



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.

Start Your Day With Coffee



Recommended Analysis

1. How do sales vary by day of the week and hour of the day?

Ans: - The sales data shows that sales are highest on **Thursday and Friday**, with sales dropping off significantly on **Saturday and Sunday**.

Sales by hour show that sales peak during the **7-10 am** hours, which again aligns with people grabbing a coffee on their way to work or during their lunch break. The decline after **2 pm** could indicate a decrease in business in the early afternoon.

2. Are there any peak times for sales activity?

Ans: - The graph labeled "Quantity Ordered Based on Hours" indicates that there are two peak sales activity times: the **8 am** and the **10 am** range.

3. What is the total sales revenue for each month?

Ans: - Total Sales Revenue for each month as follows-

January: **\$81,677.74**

February: **\$76,145.19**

March: **\$98,834.68**

April: **\$1,18,941.08**

May: **\$1,56,727.76**

June: **\$1,66,485.88**



4. How do sales vary across different store locations?

Ans: - The report shows sales by location as "Footfall Over Various Stores", and the footfall numbers from highest to lowest are:

Hell's Kitchen - **\$2,36,511.17**

Astoria - **\$2,32,243.91**

Lower Manhattan - **\$2,30,057.25**

5. what is the average price/order per person

Ans: - The average price/order per person is **\$4.69**

6. Which products are the best- selling in terms of quantity and revenue?

Ans: - The bestselling product in terms of quantity is **Coffee**. The bestselling product in terms of revenue is **Barista Espresso**.

7. How do sales vary by product category and type?

Ans:- The chart labelled "**Bill Based on Product Category**" shows that the most popular product category is "**Coffee**" with the highest total bill. This is followed by "**Tea**" and then "**Bakery.**"

The chart labelled "**Top 5 Products Based Sales**" shows the top 5 products based on sales. The most popular product is "**Barista Espresso**" followed by "**Brewed Black Tea**" and "**Brewed Chai Tea**"

