

# Coffee Shop Sales Data Insights

## ➤ Business Questions asked

Q.1 What is the peak time for sales activity?

Ans- The maximum sales activity takes place in the morning from 8 to 10.

Q.2 What is the total sales revenue for each month?

Ans- It is defined in the Dashboard. You can also check the sales of different months using the month slicer.

Q.3 What is the average price/order per person?

Ans- The average order cost is 4.69\$.

Q.4 which products are the best-selling in terms of quantity and revenue?

Ans- the top 5 selling product categories are displayed there on the dashboard and the all-time best seller product is "Our Old Time Diner Blend".

## ➤ Issues in the current situation

- The product category Packaged Chocolates is the least selling category.  
Possible Solution: If there is not much profit in this category, stop its production but if there is a good profit margin you should apply discount schemes or try selling it in a combo with the most relatable category.
- In every store, generally the sales decrease to its half after 11 in the morning.  
Possible Solution: Start renting out chambers in the cafe after 11 at a discounted price as there is less rush that time.
- In Astoria the sales in the month of February are the least even it's the Valentine month.  
Possible Solution: Start new seasonal discount schemes offering discounts and special gifts to selected lucky customers.
- In Lower Manhattan the Sales are highest on Mondays and relatively very less on the other days.  
Possible Solution: Introduce weekday schemes and offer discounts on weekends. Give discount coupons on Mondays which can be claimed on weekends.
- In Lower Manhattan the Overall Sales are very less.  
Possible Solution: Organize events and extra activity programs in the Café so that it creates awareness among the people of the locality and they reach on to you.

## ➤ Suggestions to boost the profits

- The highest selling category is "Coffee", therefore people are interested in drinking coffee so, the profit margin in this category can be increased.
- Introducing new products in the best selling categories that is tea and coffee with a better profit margin can also help to boost up the sales.