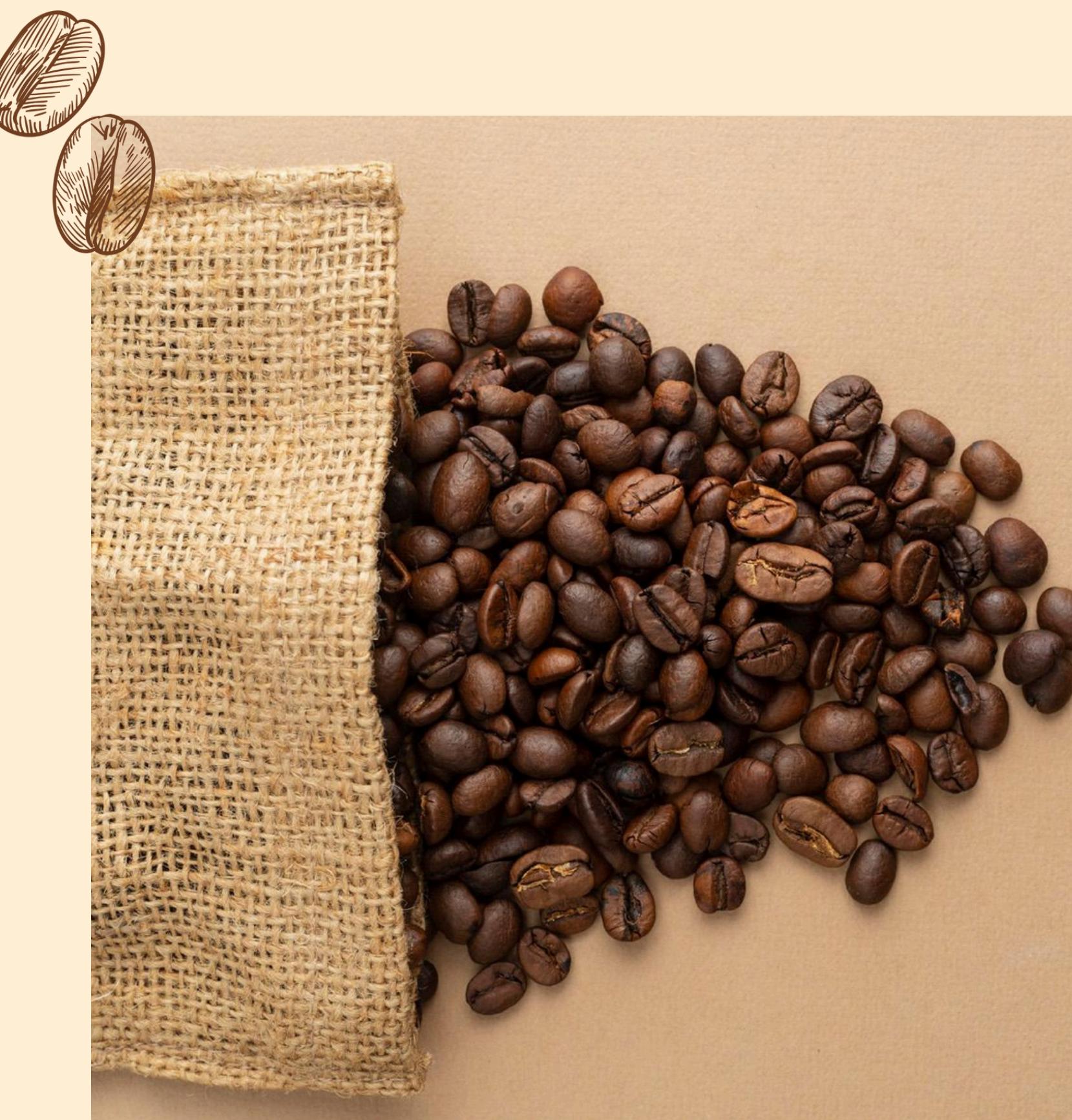




Coffee Shop Sales Analysis

USING MICROSOFT EXCEL



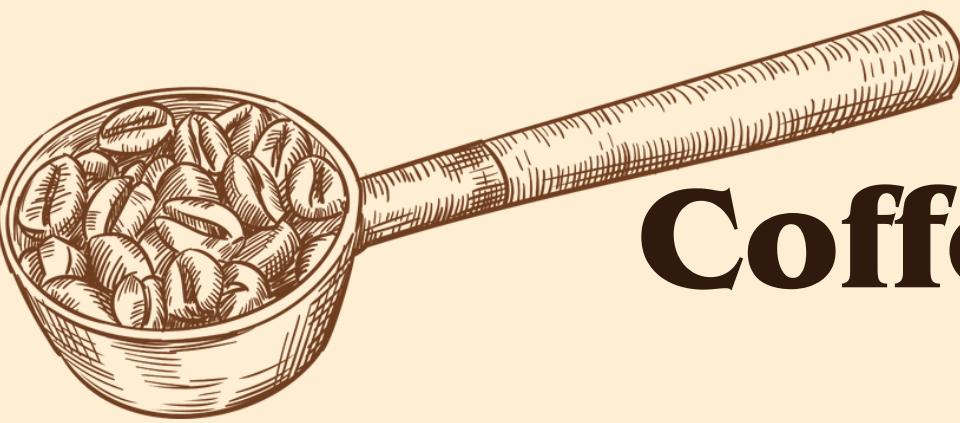
By Ritika Prakash



Objective

Analyze six months of retail sales data to uncover key insights that can significantly enhance the performance of the coffee shop.





Coffee Shop Sales Analysis Dashboard





Sales Activity Based On Hours:

- What are the best times for high sales?
- When is the peak sales period?
- Are there any periods with declining sales?

After analyzing the data, we found that the peak sales period is from **7 am** to **10 am**. At ten in the morning, sales are at their peak, after which they continue to fall. Thus, the best time of day for sales is in the morning.





Size Distribution Based On Sales:

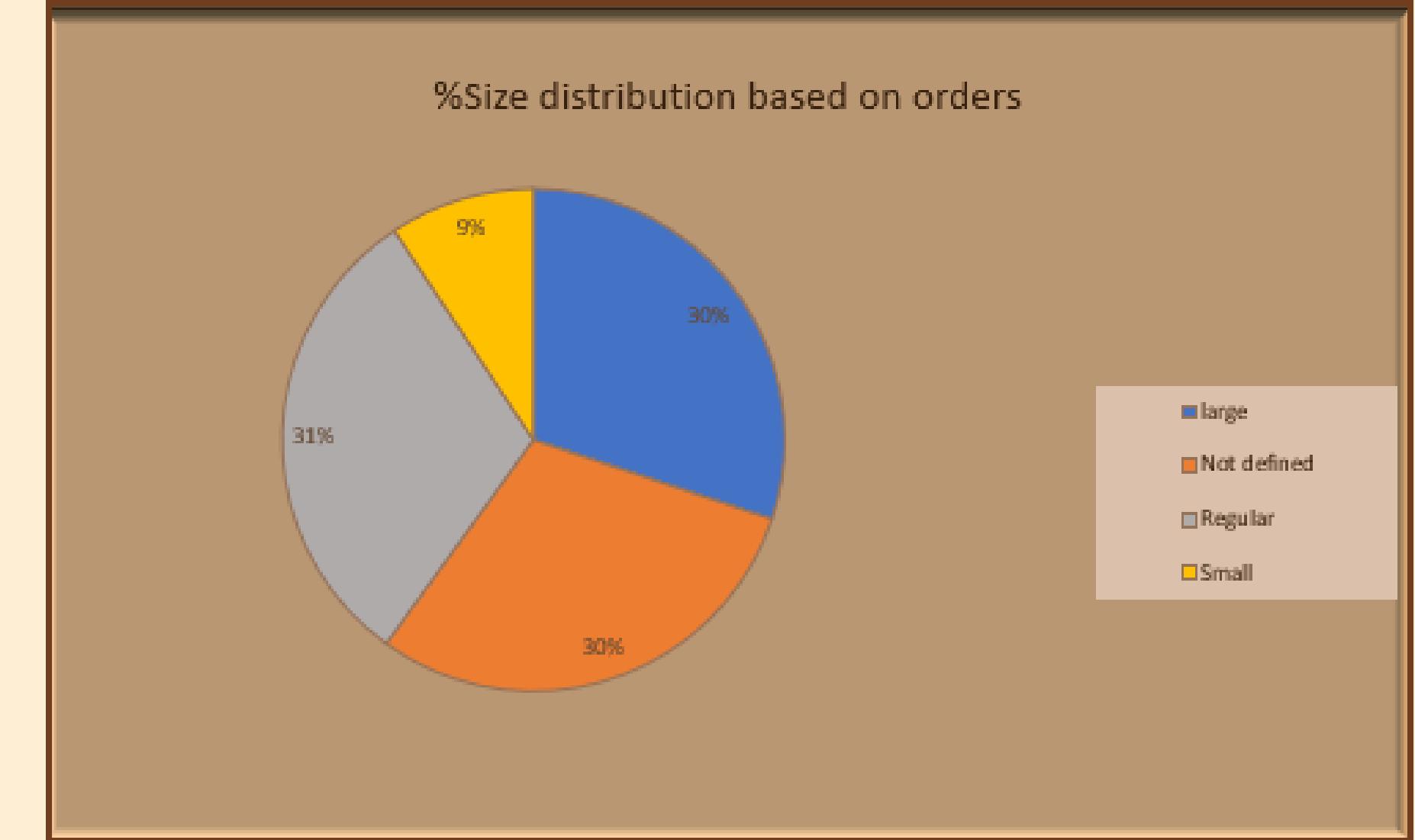
Based on the observed sales data, the distribution of sizes is as follows:

Large Size: 30% of the sales

Not Defined: 30% of the sales

Regular Size: 31% of the sales

Small Size: 9% of the sales



Top 5 Products:

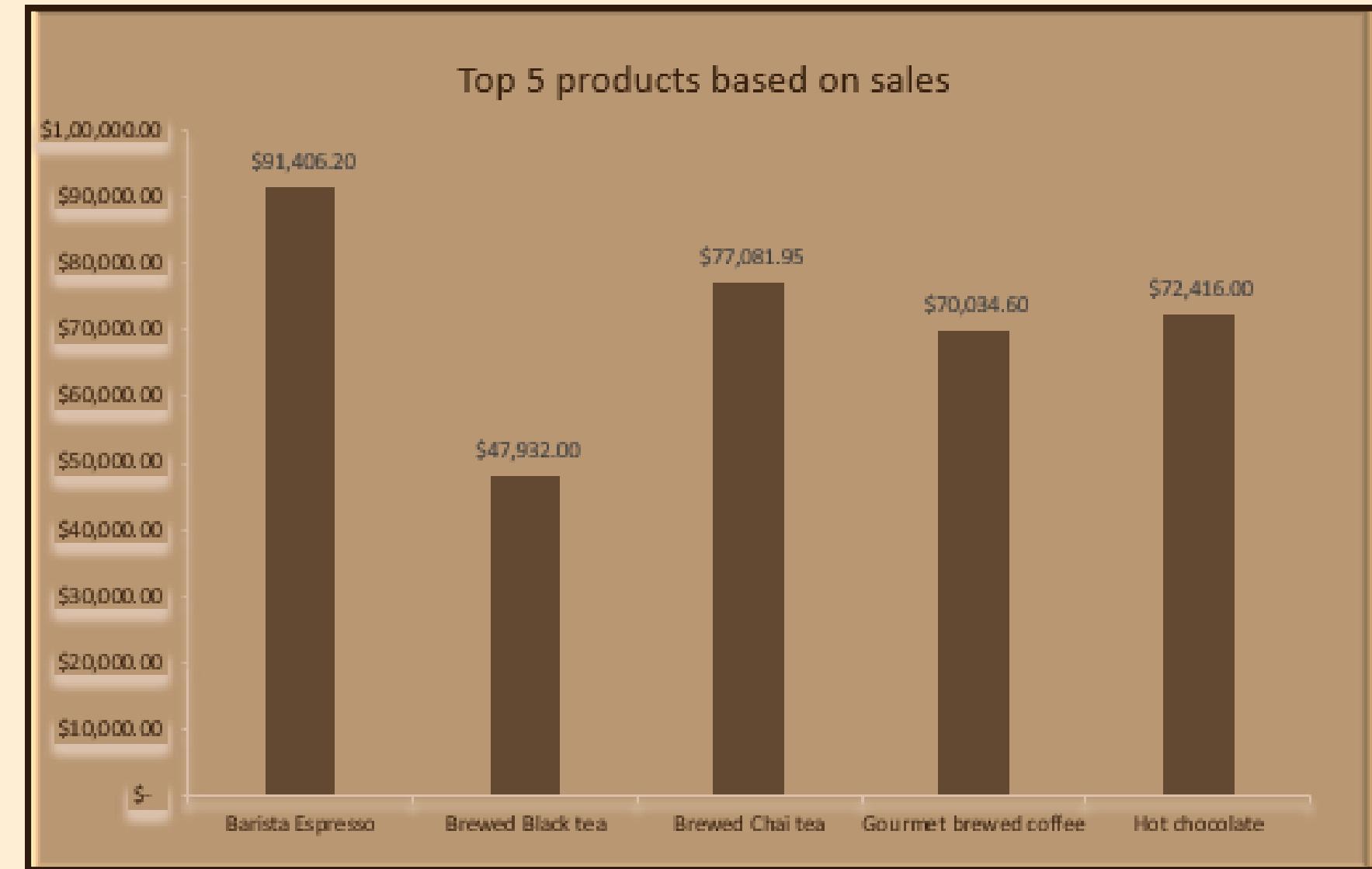


- What are the top five best-selling products?
- Which product has the highest sales?

Based on the provided data, the top five best-selling products are:

1. Barista Espresso with a revenue of \$91,406.20
2. Brewed Black Tea with a revenue of \$47,932.00
3. Brewed Chai Tea with a revenue of \$77,081.95
4. Gourmet Brewed Coffee has a revenue of \$70,034.60
5. Hot Chocolate has a revenue of \$72,416.00

Among these, **Barista Espresso** stands out as the highest-selling product, generating a revenue of \$91,406.20.



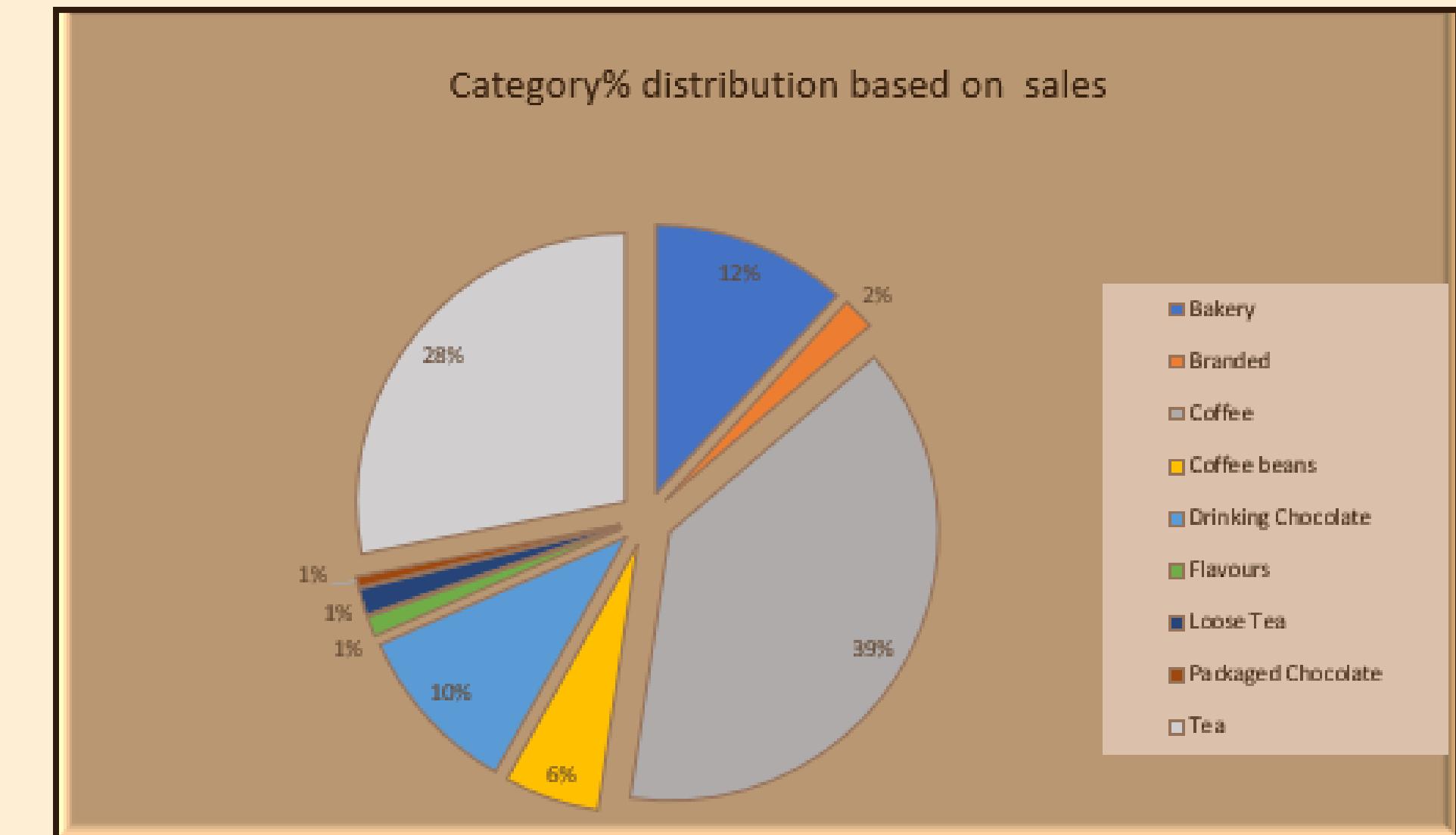


Category Distribution by Sales :

- How many unique categories are available?
- What is the best-selling category?
- Which category is more preferable to customers?

According to the sales data, there are **9** distinct product categories.

- The **coffee** category stands out with the highest sales percentage.
- Moreover, **coffee** is the most popular category among customers.





Footfall and Sales by Various Store Location:

- Which store has highest sales?
- What is the footfall trend?

The chart indicates that the **Hell's Kitchen** store is at the top in sales, with Astoria and Lower Manhattan trailing behind. Additionally, Hell's Kitchen also has the highest footfall.





Order Based On Days :

- How do sales vary by day of the week?

Order volumes tend to peak on **Monday, Thursday, and Friday**, while Saturday experiences a noticeable drop in orders.



Conclusion



Based on the data analysis, several key trends have emerged in the sales dashboard:

- **Peak Sales Hours:** The optimal selling period is from 7 AM to 10 a.m. Enhancing marketing strategies for coffee during these hours could significantly boost sales, as coffee is a popular choice.
- **Weekday Focus:** Sales data indicates that Mondays and Fridays are particularly strong. Concentrating efforts on these days could yield better results.
- **Location-Specific Stocking:** It's evident that store location plays a crucial role in revenue generation. Therefore, adjusting product availability to match the demand at different locations is essential.
- **Top-Selling Products:** To capitalize on the popularity of the top five best-selling products, the team should consider offering discounts or promotions. This approach is likely to drive more purchases, given the high preference for these items.



Thank
you

