

A high-quality, close-up photograph of coffee-related items on a dark wooden surface. In the upper right, a clear glass coffee grinder is partially filled with finely ground coffee. Scattered across the wooden surface are numerous dark brown, roasted coffee beans. In the lower left, a white ceramic cup is filled with a frothy, light brown coffee beverage. The overall lighting is warm and focused, creating a cozy and inviting atmosphere.

Coffee Shop

Sales

Analysis

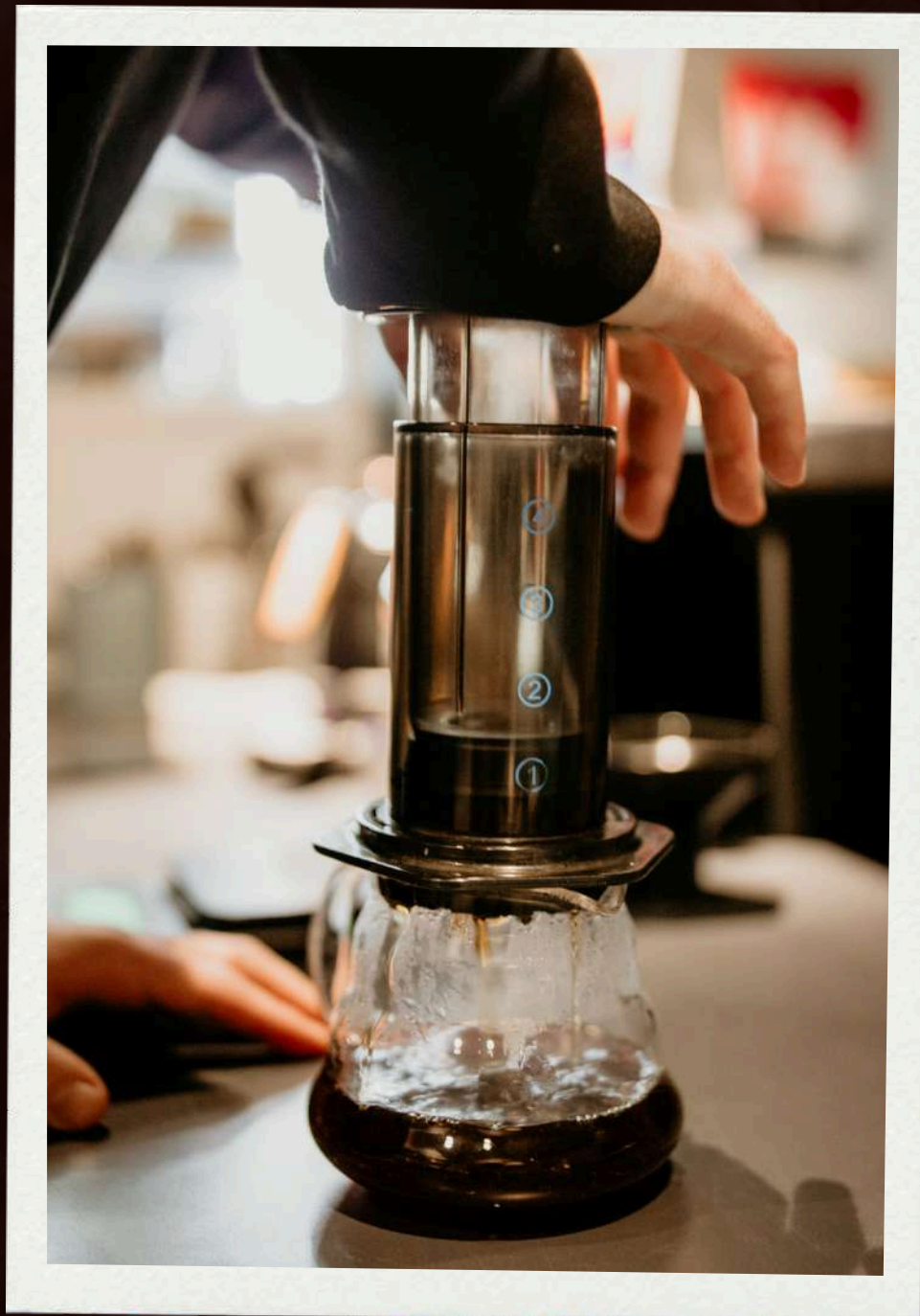
by Ratnala Pooja Chowdary



Leveraging Data for Strategic Insights and Growth

Welcome to the Coffee Shop Sales Analysis project presentation. In today's competitive market, understanding and leveraging data is crucial for optimizing business performance and achieving sustainable growth. This project focuses on analyzing sales data from our coffee shop to uncover valuable insights that will drive strategic decisions and enhance operational efficiency.

- Identify peak sales periods and adjust staffing and inventory levels accordingly.
- Identify top-performing products and categories to maximize revenue.
- Reduce waste and optimize inventory management to minimize costs and enhance profitability margins.
- Provide actionable insights to management for strategic planning and resource allocation.



How do sales vary by day of the week and hour of the day?

Monday	\$	1,01,677.28
Tuesday	\$	99,455.94
Wednesday	\$	1,00,313.54
Thursday	\$	1,00,767.78
Friday	\$	1,01,373.00
Saturday	\$	96,894.48
Sunday	\$	98,330.31

6	6865
7	19449
8	25197
9	25370
10	26713
11	14035
12	12690
13	12439
14	12907
15	12923
16	12881
17	12700
18	10826
19	8595
20	880

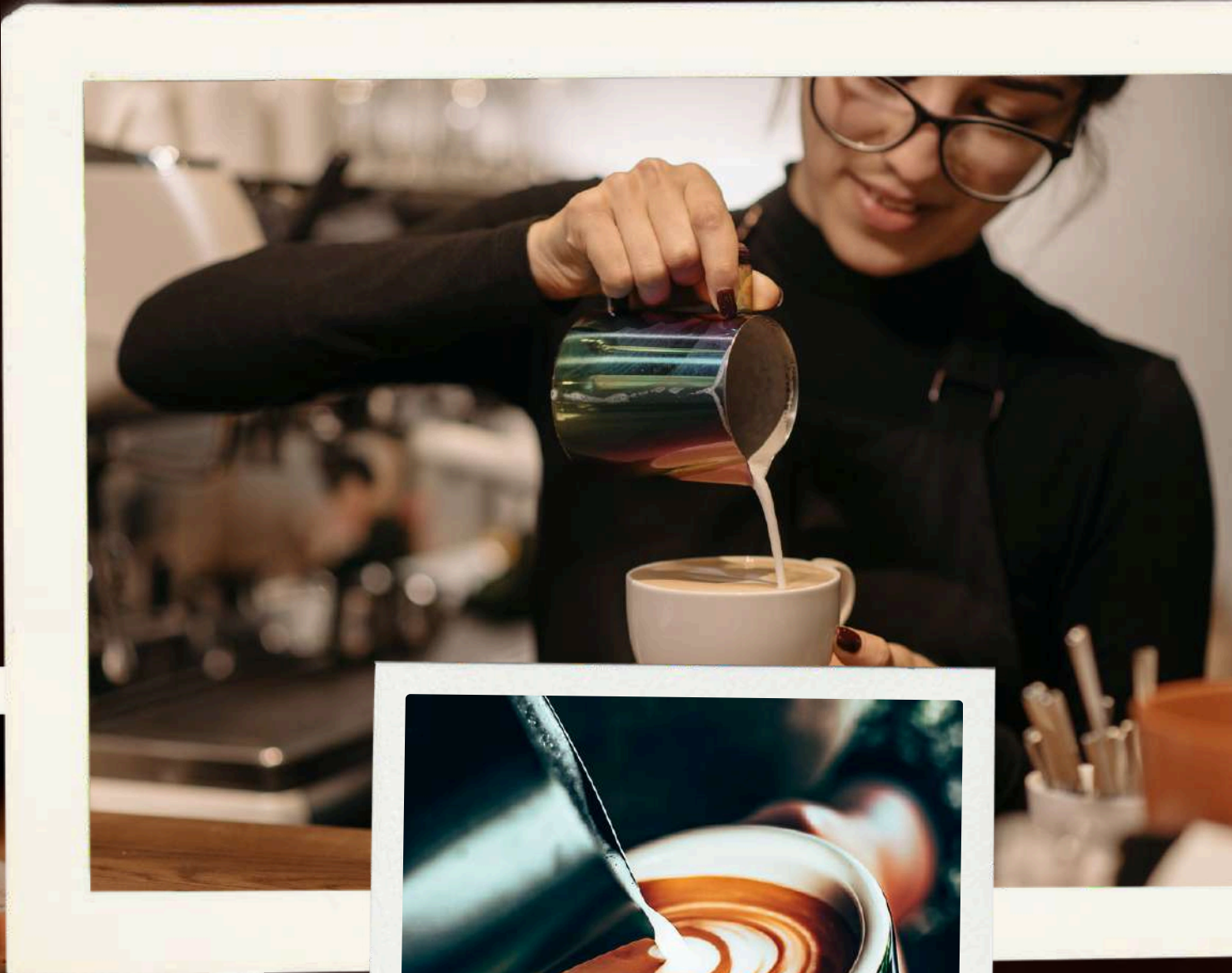


Are there any peak times for sales activity?

Typically between 8:00 AM to 11:00 AM,

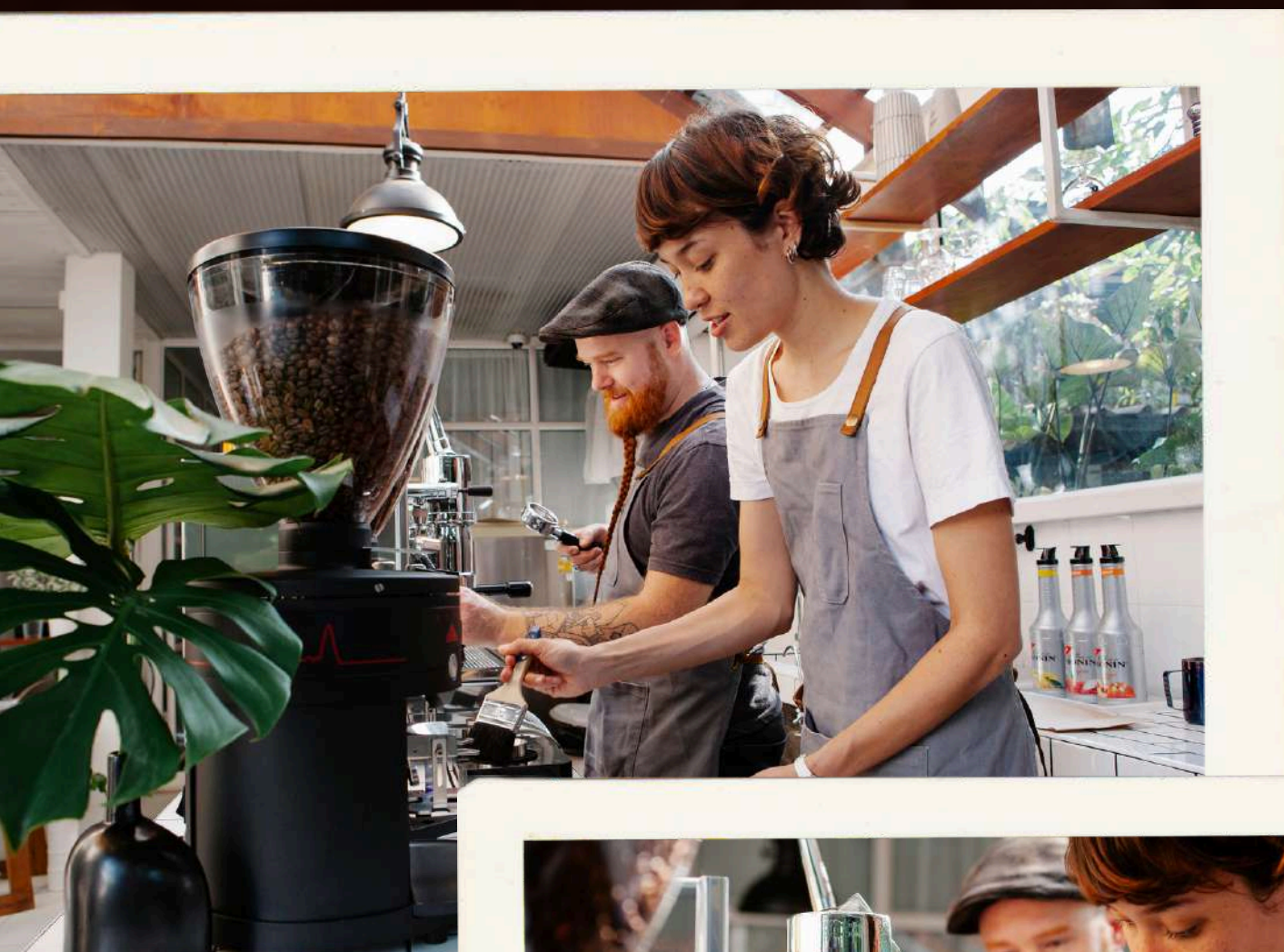
What is the total sales revenue for each month?

January	\$	81,677.74
February	\$	76,145.19
March	\$	98,834.68
April	\$	1,18,941.08
May	\$	1,56,727.76
June	\$	1,66,485.88





How do sales vary across different store locations?



Astoria	\$	2,32,243.91
Hell's Kitchen	\$	2,36,511.17
Lower Manhattan	\$	2,30,057.25



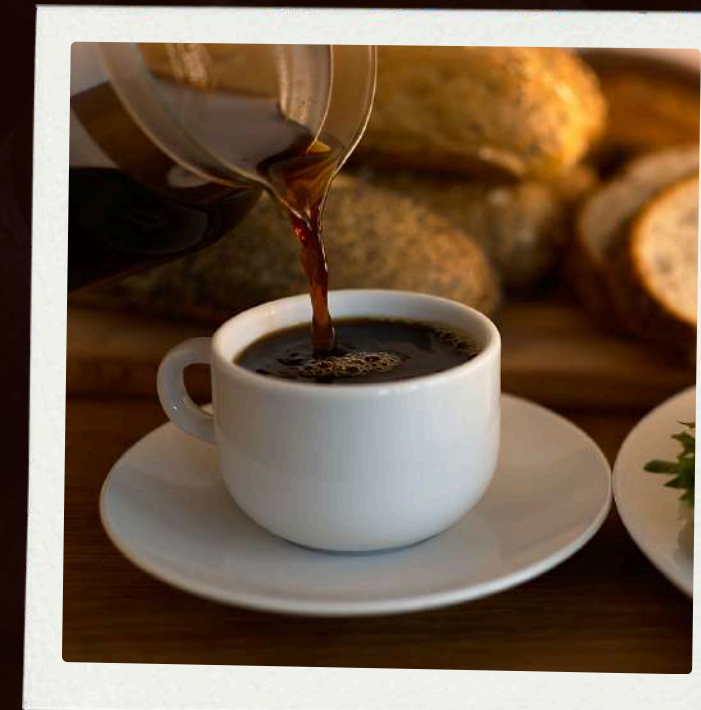
what is the average price/order per person

average price/order per person is 1.4



Which products are the best selling in terms of quantity and revenue?

The best selling products are Barista Espresso, Brewed Chai Tea, Hot Chocolate



How do sales vary by product category and type?

Bakery	\$	82,315.64
Branded	\$	13,607.00
Coffee	\$	2,69,952.45
Coffee beans	\$	40,085.25
Drinking Chocolate	\$	72,416.00
Flavours	\$	8,408.80
Loose Tea	\$	11,213.60
Packaged Chocolate	\$	4,407.64
Tea	\$	1,96,405.95

Barista Espresso	\$91,406.20
Brewed Black tea	\$47,932.00
Brewed Chai tea	\$77,081.95
Gourmet brewed coffee	\$70,034.60
Hot chocolate	\$72,416.00



Thank You



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