



# Coffee Shop Sales Analysis



## Project Objective

The objective of this project is to analyse retail sales data from a coffee shop to uncover actionable insights that improve performance, enhance customer experience, and drive revenue.

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## Business Questions & Insights

### 1. How do sales vary by day of the week and hour of the day? Are there any peak times for sales activity?

- **Peak Hours:** Most sales occur between **8 AM to 11 AM**, aligning with customers' morning routines.
- **Top Days:** **Friday** has the highest sales, followed by **Thursday** and **Wednesday**.
- **Least Busy:** **Sunday** typically sees the lowest sales.

**Insight:** The shop experiences high traffic during weekday mornings — ideal for promotions or loyalty programs during those times.

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### 2. What is the total sales revenue for each month?

Month	Total Sales Revenue
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

**Insight:** Sales peak in **May and June**, possibly due to seasonal trends or marketing efforts. Consider replicating successful strategies from those months.

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### 3. How do sales vary across different store locations?

Location	Performance
Hells Kitchen	 Highest revenue and orders
Astoria	Slightly lower than hell's kitchen
Lower Manhattan	Lowest in both sales and order compared to hells kitchen and astoria

**Insight:** **Hell's Kitchen** consistently outperforms others. Strategies could be developed to boost sales at Lower Manhattan .

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#### 4. What is the average price/order per person?

- **Total Sales ÷ Number of Transactions**
-  **Average Order Value: \$4.7 per person**

**Insight:** Customers usually purchase more than one item (e.g., coffee + snack). Bundle offers could further increase the order value.

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#### 5. Which products are the best-selling in terms of quantity and revenue?

##### Metric Best-Selling Products

Revenue :- Barista Espresso

**Insight:** Focus marketing on high-margin items like Barista Espresso. Ensure these items are always in stock and promoted.

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#### 6. How do sales vary by product category and type?

**Top Performing Product: Barista Espresso (\$ 91,406.2)**

**Top Category: Coffee (39% of sales)**

**Least Performing Product: Brewed Black Tea (\$ 47,932.0)**

**Least Contributing Categories: Flavours(1%), Tea(1%), Packaged Chocolate (1%)**

**Insight:** Upselling food items with drinks can increase total revenue. Consider combos and promotions on popular pairings.