

COFFEE SHOP SALES





**START YOUR DAY
WITH COFFEE**

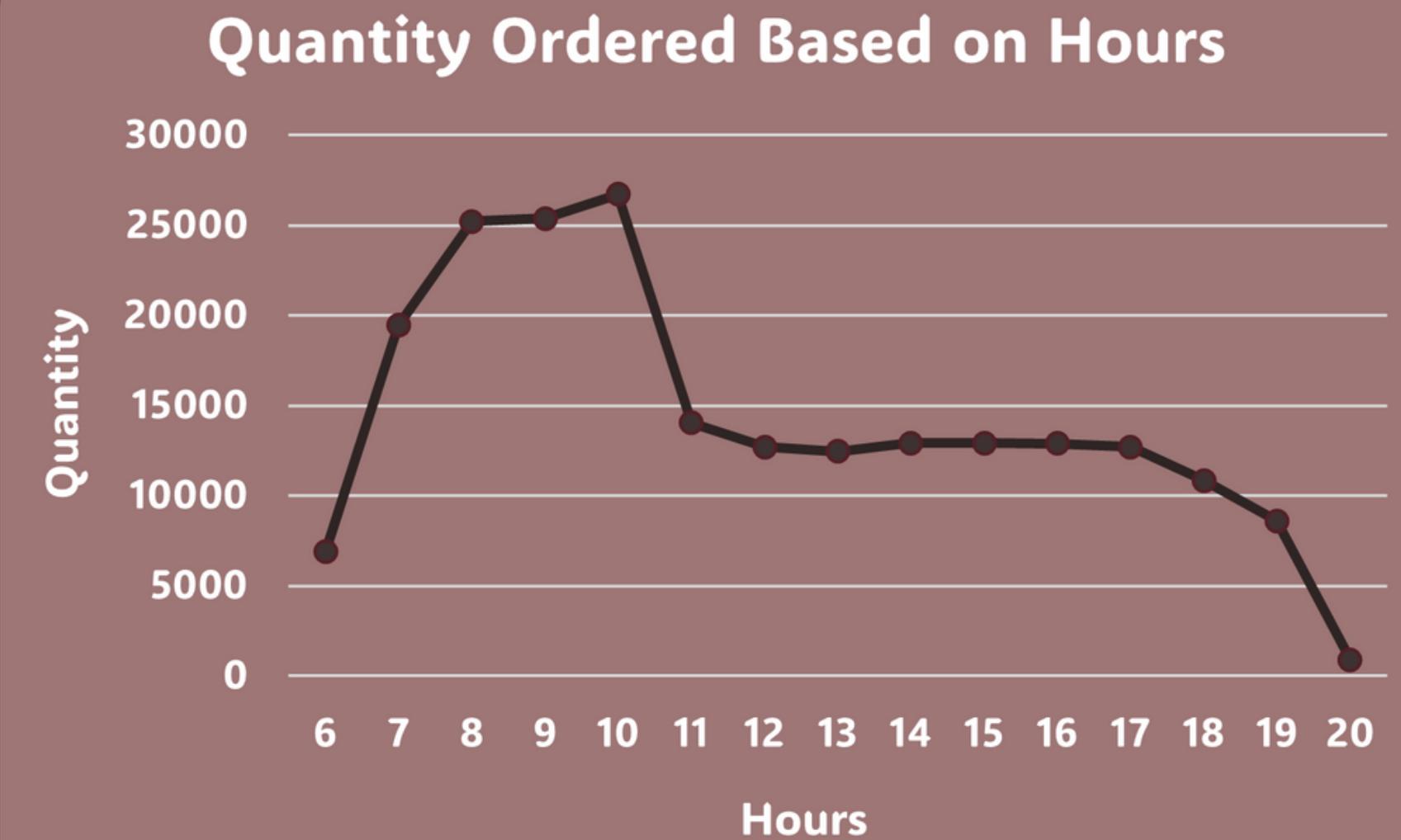
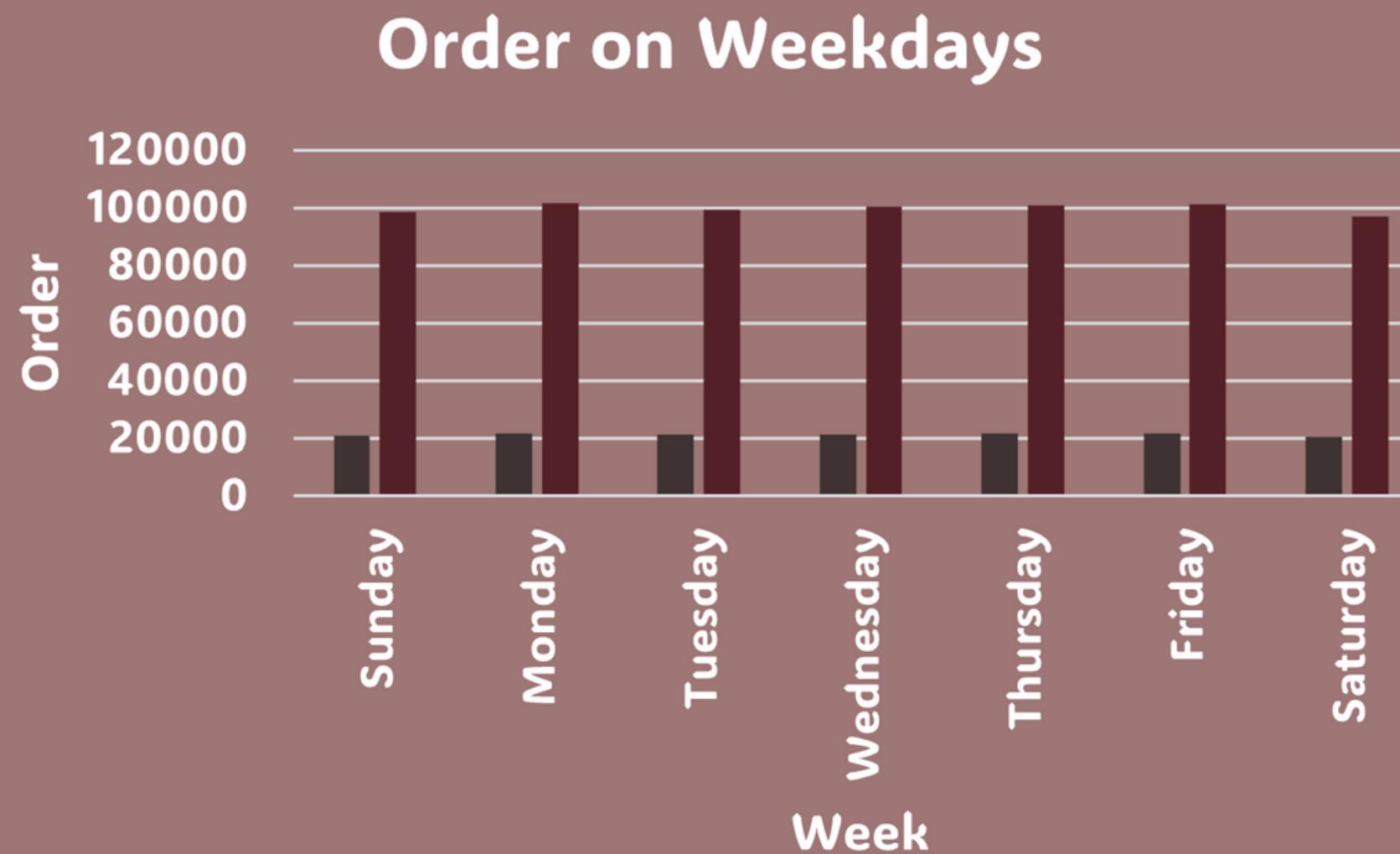
**The main objective of this project
is to analyze retail sales data to
gain actionable insights that will
enhance the performance of the
Coffee Shop.**

RECOMMENDED ANALYSIS





HOW DO SALES VARY BY DAY OF THE WEEK AND HOUR OF THE DAY?



- we can observe that sales remain relatively consistent from **Tuesday to Friday**, while there is a slight drop on **Sunday and Monday**. Overall, the weekdays seem to be more active in terms of sales compared to the **weekend**.
- **Hours 9 to 16:** These hours consistently had high transaction counts, ranging from **25,370 to 12,881**.

So, more transactions happened during the **morning and early afternoon**, while activity tapered off towards the evening. 





WHAT IS THE TOTAL SALES REVENUE FOR EACH MONTH?

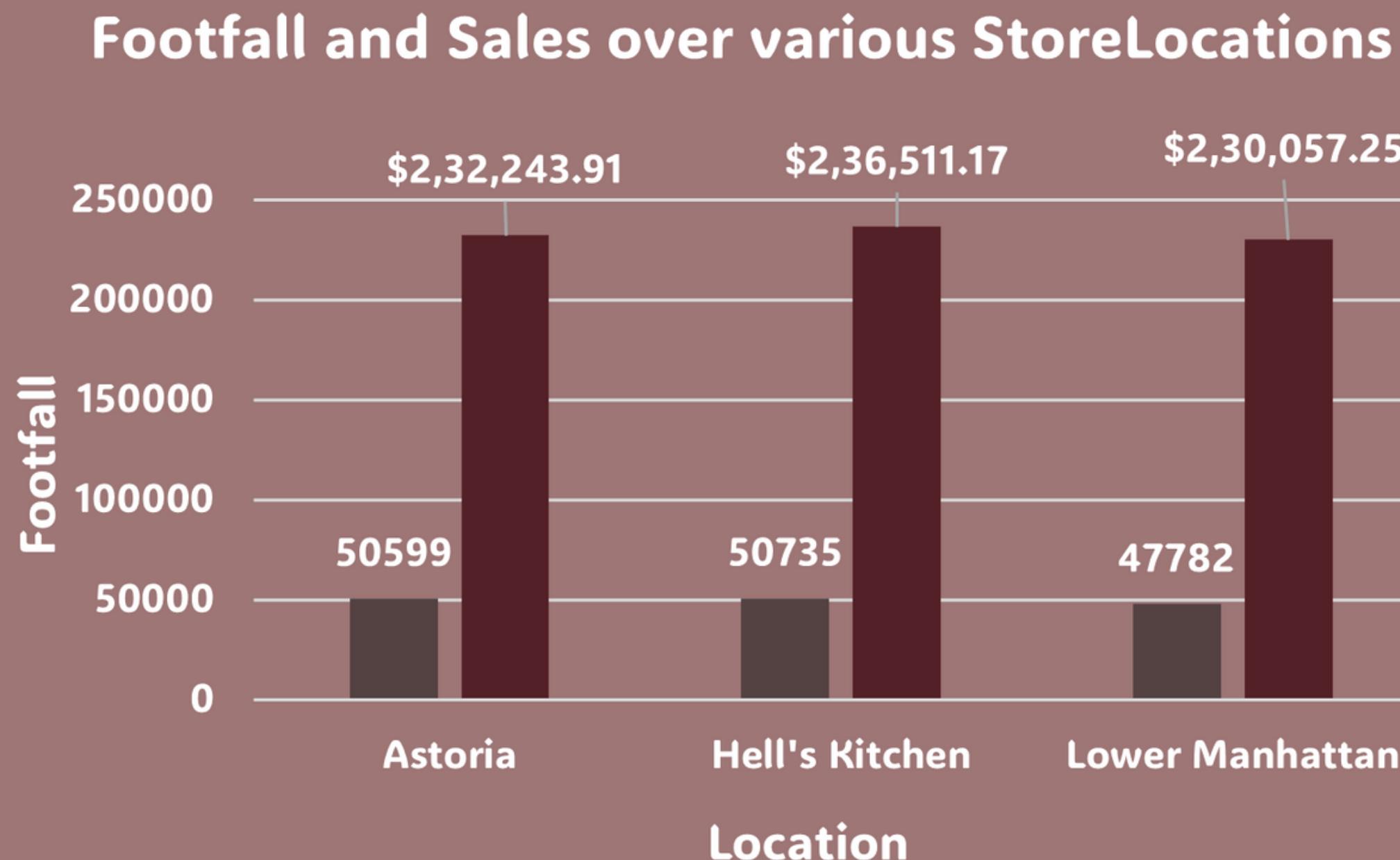
Row Labels	Sum of Total Bills
January	\$ 81,677.74
February	\$ 76,145.19
March	\$ 98,834.68
April	\$ 1,18,941.08
May	\$ 1,56,727.76
June	\$ 1,66,485.88
Grand Total	\$ 6,98,812.33



- Overall, the business experienced varying levels of revenue throughout these six months, with **May and June** being the most profitable.



HOW DO SALES VARY ACROSS DIFFERENT STORE LOCATIONS?



- **Astoria:** This location had **50,599** transactions, resulting in total sales of **\$2,32,243.91**. People in Astoria seem to be actively shopping.
- **Hell's Kitchen:** With **50,735** transactions, Hell's Kitchen generated **\$2,36,511.17** in sales. It's a bustling area!
- **Lower Manhattan:** Despite slightly fewer transactions (**47,782**), Lower Manhattan still achieved substantial sales of **\$2,30,057.25**.

Comparing Locations: Although footfall (number of visitors) might be similar across these locations, the sales figures vary. Factors like local demographics, competition, and consumer preferences contribute to these differences.





WHAT IS THE AVERAGE PRICE/ORDER
PER PERSON.

1.44

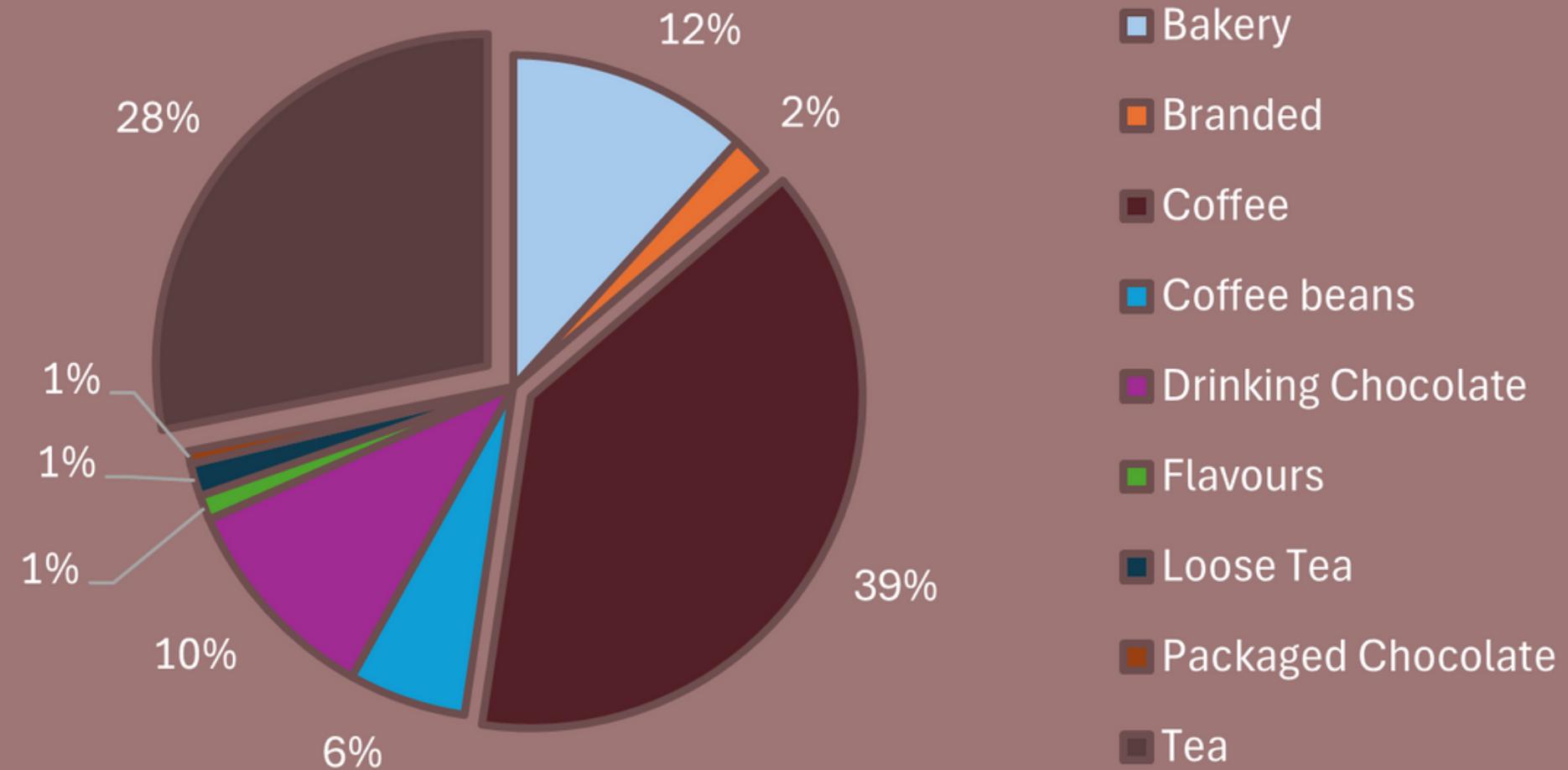
AvgOrder/Person



WHICH PRODUCTS ARE THE BEST-SELLING IN TERMS OF QUANTITY AND REVENUE?

Row Labels	Sum of Total Bills
Bakery	\$82,315.64
Branded	\$13,607.00
Coffee	\$2,69,952.45
Coffee beans	\$40,085.25
Drinking Choco	\$72,416.00
Flavours	\$8,408.80
Loose Tea	\$11,213.60
Packaged Choc	\$4,407.64
Tea	\$1,96,405.95
Grand Total	\$6,98,812.33

Categories % Distribution Based on Sales



- **Coffee** emerged as the best-selling and highest-earning item, followed by **tea, drinking chocolate, and bakery goods.**
- These items contributed significantly to sales, with **coffee leading in both quantity sold and revenue** generated due to its popularity and higher price point.



**THANK
YOU**

