

THE COFFEE SHOP PROJECT

START YOUR DAY WITH COFFEE

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.



Recommended Analysis

Hourly Sales: In a single day, there is an increase in demand of coffee sales from 8AM to 10 AM, post that the trend starts decreasing and eventually during afternoon the sales are minimal

Weekly Sales: Sales are highest during Friday followed by Thursday & Monday. Saturday and Sunday has the lowest sales due to weekend as most of the people will be in home.

Peak time for Sales: The increase in demand of coffee sales is at the peak at 10AM everyday

Monthly sales: May and June has the maximum sales i.e \$156K and \$166K respectively. While February has the lowest sales of \$76K.

Sales across different store locations: The footfall of customers for all three store location is almost similar, however for the store -Hell's kitchen, the sales are slightly higher.

Average bill/order per person: Avg bill per person is \$4.69 and avg order per person is 1.44.

Best selling product: In terms of quantity and revenue, the best selling products are Coffee and Tea.

Sales based on category and product type: The coffee category has the topmost sales (39% of total sales) followed by Tea. For other categories, sales are less than 12%. As per product-type, Barista Espresso is the best selling product followed by brewed chai tea and hot chocolate.

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