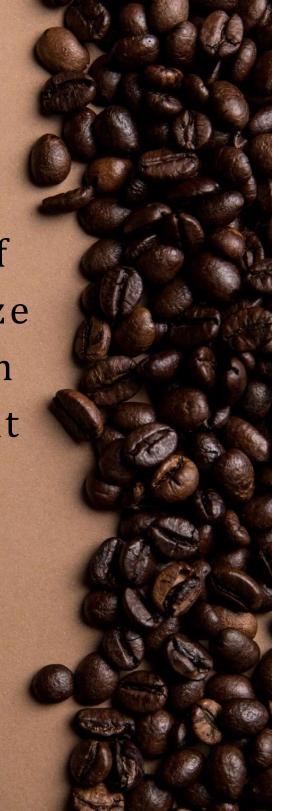The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Start Your Day With Coffee

Recommended Analysis

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?

Conclusions

- The sales is highest for the hours "8", "9", and "10" AM during the day.

- Total sales revenue for each month is as following :

Month Name	Sales In $
Jan	81,677.74
Feb	76,145.19
Mar	98,834.68
Apr	1,18,941.08
May	1,56,727.76
Jun	1,66,485.88

- Avg. Order Per Person is "1.44" !

- Avg. Price Per Person is "4.71" !

- "Barista Espresso" Coffee is best in terms of revenue.

- "Gourmet Brewed" Coffee is best in terms of quantity.

- You can see variation of sales by day of week and hours of the day by clicking on the slicers.

- How sales vary across diff. locations can be seen clearly from the last chart in Dashboard.

- Sales variation by Product category and type can be seen from the 2nd and 4th chart in Dashboard.