

COFFEE SHOP SALES ANALYSIS

Identifying revenue trends and customer behaviour

OBJECTIVE:

The objective of this analysis is to evaluate sales performance, customer purchasing behaviour, and time-based demand patterns in order to identify revenue drivers and provide actionable business recommendations.

DATASET OVERVIEW:

1. Time period: 1 March 2024 – 23 March 2025
2. Data source: Kaggle
3. Key fields used: Order date, Order time, Revenue, Product name.

DATA CLEANING & PREPARATION:

1. Removed duplicate transaction records.
2. Handled missing values in revenue and time columns.
3. Converted date and time fields into correct format.
4. Derived fields such as month for the analysis.
5. Then identified KPIs and made charts for the visualisation.

KPIs (Key Performance Indicators):

1. Total Revenue = Sum of revenue from all the orders
2. Average Order Value (AOV) = Total Revenue / Number of Orders

FINDINGS:

1. Latte is the highest revenue generating, indicating a strong customer preference for milk-based beverages.
2. Sales peak at around 10 AM in the morning, suggesting high demand likely driven by the workday routines.
3. Also a second revenue peak occurs around 4 PM, indicating the afternoon coffee breaks.

4. Payment is done entirely by card only, suggesting a cashless trend in the consumers.
5. Revenue is highest during the colder months, especially October, which highlights seasonal demand.

BUSINESS RECOMMENDATIONS:

1. Introduce some cold beverages and seasonal drinks to stabilize the falling revenue in the months of summer.
2. Increase staffing and inventory during the peak hours (9-11 AM & 3-5 PM) to reduce waiting time.
3. Leverage the digital only payment method by bringing some loyalty points/rewards through digital wallet.
4. Also can experiment with extended evening hours on selected days to capture the night demand.