



# COFFEE SALES DATA ANALYSIS





# Introduction to Problem Statement

Coffee sales have increased due to growing demand.

This analysis focuses on :

- 1) Identifying top-performing coffee products
- 2) Analyzing sales patterns across time
- 3) Gaining actionable insights to improve revenue

Objective: Optimize sales strategies using data-driven insights



# Introduction to Problem Statement

Dataset Includes :

Coffee types (Espresso, Latte, Cappuccino, etc.)

Sales revenue and time-based trends

Monthly, daily, and hourly sales patterns

Goal: Use data to understand sales performance



# Introduction to Problem Statement

Key Questions :

- Which coffee products generate the most revenue?
- How do sales vary by time (day, week, month)?
- What are the seasonal sales trends?

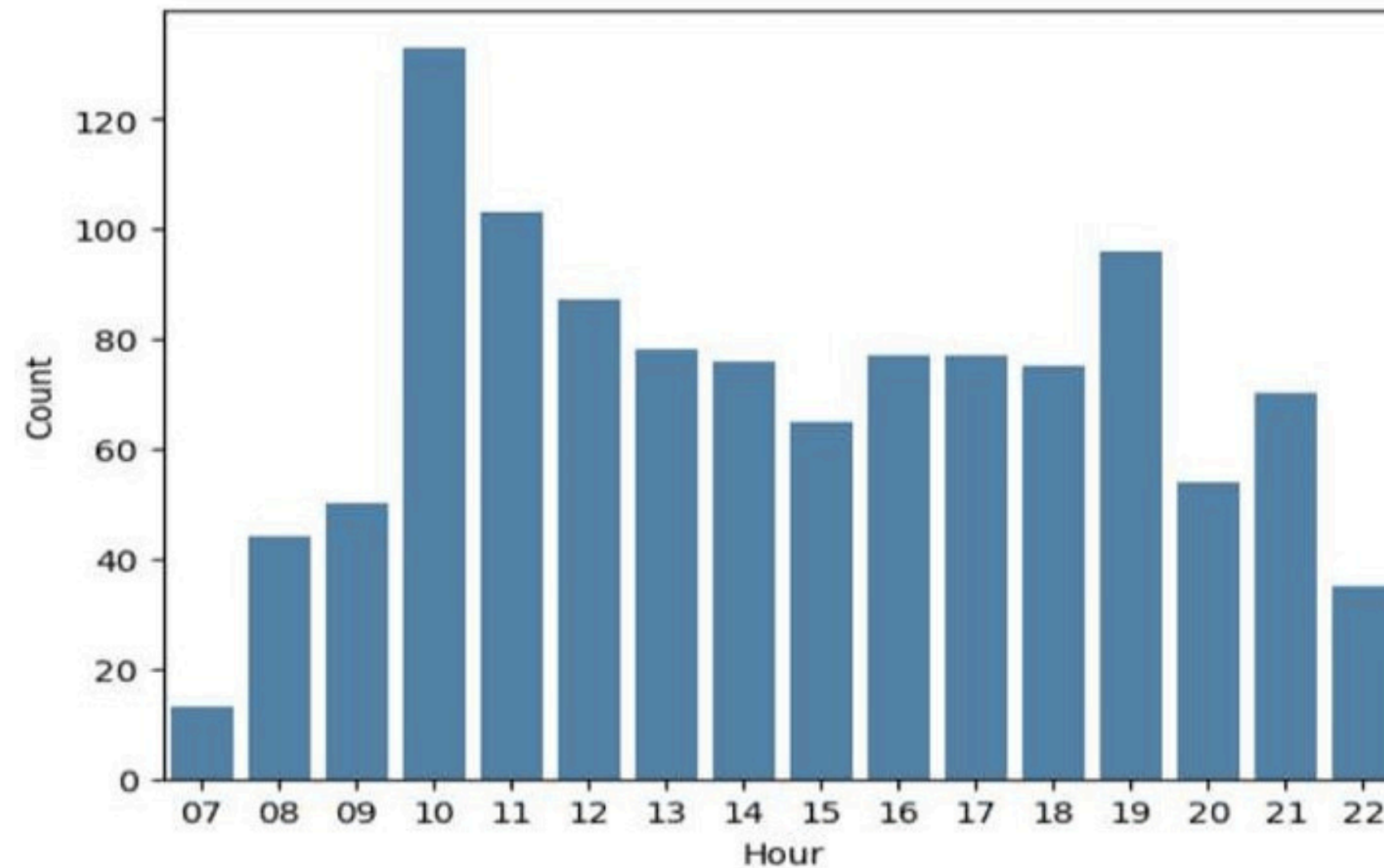
### Techniques Used to Solve the Problem

1. Data Preprocessing:  
Cleaning and organizing data  
Handling missing and duplicate values  
Addressing outliers

### Techniques Used to Solve the Problem

2. Exploratory Data Analysis:  
Visualized data trends using charts  
Aggregated sales data by time  
Explored patterns to identify key drivers of revenue

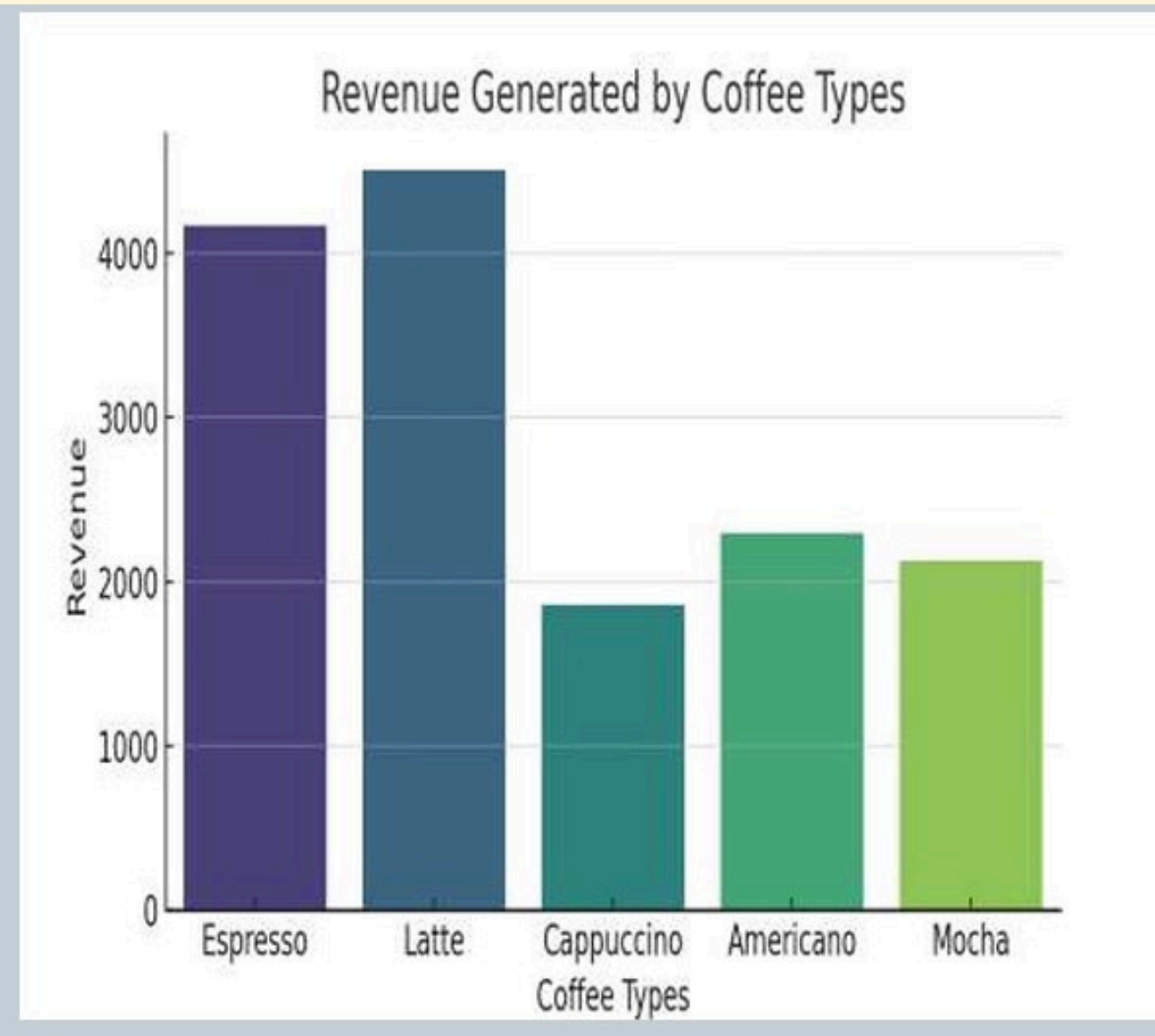
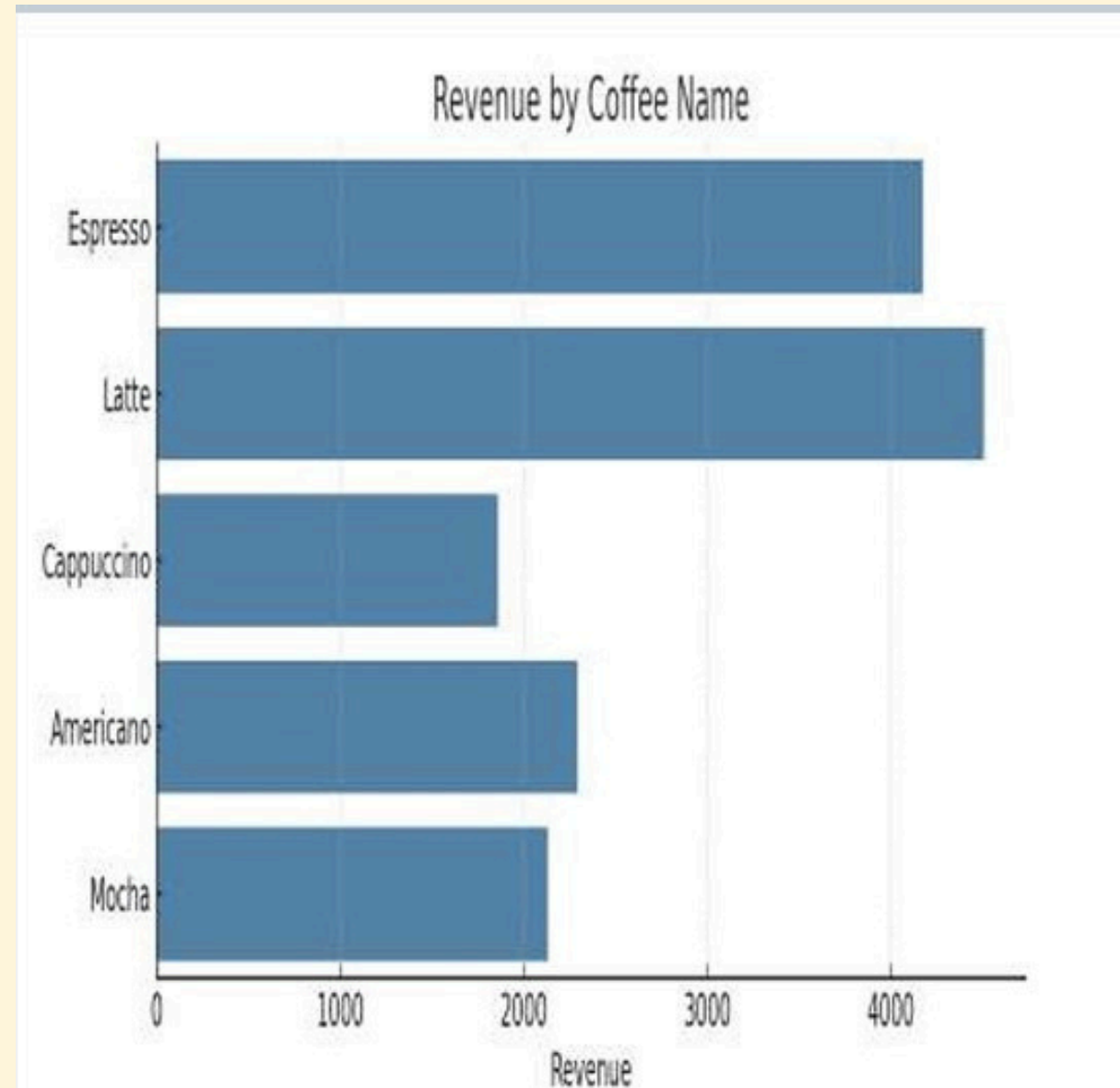
# Results and Output



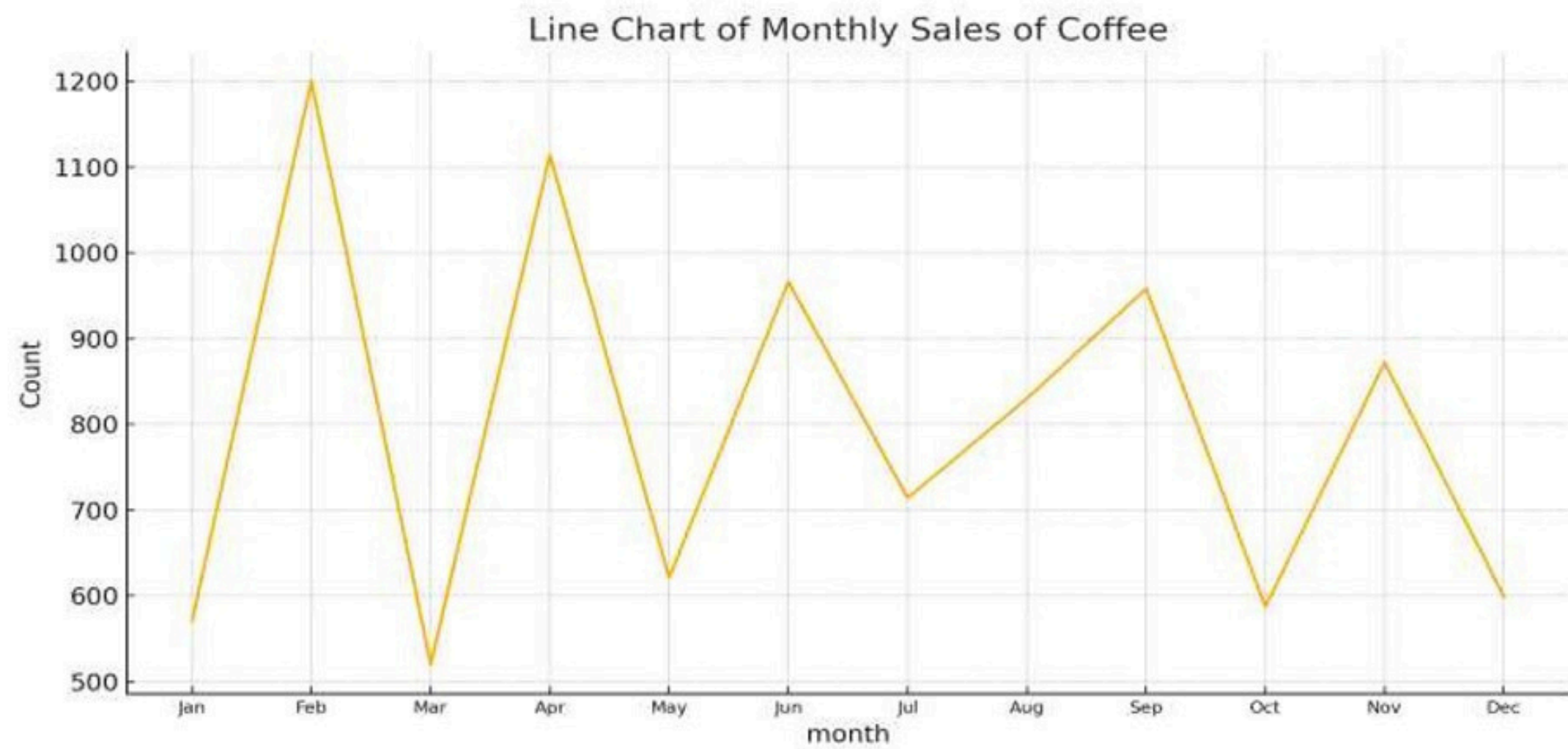
Overall, two peak hours within each day can be observed: 10:00am and 7:00pm.

**Notably, all products experience a peak in traffic around 10:00 AM, with this trend being particularly pronounced for Latte. Additionally, Cappuccino, Cocoa, and Hot Chocolate tend to be more popular during the evening hours, specifically between 6:00pm and 8:00pm**









Bar Plot of Weekday Sales of Coffee

