



# Coffee Shop Sales

Immanuel David Raj R

# Dataset

- ◆ This dataset contains sales data of a coffee shop of a 5-month period, from March 1, 2024 to July 31, 2024.
- ◆ This analysis will help the coffee shop optimize its operations and inventory.
- ◆ Focus on key products that drive revenue and customer satisfaction.



# Objective

01

KPI: TOTAL SALES,  
TOTAL ORDERS AND  
TOTAL QUANTITIES  
SOLD.

02

TO FIND SALE  
TRENDS OVER  
MONTH-ON-MONTH.  
HELPS FINDING OUT  
LONG TERM  
GROWTH.

03

ANALYZE TOP  
SELLING PRODUCTS  
AND PEAK DAYS FOR  
MAXIMUM  
OPERATION  
EFFICIENCY.

# Key Performance Indicator

**\$37.51K**

Total Sales

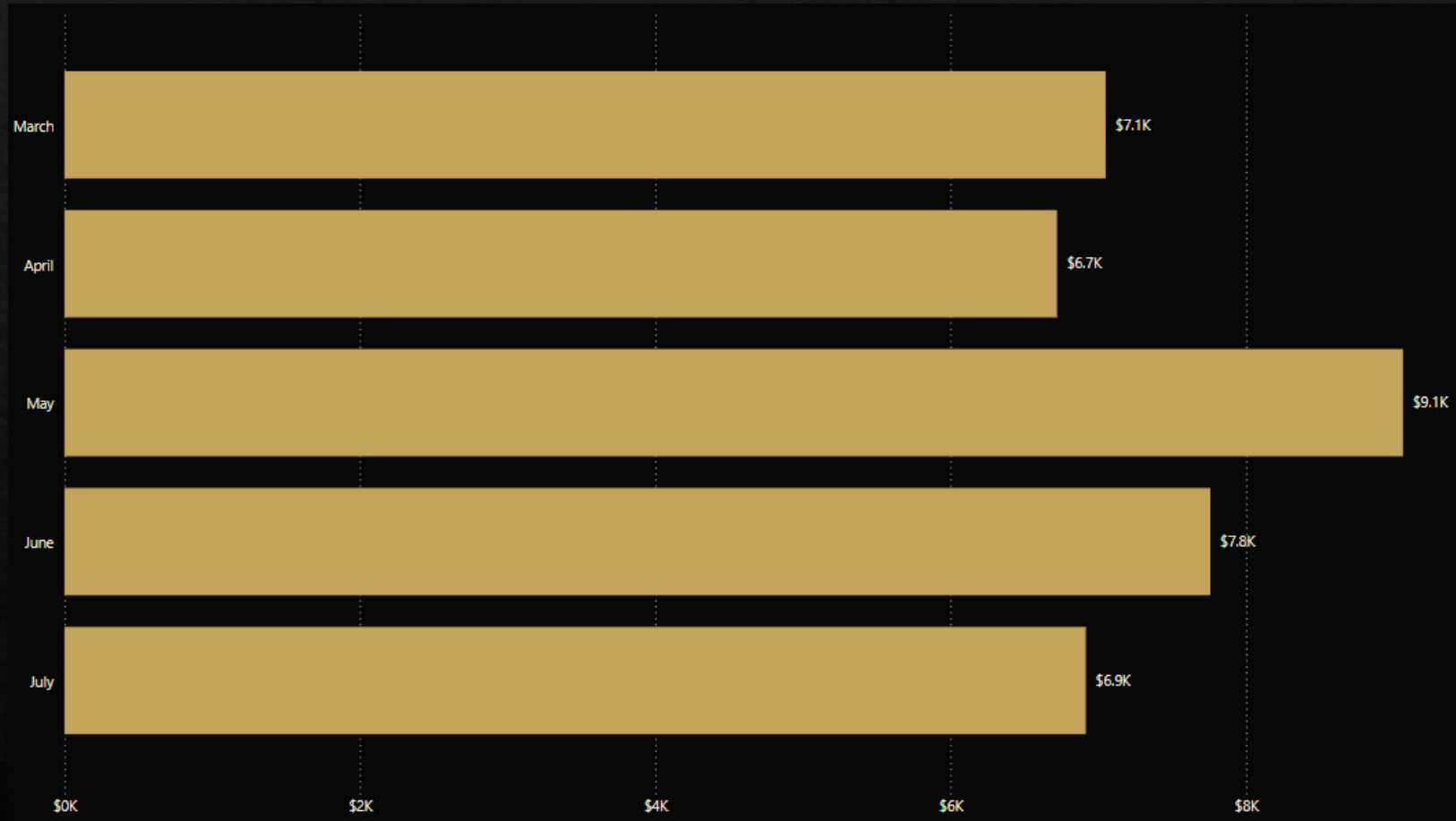
**1M**

Total Orders

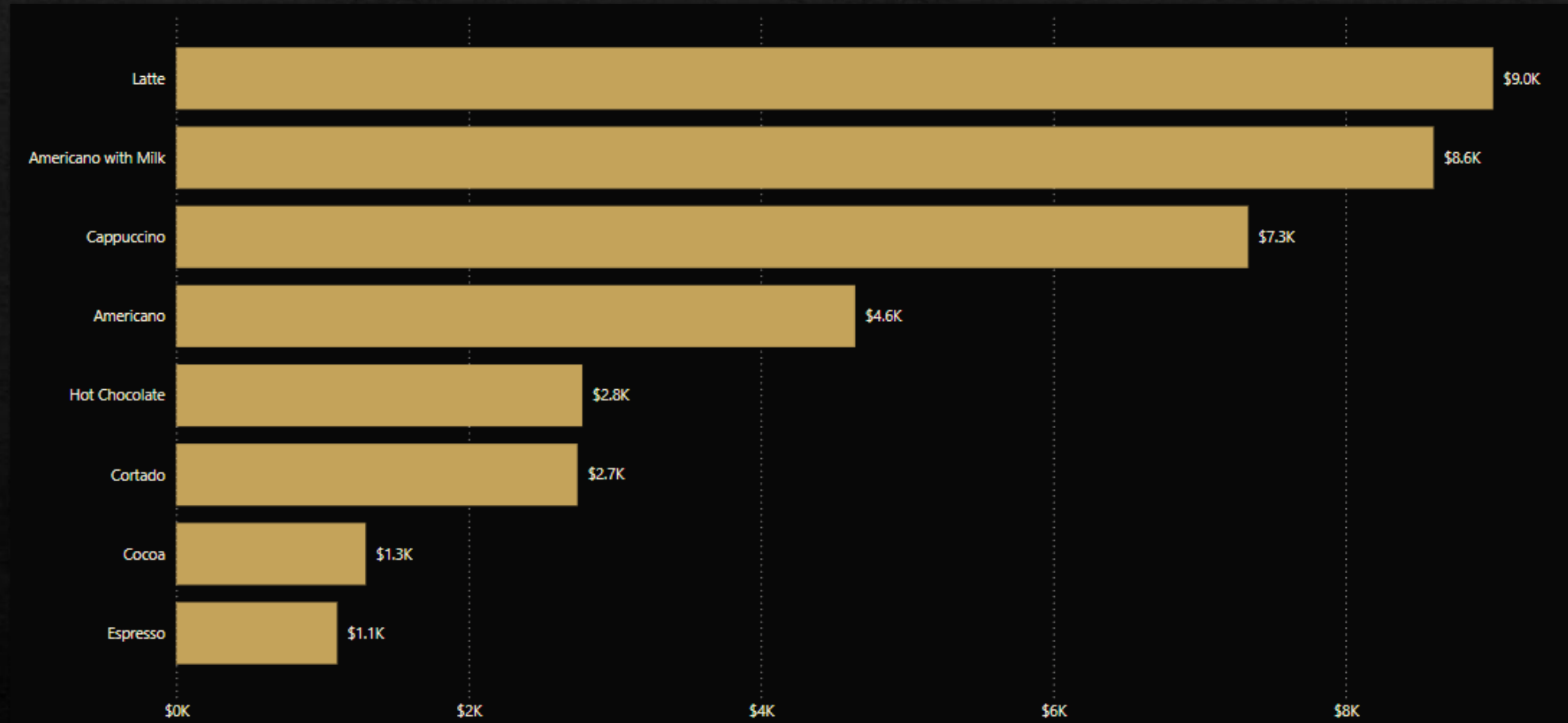
**1M**

Quantity Sold

# Sale Trends: Month over Month

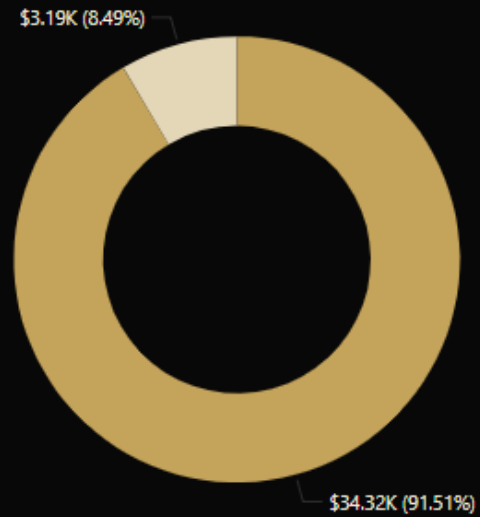


# Top Selling Product

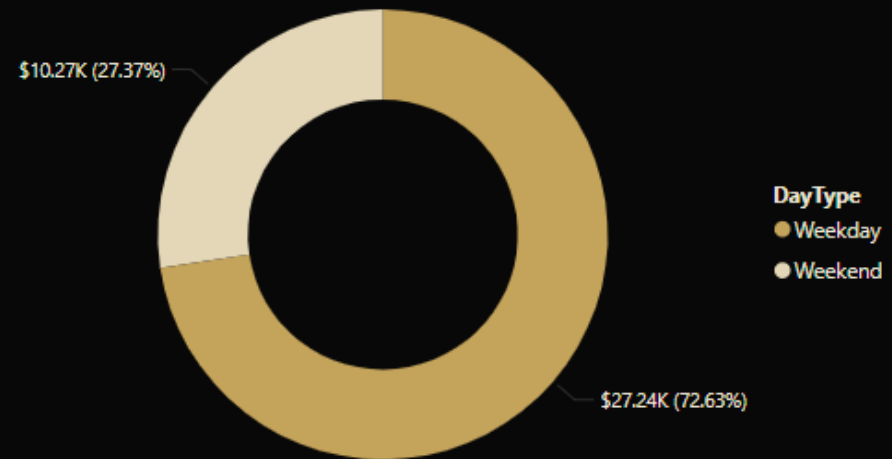


# Customer Trends

Payment Preference



Weekday VS Weekend





# Conclusion

The coffee shop sold over a million orders within 5 months! The Key Insights to note,

- ◆ May has the highest number of sales.
- ◆ Latte is the top selling product and Espresso, the least.
- ◆ About 72% of sales happen in the weekdays. So having more staff and inventory on weekdays and less on weekends will be more efficient.
- ◆ Customers also prefer card payments over cash. So streamlining card payments using latest technologies like NFC and giving exclusive rewards might boost overall sales and customer satisfaction.