

COFFEE SHOP DATA ANALYSIS

PROJECT OBJECTIVE

To analyze retail sales data and generate actionable insights that will enhance the operational and financial performance of the Coffee Shop.

RECOMMENDED ANALYTICAL FOCUS AREAS

1. Sales Trends by Time

- Evaluate sales distribution across days of the week and hours of the day.

2. Peak Sales Periods

- Identify high-traffic time slots to optimize staffing and inventory.

3. Monthly Revenue Analysis

- Track total sales revenue month-over-month to assess growth and seasonality.

4. Location-Based Performance

- Compare sales across different store locations to uncover regional patterns.

5. Customer Spend Metrics

- Calculate average order value per customer to inform pricing and promotions.

6. Top-Selling Products

- Determine best-performing items by quantity sold and revenue generated.

7. Category-Level Insights

- Analyze sales by product category and type to guide assortment strategy