

Coffee Shop Sales Analysis



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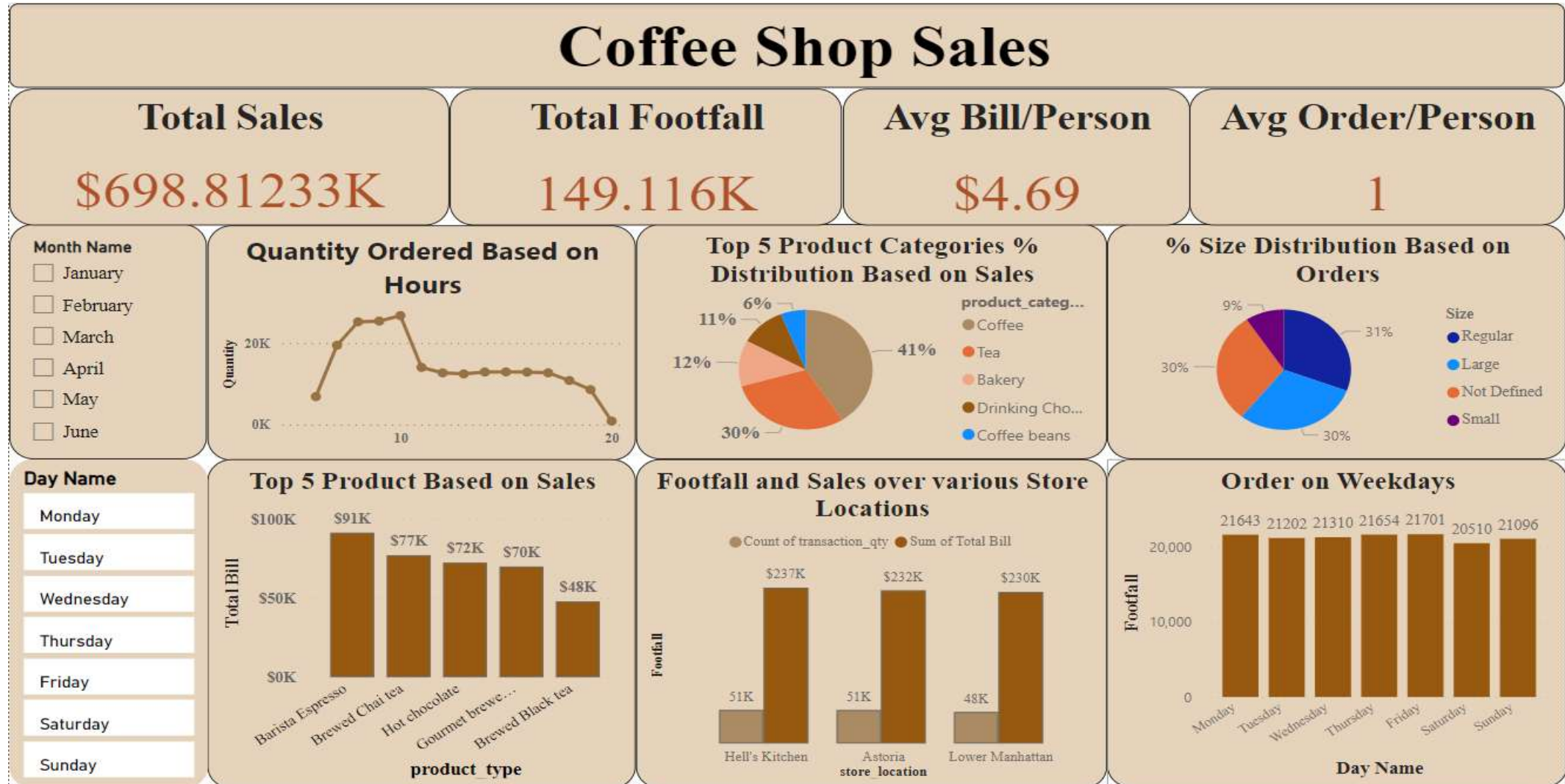
Objective

The objective of this project is to enhance the performance of the coffee shop by analyzing six months of retail sales data. By identifying trends and patterns within the data, the aim is to make strategic decisions that will optimize revenue, enhance customer satisfaction, and improve operational efficiency. Specific goals include:

- **Identify Sales Trends.**
- **Understand Customer Behavior.**
- **Product Performance Evaluation.**
- **Revenue Optimization.**
- **Store Performance Comparison.**
- **Inventory Management.**



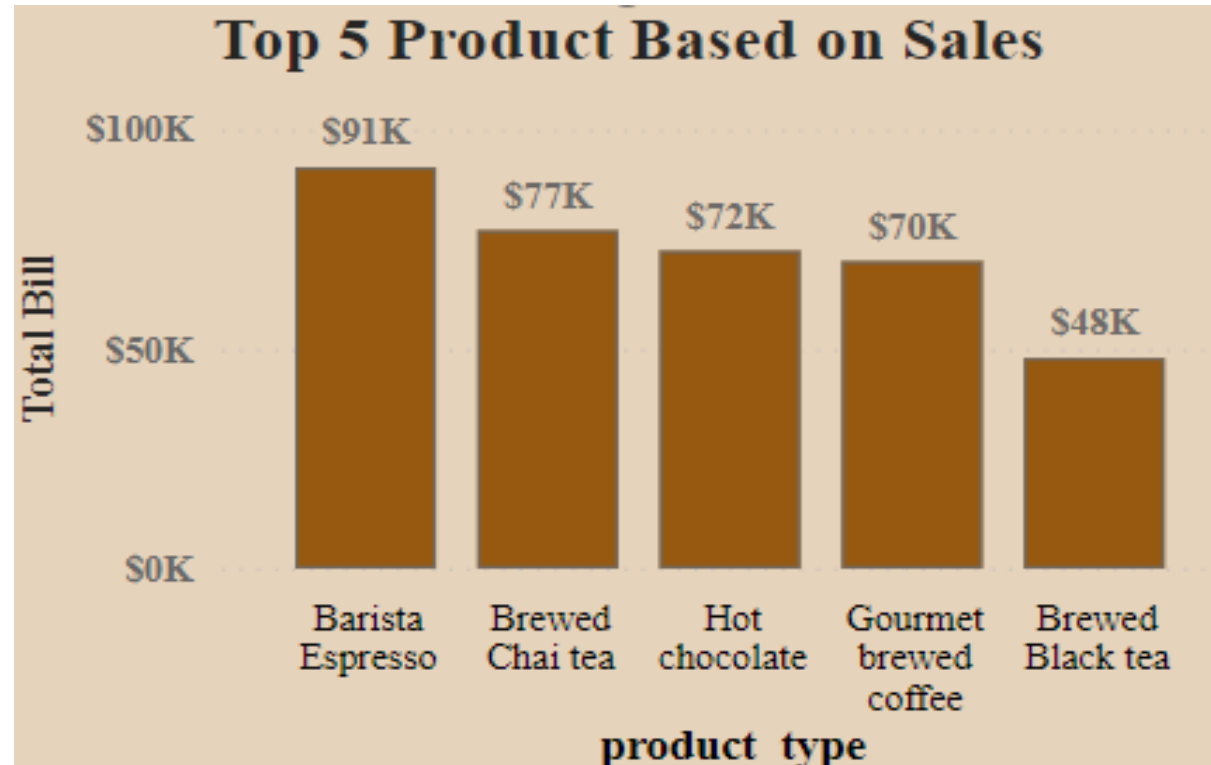
Dashboard



Database Schema

Transactions	
	Day Name
Σ	Day of Week
Σ	Hour
Σ	Month
	Month Name
	product_category
	product_detail
Σ	product_id
	product_type
	Size
Σ	store_id
	store_location
Σ	Total Bill
📅	transaction_date
Σ	transaction_id
Σ	transaction_qty
	transaction_time
Σ	unit_price
📊	Average_Bill/Person
📊	Average_order/person
📊	Measure

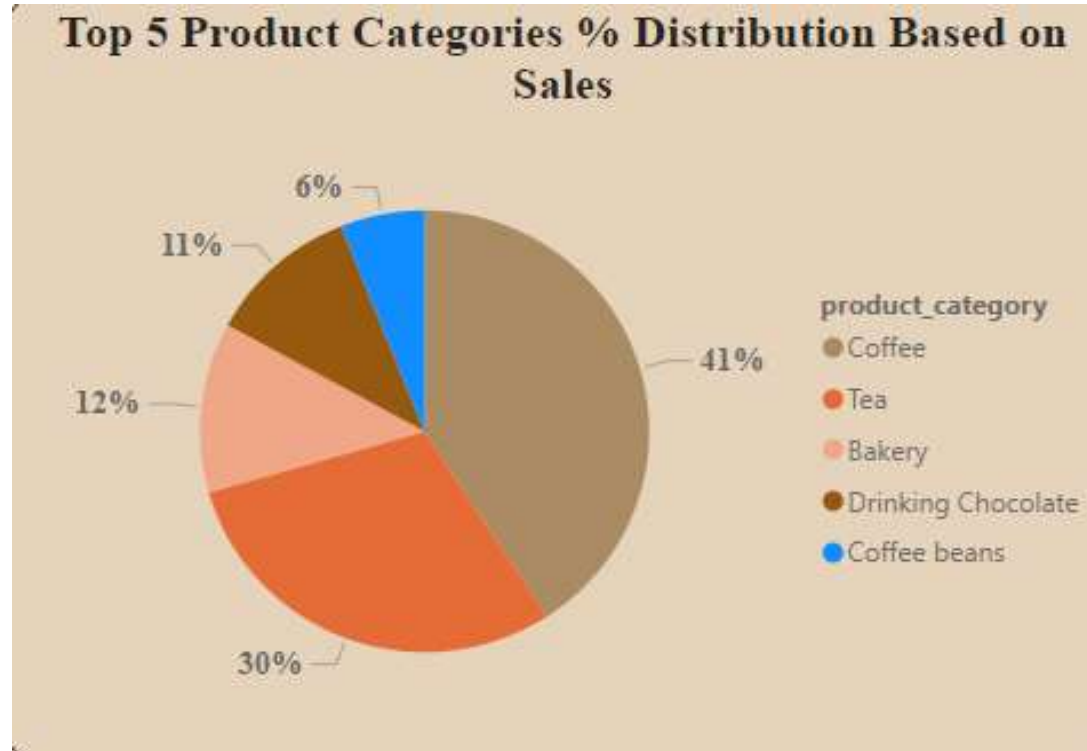
Top 5 Product Based On Sales



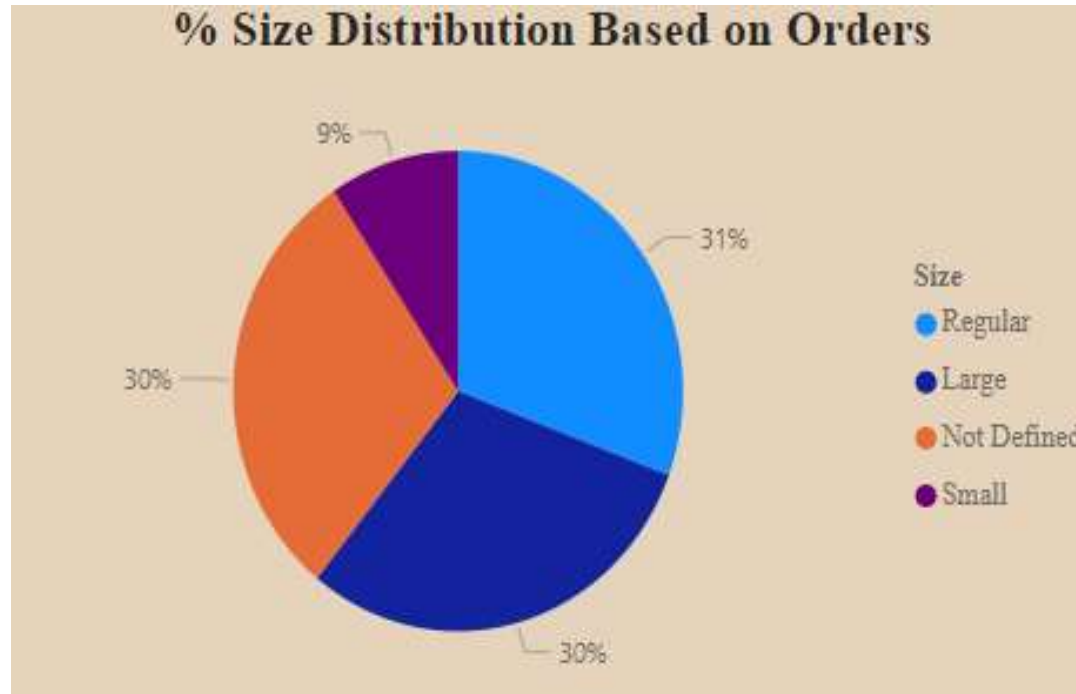
Quantity Ordered Based On Hours



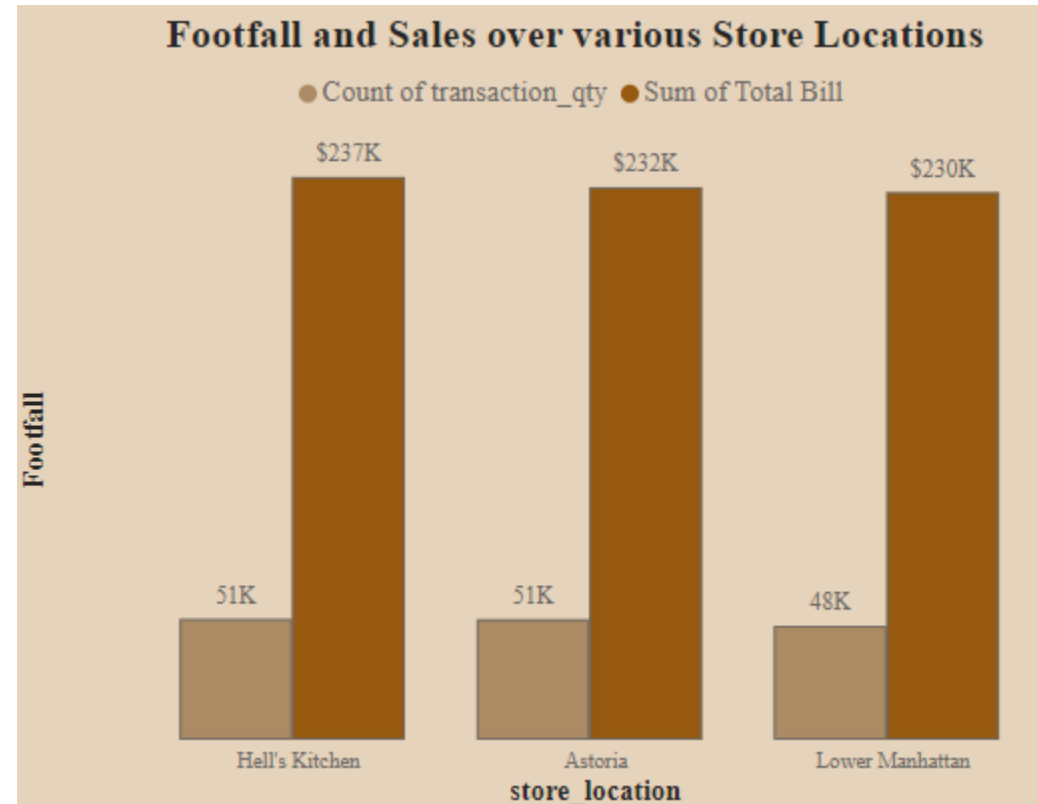
Category Distribution By Sales



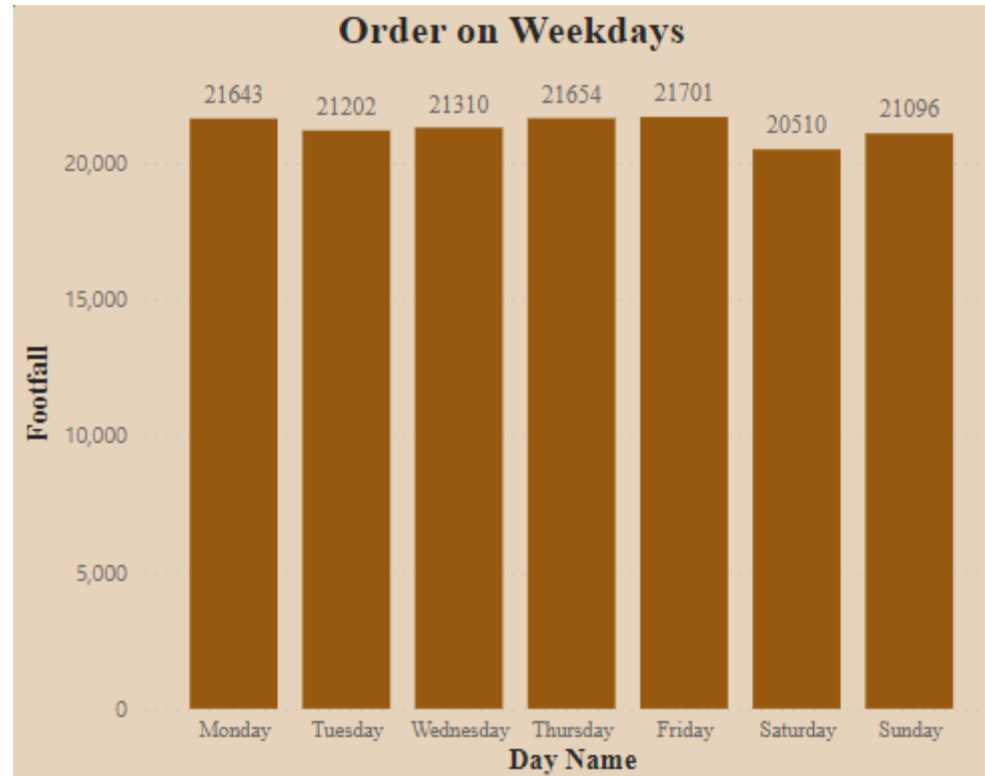
Size Distribution Based On Orders



Footfall and Sales Over Various Store Locations



Order On Weekdays



Recommendation

As per the given data I have discovered some trends which are shown in the Coffee Shop Sales dashboard.

- The best selling hours are from **7am to 10am**, By improving the marketing strategy for coffee at these hours would be a good decision for more sales as coffee is more preferable.
- Focus on High Footfall Locations.
- Boost Low Performing Locations.
- Consider expanding the product lines of the top 5 products by introducing new flavors, sizes, or variations.
- Need to focus on weekdays more as Monday and Friday are good for sales as per given data.

Thank You