**Project Report**

**Project Objectives: -**

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.

**Problem statements: -**

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

The Average sales varies by day of the week as follows,

|  |  |
| --- | --- |
| Monday | $ 1,01,674 |
| Tuesday | $ 99,452 |
| Wednesday | $ 1,00,305 |
| Thursday | $ 1,00,765 |
| Friday | $ 1,01,367 |
| Saturday | $ 96,891 |
| Sunday | $ 98,330 |

The average coffee sales vary by the hours of the day as follows,

|  |  |
| --- | --- |
| **Time** | **Orders** |
| 6am – 7am | 6865 |
| 7am - 8am | 19440 |
| 8am - 9am | 25197 |
| 9am - 10am | 25370 |
| 10am - 11am | 26713 |
| 11am - 12pm | 14035 |
| 12pm - 1pm | 12690 |
| 1pm - 2pm | 12439 |
| 2pm - 3pm | 12907 |
| 3pm - 4pm | 12923 |
| 4pm - 5pm | 12881 |
| 5pm - 6pm | 12700 |
| 6pm - 7pm | 10826 |
| 7pm - 8pm | 8595 |
| 8pm - 9pm | 880 |

1. **Are there any peak times for sales activity?**

The average peak time of sales of coffee is in between 7AM to 11 AM.

1. **What is the total sales revenue for each month?**

The total sales revenue of each month is as follows,

|  |  |
| --- | --- |
| **Month** | **Revenue** |
| **January** | **$ 27,224** |
| **February** | **$ 25,379** |
| **March** | **$ 32,942** |
| **April** | **$ 39,646** |
| **May** | **$ 52,241** |
| **June** | **$ 55,493** |

1. **How do sales vary across different store locations?**

Sales in terms of revenue,

* **Astoria - $ 2,32,236**
* **Hell’s Kitchen - $ 2,36,511**
* **Lower Manhattan - $ 2,30,039**

Sales in terms of orders,

* **Astoria - 47,776**
* **Hell’s Kitchen - 50,735**
* **Lower Manhattan - 50,596**

1. **what is the average price/order per person?**

Average bill per person is $ 4.69.

1. **Which products are the bestselling in terms of quantity and revenue?**

|  |  |  |
| --- | --- | --- |
| **Product** | **Qty** | **Revenue** |
| Coffee | 39 % | $ 2,69,952 |
| Tea | 28 % | $ 1,96,380 |
| Bakery | 12 % | $ 82,315 |
| Drinking Chocolate | 10 % | $ 72,416 |