**Coffee Shop Sales Analysis**

**Overview of the Project:**

My Project involves dynamic sales dashboard for a coffee shop, providing insights into sales trends, customer behaviour, and operational efficiency. The dashboard enables opportunities for growth and improve overall business performance.

**Key Metrics**

1. **Total Sales:** $698,812.33
2. **Total Footfall:** 149,116 customers
3. **Average Bill Per Person:** $4.69
4. **Average Orders Per Person:** 1.44

**Insights Derived**

**1. Quantity Ordered by Time**

* Peak ordering occurs between **7 AM and 12 PM**, indicating strong morning demand.
* Orders steadily decline after lunch, suggesting opportunities to drive sales during off-peak times.

**2. Sales by Category**

* **Top Categories:** Coffee and Coffee Beans account for the largest portion of sales.
* **Lower-Performing Categories:** Packaged Chocolate and Loose Tea may require targeted marketing or strategic repositioning.

**3. Total Sales by Coffee Size**

* Large and regular coffee sizes dominate sales.
* A small portion of sales is marked as "Not Defined," which highlights a need for better categorization and data management.

**4. Footfall and Sales by Location**

* **Top Locations:**
  + Astoria: $322,243.91 in footfall with $50,599 in sales.
  + Hell’s Kitchen: $236,511.17 in footfall with $50,735 in sales.
  + Lower Manhattan: $230,057.25 in footfall with $47,782 in sales.
* Each location exhibits strong performance, with room to apply successful practices to underperforming areas.

**5. Top Products**

* **Best-Selling Items:**
  + Barista Espresso ($91,406.20)
  + Brewed Chai Tea ($77,081.95)
  + Gourmet Brewed Coffee ($70,034.60)
* This indicates strong customer preference for premium and specialty items, providing upselling opportunities.

**6. Weekly Ordering Patterns**

* **High Demand Days:** Friday (21,654 orders) and Thursday (21,701 orders) lead sales, followed by Sunday (21,096).
* **Lower Demand Days:** Saturday (20,510) and Monday (21,643) present opportunities for targeted promotions or loyalty campaigns.