

Coffee Shop Sales Analysis and Solution

Q-1 How do sales vary by day of the week ?

ANS:- Thursday has the highest number of sales and Saturday has the least sales. It means people are preferring coffee on working days rather than weekends.

Q-2 Are there any peak time for sales activity ?

ANS:- yes, between 10 -11 A.M it is the peak time for sales activity.

Q-3 What is the total sales revenue for each month?

ANS:- June has the highest sale with total revenue of \$ 1,66,485.

May - \$ 1,56,727

April - \$ 1,18,941.

March -\$ 98,834.

February - \$ 76,145

January - \$ 81,677

Q-4 How do sales vary on different store locations?

ANS:- Hell's kitchen has the highest number of sales. After that Astoria then Manhattan.

Q-5 What is the average bill per person?

ANS:- \$4.69.

Q-6 Which product are best selling in terms of quantity and revenue?

ANS:- Coffee is the best selling in terms of quantity and revenue with sales of \$ 2,69,952.

Q-7 Highest selling Product type?

ANS:- Barista Espresso - \$ 91,406.

INSIGHTS

Coffee shop Should focus more on Thursday at 10-11 A.m by offering them coupons or discount.

They have to focus more on Barista espresso coffee.

They have to focus on summer season.