

COFFEE SHOP SALES REPORT

BY JASIKA GUPTA



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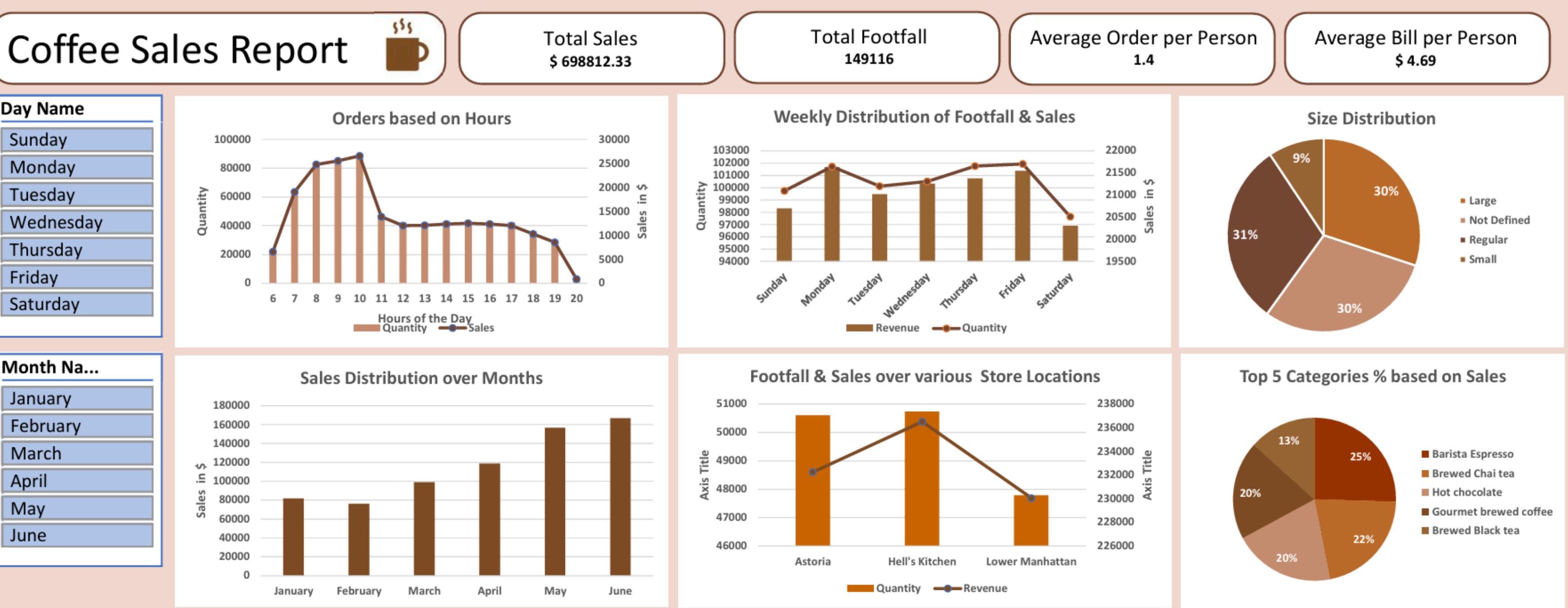
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About the Project

- This project analyzes sales data from Coffee Shops across New York City, offering a deep dive into **customer behavior, sales trends, and business performance.**
- With over **145,000 rows** of data, this report captures key metrics like footfall, revenue, customer preferences, and peak activity periods.
- This project involves loading, cleaning, analyzing and visualizing raw data of Coffee Shop Sales. We'll use **Power Pivot** to transform the data and **Pivot Charts** to create visualization.

DASHBOARD



General Overview

- **Total Sales:** The coffee shop recorded total sales of **\$698,812.33**, indicating significant business volume.
- **Footfall:** The total footfall of **149,116** customers reflects a strong customer base.
- **Average Order Per Person:** With an average of **1.4** orders per person, most customers make one purchase per visit.
- **Average Bill Per Person:** The average bill of **\$4.69** suggests affordable pricing for customers.





Project Insights

1. Orders Based on Hours

Peak sales occur between 8 AM and 11 AM, aligning with typical morning coffee routines.

2. Weekly Distribution

Monday and Friday show higher revenues and footfall compared to other days, possibly indicating strong weekday demand.

3. Monthly Trends

Steady growth is evident from January to June, with May and June achieving the highest sales figures, likely due to seasonal demand.

4. Store Location Preference

Hell's Kitchen outperforms other locations in both footfall and revenue, suggesting it's a hotspot for coffee sales. Astoria and Lower Manhattan have similar footfall but slightly lag in revenue.

5. Top Categories

Barista Espresso leads at 25%, followed by Brewed Chai Tea (22%) and Hot Chocolate (20%), indicating diverse customer preferences.

6. Size Distribution

Large and Regular sizes dominate with 30% each, while Small sizes account for 9%, showcasing a preference for substantial servings.



THANK YOU.



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