

The background is a warm, yellow-orange wooden surface with vertical grain lines. It is decorated with coffee beans and green leaves. Beans are scattered along the top, bottom, and sides, with some ground coffee visible. Two large green leaves are on the left side. In the bottom right corner, a white coffee cup filled with dark coffee is partially visible.

# **Coffee Shop Sales Data Analysis Project (MS Excel)**

The background is a warm, yellow-orange gradient with vertical wood-grain-like lines. It is decorated with coffee beans and green leaves. Beans are scattered along the top, bottom, and sides. Green leaves are visible on the left and right sides. In the bottom right corner, there is a partial view of a white coffee cup filled with dark coffee.

## **Objective :**

*Analyzing the retail sales data of a coffee shop to gain actionable insights and suggestions to enhance the performance of the coffee Shop.*

## Project Introduction

The project aims at improving the coffee shop's analytical capabilities by utilizing an Excel dashboard for sales information. The goal of analyzing transaction data is to get important insights regarding customer behavior, product popularity, sales patterns, and operational efficiencies. The purpose is to optimize inventory management, improve decision-making processes, and find possible cross-selling opportunities.

## Project Tasks

- 1) Data collection, cleaning, and preparation.
- 2) Analyze monthly, daily, and hourly sales patterns with Power PivotTables.
- 3) Determine high-performing days and times.
- 4) Develop compelling reports and visualization.
- 5) Create an Interactive dashboard.

## Key Takeaways & Suggestions


- High Revenue on Mondays, Thursdays, and Fridays. Allocating more no.of staff & workers during these days can boost the customer satisfaction.
- The demand & revenue from 8 am to 10 am is significantly high. It's better to maintain better availability of more fixed assets and raw materials to increase the supply.
- The demand for coffee & tea category is high. Increasing the inventory and supply of these products can increase the revenue & footfalls.
- Collecting the customer feedbacks can also help in pointing out the areas of improvements.
- Overall, lower manhattan has low sales compared to other store locations. It's better to check on the maintaining the store appearance, staff dressing, designing, quality of the assets, and adding offers can have an positive impact on the customers.

# Recommended Analysis

- How do sales vary by day of the week and hour of the day?
- Are there any peak time for sales activity?
- What is the total sales for each Month?
- How does sales vary at different store locations?
- What is the average price and average order per person?
- Which products are best selling in terms of quantity and revenue?
- How do sales vary by product category and type?



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

- *Based on the analysis, we seen high revenue on Mondays, Thursdays, and Fridays.*
  - *We can observe high sales in between 8 am to 10 am but it started decreasing after 10:30 am onwards.*
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## **Are there any peak time for sales activity?**

*We can observe high sales in between 8 am to 10 am, which is over 37% of the total revenue.*

## **What is the total sales for each month?**

*January: 81,677.7  
February: 76,145.2  
March: 98,834.7  
April: 1,18,941.1  
May: 1,56,727.8  
June: 1,66,485.9 (High)*







## **How does sales vary at different store locations?**

*We can observe higher sales in Hell's Kitchen followed by Astoria and Lower Manhattan.*

## **What is the average price and average order per person?**

*The overall Avg price per person is \$4.69 and Avg order per person is \$1.44*






A decorative header featuring a close-up of coffee beans and a green leaf on a wooden surface.

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

*Barista Espresso owns the title of “Highest Selling Coffee” followed by Brewed Tea being the second high selling.*

## **How do sales vary by product category and type?**

*Almost 40% of the revenue comes from selling coffee and 29% from Tea*

A decorative footer featuring a close-up of coffee beans and a green leaf on a wooden surface.