



# COFFEE SHOP SALES ANALYSIS



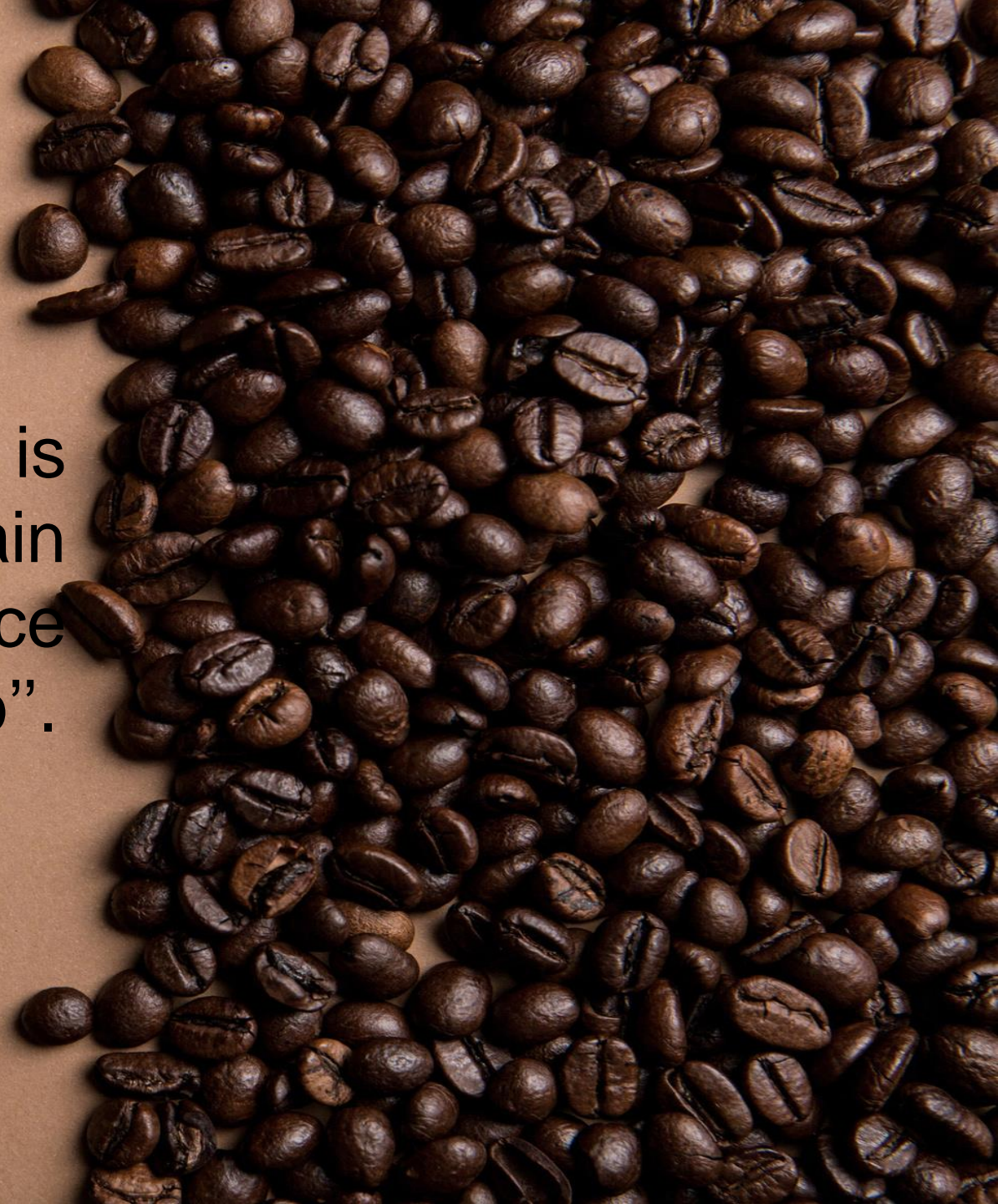
By Vidya NAKADE





## Start Your Day With Coffee

“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”.





## Key Focus of Sales Analysis

1. How do sales vary by day of the week and hour of the day?
2. Are there any peak times for sales activity?
3. What is the total sales revenue for each month?
4. what is the average price/order per person?
5. How do sales vary across different store locations?
6. What is the average price/order per person?
7. Which products are the best selling in terms of quantity and revenue?
8. How do sales vary by product category and type?





# Coffee Shop Sales Analysis





\$ 698,812.33  
Total Sales

149116 No's  
Total Footfall

\$ 4.69  
Avg Bill / Customer

1.44 No's  
Avg Order's/Customer

Month Na...  

January

February

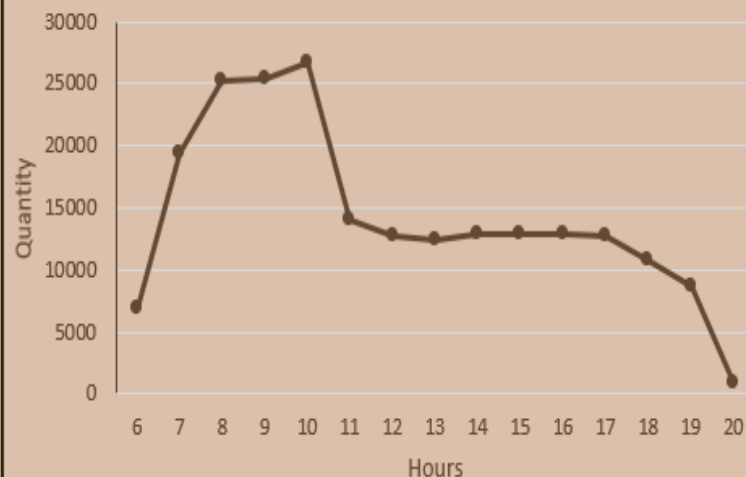
March

April

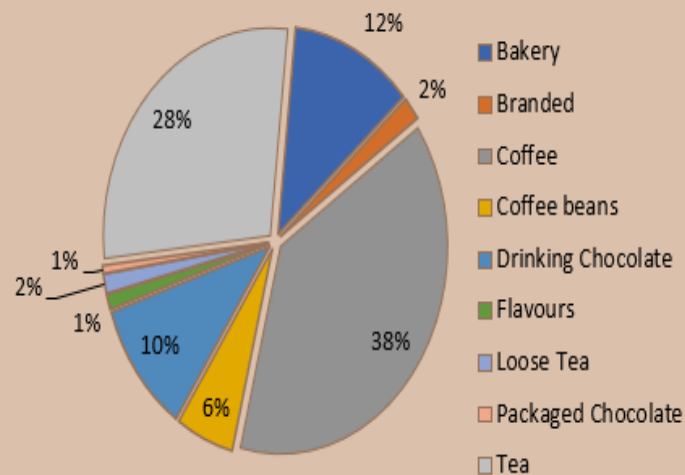
May

June

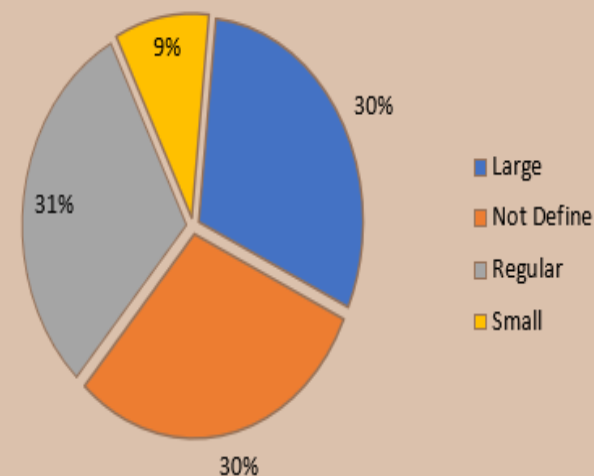
### Quantity Ordered Based On Hours





### Categories Distribution Based on Sales



### Coffee Size Distribution Base on Orders



Day Name  

Sunday

Monday

Tuesday

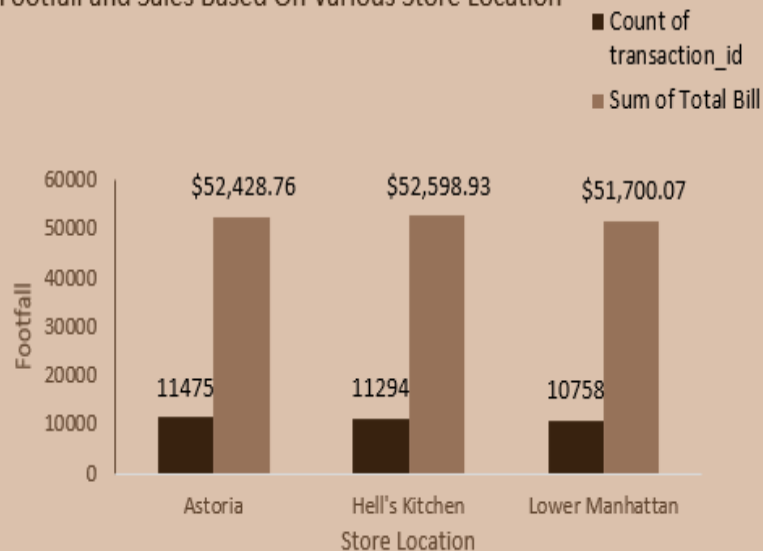
Wednesday

Thursday

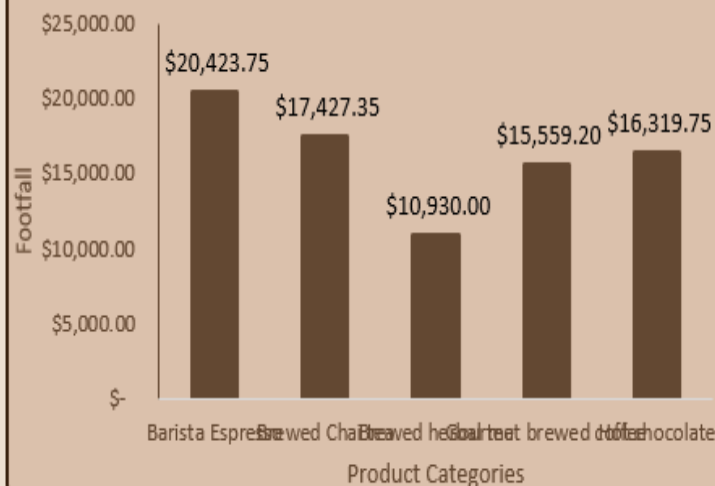
Friday

Saturday

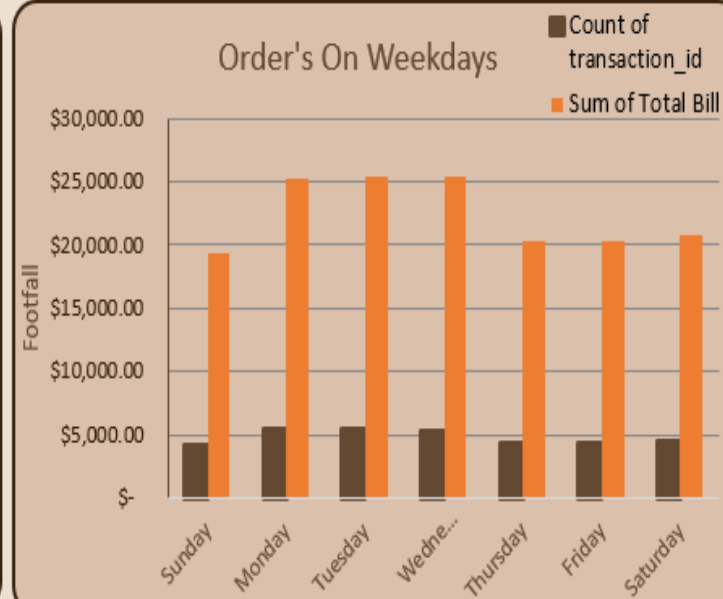
### Footfall and Sales Based On Various Store Location



### Top 5 Product Base on Sales



### Order's On Weekdays





# Key Focus of Sales Analysis

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

### □ Day of the Week:

- The bar chart labeled "Order on Weekdays" shows sales remain relatively steady from Monday to Friday.
- Saturday and Sunday showing decreases in footfall (and possibly sales).
- ❖ **Insight:** Weekends have lower sales because people's routines change and they don't visit the shop on their way to work like they do on weekdays. To increase weekend sales, you can offer brunch specials or family promotions.

### □ Hour of the Day:

- The line chart labeled "Quantity Ordered Based on Hours" shows peak sales between 7 AM and 9 AM, with a sharp drop after 10 AM.
- ❖ **Insight:** Focus your marketing efforts on early morning promotions (e.g., breakfast combos) and adjust levels during these peak hours to enhance customer experience.





## Key Focus of Sales Analysis

### 2. Are there any peak times for sales activity?

- The line chart labeled "Quantity Ordered Based on Hours" shows peak sales between 7 AM and 9 AM, with a sharp drop after 10 AM.
- ❖ **Insight:** Offering special morning deals or loyalty programs could further boost sales during these peak hours.
- Boost sales after 10AM with special offer.

### 3. What is the total sales revenue for each month?

- The data shows a steady increase in sales from January to June, with February being the lowest-performing month and June peaking \$166,485.88.
- The sharp rise from April to June suggests seasonal trends or successful promotions
- ❖ **Insight:** Boost sales in January and February by offering winter promotions and rewards to attract more customers during slower months.





## Recommended Analysis

4. what is the average price/order per person?

- The "Avg Order/Person" figure is shown as 1.44 on the dashboard.
- ❖ Insight: On average, each customer places approximately 1.44 orders. You could increase this by upselling additional items, like pastries or snacks, at the point of sale.

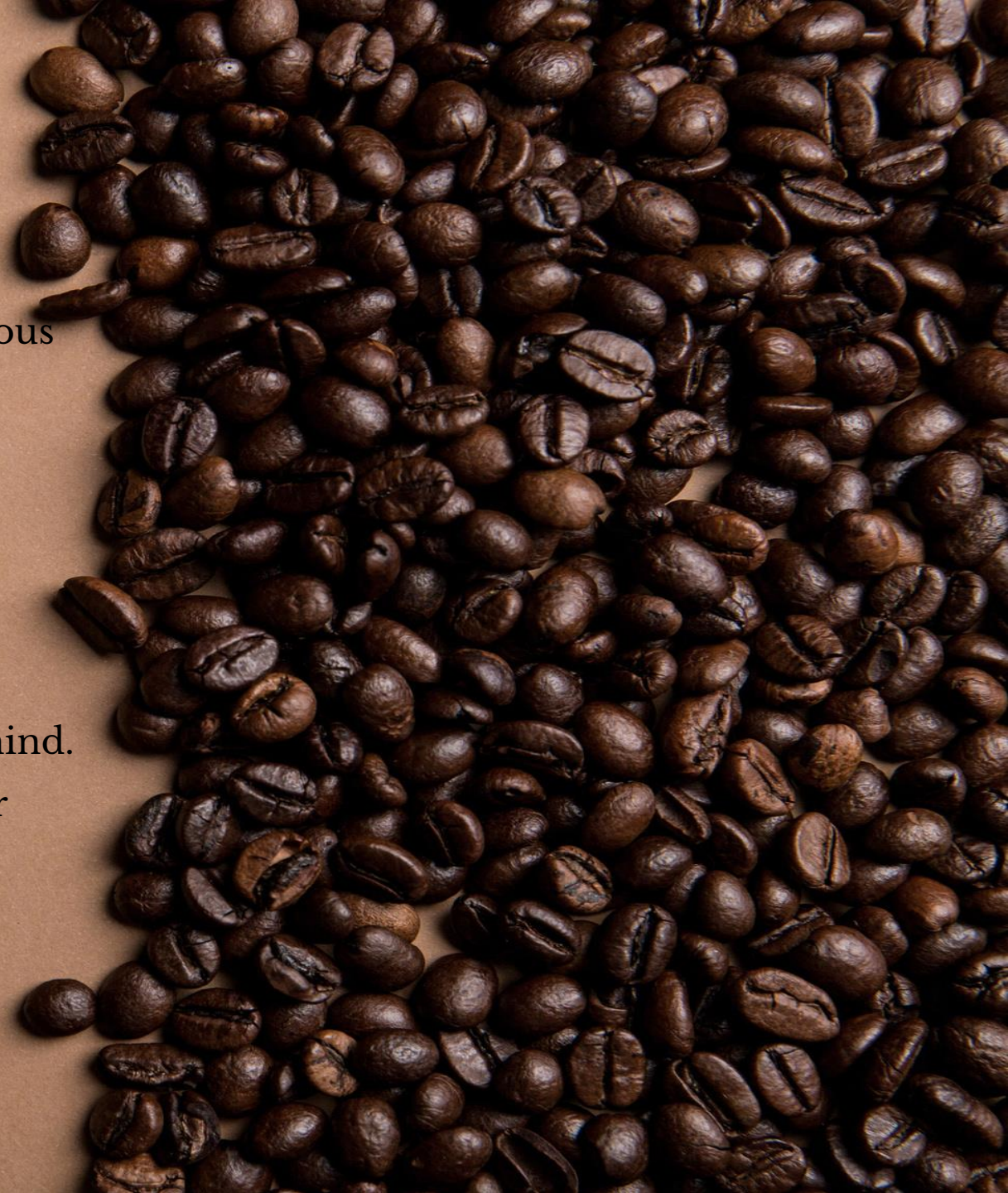




## Key Focus of Sales Analysis

### 5. How do sales vary across different store locations?

- The chart labeled "Footfall and Sales Based on Various Store Locations" shows the breakdown by store:
- Astoria has the highest footfall and generates \$232,243.91 in sales.
- Hell's Kitchen and Lower Manhattan have slightly lower footfalls but comparable sales figures.
- ❖ Insight: Astoria is performing slightly better, but Hell's Kitchen and Lower Manhattan are close behind. Consider targeted marketing campaigns to further boost sales in underperforming locations





## Key Focus of Sales Analysis

### 6. What is the average price/order per person?

- The "Avg Order/Person" figure is shown as 1.44 on the dashboard.
- ❖ Insight: On average, each customer places approximately 1.44 orders. You could increase this by upselling additional items, like pastries or snacks, at the point of sale.

### 7. Which products are the best selling in terms of quantity and revenue?

- The "Top 5 Product Based on Sales" chart shows:
  - Barista Espresso leads with \$91,406.20 in sales.
- Other top sellers include Brewed Black Tea (\$47,932.00), Brewed Chai Tea, Gourmet Brewed Coffee, and Hot Chocolate.
- ❖ Insight: Focus on promoting these best-selling items through combo offers or loyalty programs to maintain high sales levels.





## Key Focus of Sales Analysis

### 8. How do sales vary by product category and type?

- The pie chart labeled "Categories % Distribution Based on Sales" shows:
  - Coffee dominates with 39% of total sales.
- Other notable categories include Bakery (28%) and Branded Items (12%).
- ❖ Insight: Since coffee is the main revenue driver, consider expanding your coffee-related offerings. The bakery also has a strong presence, so bundling coffee with bakery items could increase overall revenue.





Thank you

