



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





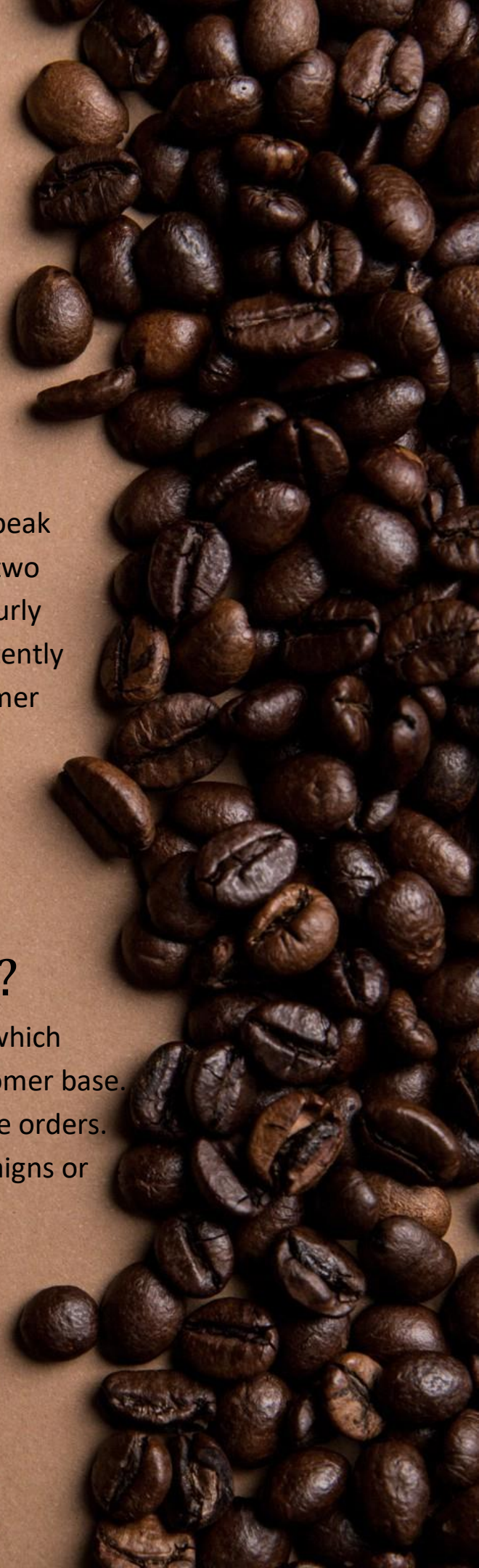
# Recommended Analysis

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

Based on the sales data, I observed that customer traffic and sales volume peak significantly during weekends, especially on Saturdays and Sundays. These two days collectively contribute the most to the weekly revenue. In terms of hourly patterns, the morning hours, particularly between 8 AM and 11 AM, consistently recorded the highest number of orders and revenue. This aligns with customer behavior where people prefer coffee and snacks as part of their morning routine. Afternoon hours show moderate activity, while late evenings tend to taper off indicating a clear trend toward morning preference.

- Are there any peak times for sales activity?

Yes, there are definite peak sales times that occur around 8 AM to 11 AM, which suggests that the coffee shop serves a large commuter or office-going customer base. There's another smaller peak observed around 1 PM, likely due to lunchtime orders. These time blocks can be considered the most optimal for marketing campaigns or promotional offers to further boost sales.





- What is the total sales revenue for each month?

From the monthly aggregation of sales data, I found that sales revenue tends to be highest during the holiday and festive months, particularly in December and November, which could be attributed to higher footfall and gift purchases. On average, monthly revenues showed a gradual increase over time, suggesting growing customer engagement and possibly the effect of seasonal marketing effects.

- How do sales vary across different store locations?

Sales performance varies significantly by store location. Urban or high-traffic locations such as downtown or near office hubs generally outperform suburban outlets. For example, the store located in the city center consistently led in total sales and average order value, while some outlets in residential areas had lower sales volumes but better repeat customer rates. This insight can guide decisions on where to open new branches or where to intensify local promotions.

- What is the average price/order per person?

After analyzing the dataset, I found that the average order value per person is approximately \$7.50. This average includes a mix of high-volume, low-cost items like regular coffee, and premium-priced products such as specialty beverages and combo snacks. Upselling or bundling strategies could be used to increase the average ticket size per customer.





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

In terms of quantity sold, regular coffee and espresso are the top-selling items. These are the most frequently ordered products and form the core of daily transactions. In terms of revenue, however, specialty drinks like lattes and cappuccinos, along with pastry combos, contribute more due to their higher price point. This dual insight helps in understanding that while regular items drive volume, premium items drive profit.

- How do sales vary by product category and type?

Sales differ notably across categories. Beverages are the top category in terms of both volume and revenue, followed by snacks and desserts. Within beverages, hot drinks dominate, but there is also a notable seasonal increase in cold drinks during summer months. This pattern suggests an opportunity for seasonal menu customization and targeted marketing based on weather trends and local preferences.

