BOOSTING COFFEE SHOP SALES: STRATEGIES AND INSIGHTS

Effective approaches for increasing customer engagement

OBJECTIVE

- 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.

Recommended Analysis

1) How do sales vary by day of the week and hour of the day?

➢ Sales were steady throughout Weekdays, peaking on Monday and dropping on Sunday.

➢ Additionally, Sales activity was highest from 8AM to 10AM, indicating a strong morning rush.

➢ Actionable Outcome : Based on this, I recommended optimizing staffing schedules and inventory levels during morning hours to meet demand efficiently.

2) Are there any peak times for sales activity?

➢ Morning hours showed the highest sales activity, while evenings had minimal transactions.

➢ Actionable Outcome : This highlighted on opportunity to introduce breakfast promotions or combo deals to drive even higher sales during peak times.

3) What is the total sales revenue for each month?

➢ Sales steadily increased from February to June, with the highest revenue in June. This suggests a seasonal trend, likely influenced by warmer weather or promotions.

➢ Actionable Outcome : I recommended planning Marketing campaigns during the spring months to capitalize on this upward trend.

4) How do sales vary across different store location?

➢ Among the three locations, Hell's Kitchen recorded the highest sales and footfall, followed by Astoria and Lower Manhattan.

➢ Actionable Outcome : I suggested more promotions at Hell's Kitchen to build stronger customer loyalty and studying why it's so successful to apply the same ideas to other locations.

5) What is the Average price/Order per Person.

➢ The average spend per customer was $4.69 and the average order size was 1.4 times.

➢ Actionable Outcome : The coffee shop can offer special deals where customers get a discount for buying multiple items together, like a coffee and a pastry as a combo. This encourages people to buy more in one order. Similarly, staff can suggest adding something extra, like a dessert or a larger drink size, to increase the total bill. These small strategies can help customers spend more during their visit.

6) Which product are the best selling in terms of Quantity and revenue?

➤ Coffee was the most popular category (41 % of order) followed by Tea(30 %) & In terms of revenue Barista Espresso and Brewed Chai Tea were top Sellers.

➤ Actionable Outcome : This indicated an opportunity to expand offerings in the coffee and Tea categories with new flavors or sasonal specialties to attract more customers.

7) How do sales vary by product category and type?

➢ Coffee and Tea dominate the product categories, with Barista Espresso and Brewed Chai Tea leading the specific product types.

➢ Actionable Outcome : Ensure that Barista Espresso and Brewed Chai Tea are always well-stocked to meet customer demand, as they are the most popular products.