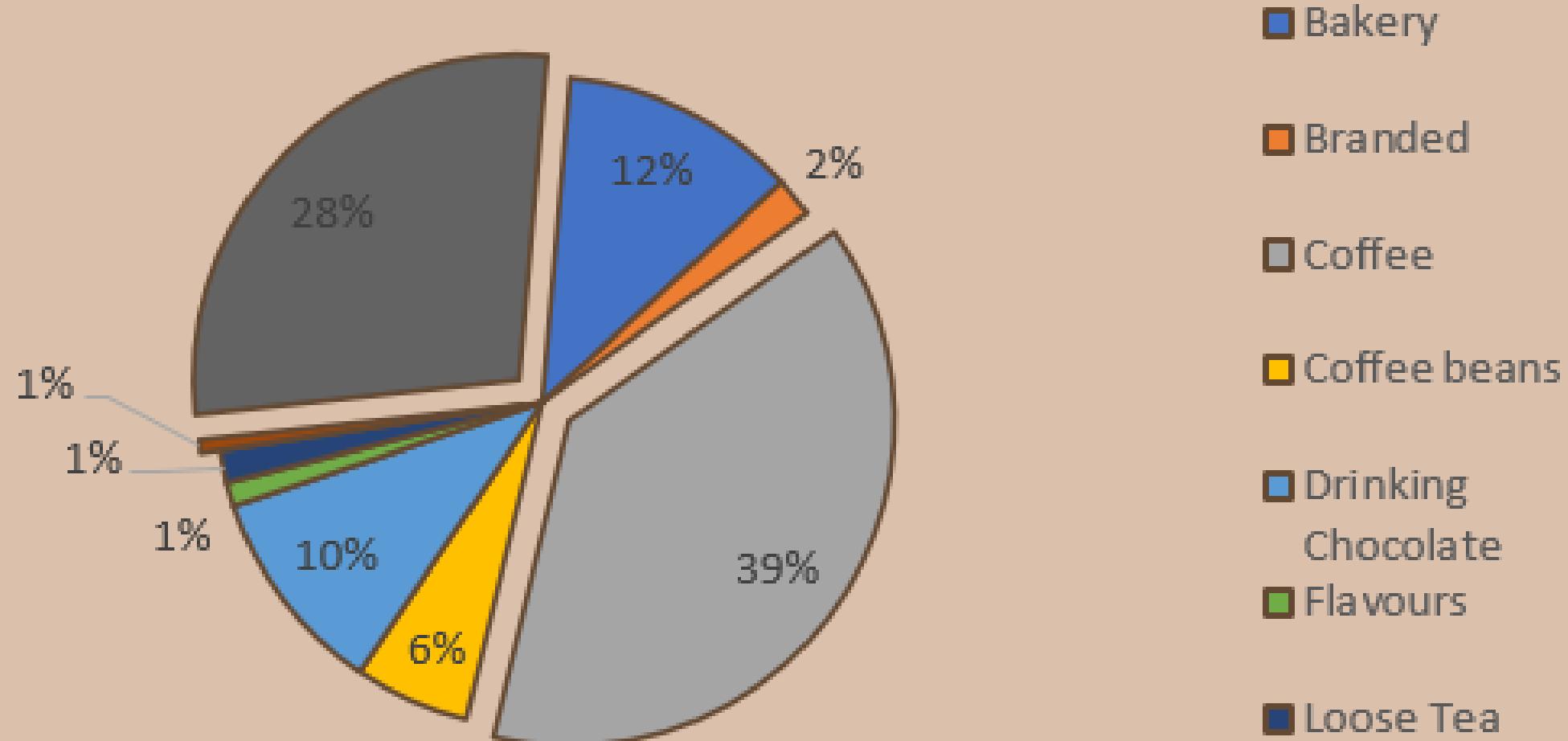


Row Labels	Sum of Total_bill
Barista Espresso	\$91,406.20
Brewed Black tea	\$47,932.00
Brewed Chai tea	\$77,081.95
Gourmet brewed coffee	\$70,034.60
Hot chocolate	\$72,416.00
Grand Total	\$3,58,870.75



How do sales vary by product category and type ?

Categories % Distribution Based on Sales



Row Labels	sales
Barista Espresso	
Coffee	\$91,406.20
Brewed Black tea	
Tea	\$47,932.00
Brewed Chai tea	
Tea	\$77,081.95
Gourmet brewed coffee	
Coffee	\$70,034.60
Hot chocolate	
Drinking Chocolate	\$72,416.00
Grand Total	\$3,58,870.75



THANK YOU

Submitted By
Vijay Kumar Shah

