# COFFEE SHOP DASHBOARD

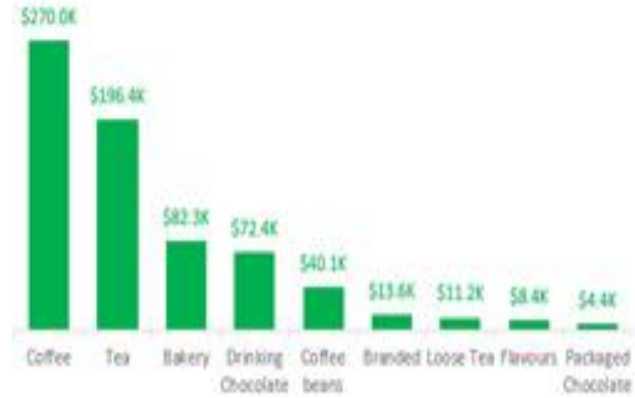
| TOTAL REVENUE | TOTAL TRANSACTIONS |
|---|---|
| $698,812 | 149,116 |

Store Location
- Astoria
- Hell's Kitchen
- Lower Manhattan

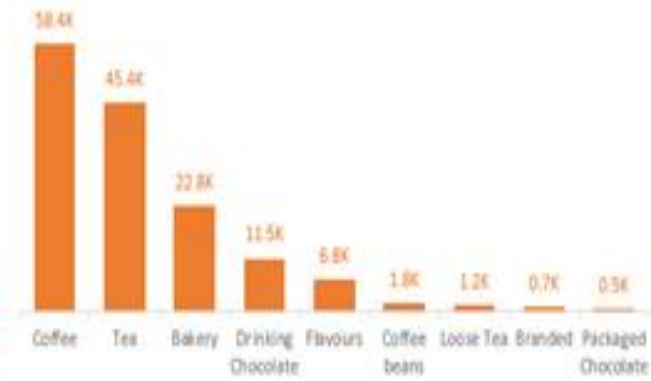
## Monthly Trends

## Weekly Trends

## Revenue per Product Categories

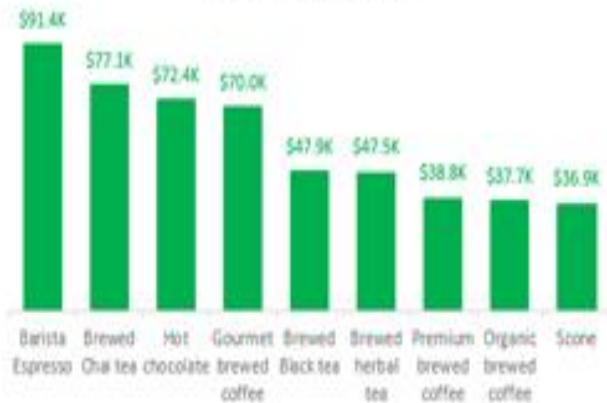



## Transactions per Product Categories

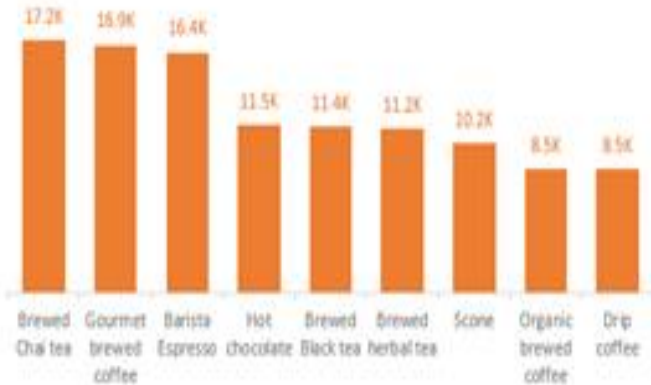



## Hourly Trends

## Revenue per Top 9 Product Types




## Transactions per Top 9 Product Types



# Abstract

- I conducted a product sales analysis of a fictional coffee shop called Maven Roasters.
- My analysis focused primarily on the revenue and transactions generated by the coffee shop throughout its day-to-day operations.
- Since there is no data about the coffee shop's expenses, the scope of my analysis did not include any profit maximization strategies.
- I used Microsoft Excel to conduct my analysis.
  - I cleaned the data and added calculated fields using Power Query.
  - I used Pivot Tables to aggregate the data.
  - I used Pivot Charts to create a dashboard that summarizes the following information:
    - Monthly, Weekly, and Hourly trends for revenue and transactions.
    - Revenue and Transactions per Product Categories.
    - Revenue and Transactions per Top 9 Product Types.
- I have uploaded all the files for this project onto my GitHub.

# Data-Cleaning Strategy

- Since I am working with structured data, my data-cleaning strategy was not very involved.
- I only had one table of data to analyze so I didn't have to create a relational data model for this project.
- I added the following columns to the dataset:
  - A revenue column
    - The product of the unit price and transaction quantity columns
  - A transaction month column
    - The month name for each transaction date
  - A transaction day of the week column
    - The day of week name for each transaction date
  - A transaction hour column
    - The hour of the day for each transaction date
- I changed the unit price and revenue columns to currency data types.

# Total Insights

- Total revenue and transactions show a direct correlation in trends.
  - Both have increased steadily throughout the year.
  - Both have remained relatively constant during the week.
  - Both have increased rapidly from 6 am to 10 am, dropped significantly at 11 am, remained relatively constant from 11 am to 7 pm, then dropped to almost no value at 8 pm.
- Coffee and tea were the top 2 product categories in terms of revenue and transactions.
  - Coffee generated $270K in revenue and had 58,400 transactions.
  - Tea generated $196.4K in revenue and had 45,400 transactions.
- Barista Espresso was the top product type in terms of revenue.
  - Barista Espresso generated $91.4K in revenue.
- Brewed Chai Tea, Gourmet Brewed Coffee, and Barista Espresso were the top 3 product types in terms of transactions.
  - These three product types had roughly 17,000 transactions.

# Store Insights

- All stores had the same top product categories and types.
- But stores in Astoria and Lower Manhattan did not follow the same total hourly trends.
  - For Astoria, the revenue and transactions remained relatively constant, with a slight decline from 10 am to 11 am.
  - For Lower Manhattan, the revenue and transactions followed a similar pattern
    - The only difference is that the revenue and transactions dropped to almost no value earlier at 7 pm instead.
- Stores in Hell's Kitchen did follow the same total hourly trends, however.

# Recommendations

- There should be a greater emphasis on upselling coffee and tea product categories.
  - Since these were the top 2 product categories, this strategy is likely to boost revenue.
  - This is to be expected since the business is a coffee shop.
- There should be a greater emphasis on upselling Brewed Chai Tea, Gourmet Brewed Coffee, and Barista Espresso product types.
  - Since these were the top 3 product types, this strategy is likely to boost revenue as well.
- Change the operating hours of the coffee shop to account for revenue losses.
  - Based on my analysis, I recommend closing stores at 7 pm, since there has been an insignificant amount of revenue generated across all stores after this time.
- Maintain the current customer service strategies for revenue maximization.
  - Based on my analysis, it appears that these strategies have been effective at increasing revenue month-over-month.