Coffee Shop Sales Analysis

Retail & F&B Domain | SQL + Power BI | Business Insights

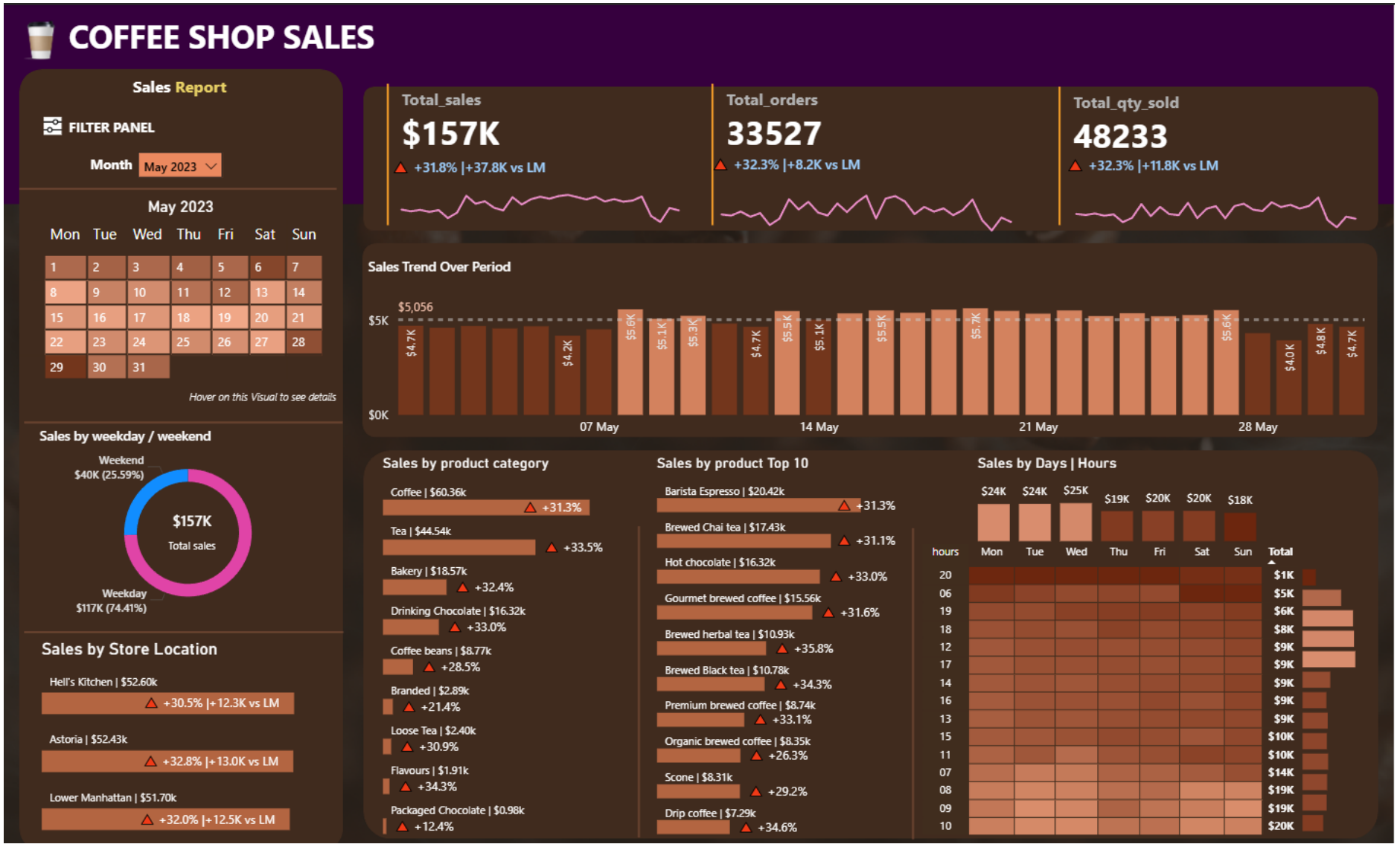
📌 Business Context & Problem Statement

- • Objective: Analyze sales performance across locations, products, and time periods.
- • Identify peak hours, top-performing products, and high-revenue locations.
- • Support decision-making for staffing, inventory, and marketing.

KPI Highlights

- • Total Sales: $157K (+31.8% vs LM)
- • Total Orders: 33,527 (+32.3%)
- • Total Qty Sold: 48,233 (+32.3%)
- • Top Location: Hell's Kitchen ($52.6K)
- • Weekday Contribution: 74.4% of Total Sales

Dashboard Visuals



Insights & Analysis

- • Coffee contributes 38% of total sales ($60K)
- • Peak hours: 8 AM – 11 AM
- • Weekday sales dominate – 74% of total revenue
- • Hell's Kitchen store leads performance ($52.6K)

✓ Recommendations

- • Optimize staffing during peak hours (8 AM – 11 AM).
- • Promote best-selling products with bundled offers.
- • Introduce loyalty rewards to boost weekend traffic.
- • Scale inventory planning based on weekday demand patterns.