

Coffee Shop Sales Analysis

Objective :

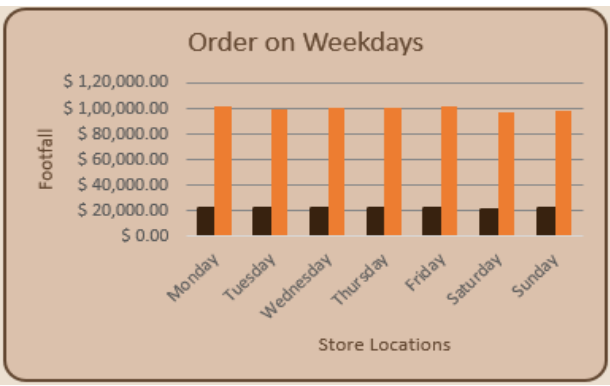
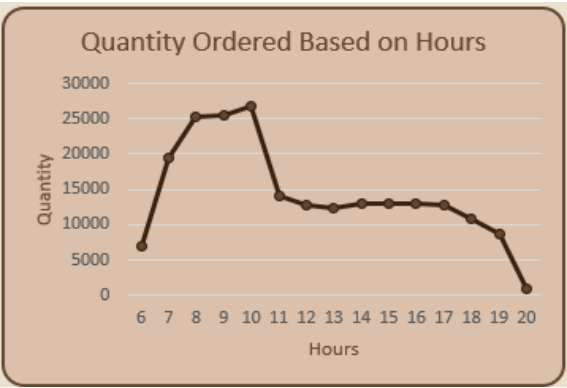
To analyze the sales data and gain insights into sales performance, customer behaviour, and product demand.

Key Questions and Insights :

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

Answer:

Sales are highest during the **morning hours (8 AM - 10 AM)**, as this is the peak time for coffee and breakfast purchases. Among the days of the week, **Friday** has the highest footfall of **21,701** and sales of **\$1,01,373.00**, closely followed by **Monday** and **Thursday**, making them the busiest days. Other weekdays see comparatively lower sales and footfall. This pattern reflects customer behaviour influenced by work routines and social activities.



2. Are there any peak times for sales activity ?

Answer:

Peak sales occur between **8 AM and 10 AM** across all days, coinciding with morning coffee rush hours. A smaller peak is observed around **3 PM**, possibly during tea/coffee breaks.

3. What is the total sales revenue for each month?

Answer:

Month	Revenue
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$118,941.08
May	\$156,727.76
June	\$166,484.88

The data shows a steady increase in sales from January to June, **with June being the most profitable month**.

4. How do sales vary across different store locations?

Answer:

Hell's Kitchen: \$2,36,511.17

Astoria: \$2,32,243.91

Lower Manhattan: \$2,30,057.25

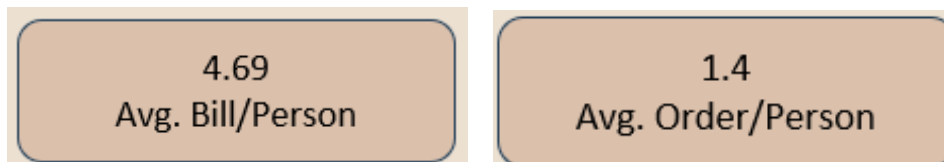
Hell's Kitchen is the top-performing store in terms of revenue, but all three locations show similar footfall.



5. What is the average price/order per person?

Answer:

The **average bill per person** is **\$4.69**, and the **average orders per person** are **1.4 items**, indicating small-ticket purchases are common.



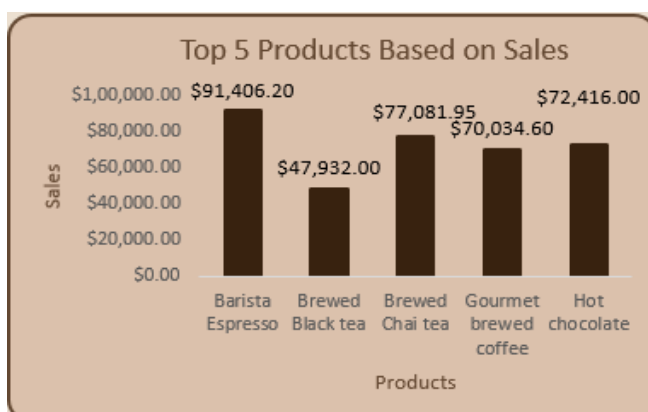
6. Which products are the best-selling in terms of revenue?

Answer:

Top Products by Revenue:

- Barista Espresso: \$91,406.20

- Brewed Black Tea: \$77,081.95

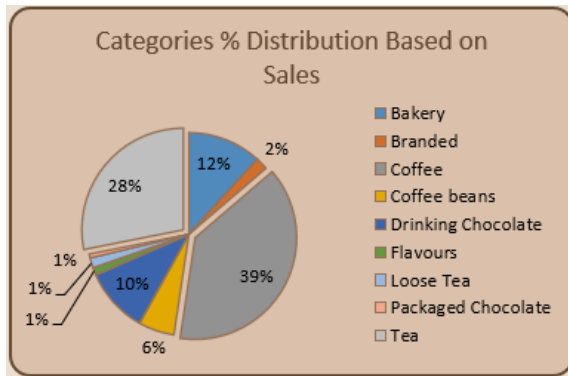


7. How do sales vary by product category and type?

Answer:

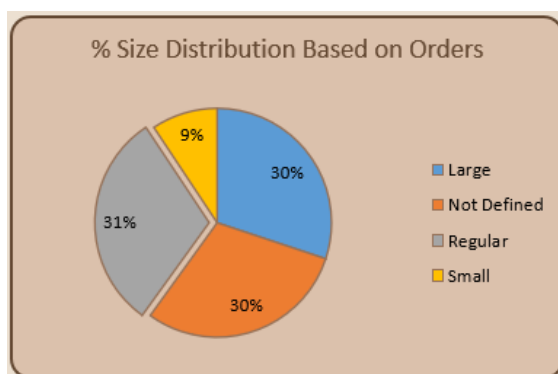
Product Category:

- **Coffee** contributes 39% to total sales, which is the highest percentage among product categories.
- **Bakery items** contribute 28%, making them the second-largest contributor to sales.



Product type (Based on Size):

- **Large** size products contribute 30% of the sales.
- **Not defined** size products also contribute 30% of the sales.
- **Regular** size products contribute 31%, which is slightly higher than both large and not defined categories.
- **Small** size products contribute only 9% of the sales, which is the lowest among the product details.



Conclusion :

This analysis highlights peak hours, high-performing stores, top-selling products, and customer behaviour trends. It can be used for strategic planning, such as targeted promotions during peak hours and stock optimization for best-selling products.