# Coffee Shop Sales Analysis

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# Objective

The objective of this project is to perform a detailed analysis and create a dashboard of retail sales of a coffee shop to gain actionable insights so that stakeholders can take required actions based on generated insights.

Sample Size Rows: 1,49,116
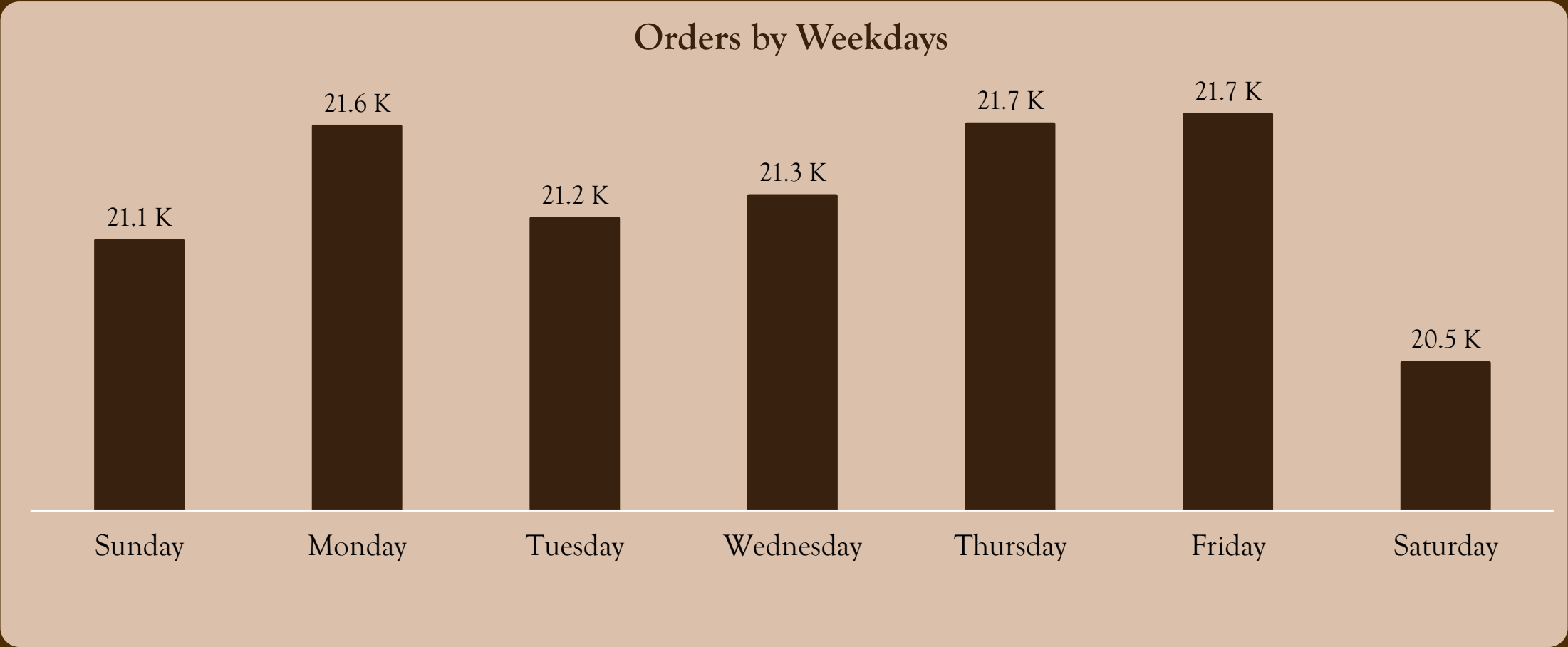Sample Size Columns: 18

# Detailed Insights

Q1. How do sales vary by hour of the day and are there any peak times for sales activity?

Sales activity peaks between 9 AM and 10 AM with 26,713 orders at 10 AM. There is also a significant amount of sales during early morning hours around 7 AM to 8 AM and early afternoon hours around 12 PM to 1 PM. The lowest sales activity is observed in the late evening, particularly around 8 PM.
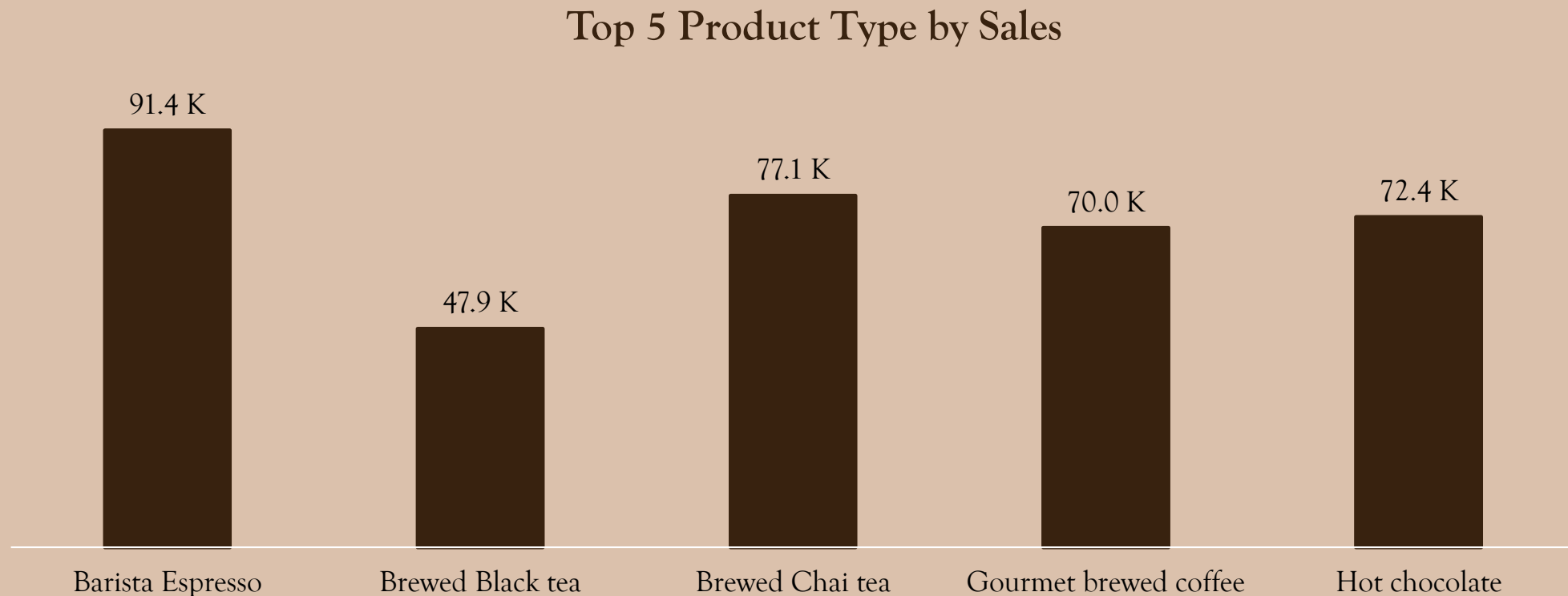


Order Quantity by Hours
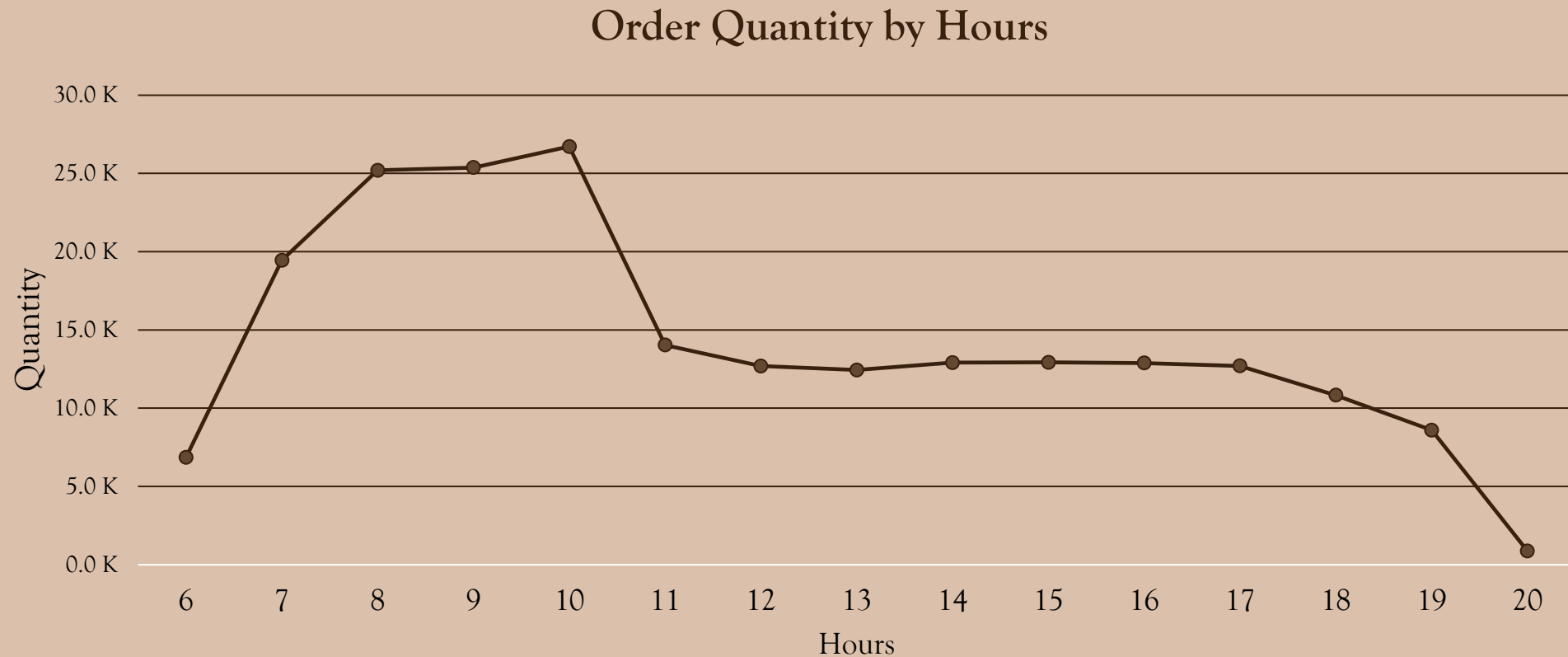
Q2. How do orders vary by day of the week?

Orders are relatively consistent throughout the week, with a slight peak on Fridays (21,701 orders) and a minor drop on Sundays (21,096 orders). The sales are fairly even from Monday to Thursday, ranging from 21,202 to 21,654 orders. The lowest sales are on Saturday (20,510 orders).

**Orders by Weekdays**

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 21.1 K | 21.6 K | 21.2 K | 21.3 K | 21.7 K | 21.7 K | 20.5 K |

Q3. Which products are the top 5 best-selling products in terms of revenue?

These figures highlight a strong preference for both coffee and tea products, with Barista Espresso being the highest revenue generator.

## Top 5 Product Type by Sales



| Barista Espresso | Brewed Black tea | Brewed Chai tea | Gourmet brewed coffee | Hot chocolate |
|---|---|---|---|---|
| 91.4 K | 47.9 K | 77.1 K | 70.0 K | 72.4 K |

Q4. How do sales vary across different store locations?

The sales and footfall data for different store locations show that :

- **Astoria:** Total sales amount to $232,243.91 with 50,599 transactions.
- **Hell's Kitchen:** Total sales amount to $236,511.17 with 50,735 transactions.
- **Lower Manhattan:** Total sales amount to $230,057.25 with 47,782 transactions.

The Hell's Kitchen location has the highest sales and transaction count, followed closely by Astoria and Lower Manhattan.



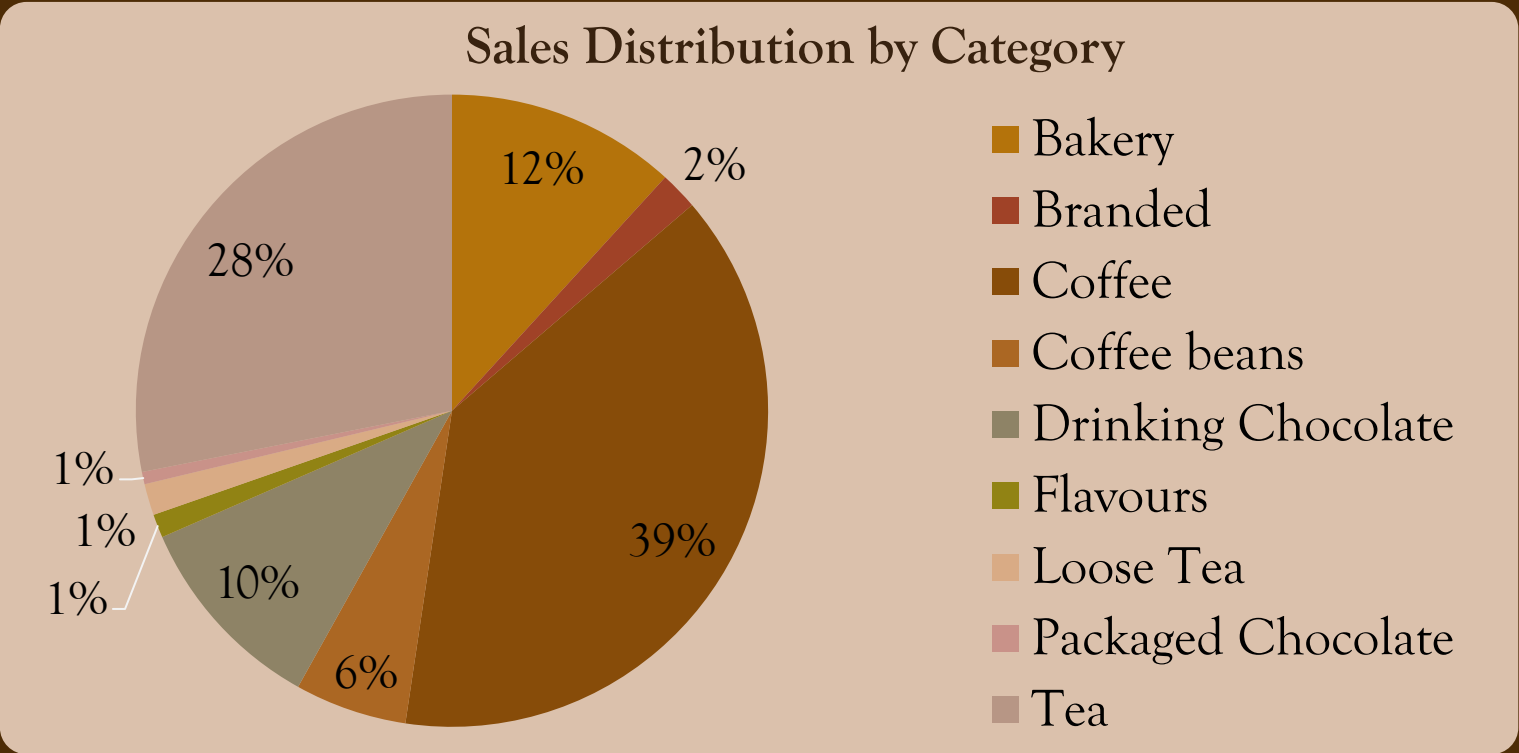Sales & Footfall by Stores
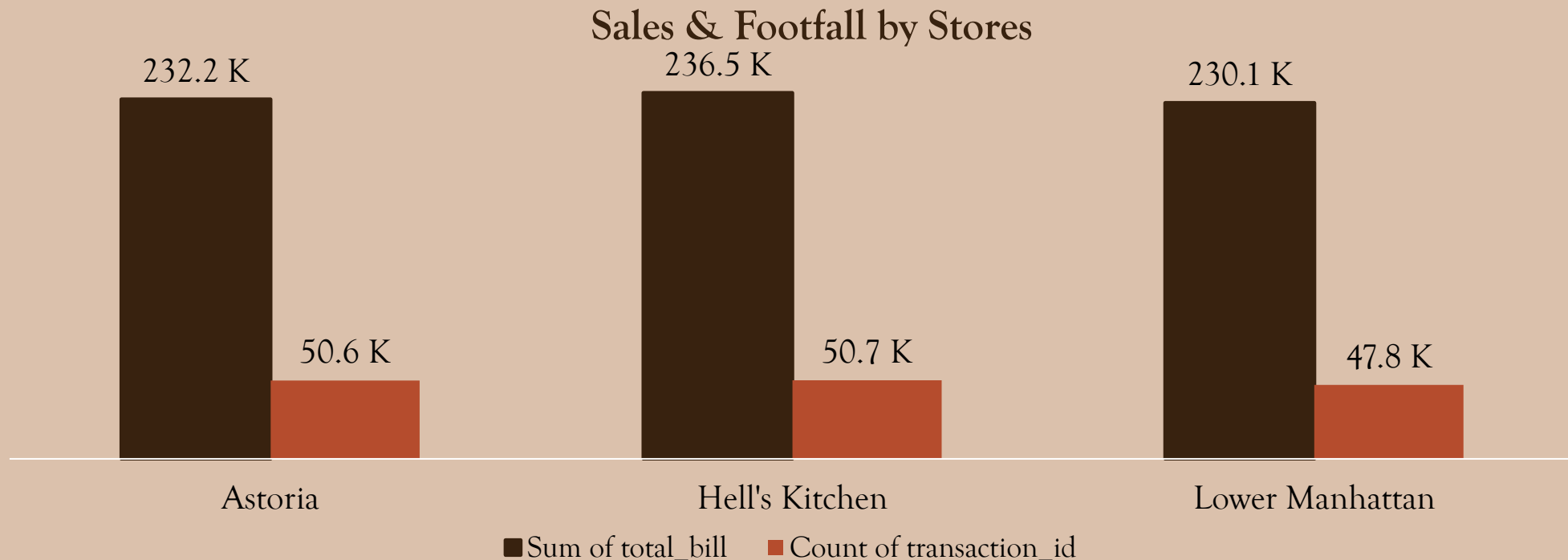
Q5. How do sales vary by product type?

- Popularity of Regular and Large Sizes: The nearly equal high demand for regular and large-sized products highlights that most customers prefer standard or more substantial portions, making these sizes essential for maintaining high sales volumes.

- Significance of Custom Orders: The large number of "Not Defined" orders indicates a substantial demand for customization. This could be an opportunity for the coffee shop to further explore personalized options and perhaps introduce new predefined sizes to capture this segment more effectively.

- Niche Market for Small Sizes: While small size products are the least ordered, they serve a niche market segment. Offering small sizes can be particularly appealing for customers looking for a quick, light refreshment or for those who prefer smaller portions for health or dietary reasons.
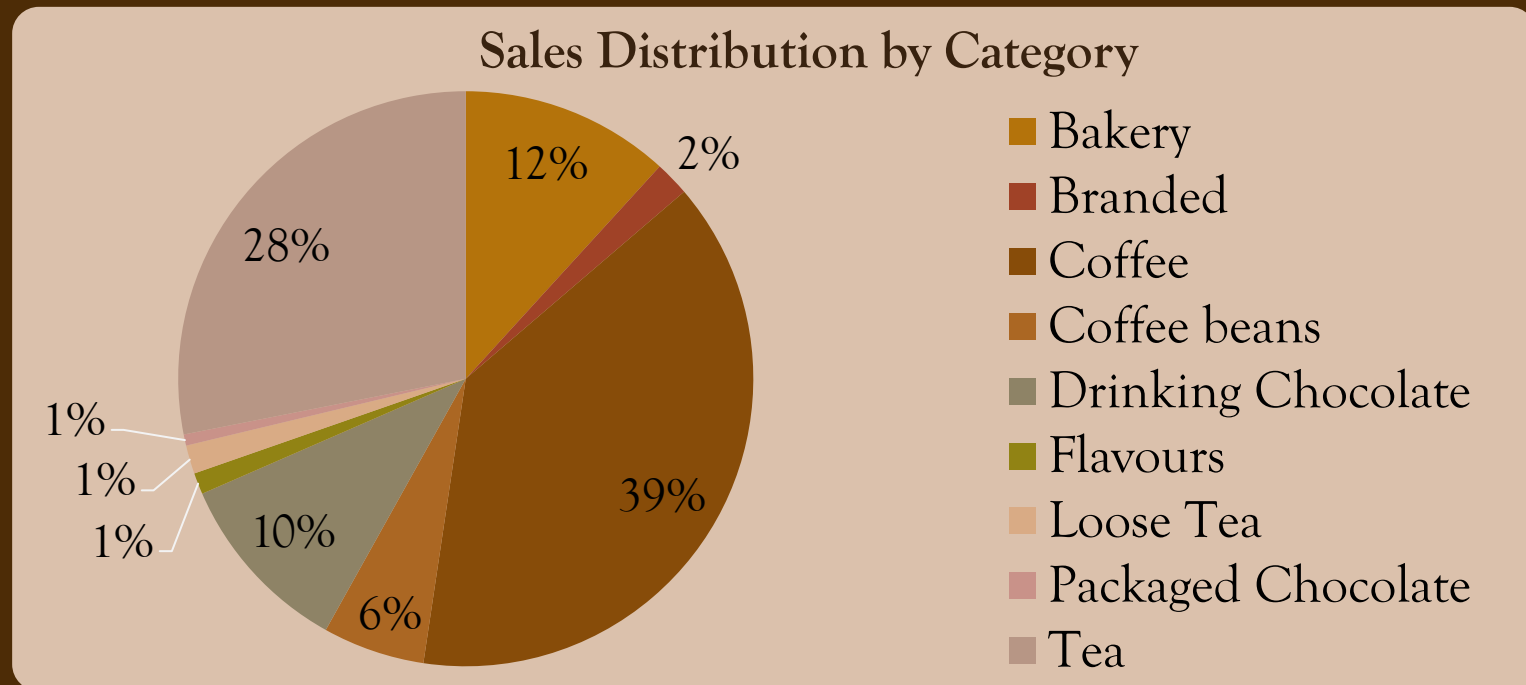
### Size Distribution by Orders

- Large — 30%
- Not Defined — 30%
- Regular — 31%
- Small — 9%
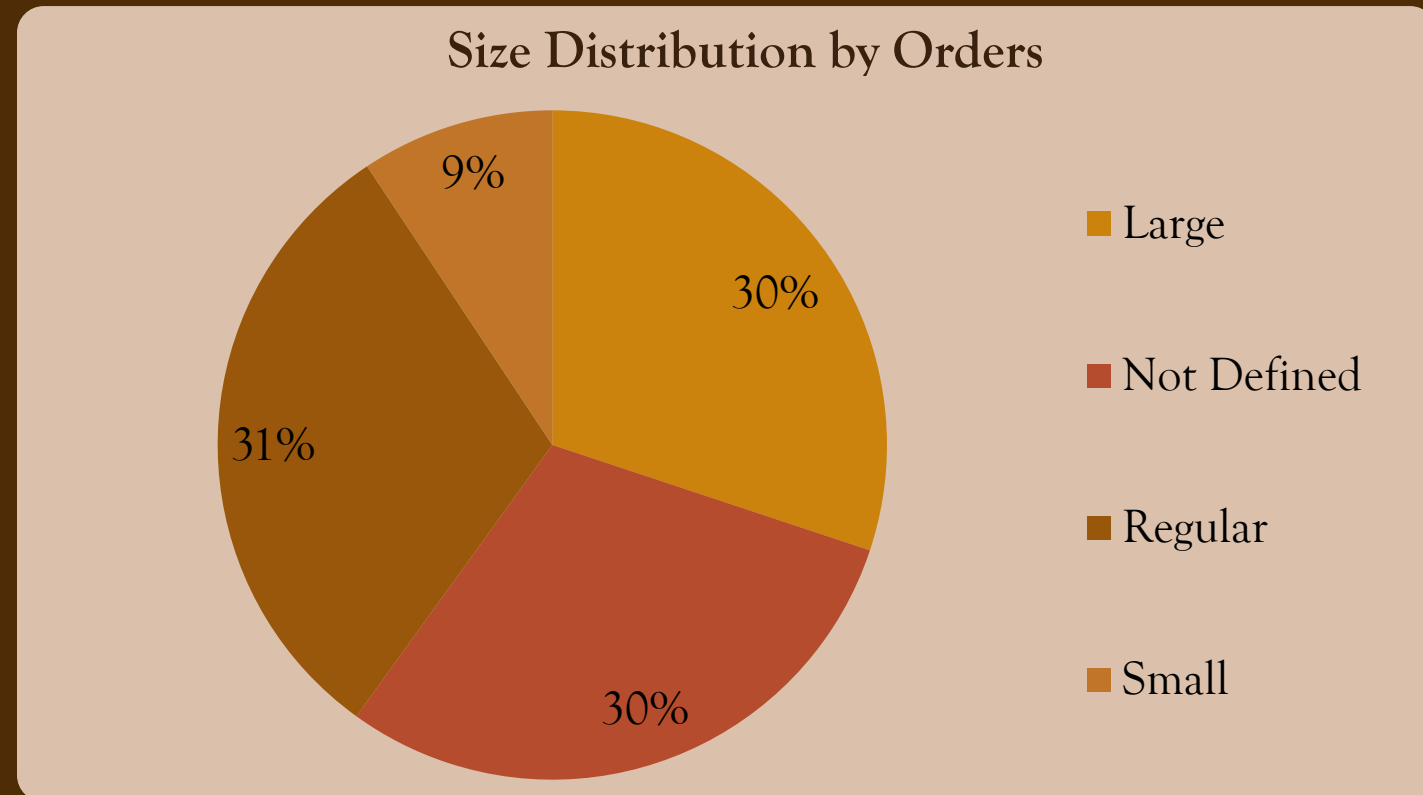
## Q6. How do sales vary by product category?

- Coffee Beans: Leading the sales with a revenue of $269,952.45, indicating a high demand for home-brewing among customers.

- Tea: Generating $196,405.95, this category shows a strong preference for various tea products, making it the second-highest revenue generator.

- Bakery: With $82,315.63 in sales, bakery items are popular, complementing the beverage offerings and enhancing the overall customer experience.



Sales Distribution by Category

12%  2%
28%
1%
1%
1%
10%
6%
39%

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

# Q6. How do sales vary by product category?

- Drinking Chocolate: Contributing $40,085.25, this category reflects a steady demand for richer, sweeter beverage options.

- Flavours: Bringing in $8,408.80, flavors (such as syrups and add-ons) are a smaller but significant category that enhances primary beverages.

- Branded Coffee: With $13,607.00 in revenue, branded coffee products cater to a niche market, indicating an interest in specialty and premium options.

- Packaged Chocolate and Loose Tea: Generating $11,213.60 and $4,407.63 respectively, these categories show moderate to low interest but still contribute to the overall diverse product range.

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# Thank You

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