Maven Coffee Sales: Data-Driven Insights for Smarter Retail Decisions

Exploring sales data to optimize retail performance and customer engagement.

Project Objectives

Understand Sales Trends

Location and time-based performance insights

Identify High-Performing Products

Top sellers and revenue drivers

Evaluate Customer Behavior

Purchasing patterns and preferences

Provide Actionable Insights

Optimize sales and store operations

Dataset Overview

Source & Period

Maven Coffee Retail Dataset, Jan 2023 to [End Period]

Key Features

- 11 columns: transactions, store, product, pricing

- Over [insert transaction count] transactions

- Multiple categories: Coffee, Tea, Hot Chocolate

Total Revenue & Average Order Value

Total Revenue

$698812.33

representing overall sales volume

Average Order Value (AOV)

$4.69 per transaction indicating spend behavior
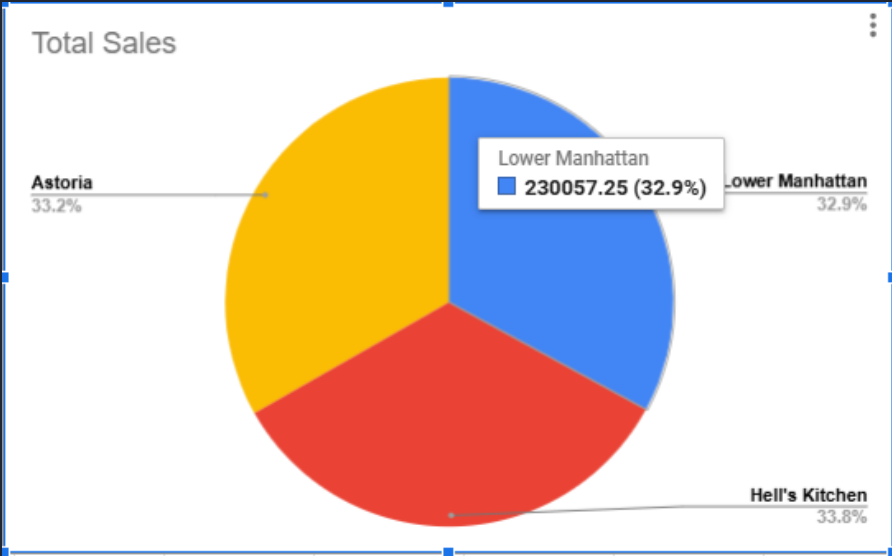
Headline Metrics

Crucial indicators of business health and growth potential

Store Performance

Top Performing Store

Avg Transaction Value by Store

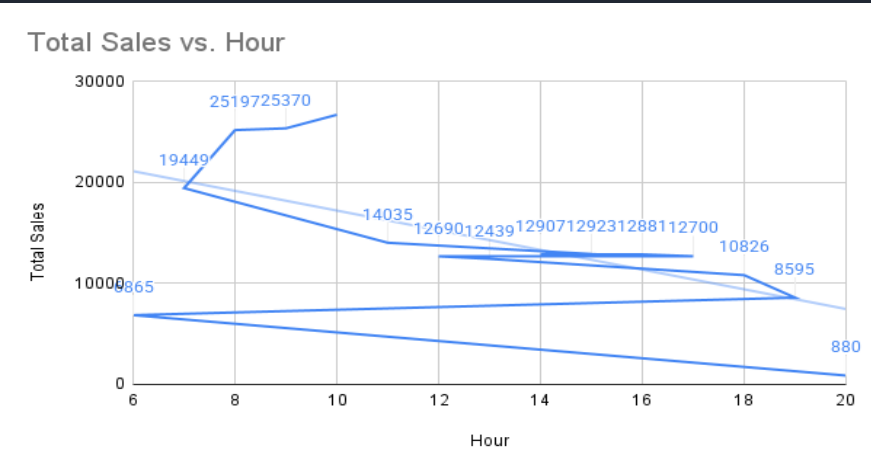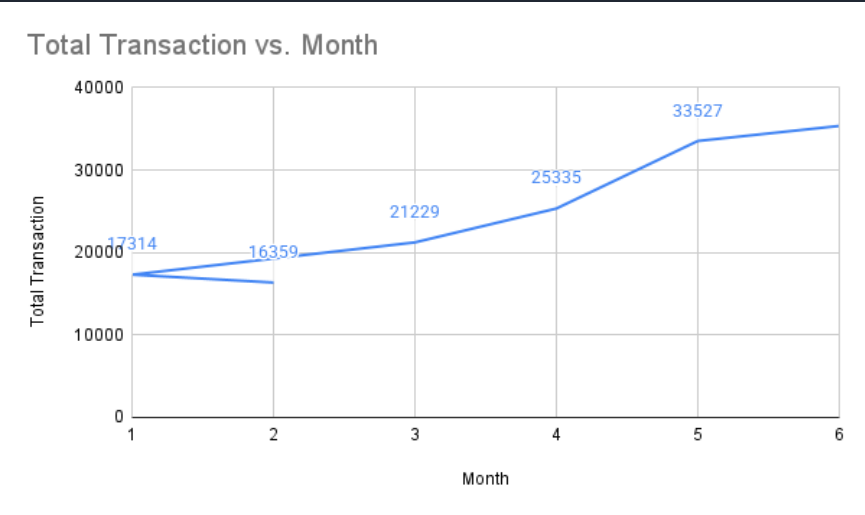| Lower Manhattan	4.81
Hell's Kitchen	4.66
Astoria	4.59

Time-Based Sales Trends

🕐 **Peak Hours**

Most transactions at 10 AM

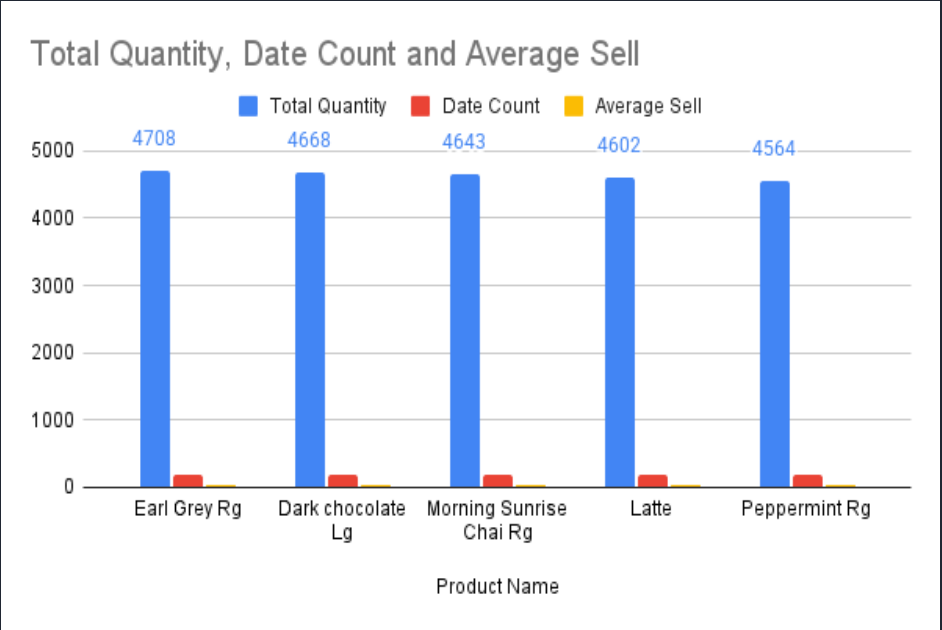📅 **Monthly Trend**

Analyzing stability and seasonality in sales
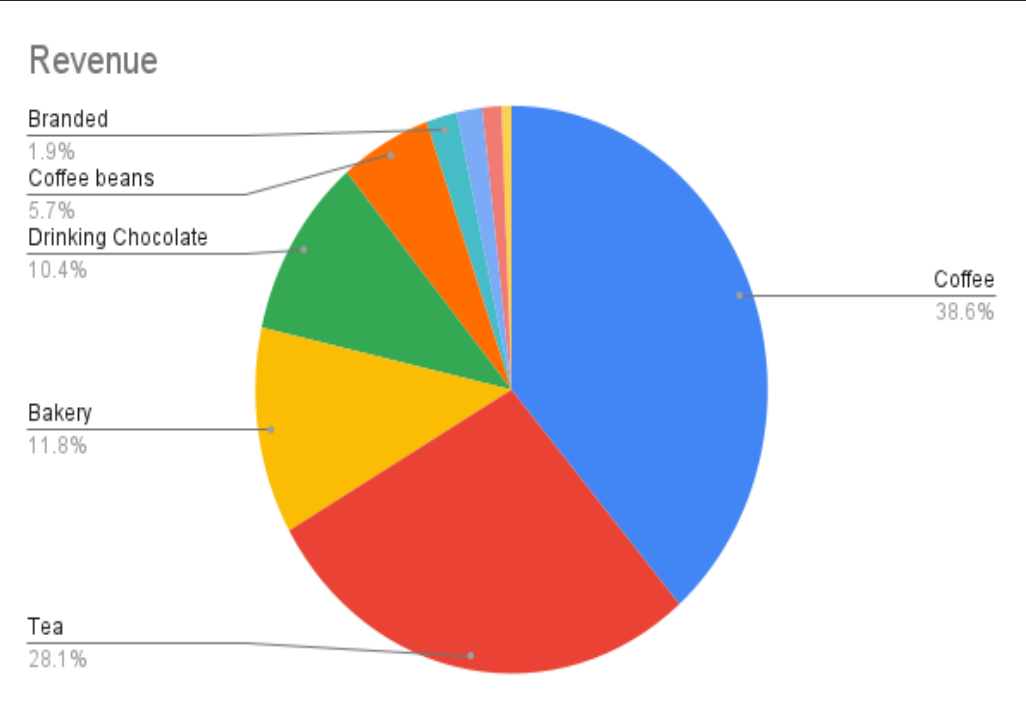
📆 **Day of Week**

Monday and Friday highest sales volume

Total Sales vs. Hour

Total Transaction vs. Month

Total Sales vs. Day Of Week
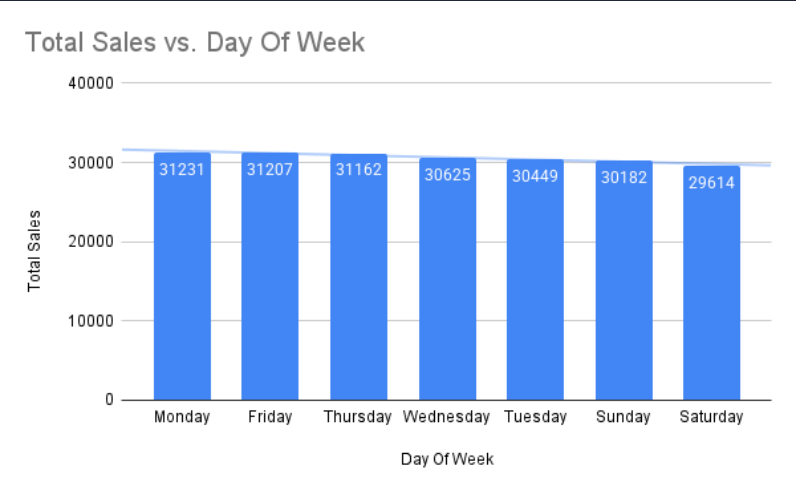
Product Insights

Top Products

Best Categories

Revenue per Unit

Product Name	Revenue Per Unit
Civet Cat	45.00
I Need My Bean! T-shirt	27.89
Organic Decaf Blend	22.61
Ethiopia	21.00
Primo Espresso Roast	20.45
Jamacian Coffee River	19.75
Brazilian - Organic	18.00
Our Old Time Diner Blend	18.00
Columbian Medium Roast	15.00
Espresso Roast	14.75

Customer Behavior (Inferred)

Items per Transaction

$1.44 items averaged

High-Frequency Products

Total Transaction vs. Product Name

Chocolate	3076
Earl Grey Rg	3053
Dark chocolate	3029
Morning	3026
Columbian	3013
Latte	2990
Sustainably	2961
Traditional	2955
Spicy Eye	2951
Peppermint Rg	2949
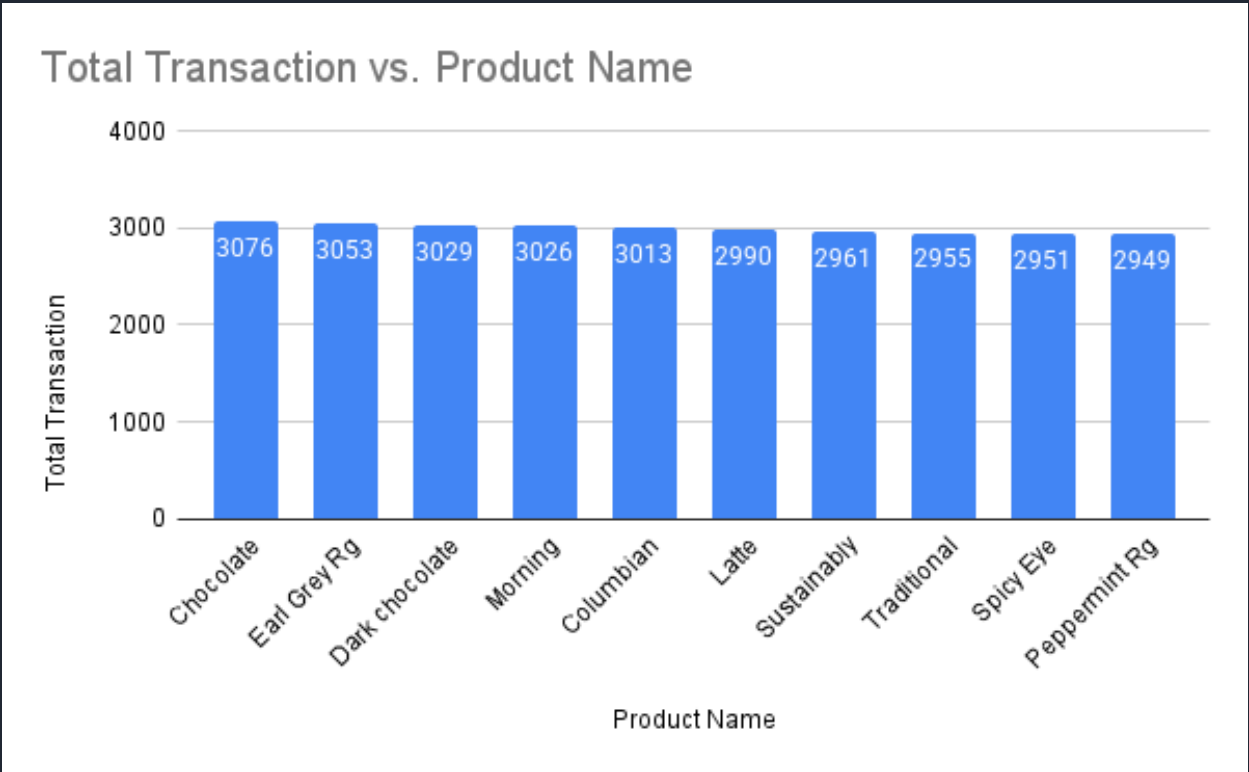
Key Business Takeaways

Focus marketing on top-selling times and days

Promote premium high-revenue products

Tailor strategies to store locations

Use AOV to set free shipping thresholds

Expand offerings in best-selling categories

Next Steps & Recommendations

1

Customer Segmentation

Explore if customer data available

2

Product Bundling

Analyze basket combinations

3

Seasonal Trends

Leverage event-based data

4

Staffing Optimization

Adjust around peak hours

5

Pricing Testing

Adjust low-revenue items

Thank You

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