



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?
- Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?



Recommended Analysis

1. Sales Variation by Day and Hour:

- Day: Sales are relatively consistent across weekdays with slightly higher activity on Thursday.

2. Hour: Peak sales occur between 8 AM and 11 AM, tapering off after 12 PM, with a sharp decline after 5 PM.

- Peak Sales Times:
- The highest sales activity occurs between 8 AM and 11 AM.
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Recommended Analysis

3. Total Sales Revenue by Month:

- The specific sales revenue per month isn't directly displayed in the dashboard. The focus is more on overall trends rather than monthly totals.

4. Sales Variation Across Store Locations:

- Astoria: \$2,32,243.91 with 50,599 footfalls.
- Hell's Kitchen: \$2,36,511.17 with 50,735 footfalls.
- Lower Manhattan: \$2,30,057.25 with 47,782 footfalls.



Recommended Analysis

5. Average Price/Order per Person:

- The average bill per person is \$4.69, with an average of 1.44 orders per person.

6. Best-Selling Products:

- Top 5 in Revenue: Barista Espresso (\$91,406.20), Brewed Black Coffee, Flavored Gourmet Brewed, Brewed, and Truffle Chocolate.
- Quantity Sold: Coffee dominates, with a significant share in both revenue and quantity.



Recommended Analysis

7. Sales Variation by Product Category and Type:

- Category: Coffee (39%) is the leading category, followed by Bakery (28%) and Flavours (10%).
- Size Distribution: Regular and large sizes have the highest distribution (31% and 30%, respectively).

This analysis highlights key insights from the dashboard for a coffee shop's sales performance.

