



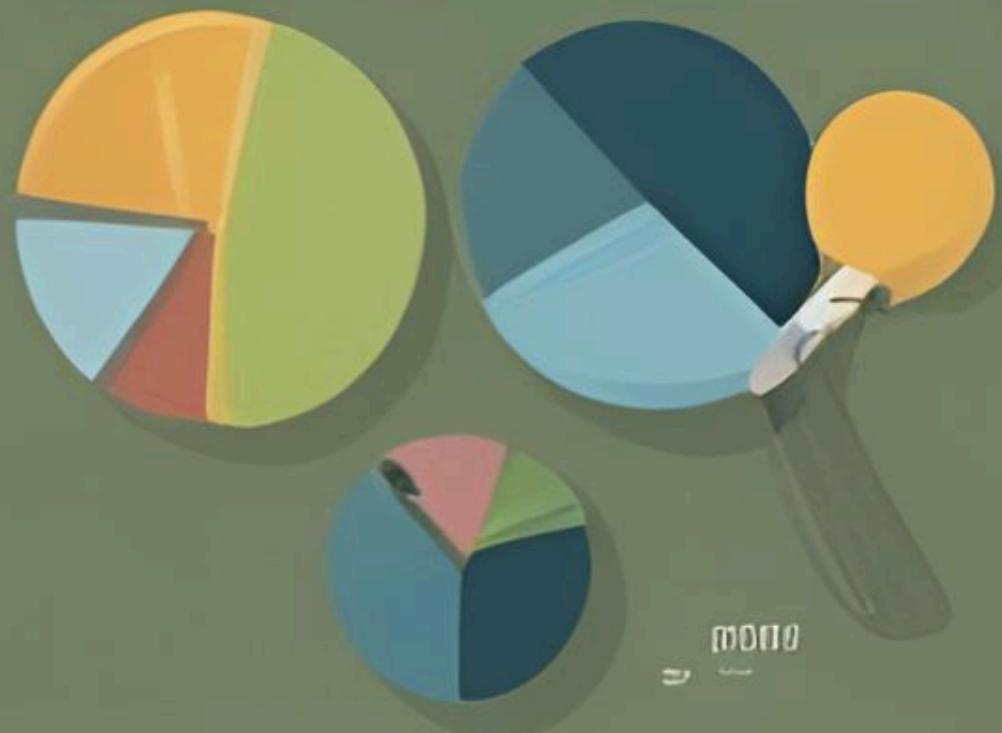
COFFEE SALES ANALYSIS

By Steve Odhiambo

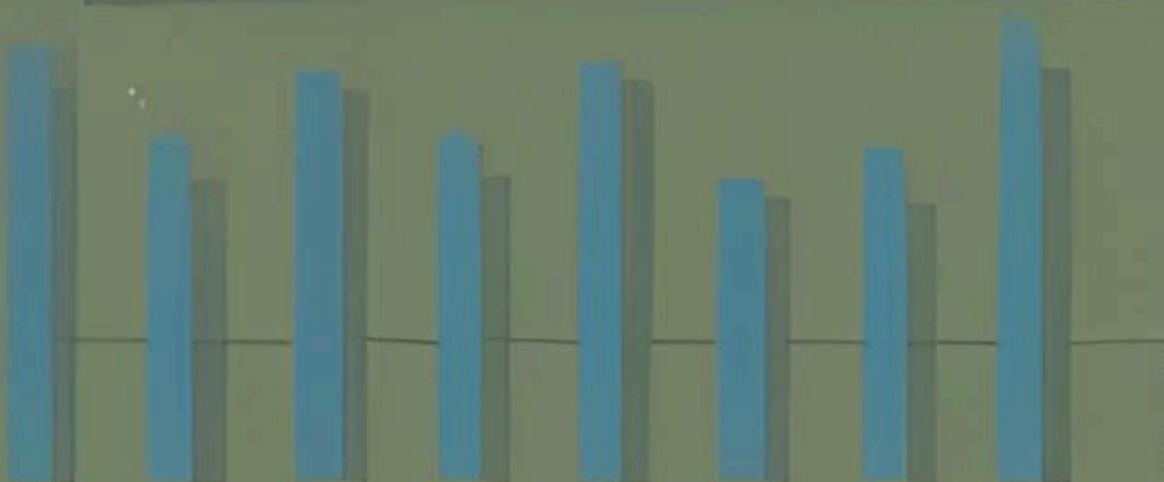
Methodology

- The data was extracted from a POS in excel format.
- Various ETL pipeline procedures were applied to transform the data, this includes; formatting date columns, replacing unit characters in Unit price.
- Various aggregate functions were applied to calculate the total amount using SUM (`transaction_qty * unit_price`),
- determining the total number of unique products using COUNT DISTINCT function.

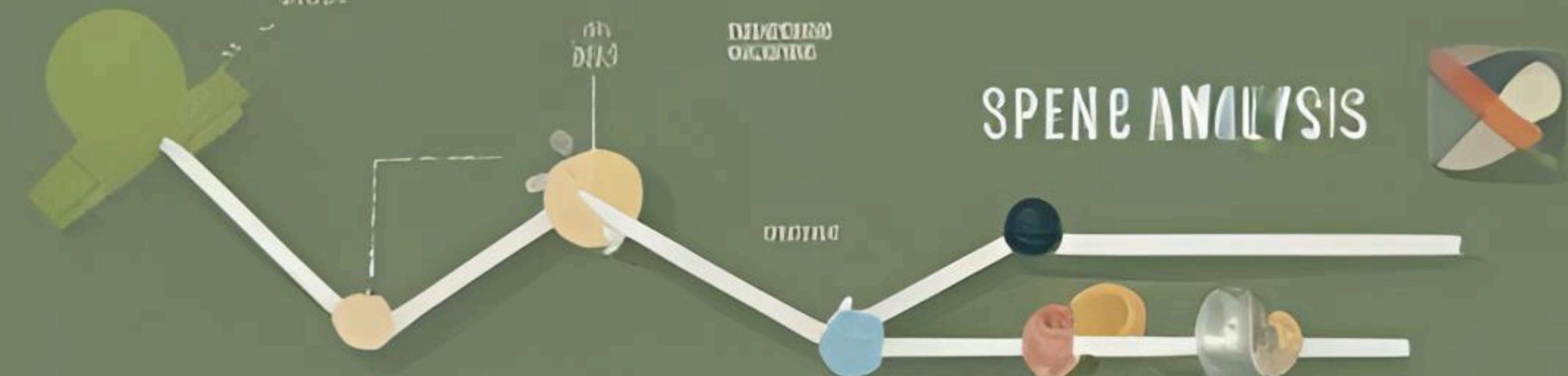
C INFLUENCE FEEDBACK



D APPOINTMENT OBJECTS



E SPENDING ANALYSIS



Consumption analysis



01 January 2023 to June 2023





AGENDA

Methodology and Tools

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Analysis and Visualization

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Projects insight

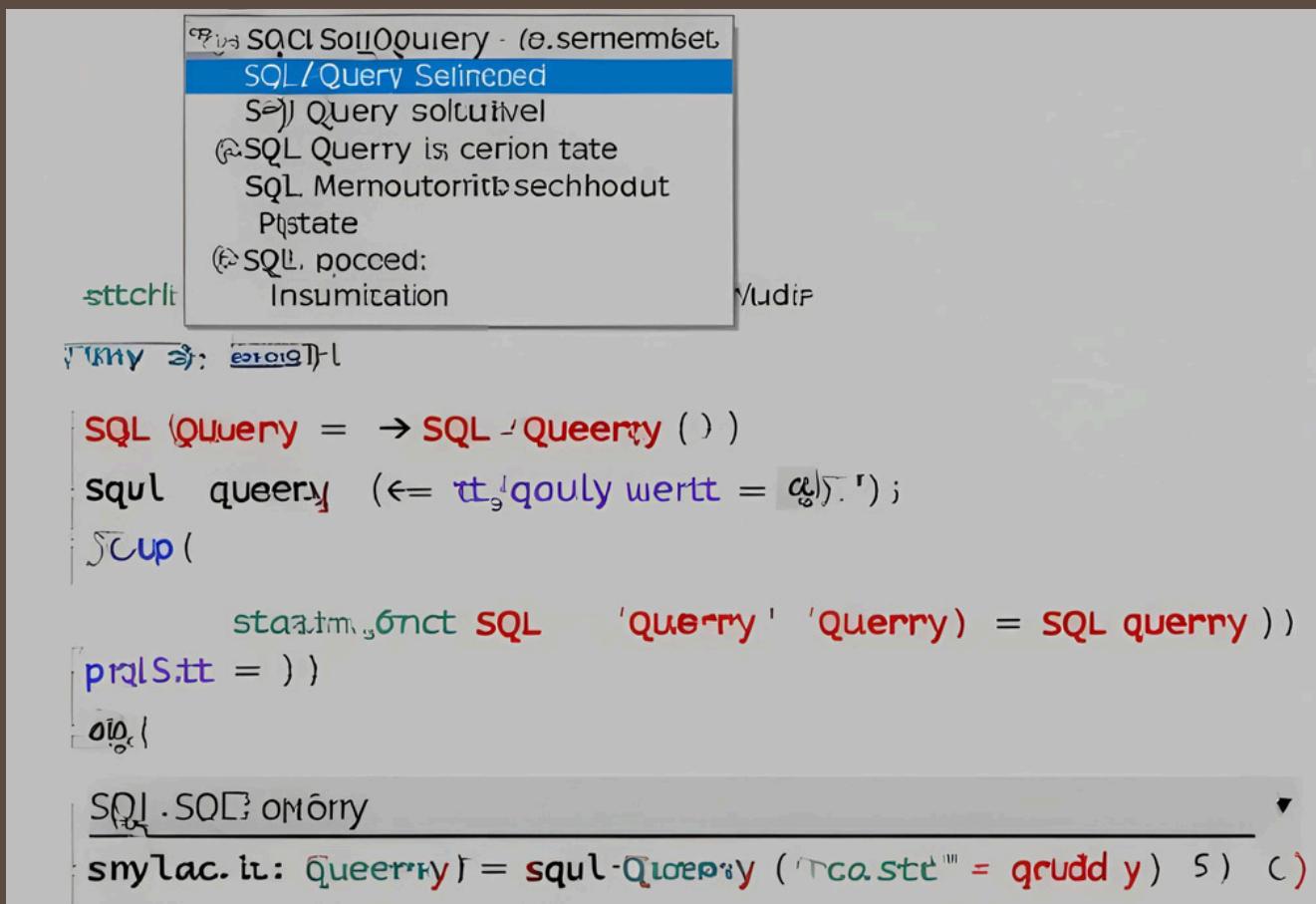
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Recommendation and Conclusion

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Tools & Technology

- SQL Server: Used for Extract, Transform, Load (ETL) of raw sales data from point-of-sale (POS) systems.
- Data Collection: Pulled daily sales data across time slots, product categories, and locations (where available)
- ETL via SQL Server and snowflake
- Cleaned missing/invalid entries
- Aggregated sales by product and time slot
- Flagged peak/off-peak times based on historical traffic



```
SQLQuery = SQLQuery()
sql_query = f"SELECT * FROM {table} WHERE {column} = '{value}'"
SQLQuery.append(sql_query)
print(SQLQuery)
```



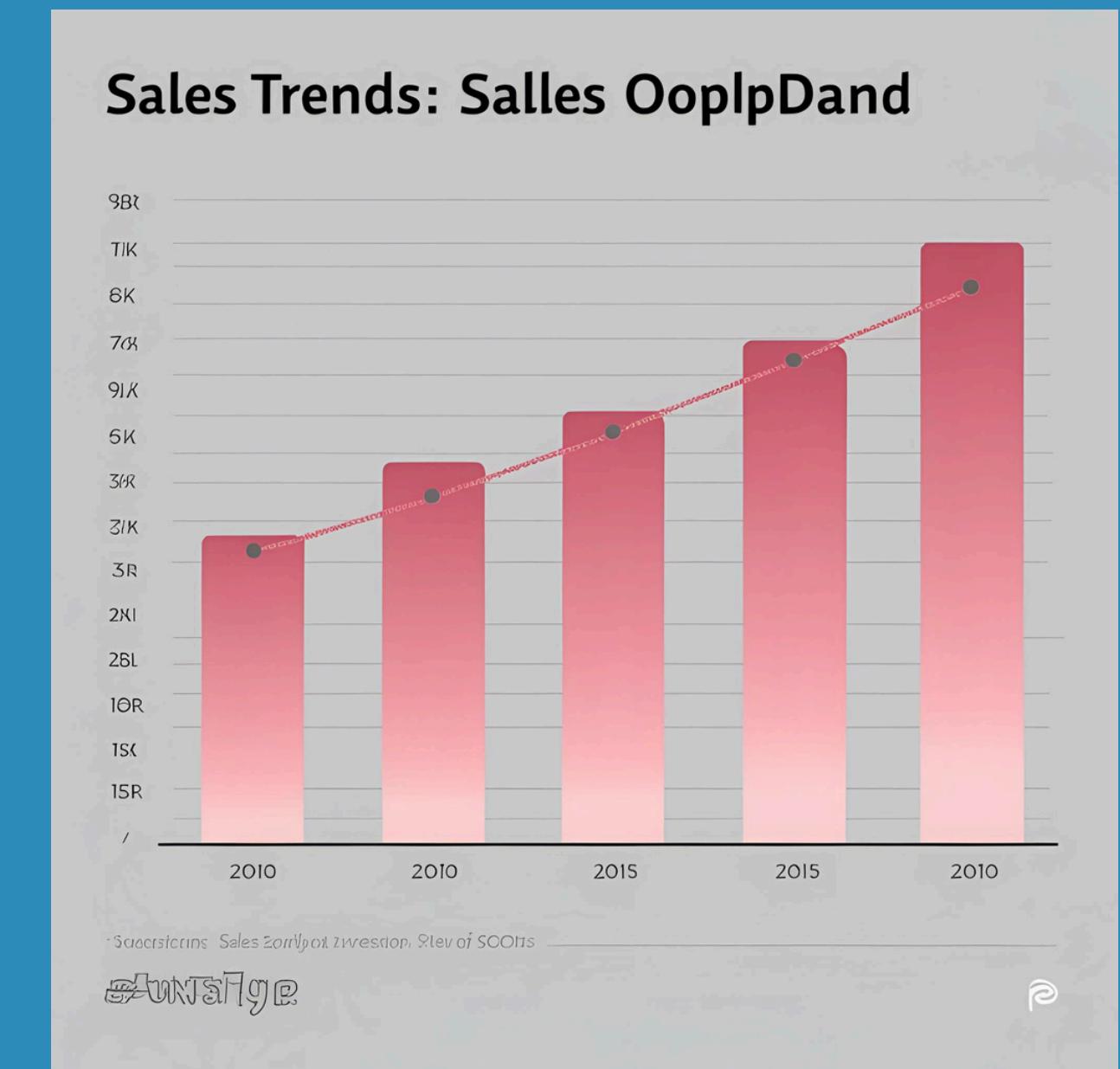
Visualization

- Microsoft Excel: Employed for data visualization and analysis using Pivot Tables and charts.
 - Used Pivot Tables to compare product performance, sales by time slots, and location trends
 - Created bar and line charts for visual insight into bestsellers, slow hours, and underperforming SKUs



Objectives

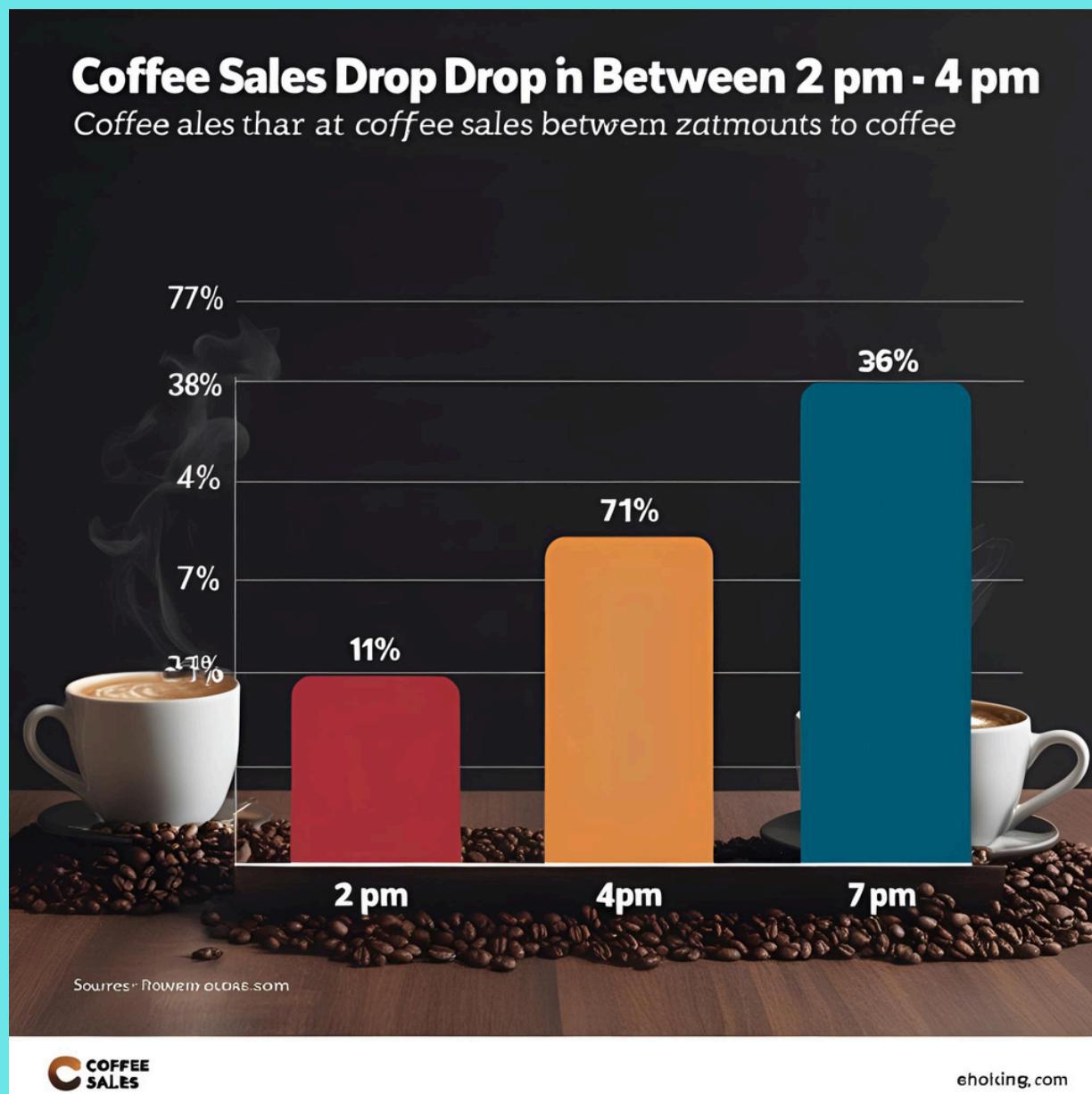
- Identify sales trends and performance drivers
- Provide actionable recommendations to improve revenue
- Develop scalable insights for potential expansion



Key Insights

A. Slow Time Slots Identified

- Sales drop significantly between 2 PM – 4 PM and 7 PM – close
- Off-peak periods show ~40% less revenue than morning hours
- Visual: Bar chart showing hourly sales volume

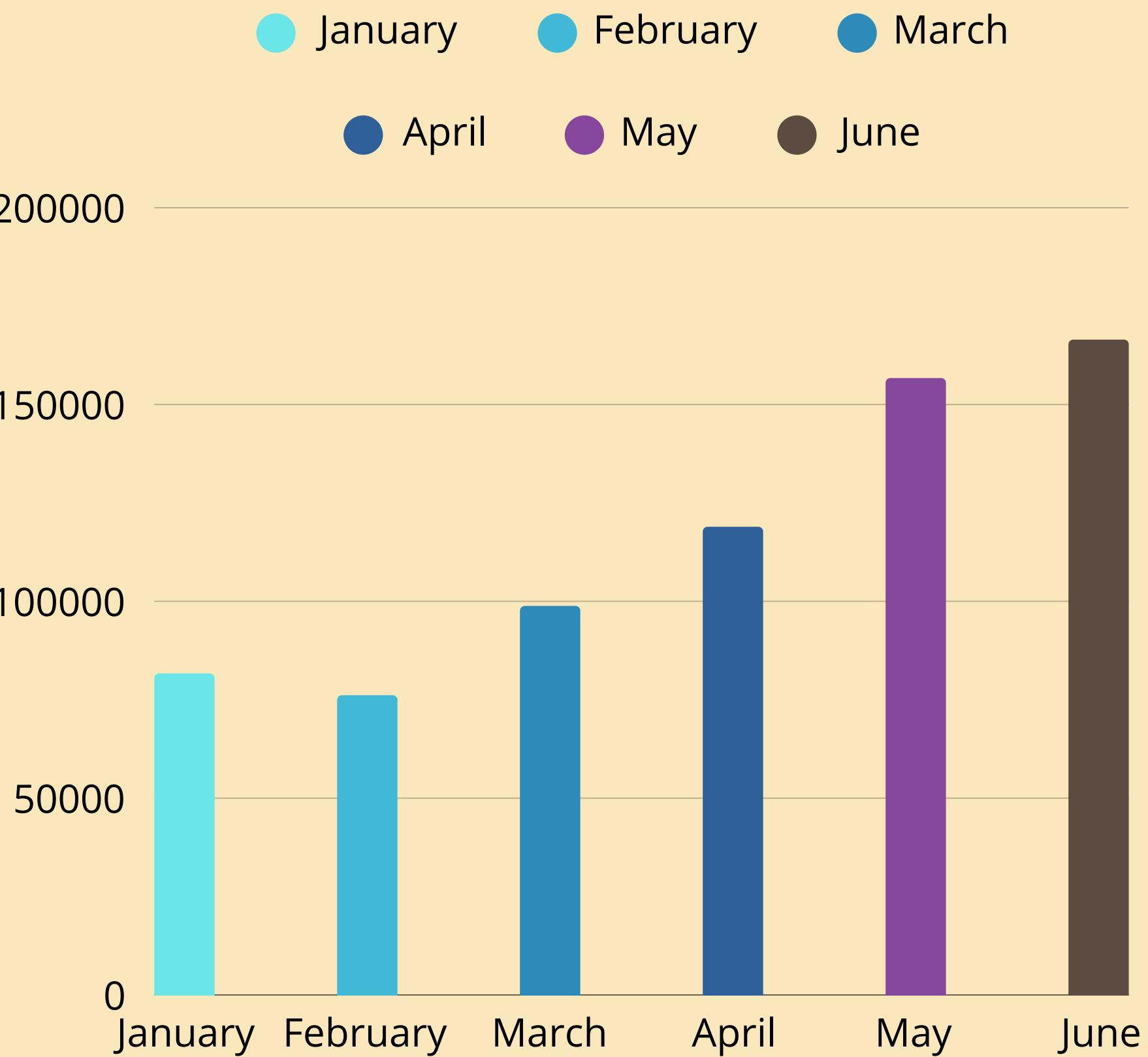


Revenue by Month

Insights:

- Revenue shows a steady upward trend from January to June.
- June alone contributes ~23.8% of the total revenue.
- February has the lowest revenue, making up just ~10.9% of the total.

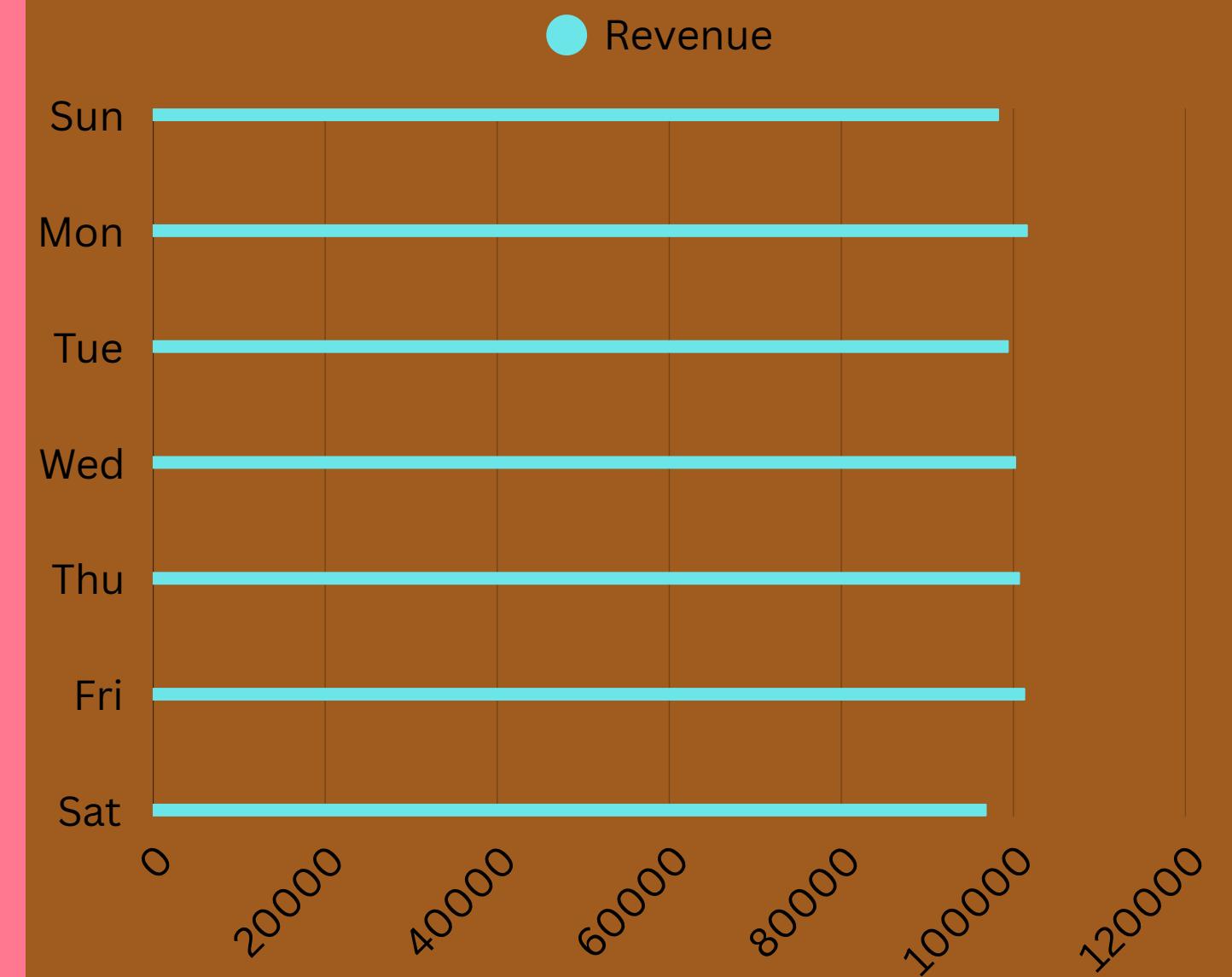
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Revenue by Day of Week

- Highest Value: Monday – 101,677.28
- Lowest Value: Saturday – 96,894.48
- Average Value: ~99,830.33
- Range (Max - Min): 4,782.80

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Revenue by Time Interval

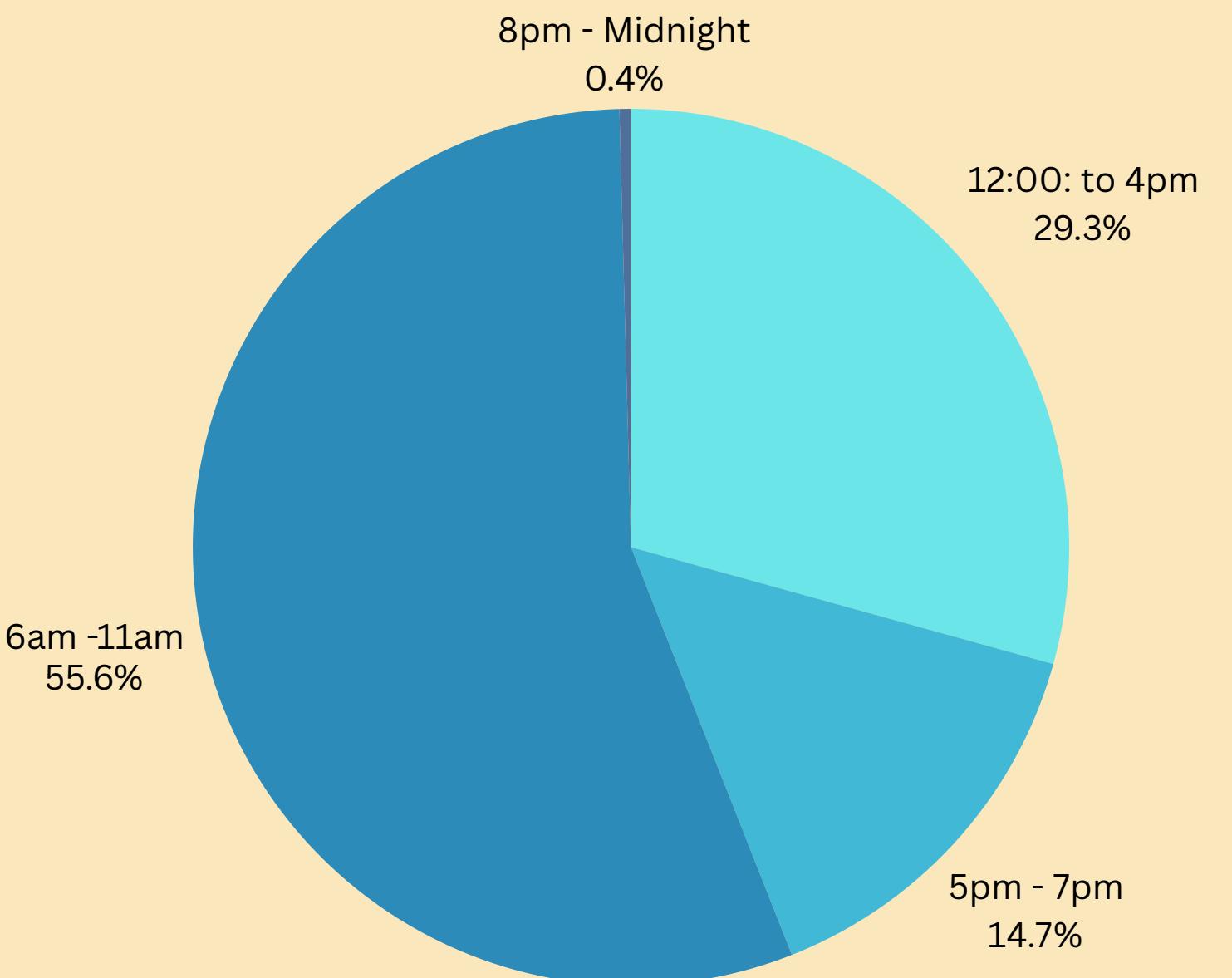
- Highest Revenue: 6am – 11am – 388,288.67
- Lowest Revenue: 8pm – Midnight – 2,935.64
- Mid-range Revenues:
 - 12:00 to 4pm – 204,720.83
 - 5pm – 7pm – 102,867.19

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Insights:

- The morning period (6am–11am) accounts for more than 55% of total revenue.
- Evening to late night (8pm–Midnight) generates almost no revenue comparatively (~0.4%).

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Revenue by Location

- Highest Revenue: Hell's Kitchen – 236,511.17
- Second Highest: Astoria – 232,243.91
- Lowest Revenue: Lower Manhattan – 230,057.25

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Observations:

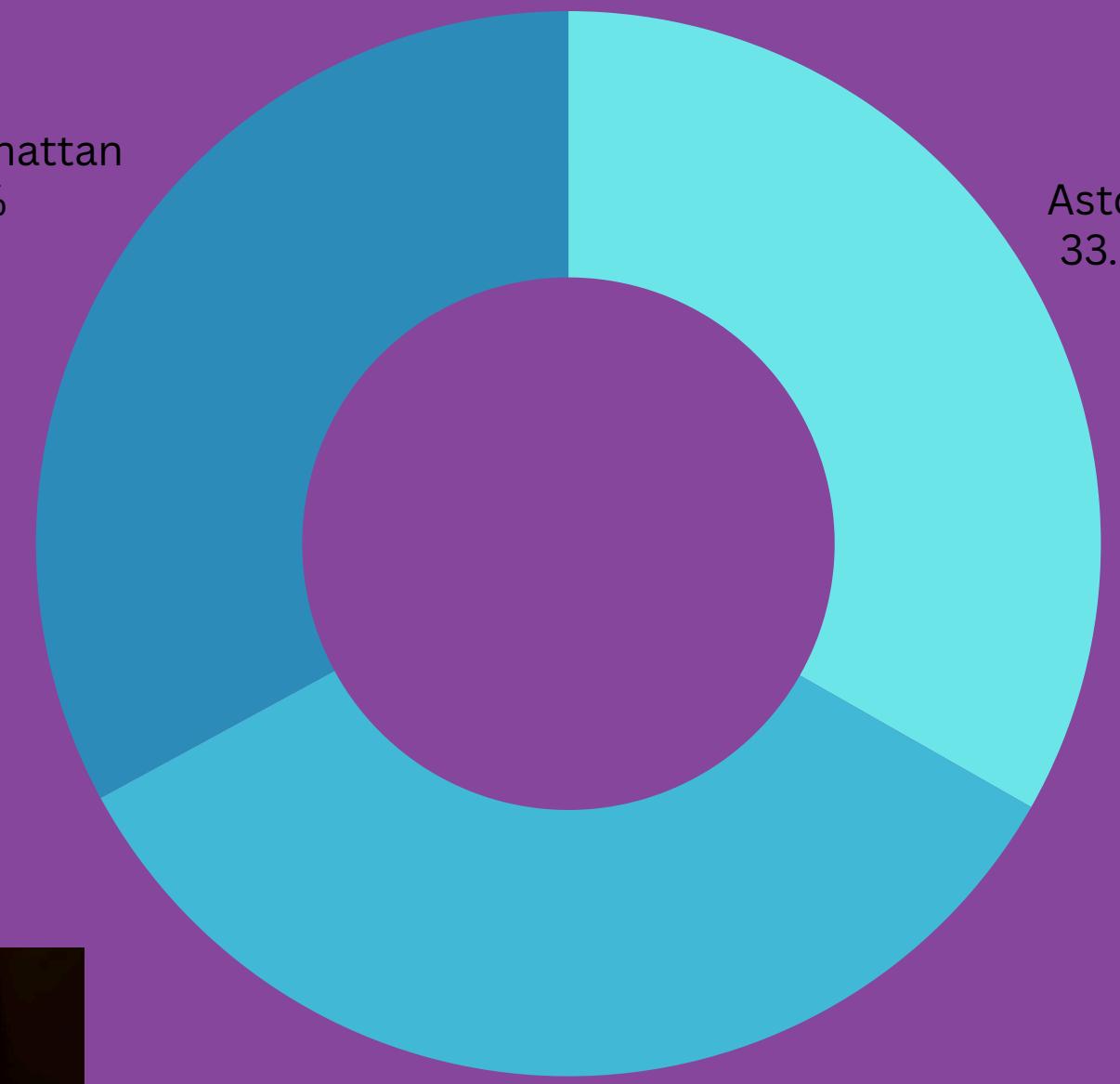
- Revenue is relatively balanced across all three locations, each contributing roughly one-third of the total.
- The difference between the highest and lowest earning locations is only 6,453.92, indicating similar performance.

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Lower Manhattan
32.9%

Astoria
33.2%

Hell's Kitchen
33.8%



Revenue by Product category

Top Performing Categories:

1. Coffee – 269,952.45
2. Tea – 196,405.95
3. Bakery – 82,315.64

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Low Performing Categories:

- Branded – 13,607
- Loose Tea – 11,213.6
- Flavors – 8,408.8
- Packaged Chocolate – 4,407.64

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Insights:

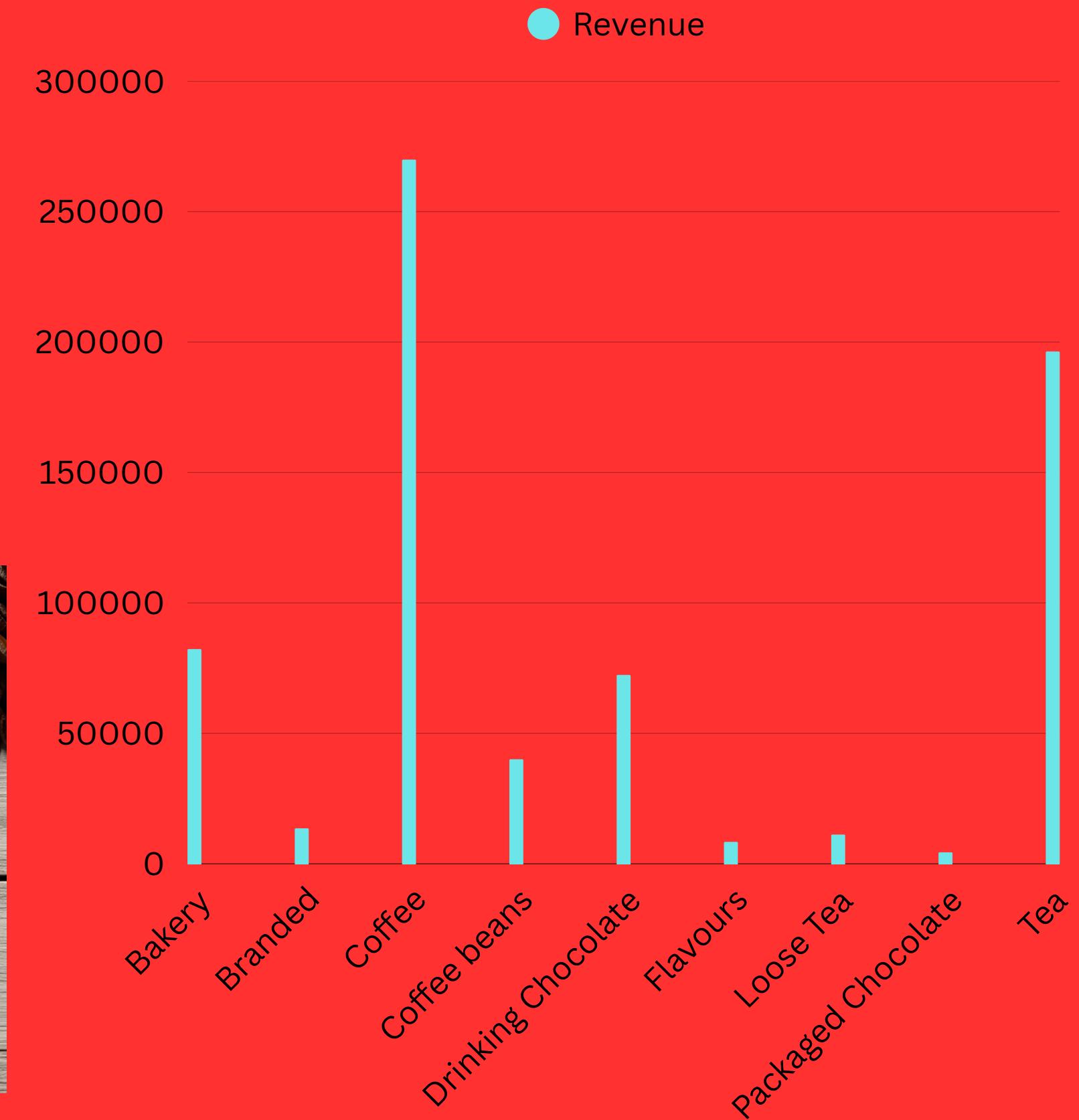
- Coffee and Tea combined make up two-thirds of total revenue.
- Packaged items (e.g., chocolate, branded goods, flavors) contribute minimally.

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Mid-Tier Categories:

- Drinking Chocolate – 72,416
- Coffee Beans – 40,085.25

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Revenue by Time Bracket

Time of Day Breakdown:

- Morning: 388,288.67 (~55.6% of total revenue)
- Afternoon: 204,720.83 (~29.3%)
- Evening: 102,867.19 (~14.7%)
- Night: 2,935.64 (~0.4%)

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Key Insight:

The morning time period is by far the most profitable, generating more revenue than all other times combined. Night sales are negligible.

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