

## **Maven Roasters – Coffee Shop Sales Analysis**

Transaction records for Maven Roasters, a fictitious coffee shop operating out of three NYC locations. Dataset includes the transaction date, timestamp and location, along with product-level details.

### **Recommended Analysis**

- How have Maven Roasters sales trended over time?
- Which days of the week tend to be busiest, and why do you think that's the case?
- Which products are sold most and least often? Which drive the most revenue for the business?

## **About Maven Roasters**

**Maven Roasters** is a fictitious coffee shop brand used for analytical and learning purposes. It operates across **three locations in New York City**: Astoria, Hell's Kitchen, and Lower Manhattan. The available dataset contains transaction-level data, including:

- **Date and time** of purchase
- **Location** of transaction
- **Product details** like item type, category, and sales figures

This data helps simulate real-world business analysis for coffee shop operations.

## **Objective of the Analysis**

The **main objective** of this analysis is to help Maven Roasters understand its **sales performance** and **customer behavior** over time. By answering specific business questions, the goal is to provide **data-driven insights** that can guide better decisions related to:

## **Maven Roasters Sales Analysis Summary**

### **Sales Trend Over Time:**

Sales grew steadily from January (\$81.68K) to June, reaching a total of \$698.81K. This shows strong and consistent growth.

### **Busiest Days:**

Monday and Friday had the highest sales (over ₹101K), possibly because people buy more at the start of the week and before the weekend.

### **Product Performance:**

**Top Sellers:** Barista Espresso, Brewed Chai Tea, and Hot Chocolate generate the most revenue.

**Least Sellers:** Green Beans, Green Tea, and Organic Chocolate perform poorly, indicating low demand.

## **Recommendations:**

### **Expand Inventory and Promotions for Top Sellers**

- Keep Barista Espresso, Brewed Chai Tea, and Hot Chocolate well-stocked.
- Offer combo deals or loyalty rewards on these popular items to further boost sales.

### **Reevaluate or Repackage Low-Selling Items**

- Consider removing Green Beans, Green Tea, and Organic Chocolate from the menu or selling them as part of a limited-time offer to test if demand can be revived.
- You could also gather customer feedback to understand why these aren't performing.

### **Boost Sales on Low Days (Saturday & Sunday)**

- Run weekend specials (e.g., "Buy 1 Get 1 Free" or limited-time seasonal drinks) to increase traffic.
- Consider hosting small events or introducing a "Sunday Brunch Brew" to attract more visitors.

### **Optimize Staff Scheduling**

- Allocate more staff during Monday and Friday peak hours, especially mornings (7–10 AM), based on the hourly sales pattern.
- Use slower hours (after 12 PM) for training, inventory checks, or prep.

With continued monitoring and targeted improvements, Maven Roasters can further optimize its sales performance and customer satisfaction.