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# Analyzing Sales Data for Coffee Shop

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## Insights from Sales Data Analysis

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# Introduction

This project aims to give clear insights into sales data by analyzing transaction details, finding patterns, and drawing practical conclusions. By making decisions based on data, businesses can improve operations and boost profitability.





# Objectives:

- Understand sales distribution over time.
- Identify peak sales periods.
- Analyze store and product performance.
- Provide recommendations based on insights.





## Data Overview

Dataset includes the transaction date, timestamp and location, along with product-level details.

- Transaction\_id, Transaction\_date, Transaction\_time
- Product\_category, Product\_type, Product\_detail
- Store\_id, Store\_location
- Transaction\_qty, Unit\_price, Total\_bill







## Monthly Sales Distribution

The analysis of monthly sales distribution revealed the following insights:

- Sales increased steadily from January to June.
- June had the highest number of transactions and total revenue.
- February had the lowest number of transactions and revenue.



## MONTHLY SALES



## MONTHLY SALES

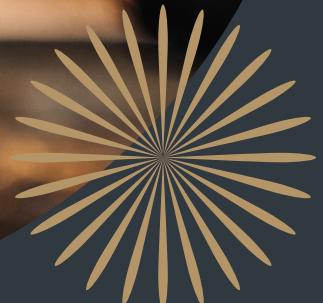




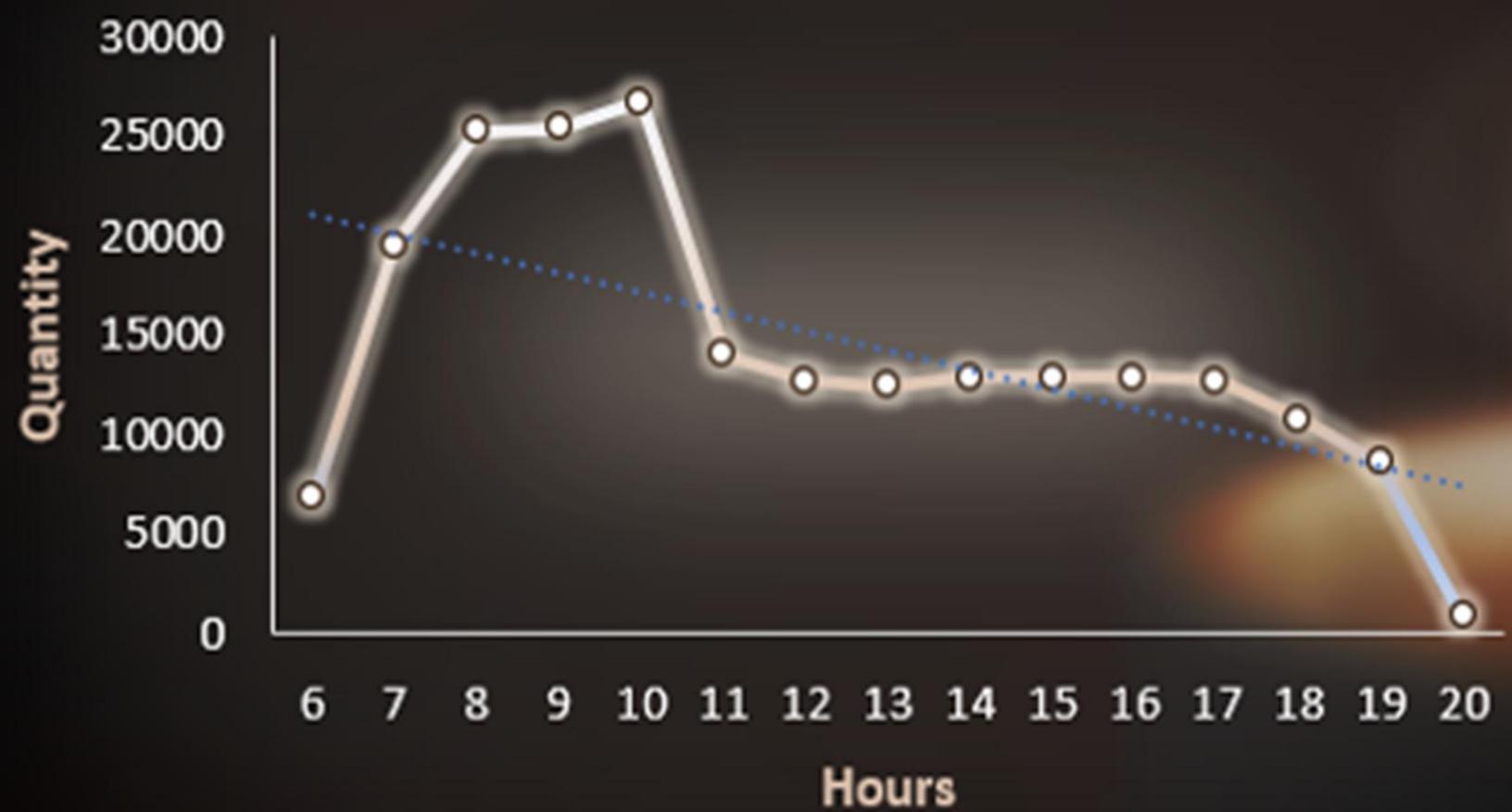
# Sales Patterns by Day and Hour

The sales patterns analysis by day of the week and hour of the day showed:

- Sales are consistent throughout the week, with Friday having the highest number of transactions and Monday generating the highest revenue.
- Sales peak around 8 AM to 10 AM, with the lowest sales occurring at 8 PM.



### QUANTITY ORDERED BASED ON HOURS



### NUMBERS OF SALES BASED ON WEEKDAYS





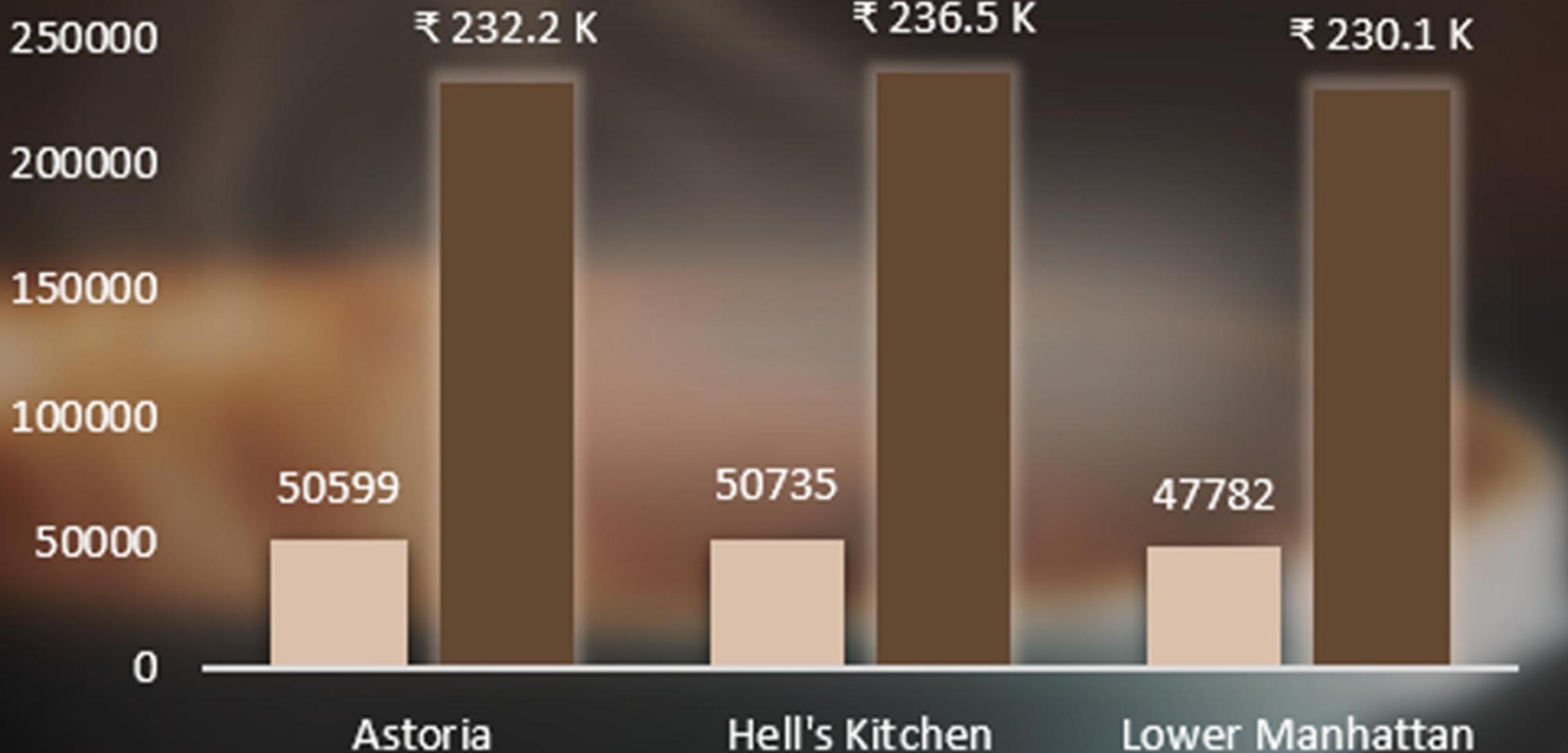
# Store Performance

The performance of different store locations was analyzed:

- Stores varied in the number of transactions and total revenue.
- Comparative analysis of top-performing and underperforming stores provides insights for operational improvements.

## FOOTFALL OVER VARIOUS STORE LOCATIONS

■ Transaction Count ■ Sum of Amount





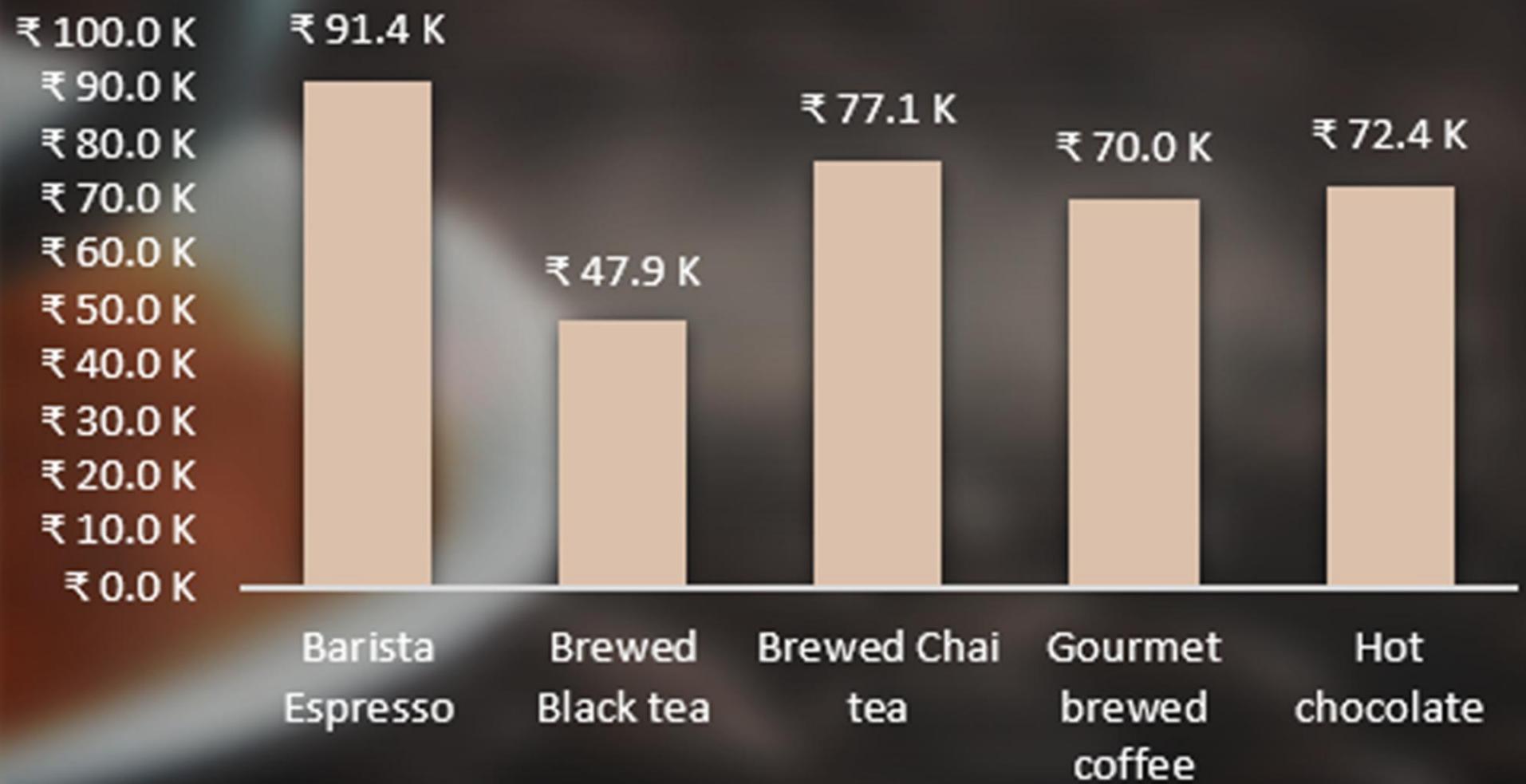
# Product Analysis



The product analysis identified top-selling products and analyzed product categories:

- Top-selling products were identified.
- Analysis of product categories and types helped understand customer preferences.

## TOP 5 PRODUCTS BASED ON SALES

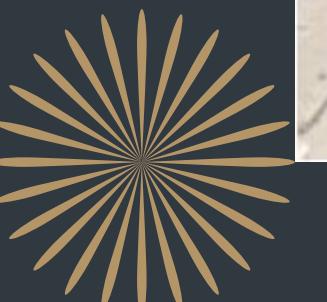




# Conclusion

— Key findings from the analysis include:

- Sales peak during morning hours and are consistent throughout the week.
- Store performance varies significantly, with some stores outperforming others.
- Top-selling products and categories were identified, providing insights into customer preferences.

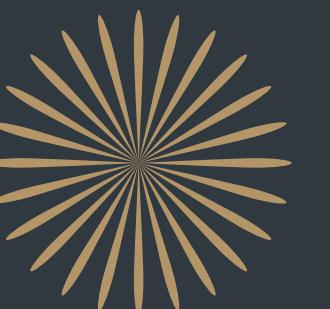




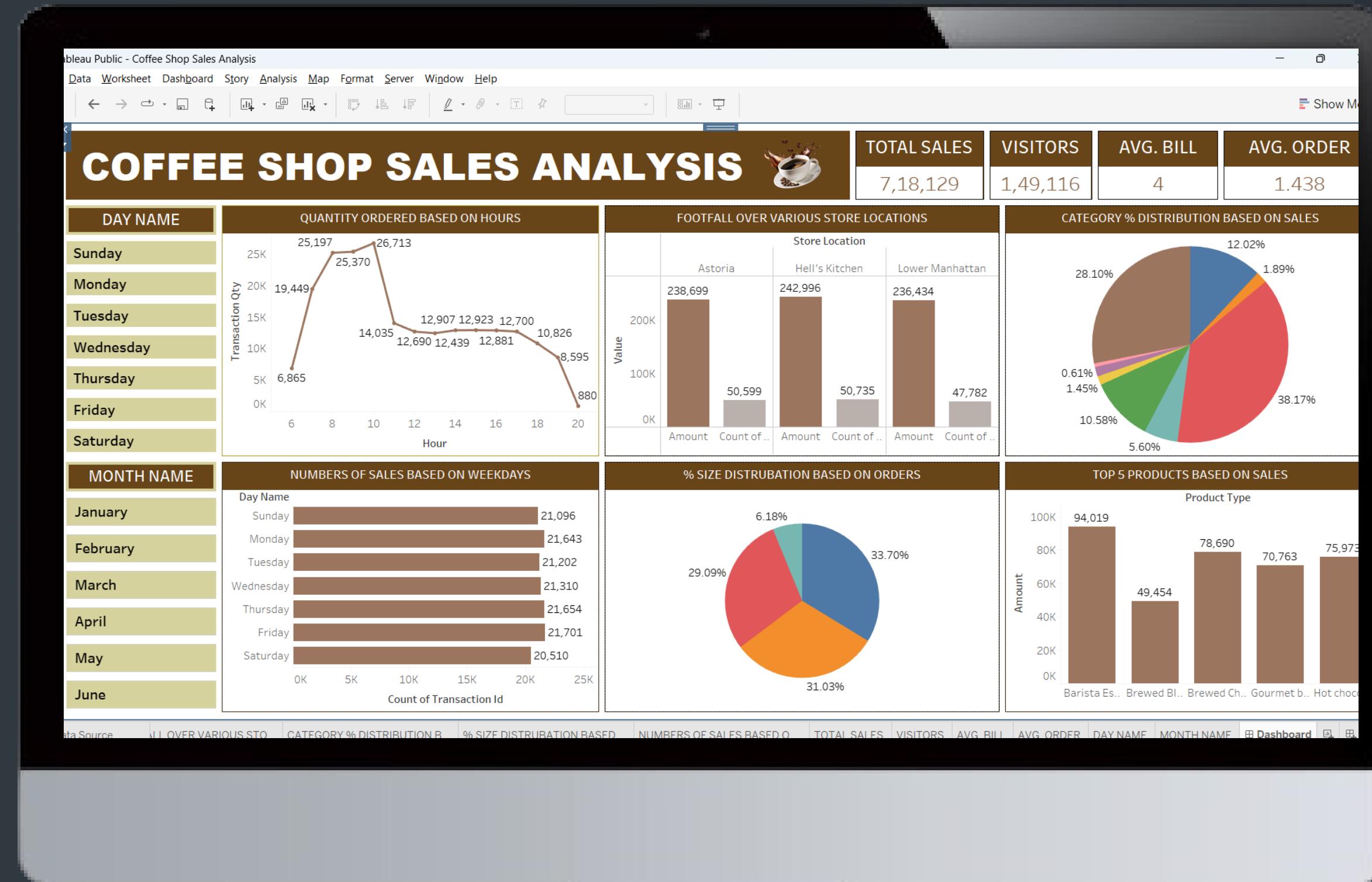
# Recommendations

— Recommendations based on insights:

- Focus marketing efforts on peak sales hours.
- Investigate factors contributing to lower sales on Saturdays.
- Adjust inventory for top-selling products.
- Explore promotional opportunities during identified peak times.



# Dashboard





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End of  
Presentation

Thank You

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