

# Coffee

SHOP SALES  
ANALYSIS

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# 1. Objective



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

# 2.Datasets



## Product category

Bakery  
Branded  
Coffee  
Coffee beans  
Drinking  
Chocolate  
Flavours  
Loose Tea  
Packaged  
Chocolate  
Tea

This dataset consists of 149,456 rows and several columns capturing retail transactions. Each row represents an individual transaction, detailing various attributes such as transaction ID, date, time, quantity, store location, product details, and pricing.

## Product type

- Barista Espresso
- Brewed Black tea
- Brewed Chai tea
- Gourmet brewed coffee
- Hot chocolate



## Store Location

- Astoria
- Hell's Kitchen
- Lower Manhattan

## Sizes

THERE ARE 4 SIZES

- large
- Regular
- Small
- Not Defined

# 3. Problem Statement



1. How do sales vary by day of the week and hour of the day?
2. Are there any peak times for sales activity day vise
3. what is the total sale revenue for each month
4. How do sales varies from different store location



# 3. Problem Statement



5. What is the average price / order per person

6. Which products are the best selling in terms of quantity and revenue ?



7. How do sales vary by product category and type ?

# 4.KPI'S

\$1,18,941.08

Total Sales

25335

Total Footfall

\$4.69

AVG Bill /Person

\$1.44

AVG ORDR/PERSON



# Coffee Shop Sales



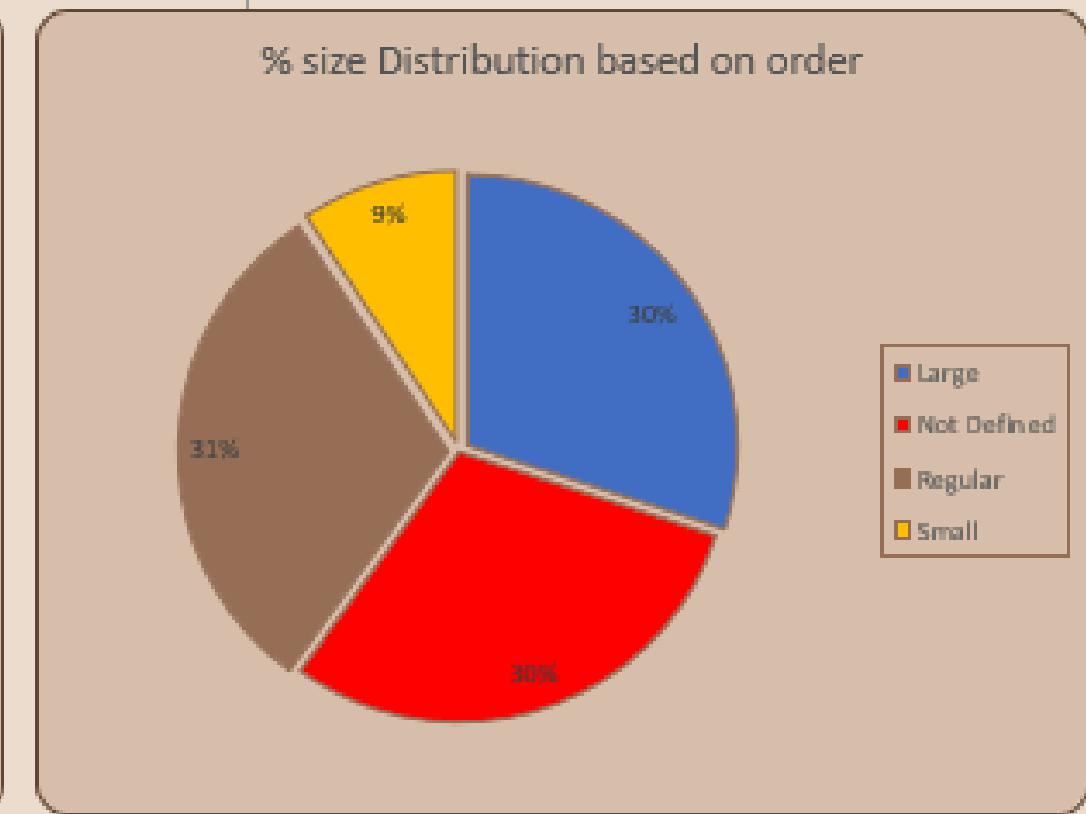
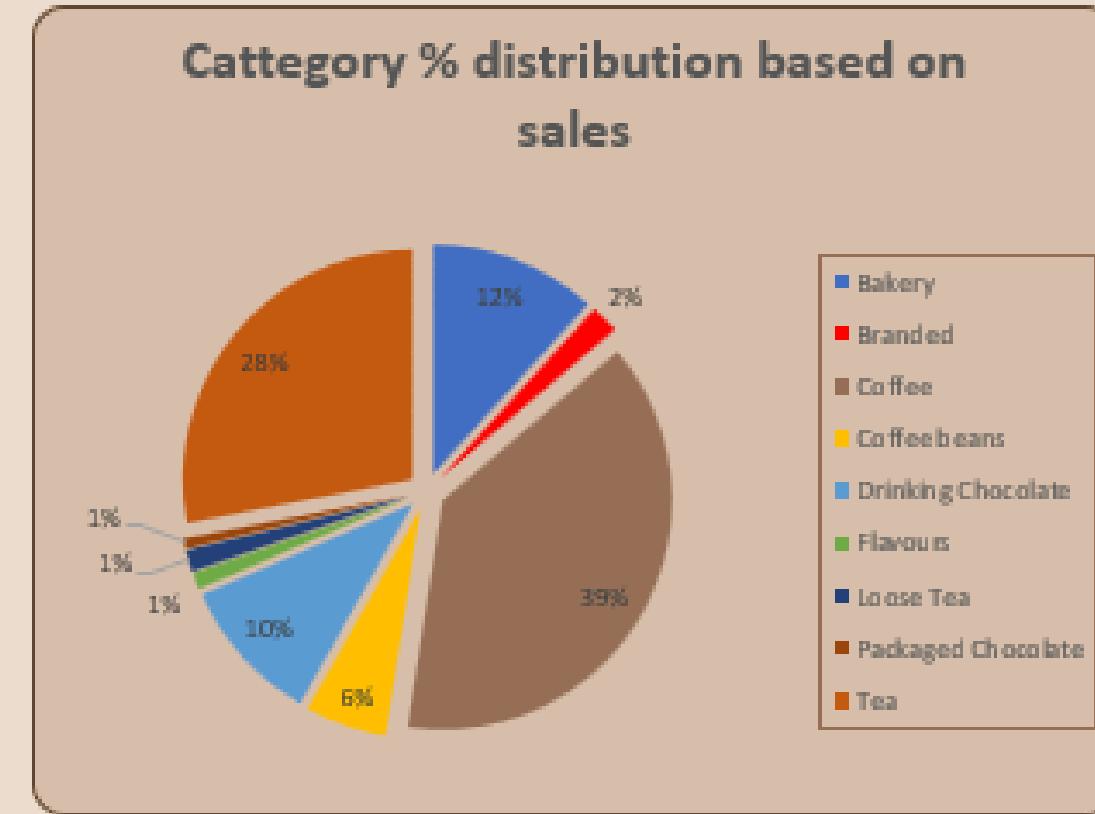
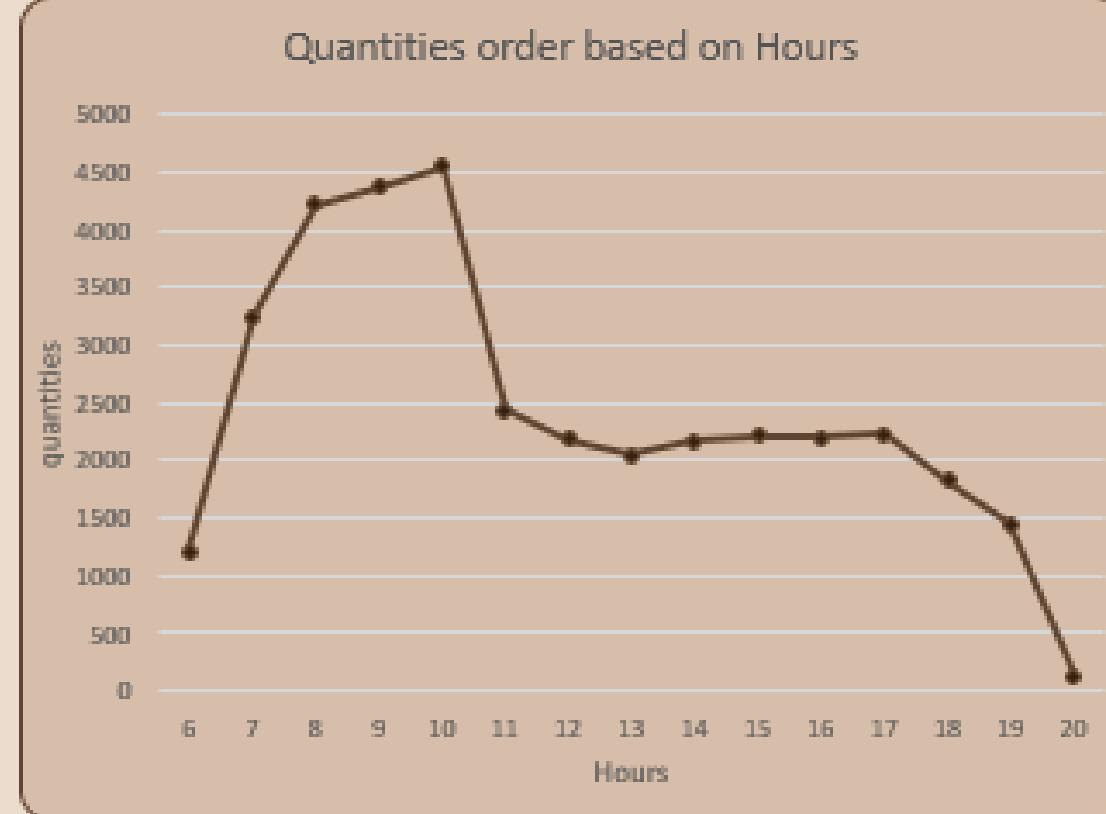
\$1,18,941.08  
Total Sales

25335  
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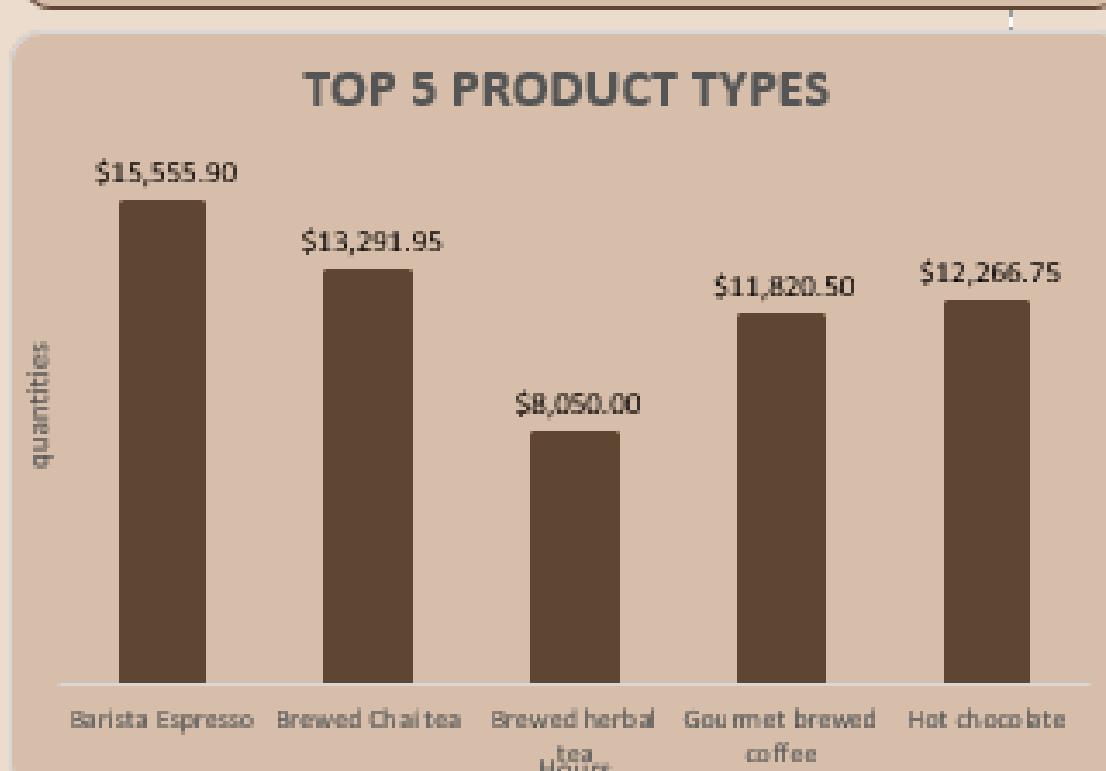
\$4.69  
AVG Bill /Person

\$1.44  
AVG ORDR/PERSON

Month Name		
January		
February		
March		
April		
May		
June		



Day Name		
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		



# 5. Conclusions

"The coffee shop sales dashboard provides a comprehensive view of key metrics such as daily sales trends, popular items, and customer demographics. Insights gathered highlight peak sales hours, top-selling products, and areas for potential growth. This dashboard aims to support data-driven decisions to optimize inventory management, marketing strategies, and overall customer satisfaction."



# THANK YOU

*I appreciate your time and attention throughout the presentation. If you have any questions or feedback, please feel free to reach out.*

