# **Sales Analysis of a Coffee Shop (Jan–Jun 2023)**

# **Objective**

# **The purpose of this project was to analyze six months of transactional sales data (January to June 2023) for a coffee shop chain. The analysis focused on understanding revenue trends, customer buying patterns, product performance, and store comparisons to support business decision-making.**

# **Data Overview**

# **- Time Period: Jan 2023 – Jun 2023 - Total Transactions: 149,116 - Total Revenue: $698,812.33 - Data Source: Transactional sales data containing details of store location, product category, time of purchase, and revenue.**

# **Dashboard Features**

# **- Interactive Slicers: Users can filter by month, day of week, store location, product category, and product type. - KPIs: Total revenue, number of transactions, % contribution by month. - Visuals: • Monthly revenue growth trend • Product category & type performance • Store-wise revenue comparison • Hourly revenue distribution (top revenue hours between 8 AM – 10 AM) - Automation: All Data are generated through Excel Macros and VBA for efficient Query processing.**

# **Key Insights**

# **1. Strong Growth Trend: Revenue increased steadily across the first six months, with June contributing the highest share. 2. Peak Hours: The highest sales occurred between 8 AM and 10 AM, reflecting strong morning demand. 3. Top Products: Coffee (especially Gourmet Brewed and Drip Coffee) and Hot Chocolate drove the majority of revenue. 4. Store Performance: Hell’s Kitchen store achieved the highest revenue compared to Astoria and Lower Manhattan. 5. Customer Behavior: Sundays and weekday mornings showed the largest transaction volumes.**

# **Statistical Analysis**

# **- Mean transaction revenue: $4.69 - Median transaction revenue: $3.75 - Revenue distribution was positively skewed, with most purchases being small but a few **high-value sales driving revenue spread**. - High transaction count indicates a **volume-driven business** rather than large ticket sales.**

# **Conclusion**

# **This project demonstrates skills in data analysis, Excel dashboarding, automation (VBA/macros), and statistical reporting. The analysis provides actionable insights into sales patterns, customer preferences, and store performance. These findings can help optimize staffing, inventory planning, and promotional strategies.**