

# 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.

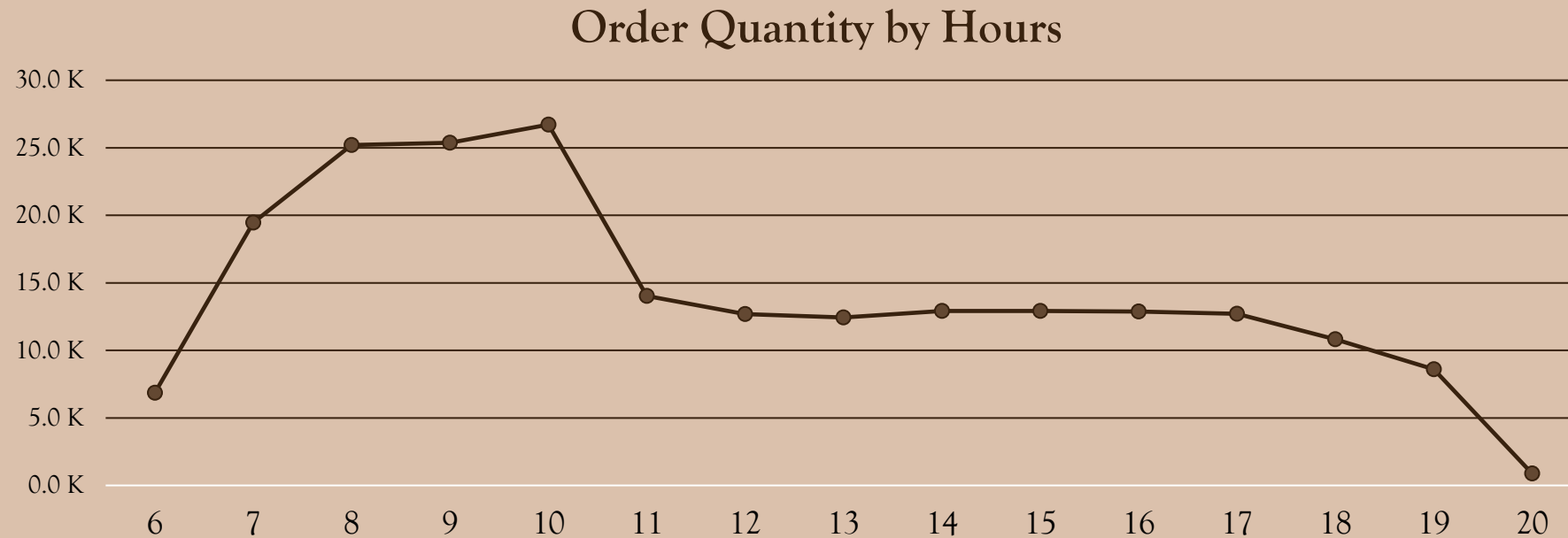
Sample Size Rows: 1,49,116  
Sample Size Columns: 18

# Detailed Insights



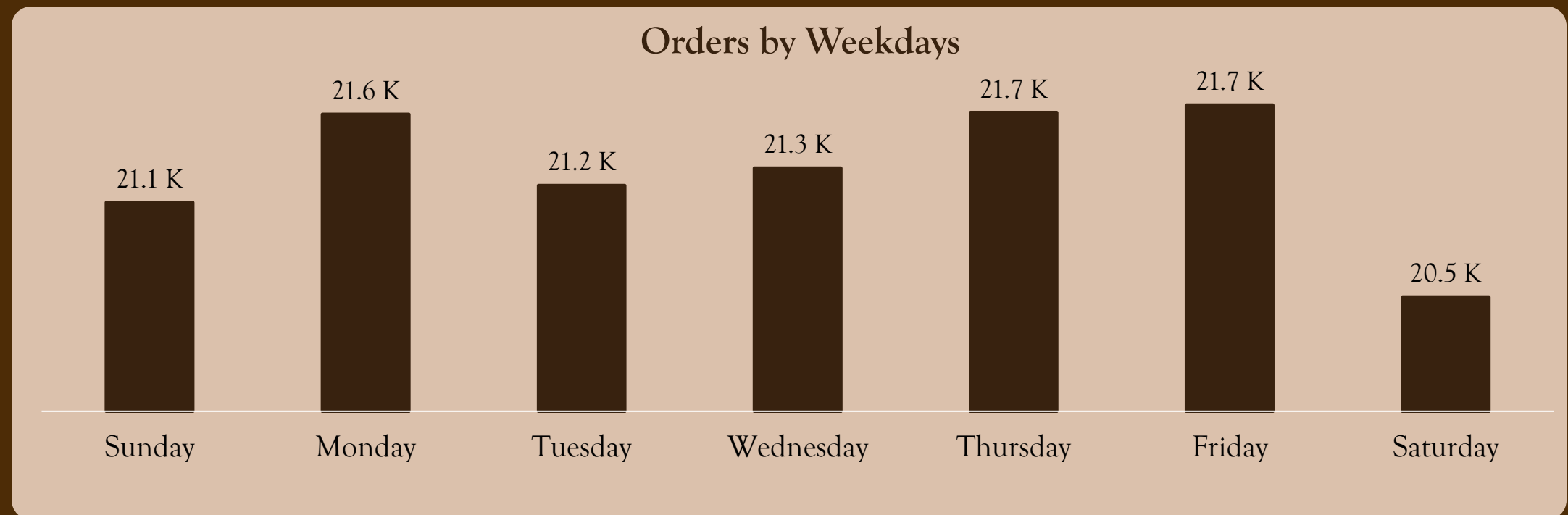
Q1. How do sales vary by hour of the day and are there any peak times for sales activity?

- Sales activity peaks between 8 AM and 10 AM.
- The lowest sales activity is observed in the late evening, around 8 PM.
- Constant sales are observed in non-peak hours with orders of 10-15K.



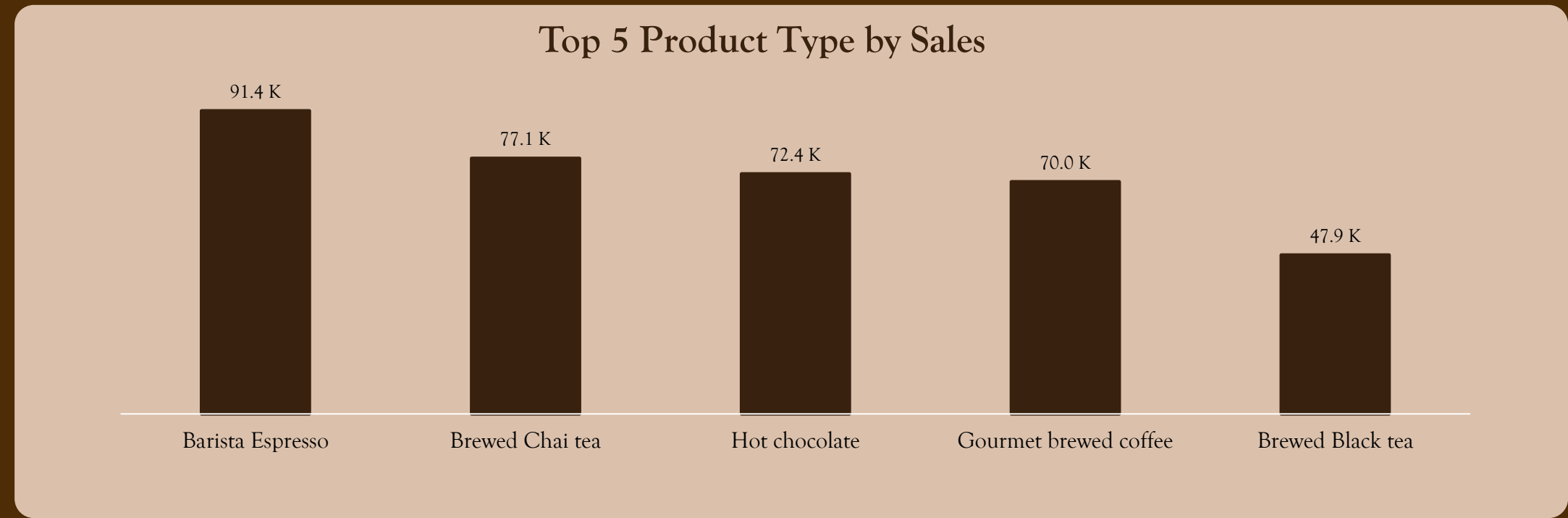
## Q2. How do orders vary by day of the week?

- Orders are relatively consistent throughout the week, with Monday, Thursday, and Friday performing best.
- The Lowest sales are on Saturday with a decrease in a few hundred orders.



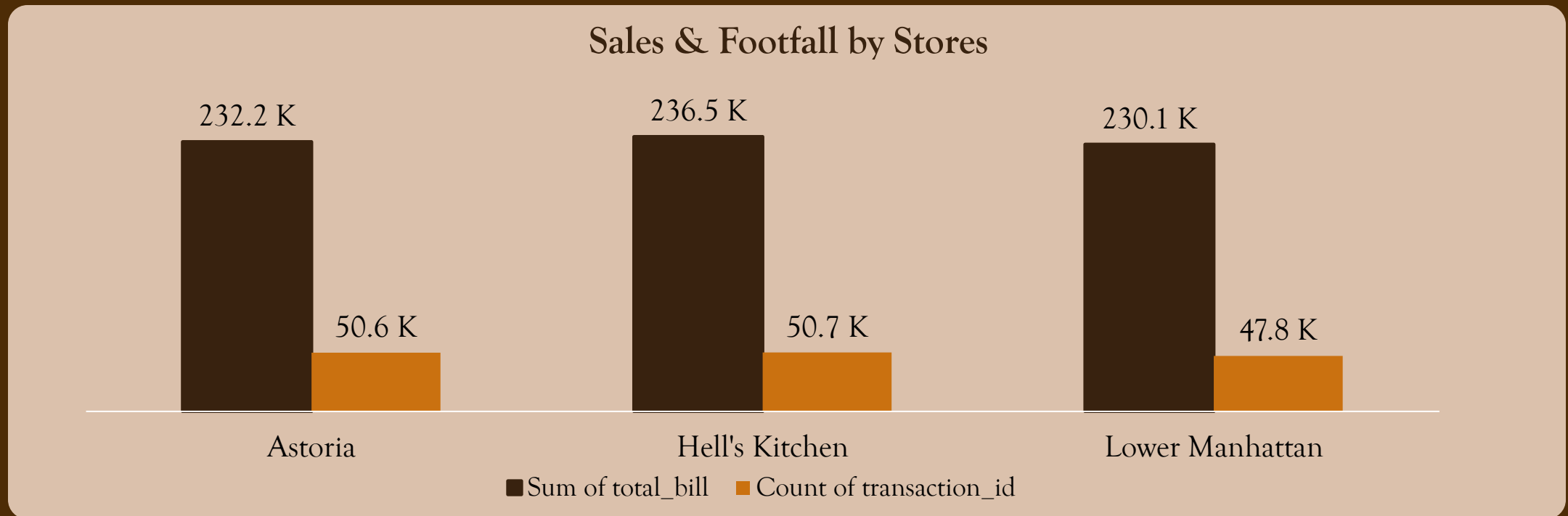
Q3. Which products are the top 5 best-selling products in terms of revenue?

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



#### Q4. How do sales vary across different store locations?

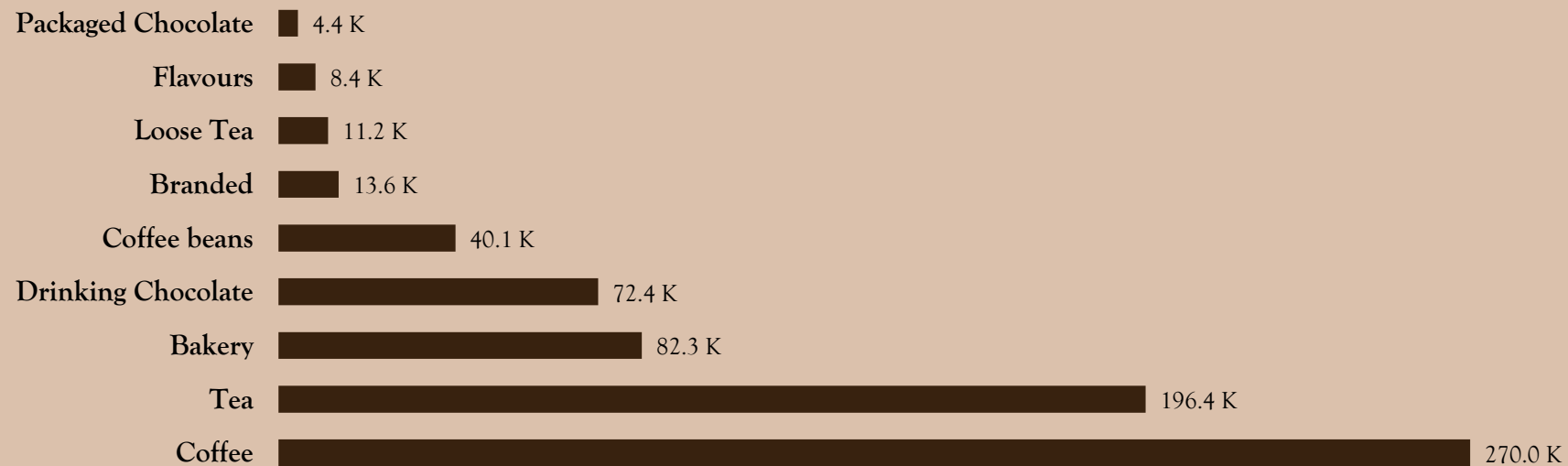
- The Hell's Kitchen location has the highest sales and transaction count, followed closely by Astoria and Lower Manhattan.



## Q5. How do sales vary by product category?

- Coffee Beans and Tea Leading the sales with an extreme high revenue, indicating a high demand for home-brewing among customers.
- Bakery, Drinking Chocolate and Coffee beans are low but not bad in sales, bakery items are popular, complementing the beverage offerings and enhancing the overall customer experience.

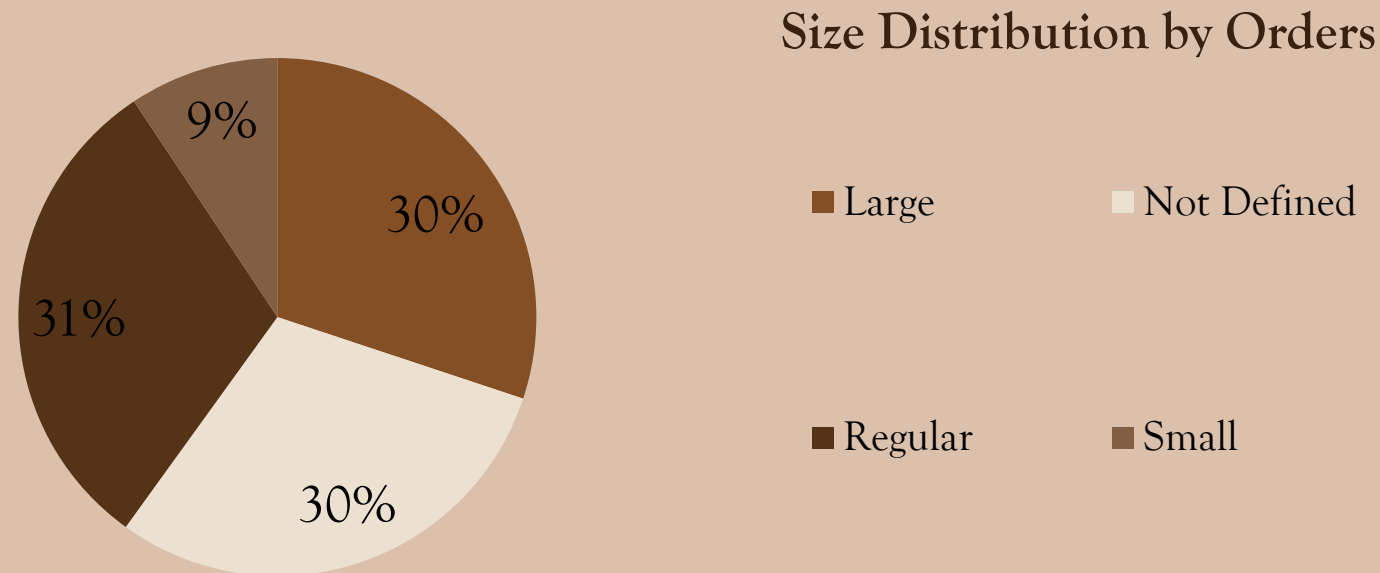
### Sales Distribution By Product





## Q6. How do sales vary by product type?

- 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.
- 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.
- Offering small sizes can be particularly appealing for customers looking for a quick refreshment or for those who prefer smaller portions for health or dietary reasons.



# Executive Summary

Key Insights & Recommendations

	Insights	Recommendations
1.	The majority of the revenue is generated in the first five hours out of a total of 14 hours of business.	Let's focus on maintaining this sale with the continued efforts we are putting in now. Check out whether we are short in employees at the counter in comparison to the footfall of orders.
2.	Coffee & Tea products are generating 66% of total revenue followed by bakery, drinking chocolate, and Coffee beans products with 28% in revenue.	Let's make bakery products more compatible with Tea & Coffee which will increase its purchase along with these. We can create some combo products here.
3.	Orders of customized products whose size is "Not defined" contribute 30% of orders.	Let's find out what type of customization here is done by customers and how can we make new products from this data. This will reduce the amount of time customers spend on the counter and can increase footfall.

# Thank You

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