

COFFEE SALES ANALYSIS USING DATA ANALYTICS

A Data Analytics Project Report

Submitted for Internship Evaluation

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ABSTRACT

This project focuses on analyzing coffee sales data to uncover trends, customer behavior, and revenue patterns. The analysis helps understand sales performance, peak hours, popular coffee types, and payment preferences.

Interactive dashboards were created to visualize insights and support business decision-making.

1. INTRODUCTION

Data analytics plays a crucial role in retail and food industries.

Analyzing coffee sales data helps businesses optimize inventory, pricing, and customer engagement.

This project analyzes coffee shop sales data using structured datasets and dashboard visualizations.

2. OBJECTIVES

- Analyze overall coffee sales performance
- Identify top-selling coffee products
- Find peak sales hours
- Analyze daily sales trends
- Study customer payment preferences
- Create interactive dashboards for insights

3. DATASET DESCRIPTION

The project uses multiple CSV files containing coffee sales data.

Key datasets include:

- `coffee_sales.csv` – Main sales transactions
- `daily_sales.csv` – Day-wise sales summary
- `payment_method.csv` – Payment preferences
- `peak_hours.csv` – Time-based sales analysis

The data was cleaned and structured before analysis.

4. TOOLS & TECHNOLOGIES USED

- Microsoft Excel
- CSV Files
- Data Cleaning Techniques
- Pivot Tables

- Charts & Dashboards

5. METHODOLOGY

1. Data collection from CSV files
2. Data cleaning and formatting
3. Data aggregation using Excel
4. Sales trend analysis
5. Dashboard creation
6. Insight generation

6. DASHBOARD AND ANALYSIS

The Excel dashboard presents:

- Total sales overview
- Top-selling coffee types
- Daily sales trends
- Peak sales hours
- Payment method distribution

These visualizations help stakeholders understand business performance.

7. KEY INSIGHT

- Certain coffee types generate higher revenue
- Sales peak during specific hours of the day
- Digital payments are widely preferred
- Daily sales show consistent growth patterns

8. CONCLUSION

The Coffee Sales Analysis project successfully demonstrates how data analytics can be used to improve business decisions. The insights derived from the dashboard can help increase revenue and optimize operations.

9. FUTURE SCOPE

- Integrate real-time sales data
- Use SQL for advanced querying
- Apply Python for predictive analysis
- Build Power BI dashboards