Maven Roasters Coffee Shop Analysis

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Introduction

Overview

- Maven Roasters is a fictional NYC coffee shop with 3 locations.

Purpose

- This analysis examines transaction records to identify sales trends, top-performing items, and sales by location.

Goal

- The goal is to provide Maven Roasters with actionable insights for them to be able to make data-driven decisions.

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Background

Brief Overview

- The dataset used was obtained from Kaggle. This dataset includes transaction information for sales made from Maven Roasters Coffee Shop.
- Maven Roasters has 3 locations in New York located in Hell's Kitchen, Astoria, and Lower Manhattan.
- The transaction records collected are from January through June 2023.
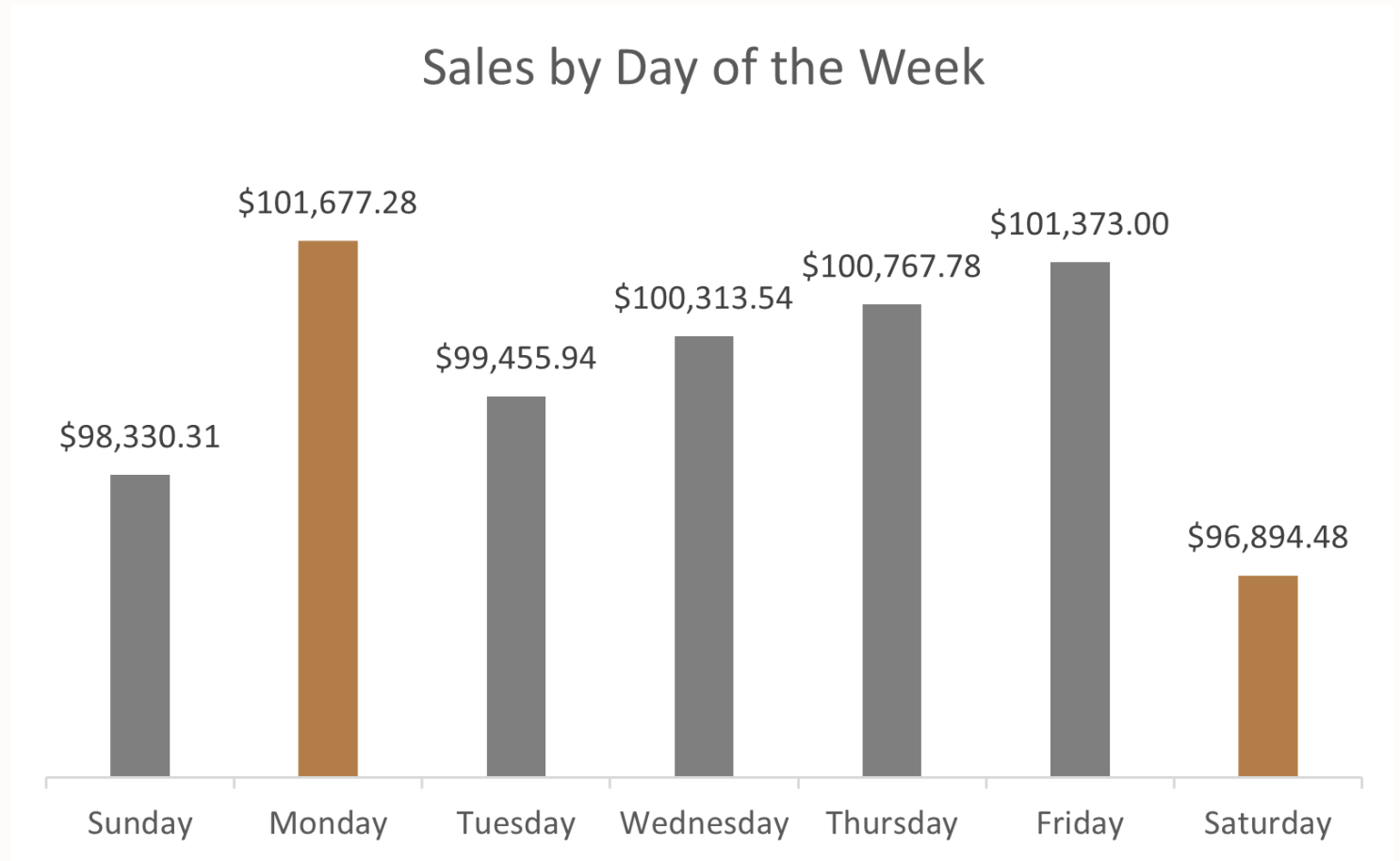
Key Variables

- The key variables included in this analysis include the **transaction date**, which is the date the purchase occurred.
- **Total sales** was important in analyzing trends among certain categories and time.
- **Product categories** and **purchase locations** were also reviewed during this analysis.

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Key Findings

- Monday had the highest sales possibly due to the start of the traditional work week being on Monday.
- Sales show a steady increase during the week from Tuesday through Friday indicating a consistent demand through out the work week.
- Saturday had the lowest sales with **$96,894.48**.

Sales by Day of the Week

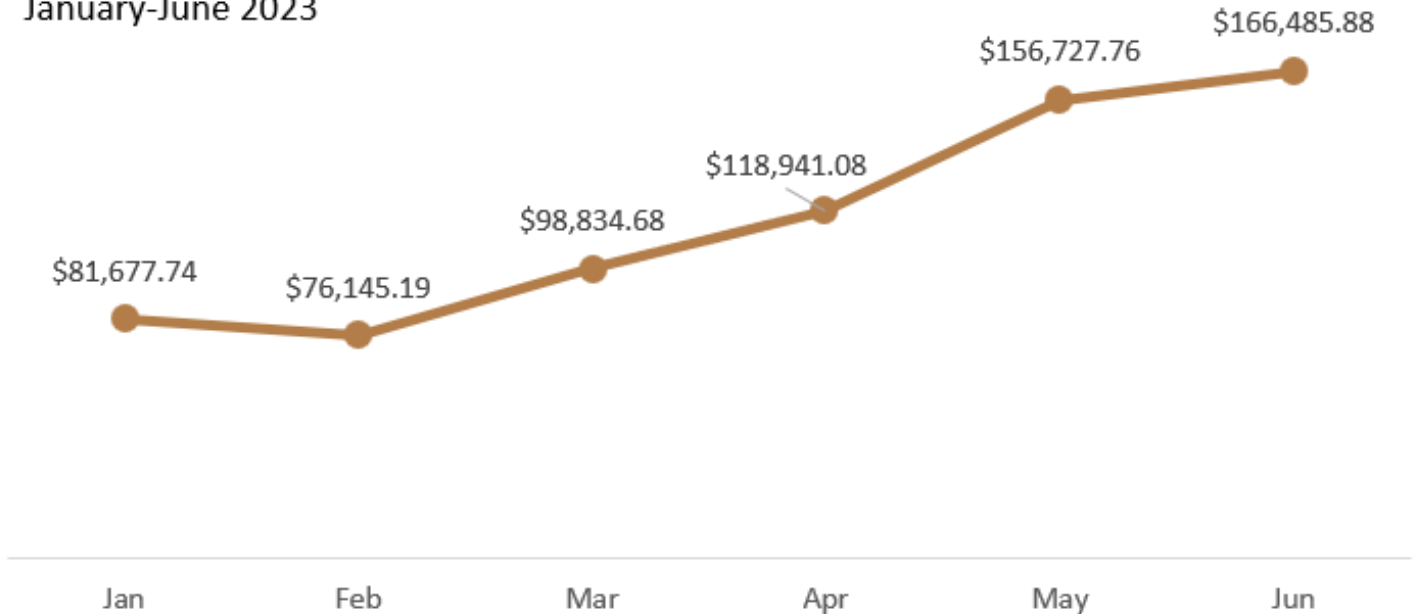|						
$98,330.31	$101,677.28	$99,455.94	$100,313.54	$100,767.78	$101,373.00	$96,894.48
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

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Key Findings

- The beginning of the year had lower sales with February having the lowest revenue **($76,145.19)**.
- Sales started to trend up starting in March and April.
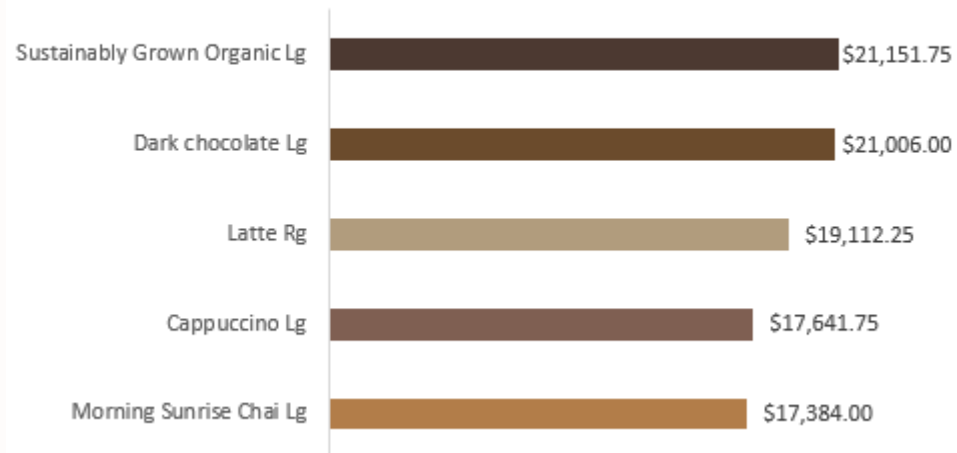- June had the highest sales with **$166,485.88** in revenue.

Total Sales
January-June 2023

$81,677.74 $76,145.19 $98,834.68 $118,941.08 $156,727.76 $166,485.88

Jan   Feb   Mar   Apr   May   Jun

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Key Findings

Best Performing Items Based on Sales

Item	Sales
Sustainably Grown Organic Lg	$21,151.75
Dark chocolate Lg	$21,006.00
Latte Rg	$19,112.25
Cappuccino Lg	$17,641.75
Morning Sunrise Chai Lg	$17,384.00

Worst Performing Items Based on Sales

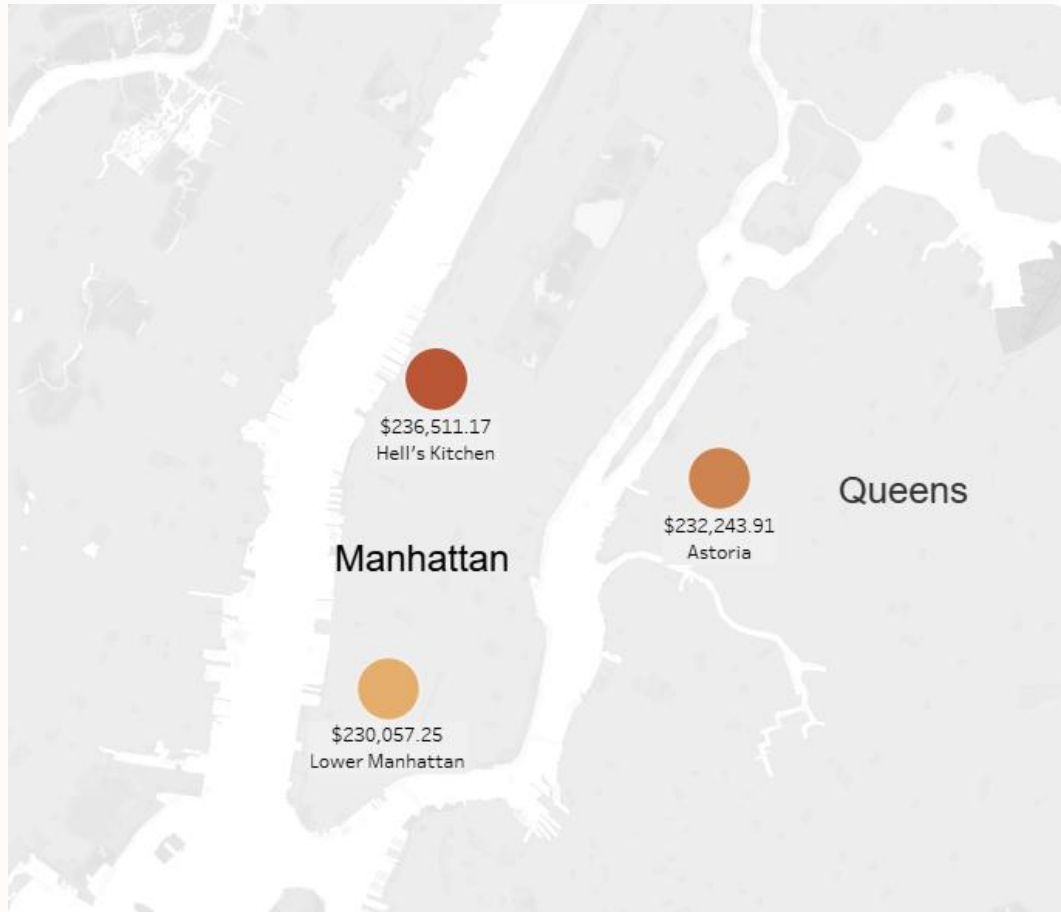| Item	Sales
Lemon Grass	$1,360.40
Guatemalan Sustainably Grown	$1,340.00
Spicy Eye Opener Chai	$1,335.90
Earl Grey	$1,270.90
Dark chocolate	$755.20

- Best performing items are categorized as "Drinking Chocolate", "Coffee", and "Tea".
- These categories were among the most popular.
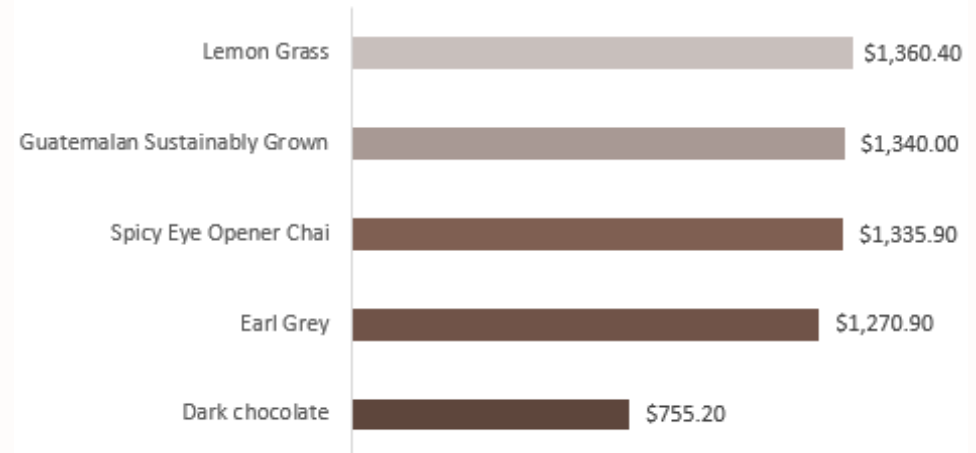
- Lower performing items fall into categories such as "Coffee beans", "Loose tea", and Packaged chocolate".

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Key Findings

- Hell's Kitchen had the highest sales by location with **$236,511.17** in revenue.
- Astoria and Lower Manhattan followed closely behind contributing to overall sales.

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Conclusion and Next Steps

Conclusion

- The best performing items were all in categories such as "Drinking Chocolate", "Coffee", and "Tea" indicating a high demand for these options.
- The Hell's Kitchen location accounted for the highest sales.
- Sales were lower at the beginning of the year and started to rise towards mid year.
- Underperforming items could benefit from targeted marketing strategies.

Next Steps

- Increase inventory for best performing items to meet demand.
- Further investigation into demographics for other Maven Roasters locations. Analyzing demographics can help the marketing team target products to these populations.
- Implementing promotions and marketing strategies to increase sales in lower performing months.

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References

Abbas, A. (2023, December 1). *Coffee Shop Sales*. Kaggle. https://www.kaggle.com/datasets/ahmedabbas757/coffee-sales

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THANK YOU

CONTACT INFORMATION

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