

COFFEE SHOP SALES ANALYSIS

BY VINCENT CHIEN

Source: Maven Analytics, Coffee Shop Dashboard
Project, <https://mavenanalytics.io>



VARIABLE DESCRIPTIONS

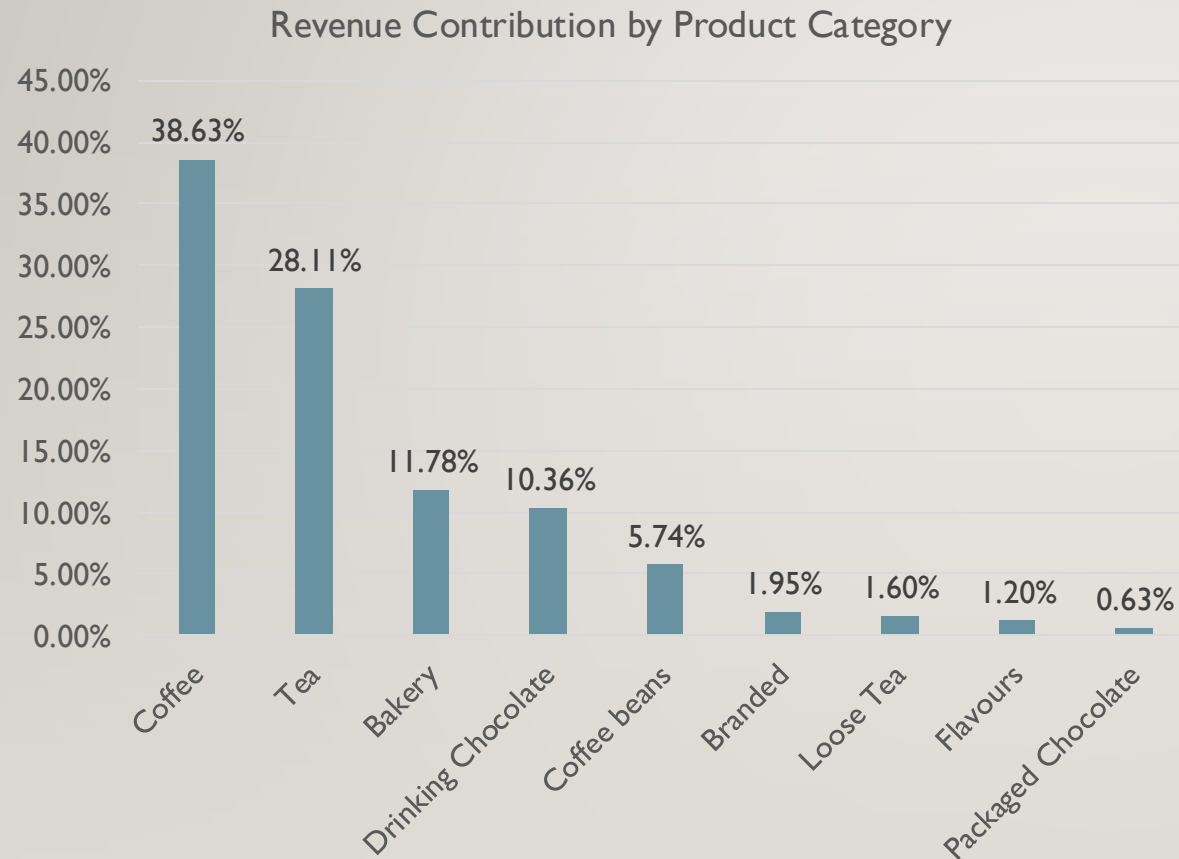
Original Variables (from dataset)

- **transaction_id** – Unique identifier for each transaction
- **transaction_date** – Date of the transaction (YYYY/MM/DD)
- **transaction_time** – Time of the transaction (HH:MM:SS)
- **transaction_qty** – Quantity of items purchased in the transaction
- **store_id** – Numeric code for the store
- **store_location** – Name of the store location (e.g., Lower Manhattan, Hell's Kitchen)
- **product_id** – Unique identifier for each product
- **unit_price** – Price of a single unit of the product (in USD)
- **product_category** – Broad category of the product (e.g., Coffee, Tea, Bakery)
- **product_type** – Specific type of product (e.g., Gourmet brewed coffee, Hot chocolate)
- **product_detail** – Detailed product description (e.g., Ethiopia Rg, Cappuccino, Dark chocolate Lg)

Derived Variables (created for analysis)

- **Revenue** – Transaction revenue = transaction_qty × unit_price
- **Month** – Extracted from transaction_date
- **Day** – Extracted from transaction_date
- **Weekday** – Extracted from transaction_date (1–7)
- **Hour** – Extracted from transaction_time

CATEGORY → WHAT DRIVES REVENUE OVERALL?



- ☕ Coffee & Tea ≈ 67%

Core categories, prioritize promotion

- 🍰 Bakery & Chocolate

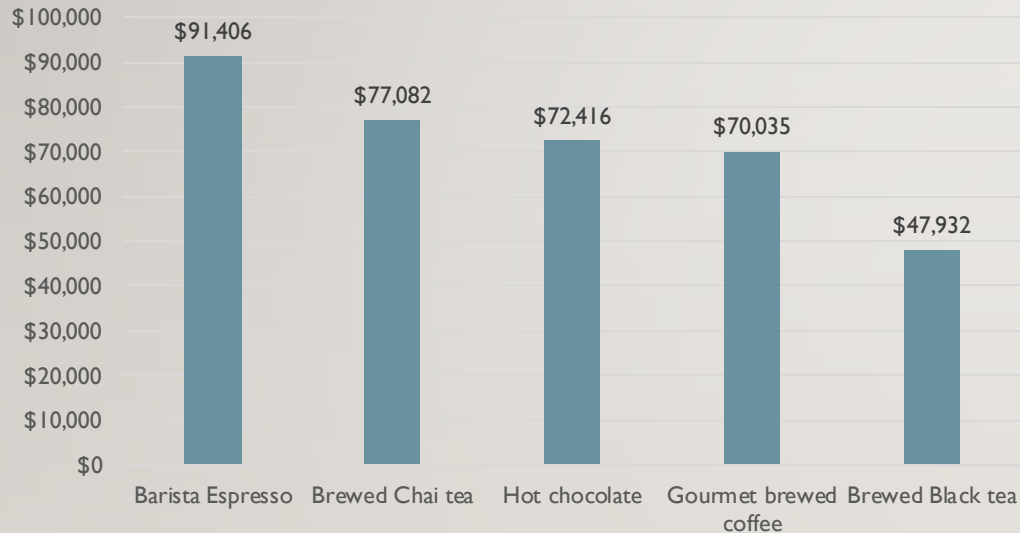
Use for cross-selling to raise basket size

- 📦 Low-performing (<6%)

Reposition, reprice, or streamline

PRODUCT → WHICH PRODUCTS TO PROMOTE OR IMPROVE?

Top 5 Best-Selling Products by Revenue



Bottom 5 Lowest-Selling Products by Revenue

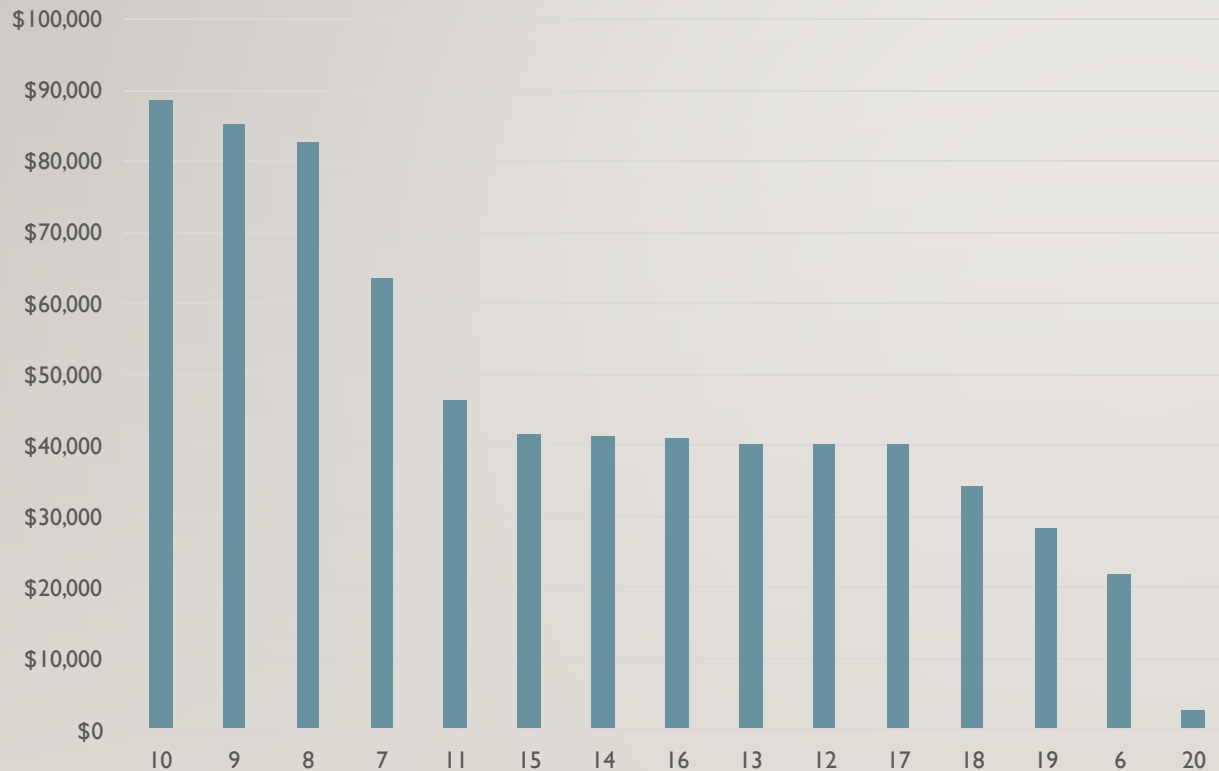


🌟 Top sellers → keep as core, use bundles to boost sales

⚠️ Low sellers → test niche/seasonal promos or discontinue

TIME → WHEN DO CUSTOMERS BUY MOST?

Overall Hourly Sales Pattern

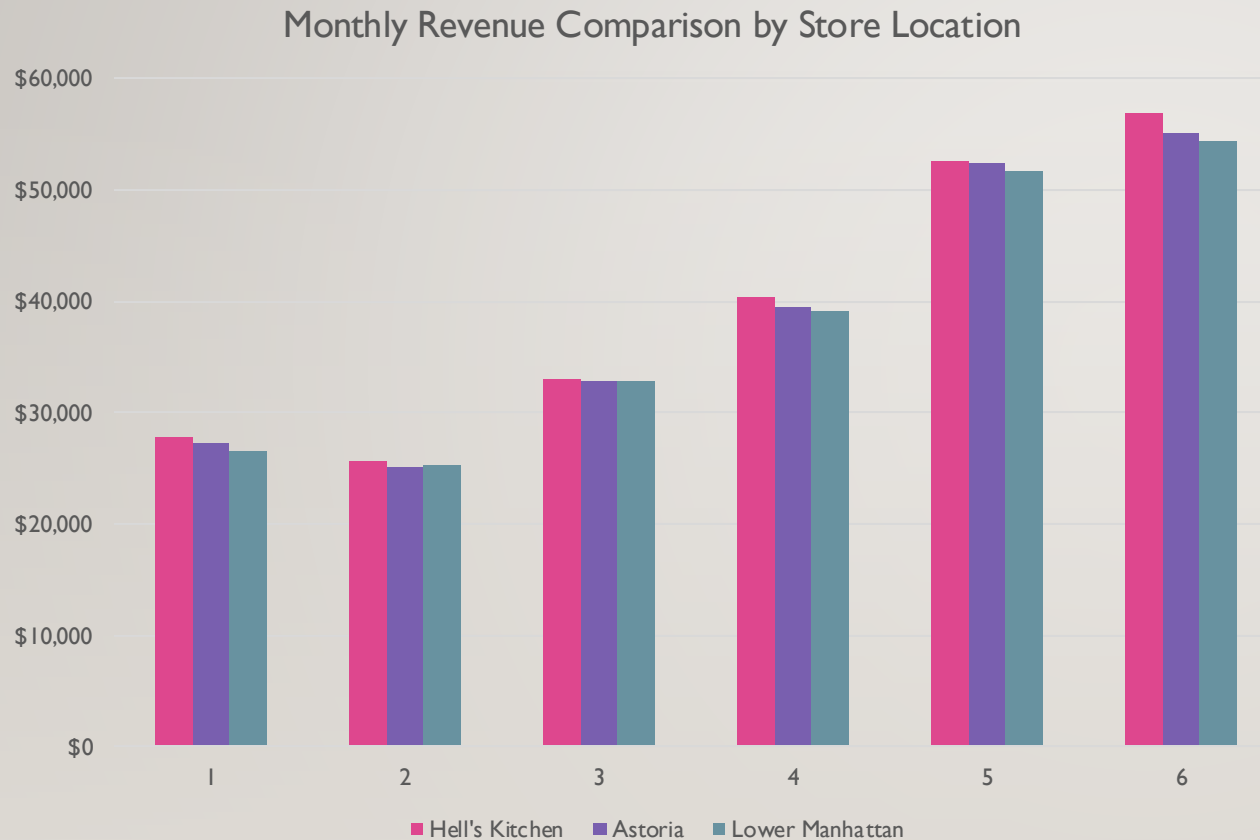


Peak demand in morning (8–10 AM) → target promotions & staffing during rush hours.



Afternoon/evening sales drop → consider happy-hour deals to boost off-peak traffic.

LOCATION → WHICH STORE PERFORMS BETTER OVER TIME?



🏙️ All stores show steady growth → consistent demand across locations.

📊 Hell's Kitchen leads slightly → consider replicating its strategies in other stores.