



# 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



## COFFEE SHOP SALES

### Sales Report



#### FILTER PANEL

Month **May 2023** ▾

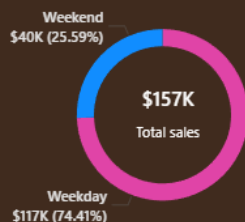
#### May 2023

Mon Tue Wed Thu Fri Sat Sun

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Hover on this Visual to see details

#### Sales by weekday / weekend



#### Sales by Store Location

Heil's Kitchen | \$52.60k

▲ +30.5% | +12.3K vs LM

Astoria | \$52.43k

▲ +32.8% | +13.0K vs LM

Lower Manhattan | \$51.70k

▲ +32.0% | +12.5K vs LM

#### Total sales

**\$157K**

▲ +31.8% | +37.8K vs LM



#### Total orders

**33527**

▲ +32.3% | +8.2K vs LM



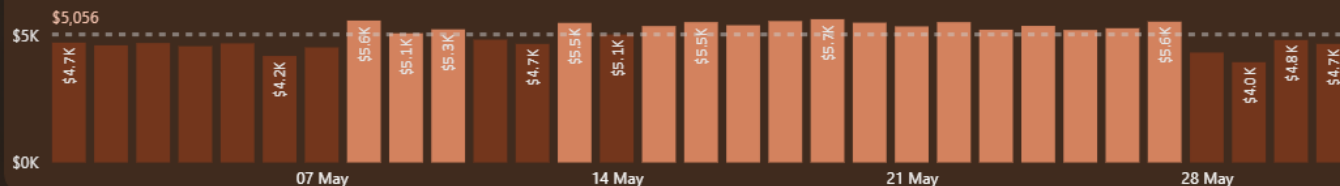
#### Total qty sold

**48233**

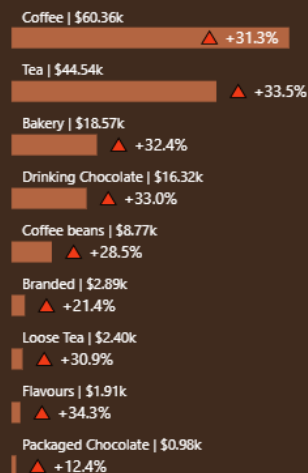
▲ +32.3% | +11.8K vs LM



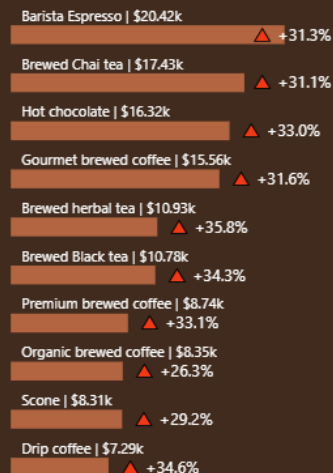
#### Sales Trend Over Period



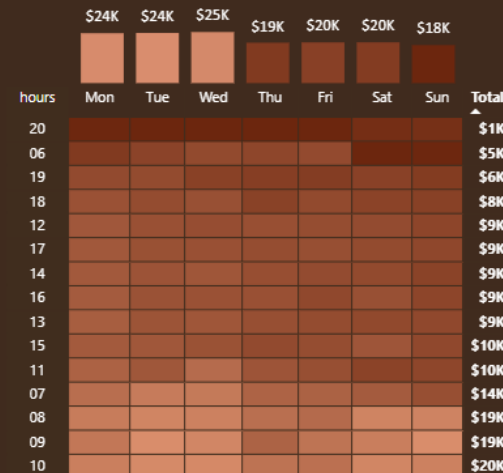
#### Sales by product category



#### Sales by product Top 10



#### Sales by Days | Hours



## 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.