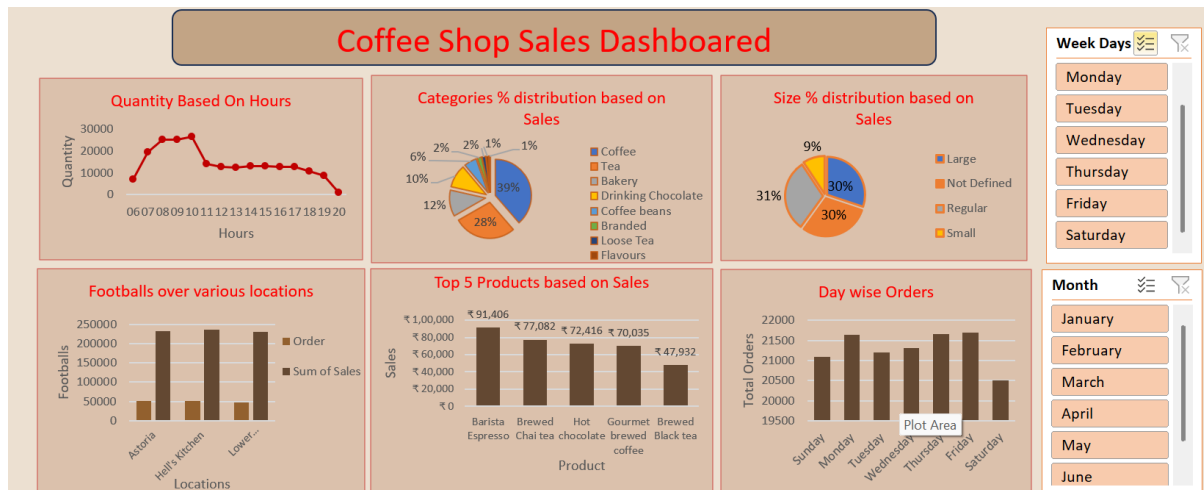# Coffee Shop Sales Dashboard

Conclusion : Based on the "Coffee Shop Sales Dashboard"

1. Quantity Based on Hours:

● The peak hours for coffee sales are between 8 AM and 11 AM, with a noticeable drop after 11 AM, suggesting that the morning period is the busiest for the coffee shop.

● There is a gradual decline in sales in the afternoon and a sharp drop after 4 PM.

2. Categories % Distribution Based on Sales:

● The largest portion of sales is attributed to Coffee (38%), followed by Tea (28%), and Bakery (11%).

● Other categories like Hot Beverages, Drinking Chocolate, and Ice Cream contribute less significantly, with Loose Tea contributing only 6% to total sales.

3. % Size Distribution Based on Orders:

● Most orders are for Regular size beverages (31%), followed by Large (30%).

● Small size orders make up only 9%, indicating a preference for larger and regular beverages.

4. Footfall Over Various Store Locations:

● The Hell's Kitchen location has the highest footfall with 50735 total transactions.

● Astoria and Lower Manhattan follow with 50599 and 47782 respectively. This suggests that Hell's Kitchen is the busiest store location.

5. Top 5 Products Based on Sales:

● Espresso leads with $91406 in sales, followed by Brewed Chai Tea, Hot Chocolate, Gourmet Brewed Coffee.

● The top 5 products contribute significantly to the overall sales revenue.

6. Order on Weekdays:

● Monday and Friday show the highest number of orders, with 21,093 and 21,070, respectively.

● There is a steady order volume through the rest of the week, with a slight dip on Wednesday.