Coffee Shop Sales Dashboard Analysis

# 📌 Objective

The primary goal of this dashboard is to derive actionable insights from retail sales data to improve the performance of the Coffee Shop across products, time, location, and customer preferences.

# 🧾 Key Metrics Summary

|  |  |
| --- | --- |
| Metric | Value |
| 💰 Total Sales | ₹6,98,812.33 |
| 👣 Total Footfall | 1,49,116 |
| 🧾 Avg Bill/Person | ₹4.69 |
| 🧺 Avg Order/Person | 1.44 |

# 📅 Sales & Orders by Day and Time

- Peak Hours: Highest quantity sold between 8 AM to 10 AM, indicating a strong morning coffee rush.  
- Daywise Orders:  
 - Thursday (21,654) and Monday (21,643) are the top-performing weekdays.  
 - Saturday has the lowest footfall (20,510) – opportunity for marketing boosts or promotions.

# 📍 Location-wise Footfall & Sales

|  |  |  |
| --- | --- | --- |
| Location | Footfall | Total Sales |
| Astoria | 50,599 | ₹2,32,243.91 |
| Hell’s Kitchen | 50,735 | ₹2,36,511.17 |
| Lower Manhattan | 47,782 | ₹2,30,057.25 |

📌 Insight: Hell’s Kitchen has the highest sales, despite Astoria having nearly equal footfall. Suggests higher basket size or pricing in Hell’s Kitchen.

# 🥇 Top 5 Products by Sales

|  |  |
| --- | --- |
| Product | Sales |
| Barista Espresso | ₹91,406.20 |
| Brewed Chai Tea | ₹77,081.95 |
| Hot Chocolate | ₹72,416.00 |
| Gourmet Brewed Coffee | ₹70,034.60 |
| Brewed Black Tea | ₹47,932.00 |

📌 Insight: Barista Espresso is the highest revenue generator. This can be the focus of upsell strategies and promotions.

# 🧃 Category-wise Sales Distribution

- Coffee (39%)  
- Drinking Chocolate (28%)  
- Branded (12%)  
- Bakery (10%)  
  
📌 Insight: Coffee is the dominant product category. Chocolate and branded products also contribute significantly, hinting at strong demand for premium/indulgent items.

# 🔠 Size Distribution by Orders

- Regular: 31%  
- Large: 30%  
- Small: 30%  
- Not Defined: 9%  
  
📌 Insight: Orders are evenly spread across sizes. Standardization or promotional pricing on “Large” sizes could drive upsell opportunities.

# 🔍 Final Business Insights & Recommendations

- Increase staffing and promotions between 8 AM–10 AM, the peak hours.  
- Boost Saturday sales through offers, loyalty programs, or weekend campaigns.  
- Leverage high-performing products (Barista Espresso, Brewed Chai Tea) for combo deals.  
- Analyze Hell’s Kitchen pricing model to replicate high sales in other locations.  
- Encourage higher-size orders to shift the average order/person from 1.44 upwards.