Coffee Shop Sales Project

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Introduction Of the Project

This project focuses on analyzing sales performance data from a coffee shop chain to uncover actionable business insights. The objective was to identify trends in customer behavior, product performance, and store operations using Excel.

An interactive dashboard was developed, highlighting key metrics such as total sales, total footfall, average bill per person, and average orders per person

About the dataset

The dataset used for this project contains coffee shop sales transactions. It includes details such as:

Transaction ID – unique identifier for each order
Date & Time – timestamp of the transaction
Store Location – location where the sale occurred
Product Category – category of the item sold (Coffee, Bakery, Tea, etc.)
Product Type – specific item sold (e.g., Barista Espresso, Black Tea, Hot Chocolate)
Order Size – size of the product (Small, Regular, Large)
Quantity – number of items in the order
Unit Price – revenue from the transaction

The dataset was sourced from Kaggle (Coffee Shop Sales Dataset), which is a publicly available dataset commonly used for practice in data analysis and dashboard building.

Tools Used

1) Microsoft Excel
    - Pivot tables for summarizing data
    - Charts & slicers for interactivity
    - Dashboard design and formatting
2) Power Query (within Excel) – for importing and transforming data
    - Data cleaning & preparation of the data

Objective

Sales & Performance Tracking:

“The management of a coffee shop chain wanted to understand sales performance across different products, categories, and store locations to identify top contributors and growth opportunities.”

Dashboard

Coffee Shop Sales

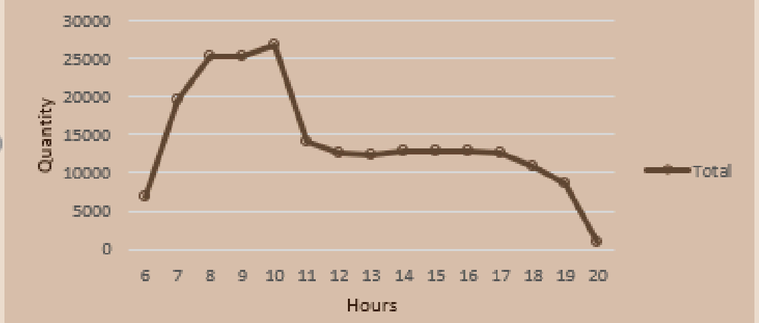
$6,98,812.33
Total sales

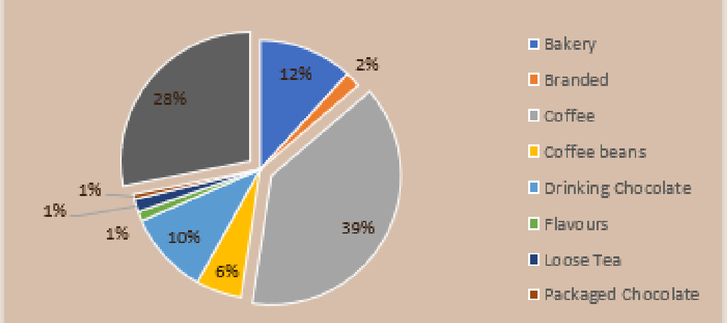
149116
Total Footfall

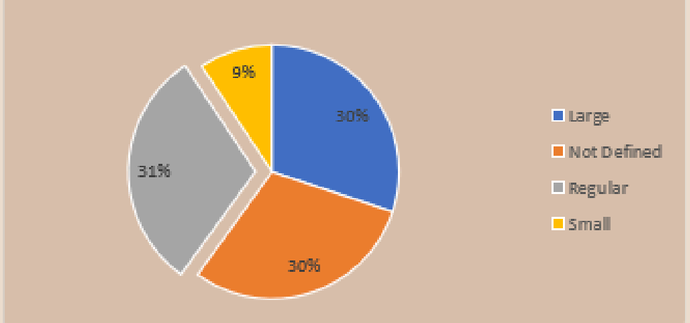
4.69
Avg bill /person

1.44
Avg Orders/person

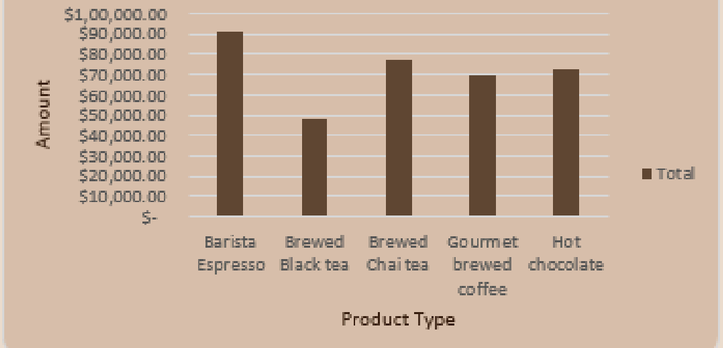
Month Name
February
March
April
May
June

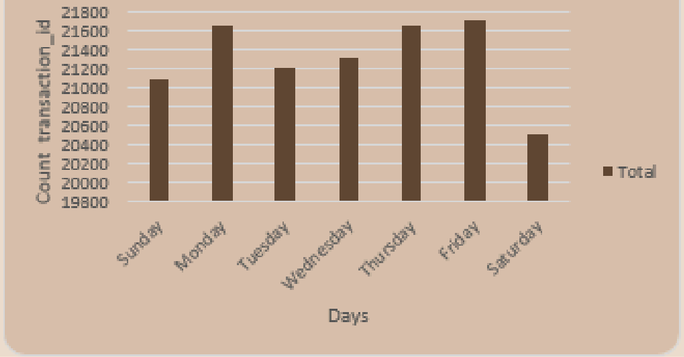






Day Name
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday





Key Insights

1. Overall Performance
    - Total Sales: $6,98,812.33
    - Total Footfall: 149,116 customers
    - Avg. Bill per Person: $4.69
    - Avg. Orders per Person: 1.44
2. Product & Category Insights
    - Top Category: Coffee contributes the highest share of revenue.
    - Top 5 Products: Barista Espresso, Brewed Black Tea, Hot Chocolate, Gourmet Brewed Coffee, and Latte.
    - Order Size Trend: Regular size is most popular, while Large and Small are less preferred.
3. Time-Based Trends
    - Peak Weekday: Friday has the highest sales, while Monday is the lowest.
    - Peak Hours: Sales peak between 8 AM – 10 AM (morning rush), with another smaller spike around 5 PM – 6 PM.
4. Store Locations
    - Among the three store locations, one location consistently generates higher sales and footfall, indicating better customer engagement there.

Recommendations

1. Promote Underperforming Days
    - Launch offers or discounts on Mondays and Tuesdays to increase traffic on slow days.
2. Focus on Best-Sellers
    - Highlight Barista Espresso and Hot Chocolate in marketing campaigns and combo offers, since they already drive strong sales.
3. Upsell Larger Sizes
    - Encourage customers to buy Large sizes by pricing smartly (small price gap between Regular and Large).
4. Expand Successful Store Practices
    - Study the store with the highest sales and replicate its best practices (layout, promotions, staff efficiency) at other locations.
5. Leverage Peak Hours
    - Increase staffing and inventory during 8–10 AM rush hours to reduce wait times and improve customer experience.

Thank You