

Coffee Shop Sales Analysis by Leke John

- Stage 0 Task – Introduction to Data Analytics
- Date: October 2025
- Tool Used: Microsoft Excel

Dataset Overview

The dataset includes comprehensive sales transactions from a chain of coffee shops in 2023 at three different locations: Hell's Kitchen, Astoria, and Lower Manhattan.

The product type, amount sold, unit price, transaction date, store location, and total sales value are all included in each record.

Source: [Coffee Shop Sales Dataset](#) on Kaggle

Size: 1,490 rows and 7 columns

Key Variables: Date, store location, product category, quantity, unit price, and total sales.

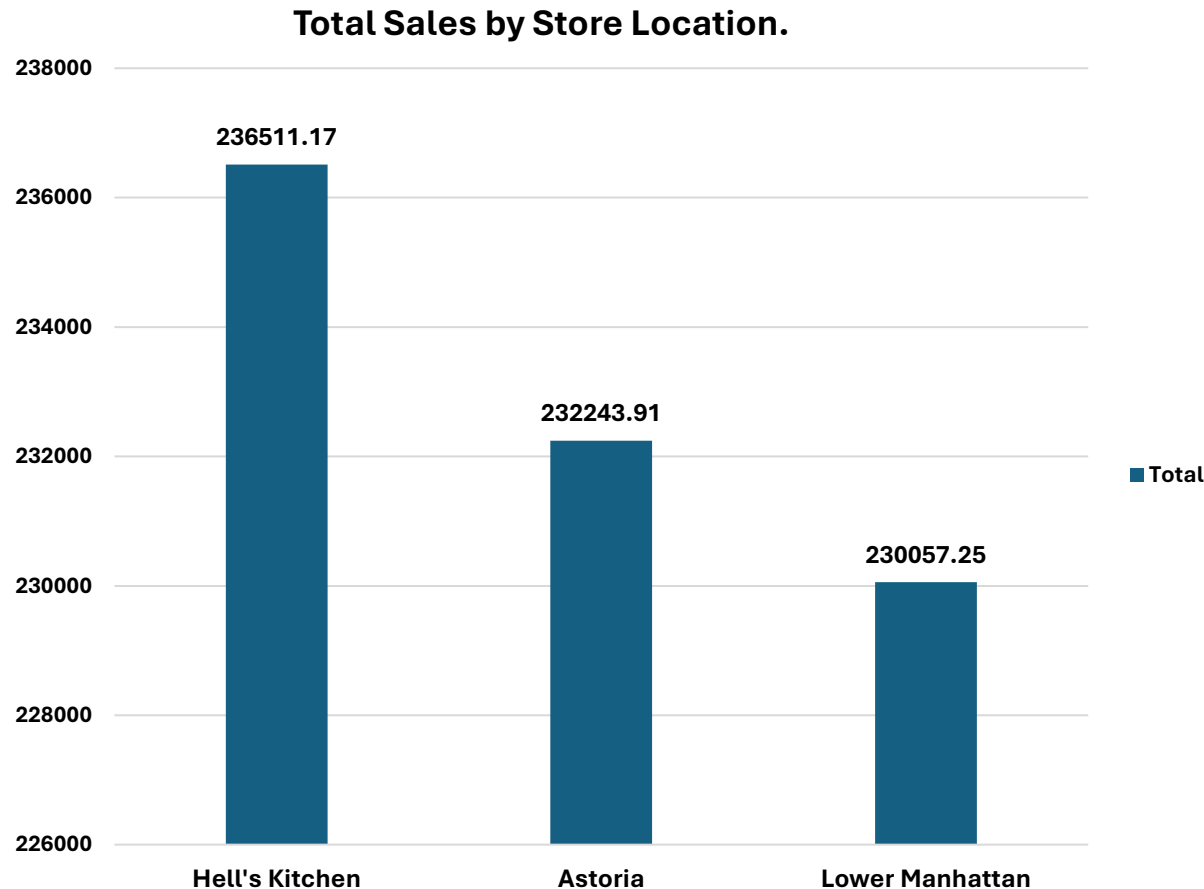
Research Questions

- Which store location generated the highest total sales?
- Which month recorded the highest overall sales?
- Which product category contributes most to total revenue?

Data Cleaning Summary

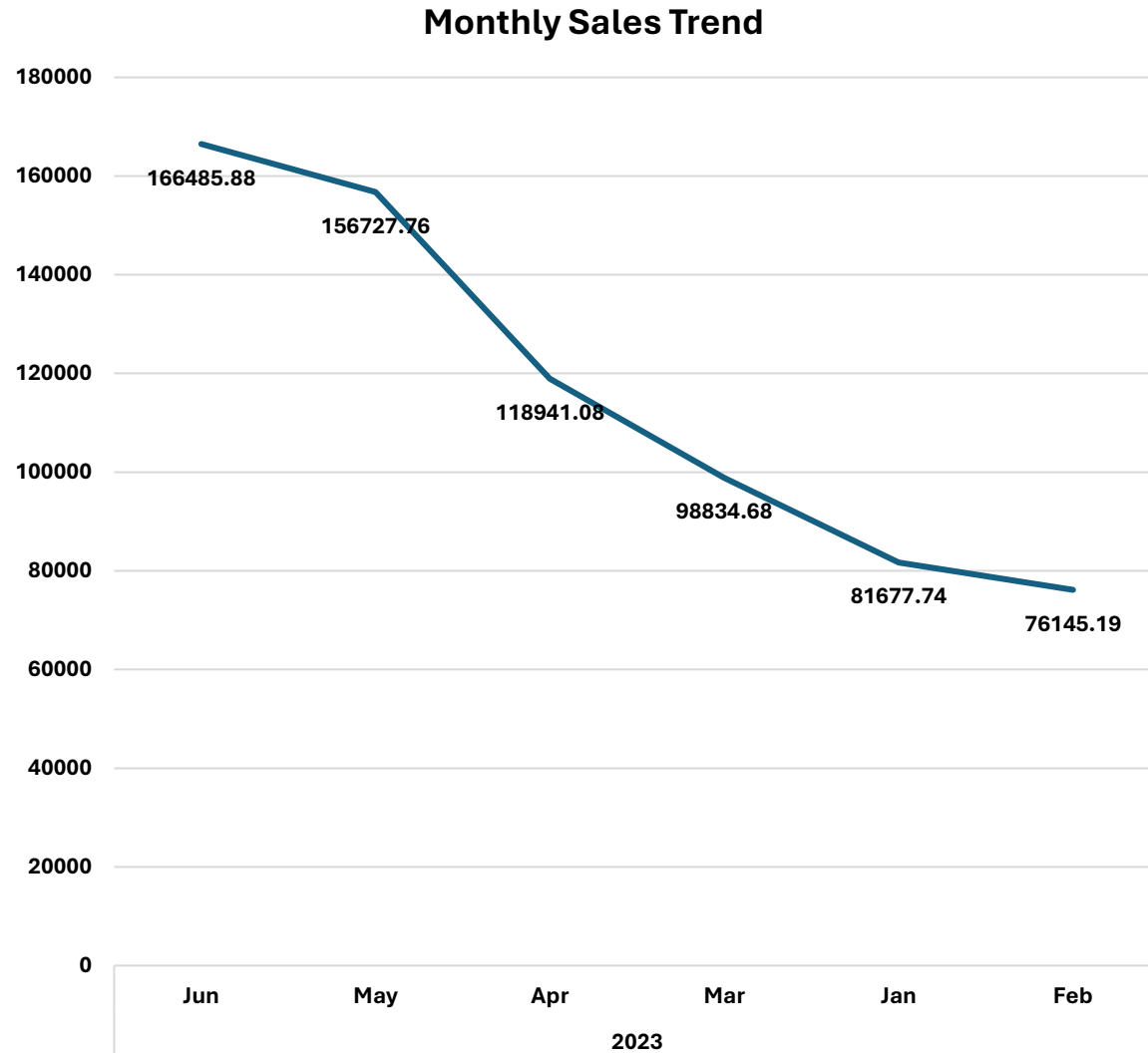
- Using Power Query, I verified that there were no duplicate or missing records.
- Checked to make sure all date fields were formatted correctly.
- Ensured Quantity and Unit Price were numeric for accurate calculations.
- Created a new calculated column “Total Sales = Quantity × Unit Price.”
- The final dataset was consistent, tidy and prepared for analysis in Excel

Which store location generated the highest total sales?



- At ~~236,511.17~~ 236,511.17, the Hell's Kitchen location had the highest overall sales, marginally surpassing Astoria and Lower Manhattan.
- The three branches' differences are negligible, suggesting that performance is generally balanced across all sites.
- The steady lead for Hell's Kitchen points to improved marketing tactics or increased consumer traffic.

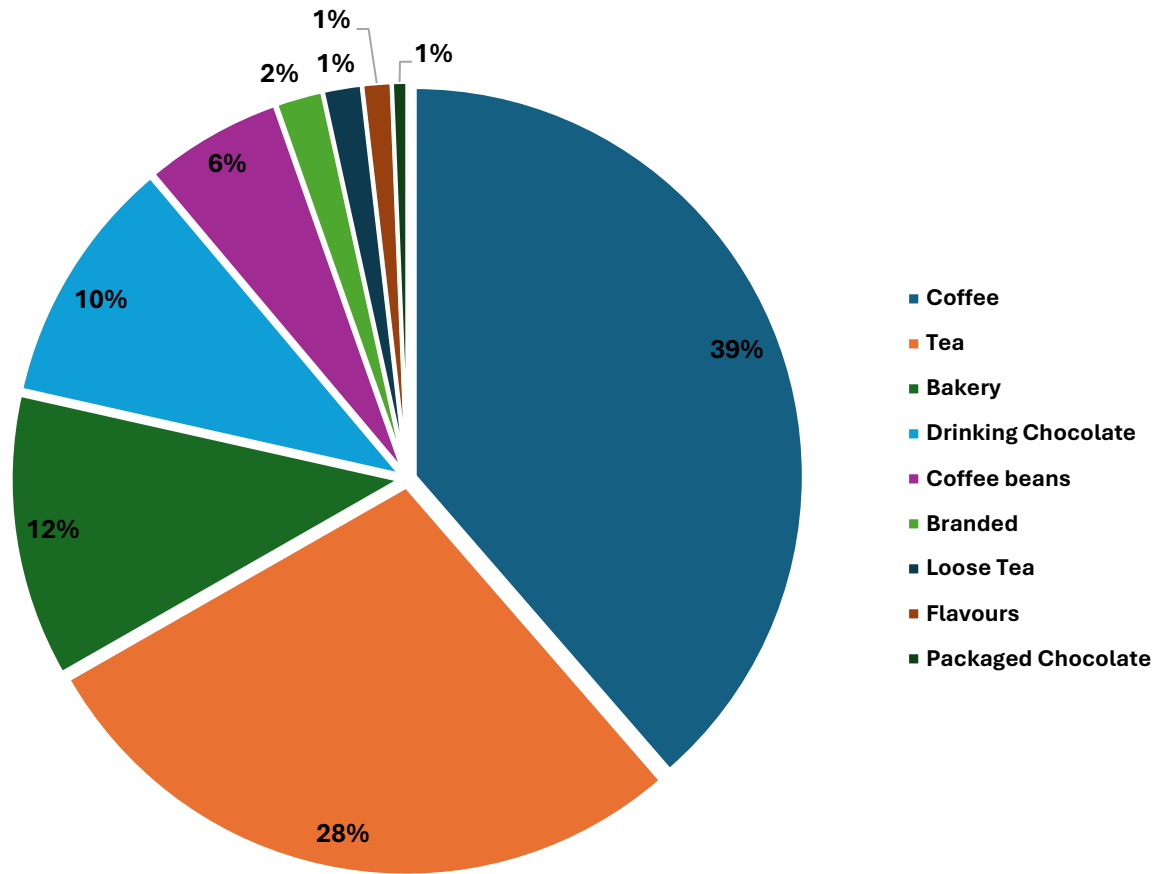
Which month recorded the highest sales overall?



- June had the greatest overall sales (N166,485.88), with May coming in second (N156,727.76).
- This suggests that the second quarter saw a robust growth trend, perhaps as a result of higher consumer activity during the warmer months.
- February had the lowest sales (N76,145.19), indicating a weaker start to the year following the holidays.
- Overall, from January to June, overall revenues rose gradually, indicating steady company growth in the first half of 2023.

Which product category contributes most to total revenue?

Total Revenue by Product Category



- With 38.6% of total revenue coming from sales, the coffee sector leads the pack. With 28.1%, tea comes in second, suggesting that consumers generally favour hot beverages.
- Other mid performing categories that contribute significantly to overall sales include Bakery (11.8%) and Drinking Chocolate (10.4%).
- Less than 6% of total sales is made up of lower-performing categories such as packaged chocolate (0.6%), loose tea (1.6%), flavours (1.2%), and branded goods (1.9%), which suggests room for product simplification or strategic marketing.

Limitations of the Analysis

- **Restricted Time Range:** Because the dataset only includes transactions from a single year, it is not possible to thoroughly analyze long-term or seasonal sales trends.
- **Absence of Customer Demographics:** Information that could help explain purchasing patterns, such as age, gender, or loyalty status, is absent from the data.
- **Single Source:** Information derived from a single chain of coffee shops may not be representative of the entire café market.
- **Price Stability Assumption:** Any price or discount changes are not included in the dataset, which assumes prices have been constant over time.

Recommendations for Improvement

- Add More Years of Data: Analyzing long-term growth, seasonality, and trends would be made easier by extending the dataset to include more years.
- Include the demographics of your customers:
Customer segmentation research and tailored marketing insights would be made possible by incorporating information like age, gender, and loyalty status.
- Monitor Discounts and Promotions: Including campaign or discount data would make it easier to gauge how well marketing is working and how it affects sales volume.
- Use Advanced Visualization Tools: For interactive dashboards and more in-depth insight discovery, future iterations may switch from Excel to Power BI or Tableau.

Conclusion

- Sales performance was consistently good across every location, with Hell's Kitchen holding a modest overall advantage.
- The company's mid-year (June) sales peak suggests chances to recreate the variables that led to that peak.
- The main sources of income are coffee and tea goods, indicating a definite consumer demand for hot beverages.
- Although the coffee shop's sales are varied and show consistent growth overall, it might increase overall revenue by boosting underperforming product categories.