

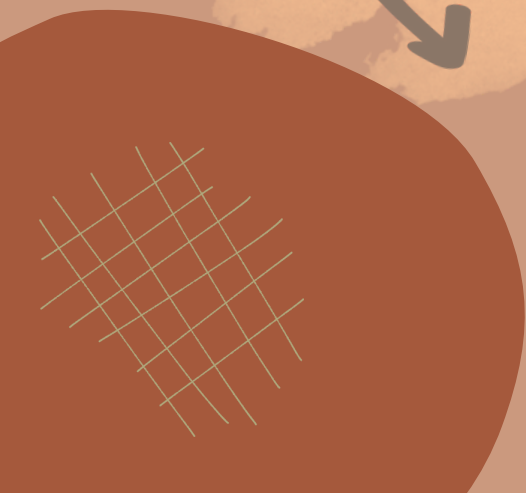


# Coffee

**SHOP**



**Sales Insight  
by Saloni Jain**



*The primary goal of this project is to analyze retail sales data to uncover actionable insights that can boost the performance of the Coffee Shop.*



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

Sales vary throughout the week, with relatively consistent footfall from Sunday to Friday, peaking slightly on Monday. Saturday sees a noticeable drop in footfall. Regarding hourly sales, there is a clear peak in activity around 10 AM to 12 PM, with a gradual decline as the day progresses, reaching a low in the evening hours.



Are there any peak times for sales activity?

Yes, the peak sales activity occurs between 10 AM and 12 PM, which could be attributed to the morning coffee rush. This time frame consistently shows the highest quantity of orders.



How do sales vary across different store locations?

Sales vary across the store locations with the highest revenue generated from Hell's Kitchen, totaling \$236,511.17. Astoria and Lower Manhattan follow closely, generating \$232,243.91 and \$230,057.25, respectively. Footfall also shows a slight variation, with Hell's Kitchen having the highest number of visitors



What is the average price/order per person?

The average sale per person is \$4.69, while the average order per person is 1.44, indicating that customers typically purchase more than one item per visit.



Which products are the best-selling in terms of quantity and revenue?

In terms of revenue, the top-selling products are Barista Espresso (\$91,406.20), Brewed Black Tea (\$77,081.95), and Brewed Chai Tea (\$70,034.60). The dashboard does not explicitly state the best-selling products by quantity, but these products likely also have high sales volumes.



How do sales vary by product category and type?

The largest share of sales comes from the 'Coffee' category, which accounts for 39% of total sales, followed by 'Tea' at 28%, and 'Bakery' at 12%. The distribution of sales by product size shows that 'Regular' and 'Large' sizes each contribute 30% to total sales, indicating a balanced preference among customers.





*Thank You*

