

# Coffee Store Sales Analysis for Maven Company.

## Key Objectives

1. Analyse revenue trends by month for each store.
2. Number of transactions by weekday and hours for each store.
3. Top 5 product across all stores.

## Data Collection

Data obtained from Maven Company's website. Downloaded an excel file containing sales data for each store.

## Data Cleaning and Analysis

1. Some columns data with unnecessary space and improper spellings. Formatted them with **trim** and **proper** functions.
2. Created a revenue column based on sales quantities and prices.
3. Converted the date column into separate columns for year, weekday, and hour to facilitate analysis.
4. Created multiple **pivot tables** and **pivot charts** to analyse the data.

## Findings

1. All 3 stores have started with revenue of **around £27K** and by **June** they revenue increased to **£55K**. The store in **Hell's Kitchen** made the highest revenue which is **£56,957**.
2. For **Astoria**, *Monday* and *Thursday* made the most transactions. However, on the weekends, transactions went low by about 400. **Hell's Kitchen** had a similar trend except they made most transections on Tuesday and Friday. **Manhattan** made the most transactions only on Mondays and the rest of the days saw a decline in numbers.
3. All stores made most of the transactions **between 6:00 to 10:00**. The transactions were very low in Hell's Kitchen and Manhattan in **the last two hours**.
4. In all 3 stores, **Barista Chai** was the item making the most revenue. **Brewed Chai tea** came at the second place. The other products were Hot Chocolate, Gourmet Brewed tea and herbal tea.

## Recommendations

1. Given that the transactions were very low in Hell's Kitchen and Manhattan in **the last two hours**, they might close earlier to cut business hours to reduce business cost.
2. As **Manhattan** saw a decline in transactions other than Monday, they should focus marketing efforts and promotions on weekdays to increase transactions outside of Mondays. Consider introducing weekday-specific offers and adjusting operational hours to optimize sales distribution throughout the week.