**Coffee Shop Sales**

**Recommended Analysis**

**Question1: How do sales vary by day of the week and hour of the day?**

**Answer:**

**Sales by Day of the Week:**

Monday to Friday: Fairly consistent sales, peaking mid-week.

Saturday and Sunday: Slightly lower sales compared to weekdays.

**Sales by Hour of the Day:**

Peak sales occur in the morning around 9 AM to 10 AM.

Sales decline in the afternoon and drop significantly in the evening.

**Question2: Are there any peak times for sales activity?**

**Answer:**Yes, there are peak times for sales activity, notably in the mornings around 9-10 AM when sales tend to be highest. This peak is likely influenced by morning commuters and people starting their day. Throughout the rest of the day, sales gradually decline, with the lowest activity typically occurring in the evening.

**Question3: What is the total sales revenue for each month?**

**Answer:** The total sales revenue for each month is as follows:

|  |  |
| --- | --- |
| January | $81,677.74 |
| February | $76,145.19 |
| March | $98,834.68 |
| April | $118,941.08 |
| May | $156,727.76 |
| June | $166,485.88 |

These totals add up to the grand total of **$698,812.33**

**Question4: How do sales vary across different store locations?**

**Answer:**

**Astoria**: 50,599 transactions with a total sales revenue of **$232,243.91**.

**Hell's Kitchen**: 50,735 transactions with a total sales revenue of **$236,511.17.**

**Lower Manhattan**: 47,782 transactions with a total sales revenue of **$230,057.25.**

**Question5: What is the average price/order per person?**

**Answer:** Total sales revenue: **$698,812.33**

Total number of transactions: **149,116**

Average price per order = Total sales revenue / Total number of transactions

Average price per order = $698,812.33 / 149,116 ≈ **$4.68**

So, the average price per order is approximately $4.68. If we assume one person per order, then the average price per person would also be $4.68. If the average price per person is given as **1.4**, there may be some misunderstanding or error in the calculation.

**Question6: Which products are the bestselling in terms of quantity and revenue?**

**Answer:**

**Best Selling Products:**

**Ethiopian Coffee**:

Quantity: $42,304.10

Revenue: $42,304.10

**Sustainably Grown Organic Coffee**:

Quantity: $39,065.10

Revenue: $39,065.10

**Jamaican Coffee River**:

Quantity: $38,781.15

Revenue: $38,781.15

**Brazilian Coffee**:

Quantity: $37,746.50

Revenue: $37,746.50

**Latte**:

Quantity: $36,369.75

Revenue: $36,369.75

Ethiopian Coffee leads both in terms of quantity sold and revenue generated, followed closely by Sustainably Grown Organic Coffee and Jamaican Coffee River.

**Question7: How do sales vary by product category and type?**

**Answer:**

**Top Products by Type**:

Barista Espresso: $91,406.20

Hot Chocolate: $72,416.00

Brewed Chai Tea: $77,081.95

Gourmet Brewed Coffee: $70,034.60

Brewed Black Tea: $47,932.00

**Products Category**:

Coffee: $269,952.45

Tea: $196,405.95

Bakery: $82,315.64

Coffee Beans: $40,085.25

Drinking Chocolate: $72,416.00

Branded: $13,607.00

Loose Tea: $11,213.60

Flavors: $8,408.80

Packaged Chocolate: $4,407.64

From the data provided, it's evident that the top-selling products by type include **Barista Espresso, Hot Chocolate, and Brewed Chai Tea**. In terms of product categories, **Coffee and Tea** are the highest-selling categories, followed by **Bakery and Coffee Beans**.