

The background of the image is a dense, close-up shot of dark brown, roasted coffee beans. The beans are piled together, creating a textured surface with various shades of brown and some highlights from the lighting. The overall tone is warm and rich.

Coffee Shop

Sales Analysis

Objective:

Analyze retail sales data to gain actionable insights that will enhance the performance of the coffee shop.



Key Findings:

☕☕ **Maximum sales occur on Fridays, with sales reaching their lowest point on weekends. This indicates that the majority of our regular customers are office-going individuals.**

☕☕ **Peak sales hours are from 8 to 10 a.m., with a decline in sales after that.**

☕☕ **The sales trend is positive, with June reporting the highest sales \$166,485.85 .**





Hill's Kitchen location has generated the highest sales and orders compared to other locations.



The coffee shop's average price per person is \$4.69, with an average order per person of 1.44.



The Barista Espresso coffee is the top-selling product in terms of both quantity and revenue



Coffee contributes the highest percentage (39%) of revenue among all category



Regular-size coffee cups are the best-selling product.



Insight :



Implementing special offers or discounts in the evening could help boost sales after peak hours.



The focus should be placed on the main revenue - contributing categories, which are:

- Coffee (39%)**
- Tea (28%)**
- Bakery (12%)**
- Drinking Chocolate (10%)**
- Coffee Bean (6%)**





Thank You