



*Coffee*

*Shop*

*Sales*

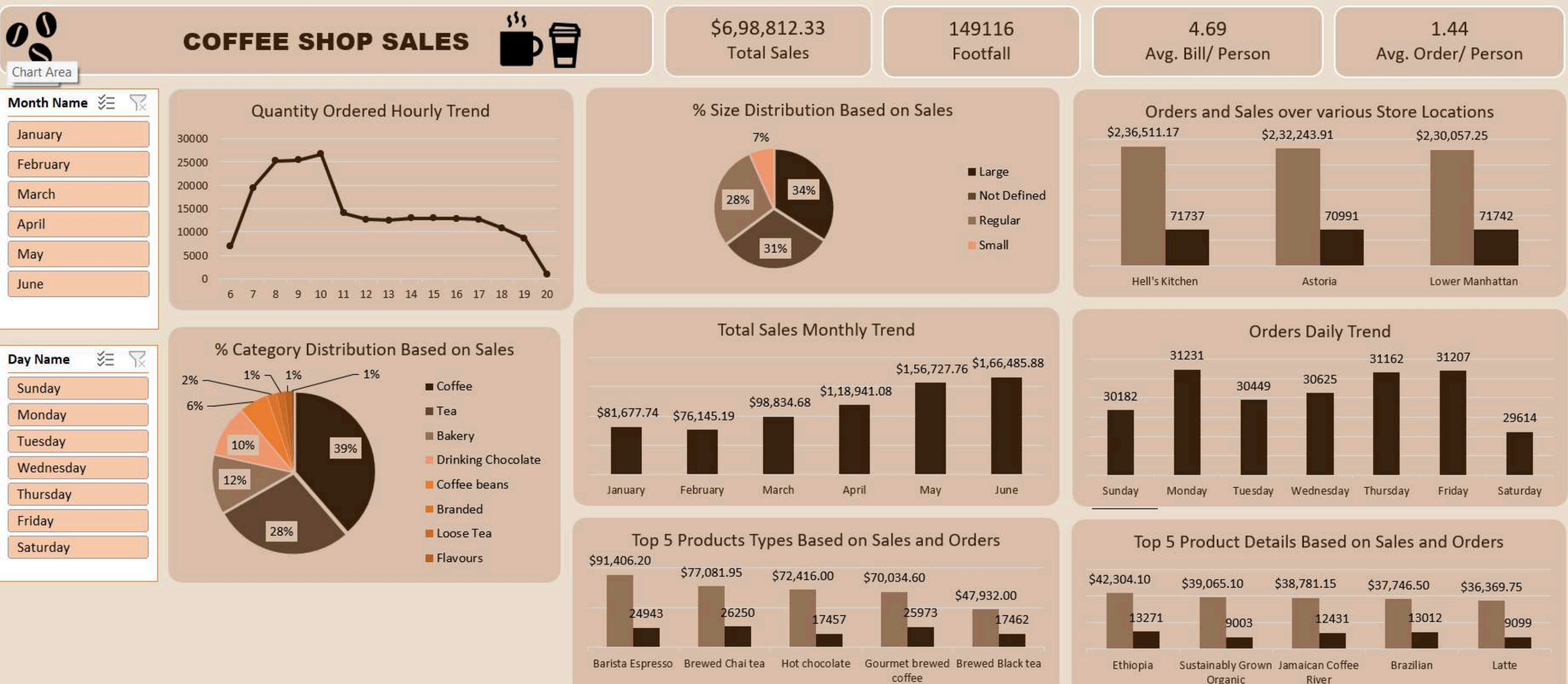


# Problem Statement

The primary objective of this project is to analyze the sales data from a coffee shop to identify key patterns and insights that can drive strategic decision-making. By understanding how sales vary by time, location, product category, and other factors, the coffee shop can optimize its operations, improve inventory management, and enhance marketing strategies to boost overall profitability and customer satisfaction.



# Dashboard







# Sales Variation by Day and Hour

- Finding: Sales are higher during the morning hours (7 AM to 10 AM) and lower in the evening, especially at 8 PM.
- Decision: Optimize staffing and inventory levels during peak morning hours to handle higher demand efficiently. Consider promotions or special offers to attract customers during the evening hours.





# Sales Variation by Day of the Week

- Finding: Monday, Thursday, and Friday have higher order volumes, while Saturday has fewer orders.
- Decision: Enhance marketing efforts and special deals on Monday, Thursday, and Friday to maximize sales. Investigate the low sales on Saturday and explore strategies to increase foot traffic, such as weekend promotions or events.



A wooden surface with coffee beans, a metal coffee grinder filled with ground coffee, and a cup of coffee.

# Peak Sales Months

- Finding: May and June are peak sales months with total sales of \$156,727 and \$166,485 respectively.
- Decision: Prepare for peak seasons by increasing stock levels, scheduling more staff, and launching targeted marketing campaigns to capitalize on the increased demand during these months.



A high-quality photograph of coffee-related items on a dark wooden surface. In the top right, a metal coffee grinder is open, showing a pile of finely ground brown coffee. Scattered across the wooden surface are numerous dark brown, roasted coffee beans. In the bottom left corner, a white ceramic cup is partially visible, filled with a frothy, light brown coffee beverage. The lighting is warm and focused, creating a cozy and inviting atmosphere.

# Monthly Sales Revenue

- January: \$81,677
- February: \$76,145
- March: \$98,834
- April: \$118,941
- May: \$156,727
- June: \$166,485



# Sales by Store Location

The background of the slide is a high-quality photograph of coffee-related items. In the upper right, a metal sifter or grinder's hopper is filled with finely ground, reddish-brown coffee. Scattered across the dark, textured wooden surface are numerous whole, dark brown coffee beans. In the lower left corner, the rim of a white cup filled with a frothy, golden-brown coffee beverage is visible. The overall lighting is warm and focused, creating a professional and inviting aesthetic.

- Finding: The Hell's Kitchen store has the highest sales (\$236,511), while the Lower Manhattan store has the lowest sales (\$230,057).
- Decision: Analyze the factors contributing to the success of the Hell's Kitchen store and apply similar strategies to improve performance at other locations. Consider local demographics, foot traffic, and competition.



A close-up photograph of coffee beans and a grinder. In the top right, a metal grinder is filled with finely ground coffee. The rest of the image is a wooden surface covered with whole, dark brown coffee beans. A small white bowl containing a frothy coffee drink is visible in the bottom left corner.

# Average Price per Order

- Finding: The average price per order is \$4.69.
- Decision: Review pricing strategies to ensure competitive yet profitable pricing. Explore opportunities for upselling and cross-selling to increase the average order value.



A wooden surface with coffee beans, a metal container of ground coffee, and a cup of coffee.

# Best-Selling Products

- Finding: Brewed Chai tea, Gourmet brewed coffee, Barista Espresso, Brewed Black tea, and Hot chocolate are the top-selling products.
- Decision: Focus on promoting these popular items and ensure their availability. Introduce new variations or seasonal flavors to attract repeat customers.



A close-up photograph of a wooden surface. In the upper right, a metal coffee grinder is partially visible, filled with finely ground brown coffee. Scattered across the wooden surface are several whole, dark brown coffee beans. In the lower left corner, a small portion of a white cup filled with a frothy, light brown coffee beverage is visible.

# Sales by Product Category and Type

- Finding: Coffee accounts for 39% of total sales, Tea for 28%, and Bakery items for 12%. The Barista Espresso and Ethiopia products generate the highest sales.
- Decision: Allocate more shelf space and marketing efforts to high-performing categories. Experiment with new product types and flavors within these categories to drive further growth.





# Size Distribution Based on Sales

- Finding: Large Size (34%), Not Defined (31%), Regular Size (28%), Small Size (7%).
- Decision: Standardize size definitions and ensure clear communication to customers. Promote larger sizes to increase revenue per transaction.



# Strategic Recommendations

- Staffing and Inventory Management: Align staffing levels and inventory management with peak sales times and high-performing locations to ensure efficient operations.
- Promotions and Marketing: Design targeted marketing campaigns for high-traffic days and peak sales months to maximize revenue.
- Product Strategy: Focus on best-selling products and explore new offerings within popular categories. Optimize product sizes and pricing strategies to enhance customer satisfaction and profitability.
- Customer Engagement: Use customer feedback and sales data to tailor offerings and promotions to customer preferences, driving loyalty and repeat business.