

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, the rim and handle of a white coffee cup filled with dark coffee are visible.

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

The background is a warm, orange-toned wooden surface with vertical grain lines. It is decorated with several dark brown coffee beans scattered around the edges. On the left side, there are two bright green coffee leaves. At the bottom center, the top rim of a white coffee cup filled with dark coffee is visible.

## **Objective :**


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

# 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.*
- 



## **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 light brown 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*

