**COFFEE SHOP SALES ANALYSIS**

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

-Peak sales occur between **8 AM and 11 AM**, especially on **Fridays and Thursdays**.  
Friday has the highest sales volume, followed by Thursday and Monday.  
Weekends (Saturday and Sunday) also show strong morning sales.

**What is the total sales revenue for each month?**

* June: $ 1,66,485.88
* May: $ 1,56,727.76
* April: $ 1,18,941.08
* March: $ 98,834.68
* January: $ 81,677.74
* February: $ 76,145.19

**How do sales vary across different store locations?**

* Hell's Kitchen: $ 2,36,511.17
* Astoria: $ 2,32,243.91
* Lower Manhattan: $ 2,30,057.25  
  **Hell's Kitchen leads in performance, but all three stores perform similarly.**

**What is the average price/order per person?**

**-**The average order value is $4.69.  
This suggests most customers make small purchases**.**

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

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| **Product** | **Quantity Sold** |
| --- | --- |
| **Our Old Time Diner Blend** | **8660** |
| Ethiopia | 8658 |
| Columbian Medium Roast | 8620 |
| Brazilian | 8489 |
| Jamaican Coffee River | 8135 |

| **Product Detail** | **Total Sales ($)** |
| --- | --- |
| **Ethiopia** | $42,304.10 |
| Sustainably Grown Organic | $39,065.10 |
| Jamaican Coffee River | $38,781.15 |
| Brazilian | $37,746.50 |
| Latte | $36,369.75 |

**How do sales vary by product category and type?**

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| **Category** | **% of Total Sales** |
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| --- | --- |
| **Coffee** | 39% |

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| **Tea** | 28% |

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| --- | --- |
| **Bakery** | 12% |

* Coffee is the dominant category, contributing nearly 40% of total sales.
* Tea follows at 28%, showing strong customer interest in hot beverages overall.
* Bakery and Drinking Chocolate also hold notable shares, making them good upsell candidates.

| **Product Name** | **Total Sales ($)** |
| --- | --- |
| **Barista Espresso** | $91,406.20 |
| Brewed Chai Tea | $77,081.95 |
| Hot Chocolate | $72,416.00 |
| Gourmet Brewed Coffee | $70,034.60 |
| Brewed Black Tea | $47,932.00 |

* **Barista Espresso** is clearly the most profitable product by sales.
* Tea-based drinks and chocolate drinks also significantly contribute to overall revenue.