

Coffee Shop Sales Analysis Using Excel

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 .





Recommended Analysis



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



Conclusions:



The sales is highest for the hours “8”, “9”, and “10” AM during the day.



Total sales revenue for each month is as following :

Month Name	Sales In \$
Jan	81,677.74
Feb	76,145.19
Mar	98,834.68
Apr	1,18,941.08
May	1,56,727.76
Jun	1,66,485.88





Avg. Order Per Person is “1.44” !



Avg. Price Per Person is “4.71” !



“Barista Espresso” Coffee is best in terms of revenue.



“Gourmet Brewed” Coffee is best in terms of quantity.



You can see variation of sales by day of week and hours of the day by clicking on the slicers.



How sales vary across different locations can be seen clearly from the last chart in Dashboard.

DASHBOARD



Coffee Shop Sales



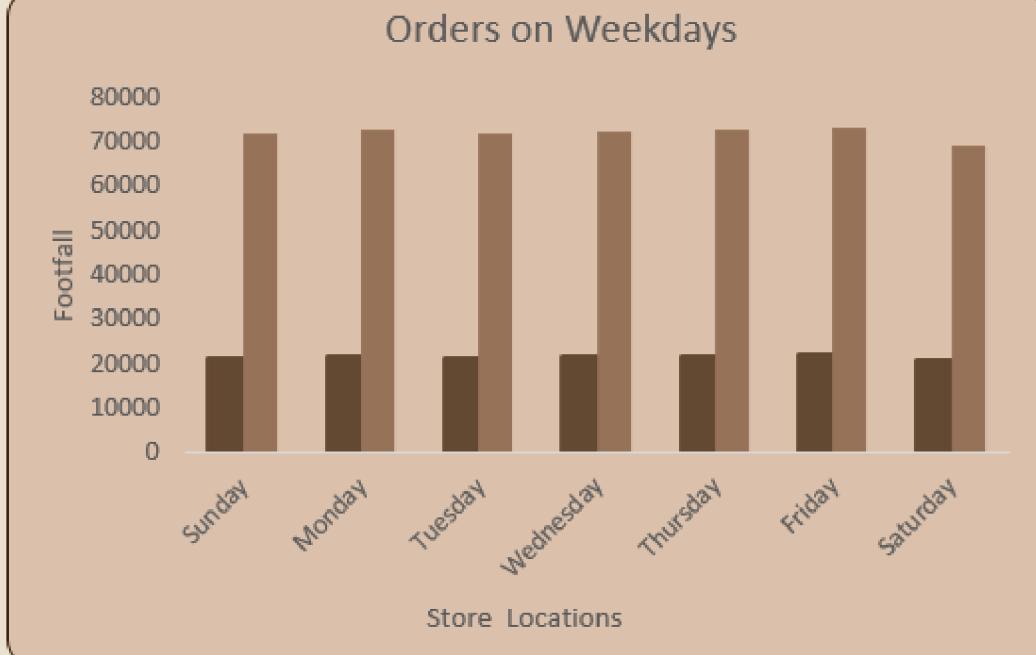
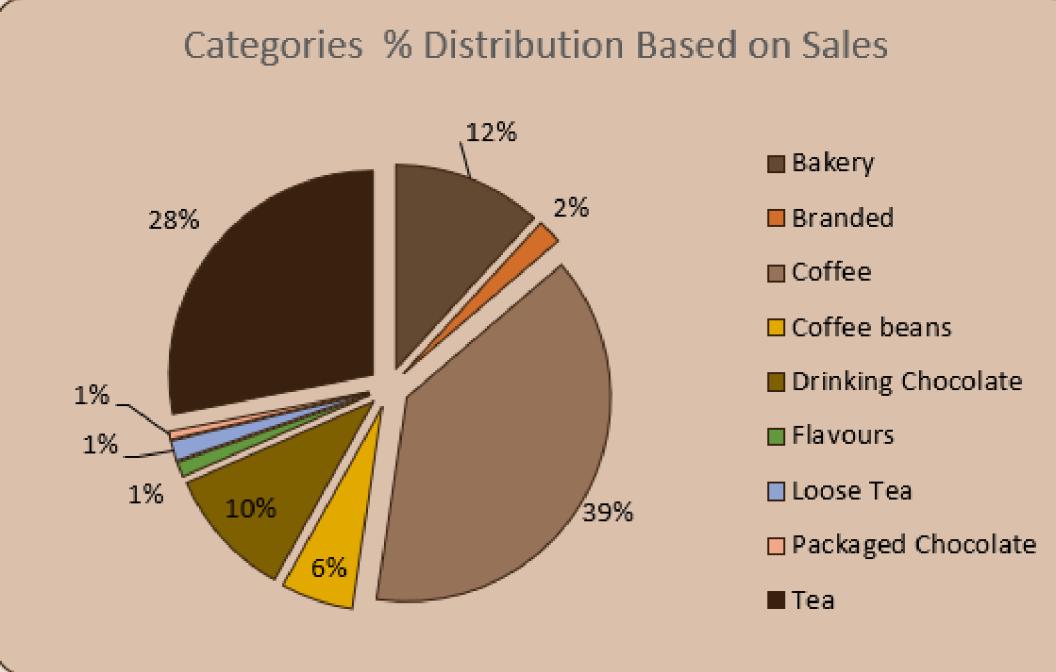
Total Sales
\$ 6,98,812.33

Total Footfall
149116

Avg Bill/Person
4.69

Avg Order/Person
1.44

Month Name	Filter
January	
February	
March	
April	
May	
June	



Day Name	Filter
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

