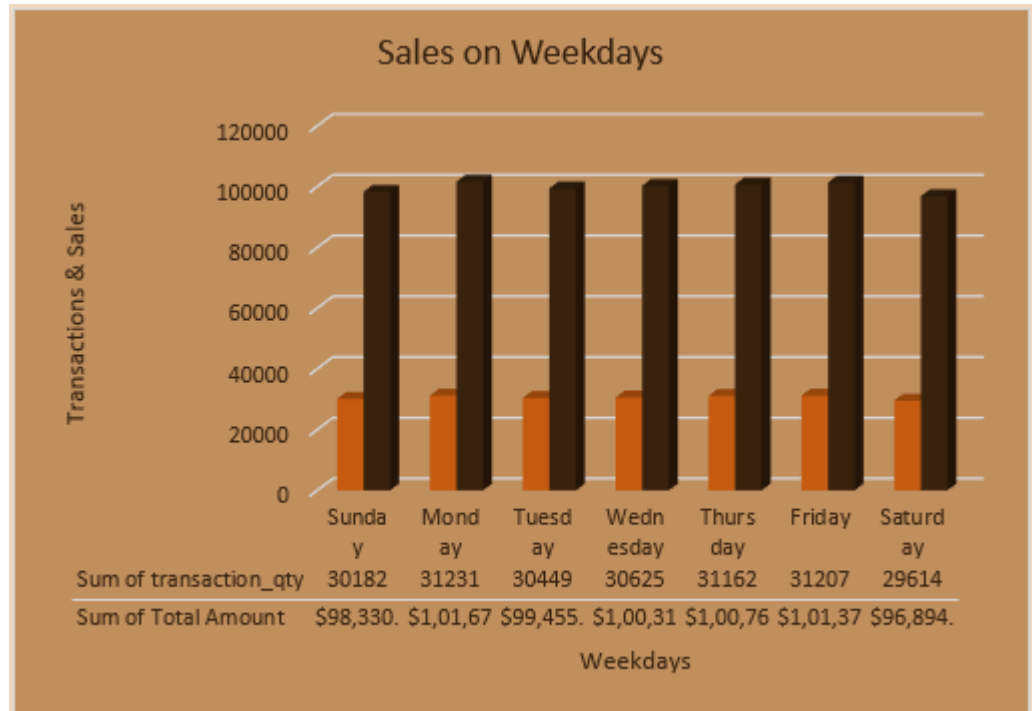


## The Coffee Shop Report

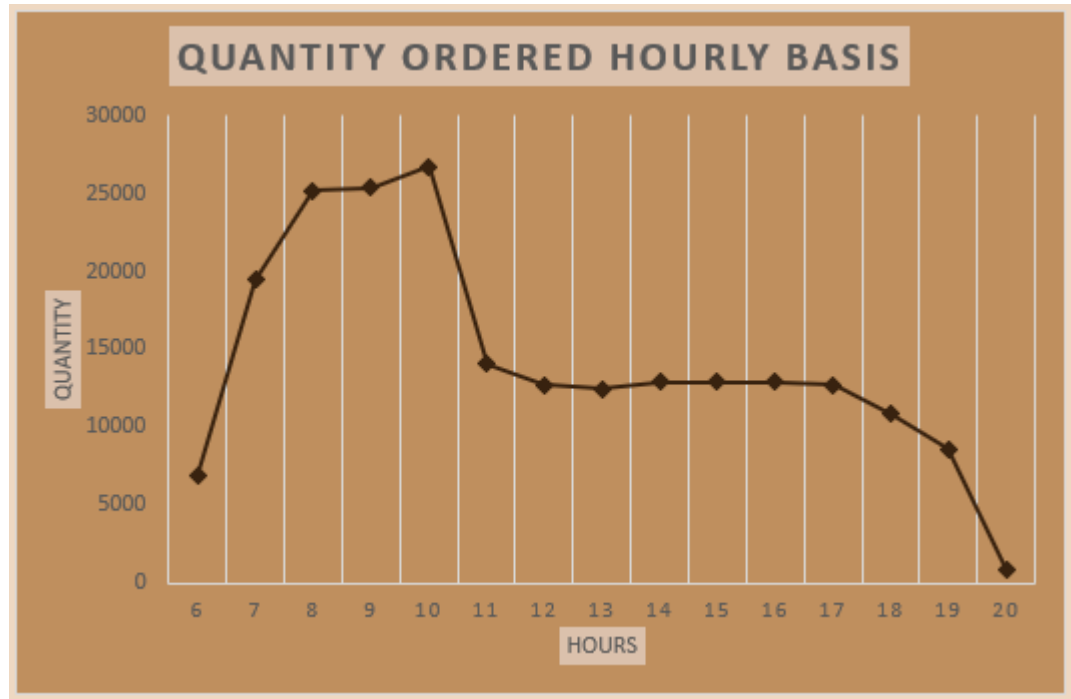
**Objective:** The main objective of this project is to analyse retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

### Analysis:

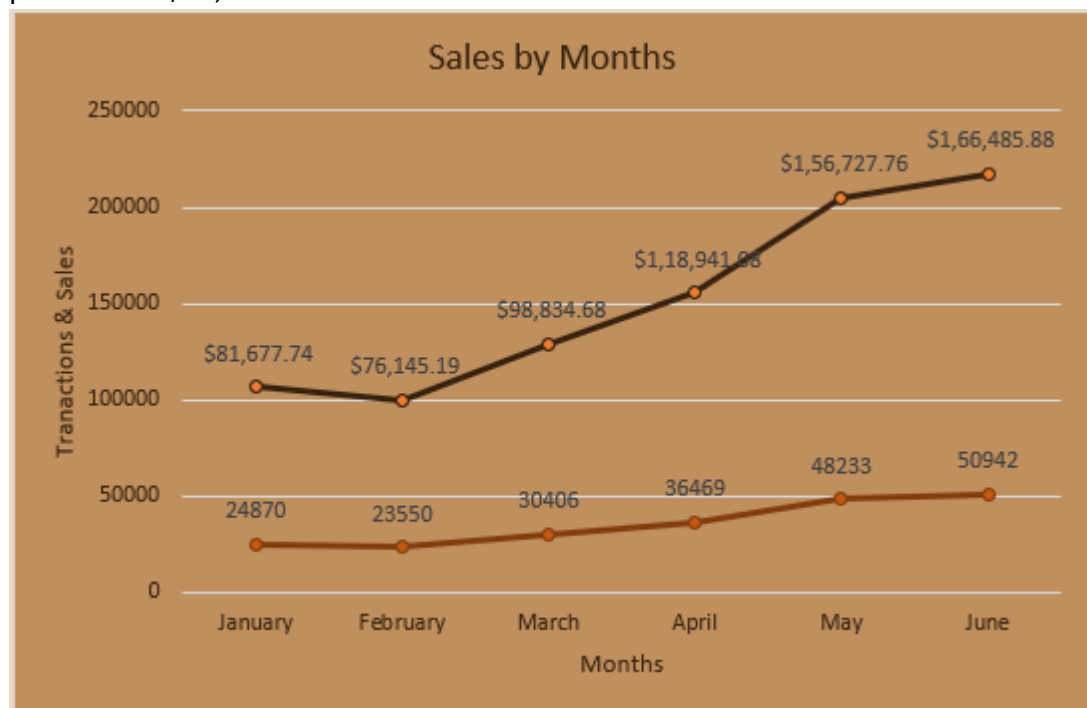
- How do sales vary by day of the week and hour of the day?
  - Sales patterns can vary greatly by day of the week and hour of the day, influenced by customer behaviour. Our analysis reveals that the Coffee Shop sees a significant boost in sales on Mondays compared to other days. On Mondays, the transaction count reached 31,321, generating a total of \$101,677.28.



- Are there any peak times for sales activity?
  - Based on our sales analysis and hourly transaction data, it looks like the Coffee Shop gets really busy around 10 o'clock in the morning. That's when we see the highest sales.



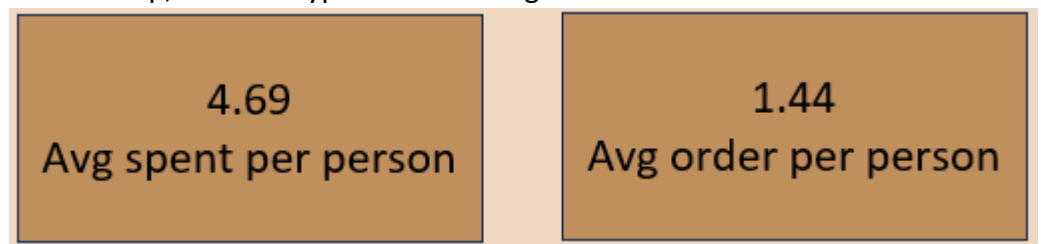
- What is the total sales revenue for each month?
  - Looking at our sales data from January to June, we can see some interesting trends. June was our best month, with sales reaching \$166,485.88. May wasn't far behind, bringing in \$156,727.76. April saw sales of \$118,941.08, followed by March with \$98,834.68. February's sales came in at \$76,145.19, and January rounded out the period with \$81,677.74.



- How do sales vary across different store locations?
  - Based on our data, we have three Coffee Shop locations: Astoria, Hell's Kitchen, and Lower Manhattan. According to our sales analysis, Hell's Kitchen is leading the pack with impressive sales of \$236,511.17. Astoria is close behind with \$232,243.91, and Lower Manhattan isn't far off either, with sales totalling \$230,057.25.

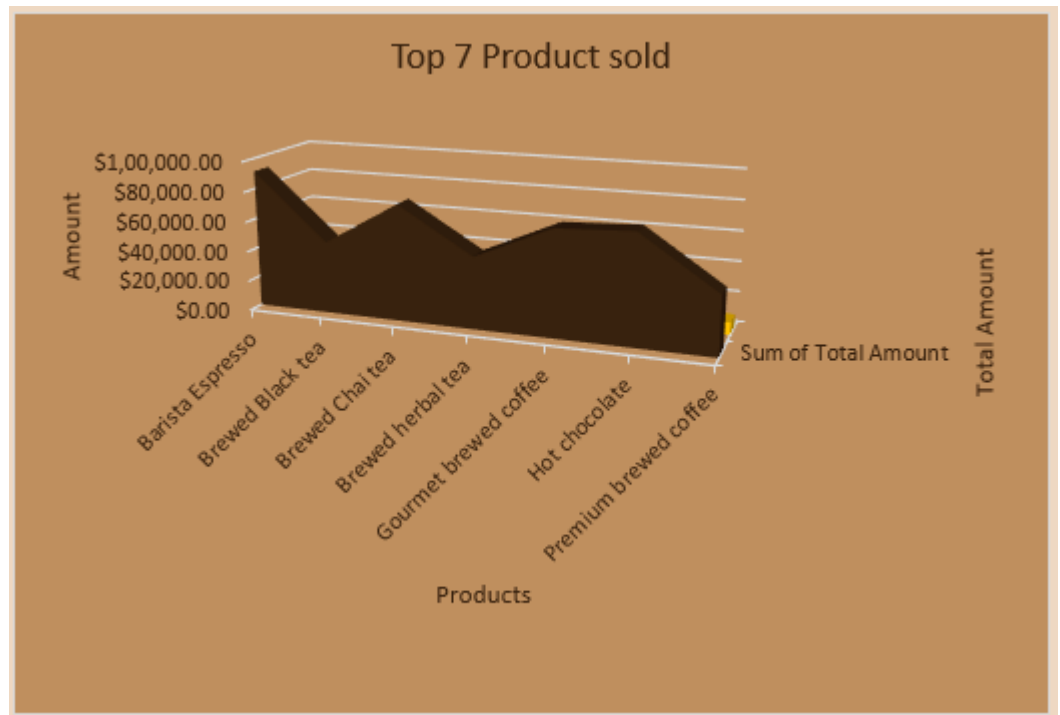


- What is the average price and order per person?
  - Our analysis shows that, on average, each person spends \$4.69 at the Coffee Shop, with the typical order being around 1.44 items.



- Which products are the best-selling in terms of quantity and revenue?
  - After diving into the data, we've identified the top 5 best-selling products. Leading the way is Barista Espresso, with 16,403 units sold, raking in \$91,406.20. Brewed Chai Tea follows closely, with 17,183 units sold and earnings of \$77,081.95. Hot Chocolate is next, with 11,468 units sold, generating \$72,416.00. Gourmet Brewed Coffee also performed well, with 16,912 units sold, amounting to \$70,034.60.

Finally, Brewed Black Tea rounds out the top five, with 11,350 units sold, bringing in \$47,932.00.



- How do sales vary by product category and type?
  - Our analysis shows that the product category has fewer items compared to the product type. However, there's no difference in their performance. Both the product category and product type earned \$698,812.33 over the past six months, indicating identical earnings.

Row Labels	Sum of Total Amount	Row Labels	Sum of Total Amount
Barista Espresso	\$91,406.20	Bakery	\$ 82,315.64
Biscotti	\$19,793.53	Branded	\$ 13,607.00
Black tea	\$2,711.85	Coffee	\$ 2,69,952.45
Brewed Black tea	\$47,932.00	Coffee beans	\$ 40,085.25
Brewed Chai tea	\$77,081.95	Drinking Chocolate	\$ 72,416.00
Brewed Green tea	\$23,852.50	Flavours	\$ 8,408.80
Brewed herbal tea	\$47,539.50	Loose Tea	\$ 11,213.60
Chai tea	\$4,301.25	Packaged Chocolate	\$ 4,407.64
Clothing	\$6,163.00	Tea	\$ 1,96,405.95
Drinking Chocolate	\$2,728.04	<b>Grand Total</b>	<b>\$ 6,98,812.33</b>
Drip coffee	\$31,984.00		
Espresso Beans	\$5,560.25		
Gourmet Beans	\$6,798.00		
Gourmet brewed coffee	\$70,034.60		
Green beans	\$1,340.00		
Green tea	\$1,470.75		
Herbal tea	\$2,729.75		
Hot chocolate	\$72,416.00		
House blend Beans	\$3,294.00		
Housewares	\$7,444.00		
Organic Beans	\$8,509.50		
Organic brewed coffee	\$37,746.50		
Organic Chocolate	\$1,679.60		
Pastry	\$25,655.99		
Premium Beans	\$14,583.50		
Premium brewed coffee	\$38,781.15		
Regular syrup	\$6,084.80		
Scone	\$36,866.12		
Sugar free syrup	\$2,324.00		
<b>Grand Total</b>	<b>\$6,98,812.33</b>		