

# Coffee Sales Insights

## Utilising Excel


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# Overview

Coffee, originating in Ethiopia, has a rich history dating back to the 9th century. It has spread globally as a popular beverage for its stimulating effects and social appeal. It gained fame for its unique flavour, caffeine boost, and role in fostering cultural and social interactions, becoming a daily ritual worldwide. Coffee shop sales analysis is vital for understanding customer preferences, optimising inventory, and improving profitability by identifying trends, peak times, and popular products to enhance customer satisfaction and drive business growth.



# Objective

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the sales total revenue for each month?
- How do sales vary across different regions?
- What is the average price/order per person
- Which products are best-selling products in terms of quantity and revenue
- How do sales vary by product category and type





# Key insights

- **Total Revenue:** The overall earnings generated through the sales
- **Total Customers:** The overall count of customers who have visited a coffee shop.
- **Peak Time:** The time of the day at which sales are high
- **Average cost:** The typical revenue generated from each customer.
- **Average Order:** The typical number of orders placed by each customer.





# COFFEE SALES INSIGHTS

Mont...



January

February

March

Region

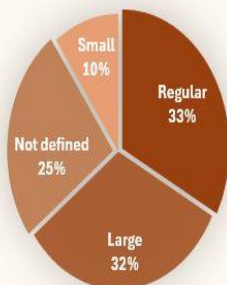


Astoria

Hell's Ki...

Lower M...

## QUANTITY SOLD BY SIZE



\$6,98,812.33

Total Revenue

1,49,116

Total Customers

\$4.69

Average price  
per customer

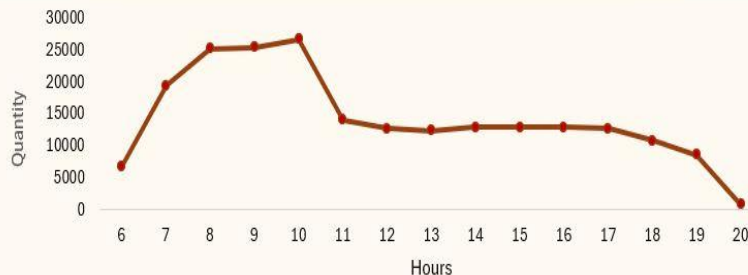
1.44

Average orders  
per custome

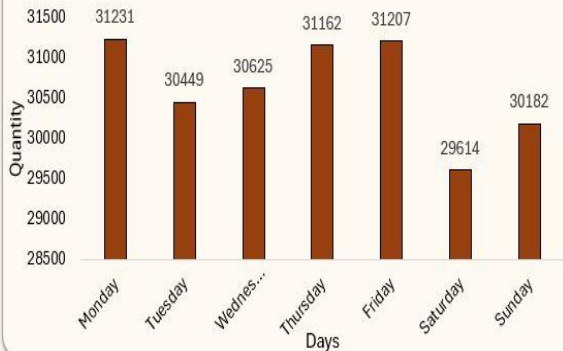
## Top 10 Products By Quantity Sold

Products	Quantity	Revenue
Brewed Chai tea	26250	77082
Gourmet brewed coffee	25973	70035
Barista Espresso	24943	91406
Brewed Black tea	17462	47932
Hot chocolate	17457	72416
Brewed herbal tea	17328	47540
Organic brewed coffee	13012	37747
Drip coffee	12891	31984
Premium brewed coffee	12431	38781
Scone	10465	36866
Grand Total	178212	551788

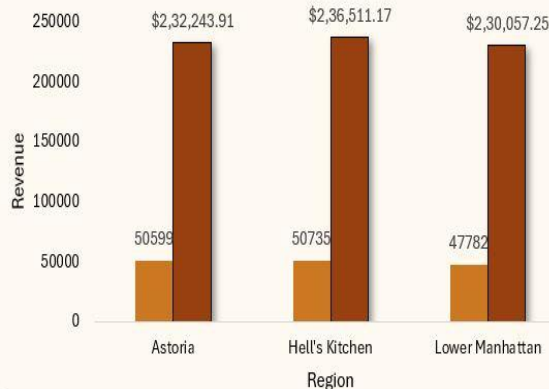
## QUANTITY SOLD BY HOURS



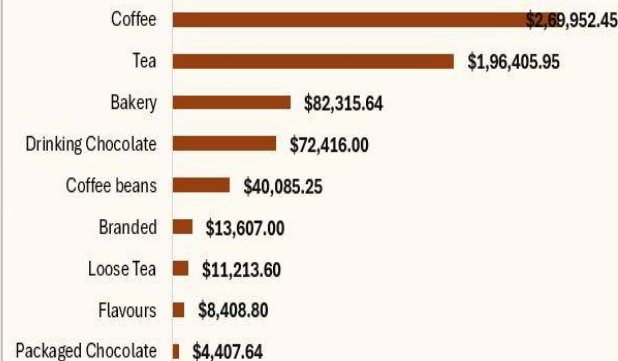
## QUANTITY SOLD BY DAYS



## TOTAL REVENUE AND TOTAL CUSTOMERS BY REGION



## TOTAL REVENUE GENERATED BY DIFFERENT CATEGORIES



Activate Windows

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# Conclusion

- The coffee sales data shows a **total revenue** of \$ **6.98 K** from **149,116 customers**.
- On average, each customer spends \$ **4.96**, averaging **1.44** orders per customer.
- Peak sales occur between **9 AM** and **10 AM**. Sales decline steadily afternoon, with the lowest activity observed in the evening (after 7 PM)
- **Brewed chai Tea** ranks first with 26,250 units sold. Other popular include Gourmet Brewed Coffee and Brista Espresso.
- **Monday** has the **highest** sales volume(31,231 units) closely followed by Friday (31,162 units). Saturday experiences the lowest sales(24,614 units)
- **Hell's Kitchen** generated the **highest** revenue (\$2.26 k)





# Reccomendations

- Focus on peak times: Allocate more resources (e.g., staff, stock)during peak hours (9-10AM) to maximize efficiency and customer satisfaction.
- Regional Strategy: Leverage the success of Hell's Kitchen by replacing strategies in the other regions



# Thanks

**Do you have any questions?**

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# Resources

Did you like the resources in this template? Get them on these websites:

## **Dataset**

Maven Analytics -

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fmavenanalytics.io%2Fproject%2F11565&psig=AOvVaw1w8QIRWJ3KXY5F5i3IOayI&ust=1731777846763000&source=images&cd=vfe&opi=89978449&ved=0CAcQr5oMahcKEwiw9bSt7d6JAxUAAAAAHQAAAAAQBAGuidance>

**Guidance** – Excel Full Project On coffee shop sales by <https://www.youtube.com/@wscubetech>

