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SUBJECT- SECTORAL

FUNCTIONAL ANALYTICS

SUBMITTED TO- Mr. ABHISHEK

ASHISH

COFFEE SALES DASHBOARD

Coffee Shop Sales Analysis Project

This repository contains a detailed analysis of transactional sales data from a local coffee shop, covering individual sales records over time. The primary goal is to identify sales trends, analyze customer behavior patterns, and track the performance of top-selling products to inform future business and marketing strategies.

Dataset: Coffe_sales.csv

The dataset is a granular record of individual sales transactions with the following key fields:

Column Name	Description
hour_of_day	The hour of the day (24-hour format) the sale occurred.
cash_type	The payment method used (e.g., 'card', 'cash').
sales_amount	The total monetary value of the transaction.
coffee_name	The specific product sold (e.g., 'Latte', 'Americano').
time_of_day	A categorized time period (e.g., 'Morning', 'Afternoon', 'Night').
weekday, month_name	The day and month of the transaction.
date, time	The precise date and time of the transaction.

Potential Analysis Output

The analysis of this dataset could produce the following key outputs, often presented as visualizations and summary tables:

1. Sales Performance by Time

- **Output: Line chart** showing Total Sales Amount by hour_of_day
 - *Insight:* Identify the busiest hour(s) for the day.
- **Output: Bar chart** displaying Average Daily Sales Amount by weekday
 - *Insight:* Determine the most profitable day(s) of the week (e.g., weekends vs. weekdays).

Product Analysis

- **Output: Table/Bar chart** of Top 5 coffee_name by Total sales_amount (Revenue).
 - *Insight:* Identify the primary revenue generators.
- **Time-based Performance:** Analyze sales by hour, day of the week, and month to pinpoint peak demand periods and optimize staffing/promotions.
- **Product Popularity:** Identify the top-selling coffee products both by quantity and total revenue generated.²
- **Customer Behavior:** Examine the distribution of sales across different payment methods cash_type and how transaction value changes by time of day.
- **Trend Analysis:** Detect any seasonal or monthly sales trends across the observed period to aid in forecasting.

COFFEE SALES DASHBOARD

weekday

- ☐ Fri
☐ Mon
☐ Sat
☐ Sun
☐ Thu
☐ Tue
☐ Wed

Year

- ☐ 2024
☐ 2025

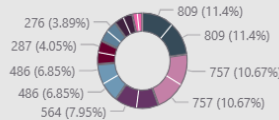
Sum of sales_amount

112.25K

Sum of hour_of_day

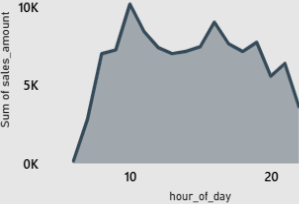
50K

Total Items Sold by Coffee Type



coffee_name
●Americano with ...
●Latte

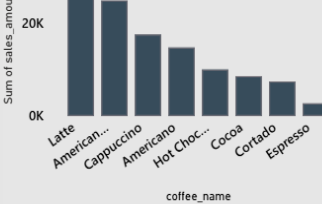
Sales by Hour



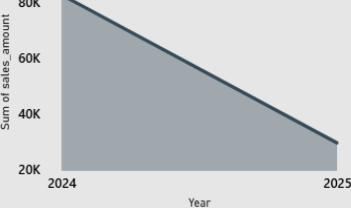
Sales by Time of Day



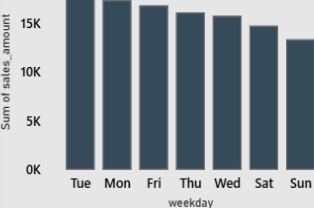
Total Sales per Coffee



Sales by Year



Sales by Day of Weeks



Sales by Hours

