**COFFEE SHOP SALES ANALYSIS**  
**Exploring Sales Trends, Product Performance, and Revenue Insights**

**OBJECTIVE**  
Analyze coffee shop sales data to uncover trends, identify top-performing products, and optimize business strategies for better profitability.

**BACKGROUND**  
Coffee shop businesses experience fluctuations in sales based on seasons, product demand, and pricing strategies. This analysis helps us understand:

* What products drive the most revenue?
* How do sales fluctuate over the months?
* Which locations perform best?

**WHY THIS MATTERS?**

* Helps optimize **inventory management** by identifying high-demand items.
* Improve **pricing strategies** based on sales trends.
* Enhance **marketing efforts** by focusing on customer preferences.
* Supports **business expansion** decisions based on store performance.

**DATASET OVERVIEW**

* **Dataset Name:** Coffee Shop Sales Data
* **Source:** Maven Analytics
* **Time Period Covered:** Multiple years
* **Key Variables:** Transaction Date, Product Type, Unit Price, Store Location, Quantity Sold, Total Revenue

**ANALYSIS APPROACH**  
Various data analysis techniques were applied:

1. **Exploratory Data Analysis (EDA):** Identifying trends, outliers, and seasonality.
2. **Sales Trends Analysis:** Monthly and yearly comparisons of revenue.
3. **Product Performance Analysis:** Identifying best-selling items.
4. **Store Performance Analysis:** Evaluating sales by location.
5. **Profitability Insights:** Analyzing total revenue and profit margins.

**KEY FINDINGS**

* **Best-Selling Product:** [Example: Cappuccino was the most sold product, contributing to 30% of total revenue.]
* **Peak Sales Months:** [Example: December and July saw the highest sales, indicating seasonal demand.]
* **Top-Performing Store Location:** [Example: Downtown branch generated the most revenue.]
* **Revenue Trends:** [Example: Sales increased by 15% YoY, showing growth in customer purchases.]

**DASHBOARD VISUALIZATIONS**  
(Key Tableau Charts for Better Insights)

* **Sales by Month & Year** - Understanding seasonal demand.
* **Top-Selling Products** - Identifying customer preferences.
* **Revenue by Store Location** - Evaluating business performance.
* **Profitability Analysis** - Finding areas to maximize revenue.

**CONCLUSION & RECOMMENDATIONS**

1. **Optimize Product Offerings:** Focus on top-performing items and adjust menu options.
2. **Enhance Seasonal Promotions:** Offer discounts during peak months to attract more customers.
3. **Improve Store Operations:** Expand in high-performing areas and adjust underperforming locations.
4. **Data-Driven Pricing Strategy:** Adjust product prices based on sales patterns to maximize profits.

**NEXT STEPS**

* Conduct customer sentiment analysis to understand preferences.
* Integrate marketing data for a complete business strategy.
* Explore external factors (weather, events) influencing sales.

[DashBoard Tableau](https://public.tableau.com/app/profile/saif.karborani/viz/finalDashboardforcoffeShop/CoffeeShopSalesAnalysis?publish=yes)