



The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Start Your Day With Coffee



Recommended Analysis

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?




Row Labels	Sum of transaction_qty
6	6865
7	19449
8	25197
9	25370
10	26713
11	14035
12	12690
13	12439
14	12907
15	12923
16	12881
17	12700
18	10826
19	8595
20	880
Grand Total	214470

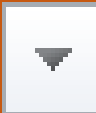
Row Labels	Count of transacti	sales
Sunday	21096	98330.31
Monday	21643	101677.3
Tuesday	21202	99455.94
Wednesday	21310	100313.5
Thursday	21654	100767.8
Friday	21701	101373
Saturday	20510	96894.48
Grand Total	149116	698812.3

Row Labels	▼	Sum of Total_bill
Bakery		\$82,315.64
Branded		\$13,607.00
Coffee		\$2,69,952.45
Coffee beans		\$40,085.25
Drinking Chocolate		\$72,416.00
Flavours		\$8,408.80
Loose Tea		\$11,213.60
Packaged Chocolate		\$4,407.64
Tea		\$1,96,405.95
Grand Total		\$6,98,812.33



Row Labels	▼	Sum of Total_bill
Barista Espresso		\$91,406.20
Brewed Black tea		\$47,932.00
Brewed Chai tea		\$77,081.95
Gourmet brewed coffee		\$70,034.60
Hot chocolate		\$72,416.00
Grand Total		\$3,58,870.75

Row Labels	 Sum of Total_bill
Brazilian	\$37,746.50
Ethiopia	\$42,304.10
Jamaican Coffee River	\$38,781.15
Latte	\$36,369.75
Sustainably Grown Organic	\$39,065.10
Grand Total	\$1,94,266.60

Row Labels		Sum of Total_bill
January	\$	81,677.74
February	\$	76,145.19
March	\$	98,834.68
April	\$	1,18,941.08
May	\$	1,56,727.76
June	\$	1,66,485.88
Grand Total	\$	6,98,812.33

Coffee Shop Sales



\$6,98,812.33
Total Sales

149116
Total Footfall

4.69
Avg Bill/Person

1.44
Avg Order/Person

Month Name

January

February

March

April

May

June

Day Name

Sunday

Monday

Tuesday

Wednesday

Thursday

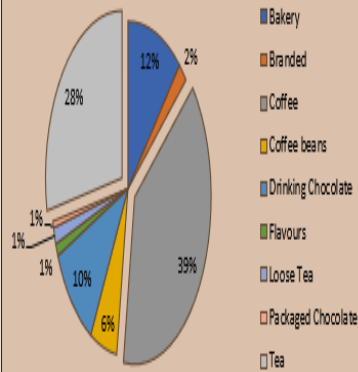
Friday

Saturday

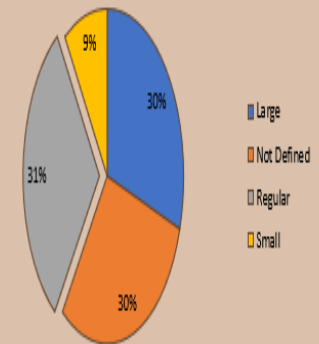
Quantity Ordered Based on Hours



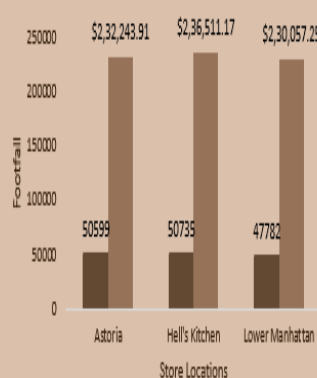
Categories % Distribution Based on Sales



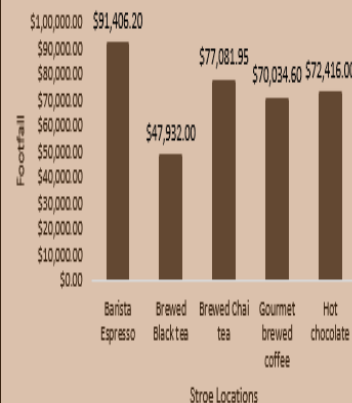
% Size Distribution Based on Orders



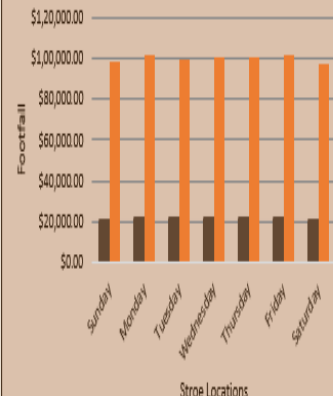
Footfall and Sales over various Store Locations



Top 5 Products Based on Sales



Order on Weekdays



Row Labels

Count of transaction_id

Sum of Total_bill

Astoria

50599

\$2,32,243.91

Hell's Kitchen

50735

\$2,36,511.17

Lower Manhatta

47782

\$2,30,057.25

Grand Total

149116

\$6,98,812.33