

COFFEE SHOP SALES ANALYSIS

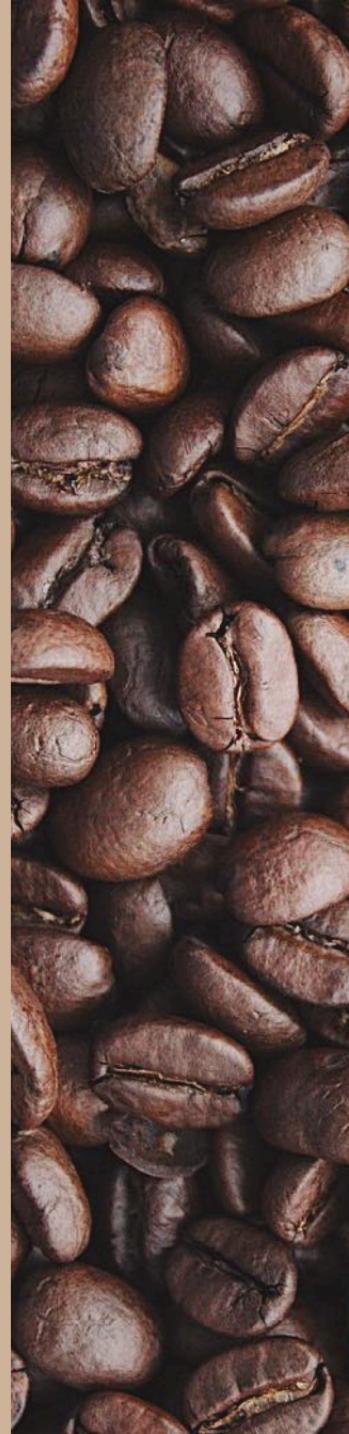
EXCEL DASHBOARD

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OBJECTIVE

**The main objective of
this project is to analyze
retail sales data to gain
actionable insights that
will enhance the
performance of the
Coffee Shop.**





ABOUT DATASET

The dataset contains transaction data from three different store locations Astoria, Lower Manhattan and Hell's Kitchen from January, 2023 to June, 2023. The transactions include purchases of various products such as coffee, tea, drinking chocolate, and bakery items. Customers bought different quantities of items at different prices, with some items being part of a product category or type. The transactions provide insight into the popular products and sales trends at the three store locations during the six months period.

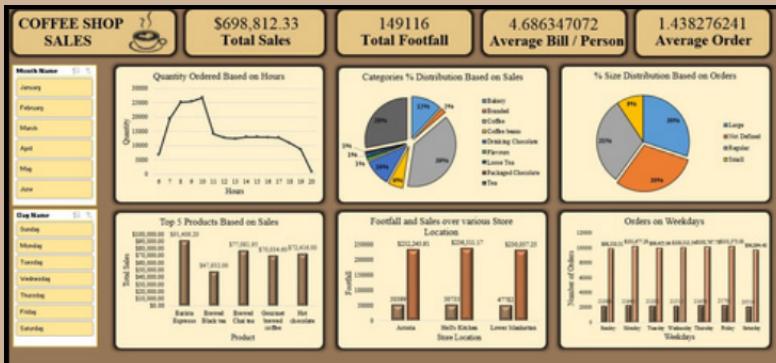


RECOMMENDED ANALYSIS

- 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 total sales revenue for each month?
- How do sales vary across different store locations?
- What is the average price/order per person.
- Which products are the bestselling in terms of quantity and revenue?
- How do sales vary by product category and type?

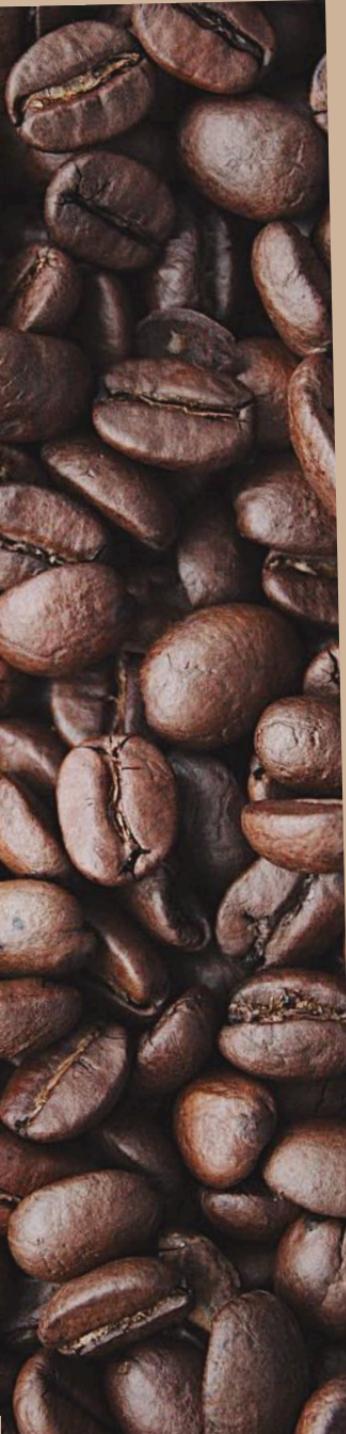


DASHBOARD



The key performance indicators (KPIs) are:

- **Total Sales Revenue: \$698,812.33**
- **Total Footfall: 149,116**
- **Average Transaction Value: Approximately \$4.69**
- **Total Items Sold: 214,470**
- **Most Sold Product Category: Coffee**



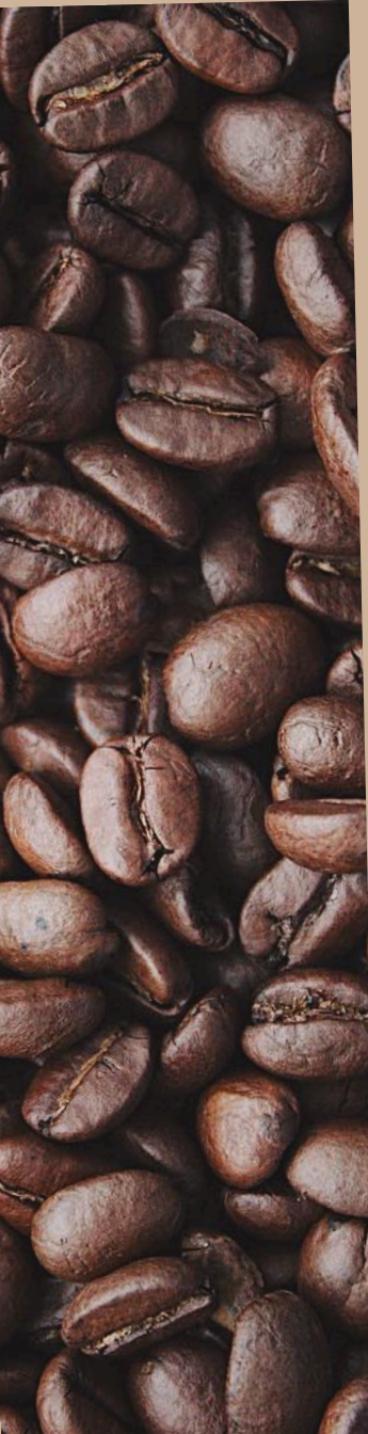
KEY INSIGHTS

Sales Variation by Day and Time: -

- The data covers sales transactions from January 1, 2023 to June 30, 2023.
- There appear to be peak sales periods in the mornings and early afternoons with the busiest hours being between 7 AM and 3 PM.
- Sales seem to be higher on weekdays compared to weekends, suggesting the coffee shop's customer base is primarily made up of local workers and commuters.

Sales Variation by Location: -

- The coffee shop has three locations - Lower Manhattan, Hell's Kitchen, and Astoria.
- Sales seem to be highest at the Lower Manhattan location, followed by Astoria and Hell's Kitchen.



Top Selling Products: -

- The best-selling products by quantity appear to be :- Coffee (various types and sizes).
- The top revenue-generating products include: - Barista espresso drinks (lattes, cappuccinos)

Sales by Product Category:

- Coffee is the highest selling category, accounting for a significant portion of the transactions.
- Tea, bakery, and drinking chocolate also see strong sales.



RECOMMENDATIONS

- Consider adjusting prices for high-margin items like specialty coffee drinks, tea, and premium bakery offerings.
- Identify the busiest time periods (e.g., weekday mornings, weekends) and ensure adequate staffing and inventory to meet demand.
- Implement a customer loyalty program to encourage repeat business and gather valuable data on customer preferences.
- Explore opportunities to offer customization options (e.g., syrup flavors, milk choices) to improve the customer experience.



THANK YOU

