

# COFFEE SHOP SALES

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DATA ANALYSIS PROJECT



# **Objective STATEMENT**

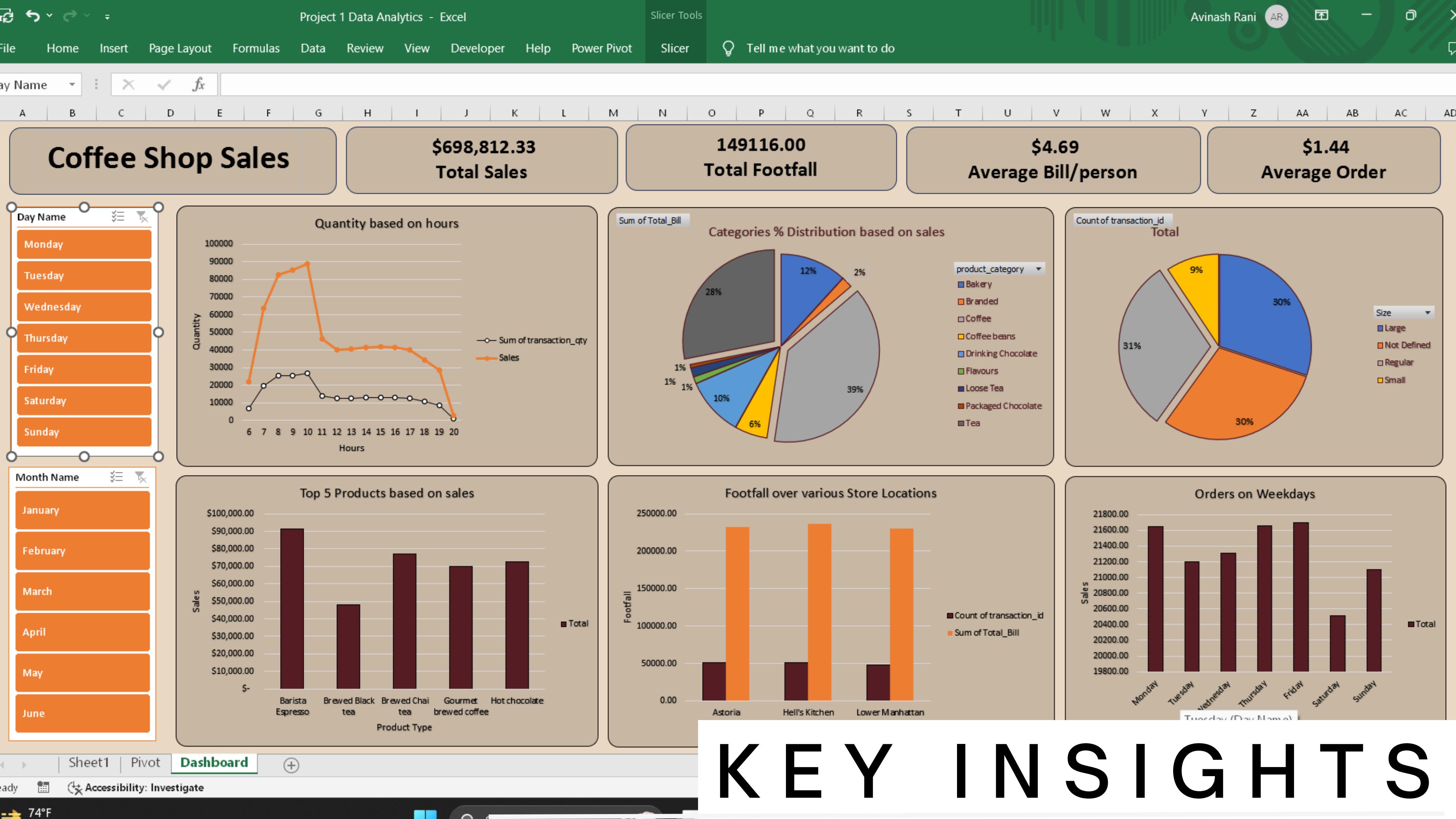
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The main objective of this project is to **analyze retail sales** data to **gain actionable insights** that will **enhance the performance** of the Coffee Shop.

# Questions to A N S W E R

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- 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 best selling in terms of quantity and revenue?
- How do **sales vary by product category** and type?



# **KEY PERFORMANCE INDICATORS**

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**TOTAL SALES: \$698,812.33**

**FOOTFALL: 149116.00**

**AVERAGE ORDER/PERSON: \$4.69**

**AVERAGE ORDER: \$ 1.44**

# INSIGHTS

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- People Drank coffee more on Mondays and less on Saturdays.
- Revenue was increasing monthly from Jaunary to June.
- Coffee was the highest selling product of the shop
- Barista Espresso was the highest selling product
- Hell's Kitchen store location was the most profitable
- People prefer Regular size rather than large or small
- Brazilian coffee had highest transaction count

# THANK YOU