COFFEE SHOP SALES

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?

Sales have been lower on weekends (Saturday and Sunday) compared to weekdays. Notably, the highest sales occur between 8 AM and 10 AM on weekdays, likely due to working professionals making purchases on their way to work during these hours.

- Are there any peak times for sales activity?

Yes, peak sales were observed in the month of June, totaling $166,485.88. Within June, sales peaked on Fridays, reaching $28,198.27, indicating a significant increase in activity at the end of the work week.

- What is the total sales revenue for each month?

January: $81,677.74
February: $76,145.19
March: $98,834.68
April: $118,941.08
May: $156,727.76
June: $166,485.88

- How do sales vary across different store locations?

When considering overall sales, all three locations have generated almost the same revenue. However, Hell's Kitchen has outperformed the other two locations both monthly and overall, achieving the highest sales.

Recommended Analysis

- What is the average bill per person?

After calculating the average bill per person for each month from January to June, it ranges between $4.60 and $4.97.

- Which products are the best-selling in terms of quantity and revenue?

The best-selling products are Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet Brewed Coffee, and Hot Chocolate. These items lead in both quantity sold and revenue generated.

- How do sales vary by product category and type?

Upon analyzing sales by product category and type, Coffee and Tea emerged as the top-selling categories, contributing 39% and 28% of total sales, respectively. Barista Espresso leads the coffee category, while Brewed Chai Tea is the top seller in the tea category.