

Objective

The main objective of this is to analyze retail sales data to gain actionable insights that will enhance the performance of coffee shops.



Recommended Analysis

1. How do sales vary by day of the week and hour of the day?

→ By day :-

The highest sale occur on Saturday and Friday.

The lowest sale occur on Monday and Tuesday.

By Hour :-

The Peak Hours Are Between 9Am-12PM.

Sales drop significantly after 6PM.

2. Are there any peak time for sales activity?

→ Yes, the morning hours (9AM-12PM)are the clear peak sale period.

3. what is the total sales revenue for each month?

→ We can get this by using slicer

For January :-

Total sales revenue = \$81,677.74

For February :-

Total sales revenue = \$76145.19

For March :-

Total sales revenue = \$98834.68

For April :-

Total sales revenue = \$118941.08

For May :-

Total sales revenue = \$156727.76

For June :-

Total sales revenue = \$166485.88

Recommended Analysis

4. How do sales vary across different store locations?

→ Hell's Kitchen and Astoria have the highest sales and footfall.

Lower Manhattan and Midtown have moderate sales. Harlem shows the lowest performance.

5. What is the average price/order per person?

→ on average:

Each customer spends \$4.69.

Each order is worth \$1.44.

6. Which products are the best-selling in terms of quantity and sales?

→ The top 5 products are :-

- (1) Barista Espresso
- (2) Brewed Black Tea
- (3) Hot Chocolate
- (4) Americano
- (5) Latte

