Start Your Day With Coffee

Analyzing retail sales data to gain actionable insights that will enhance Coffee Shop performance and drive strategic growth.

Project Objective

Our mission is to transform raw sales data into strategic insights that will revolutionize Coffee Shop operations. By examining patterns in customer behavior, product performance, and location dynamics, we'll uncover opportunities to optimize revenue and enhance customer experience.

This comprehensive analysis will provide the foundation for data-driven decision-making across all aspects of the business.

Key Analysis Areas

Temporal Patterns

Sales variation by day of week and hour of day, identifying peak activity times.

Revenue Trends

Total sales revenue analysis for each month to track growth patterns.

Location Performance

Sales comparison across different store locations to identify top performers.

Customer Metrics

Average price per order per person to understand spending behavior.

Understanding Sales Timing
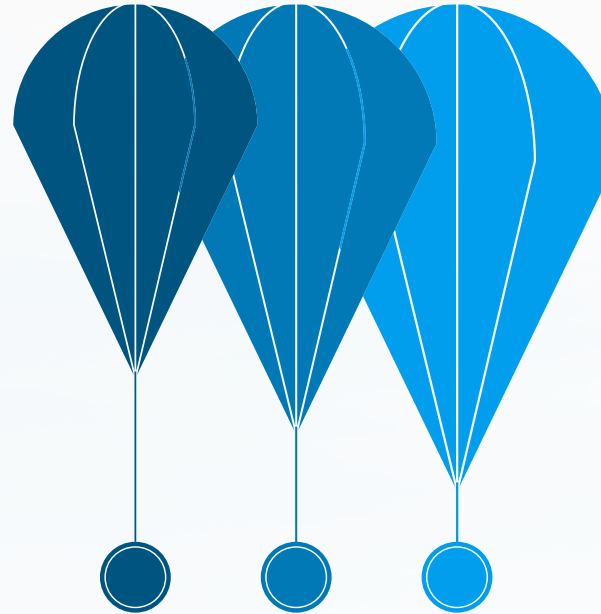
Morning Rush
High activity 7–9 AM

Lunch Break
Peak orders 12–2 PM

Afternoon Boost
Surge 3–5 PM

When Do Customers Buy?

Analyzing sales by day of week and hour reveals critical patterns in customer behavior. Understanding these rhythms allows us to optimize staffing, inventory, and promotional timing.

Peak times represent opportunities for maximized revenue, while slower periods offer chances for operational efficiency improvements.

Product Performance Analysis

Best-Selling Products

Identify top performers by quantity and revenue to focus inventory and marketing efforts.

Category Analysis

Examine sales variation across product categories to understand customer preferences.


Product Type Trends

Analyze performance by product type to optimize menu offerings and pricing strategy.

Monthly Revenue Tracking

Revenue Growth Patterns

Monthly sales revenue analysis reveals seasonal trends, growth trajectories, and opportunities for strategic intervention.

By tracking total sales revenue for each month, we can identify high-performing periods and develop targeted strategies to boost performance during slower months.
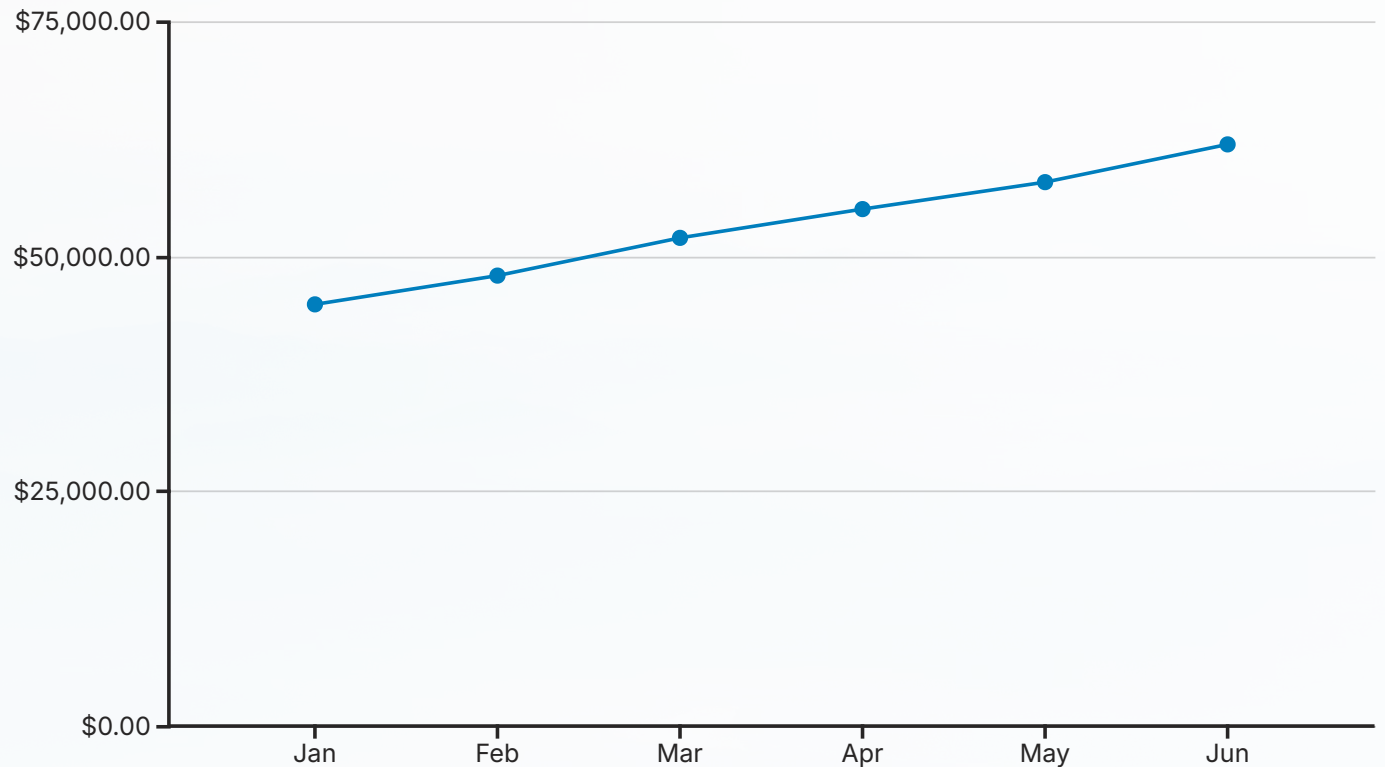
Location Performance Insights

Cross-Location Analysis

Compare sales performance across different store locations to identify success factors and areas for improvement.

Geographic Patterns

Understand how location demographics and foot traffic impact sales volume and customer preferences.

Best Practices

Identify strategies from top-performing locations that can be replicated across the network.
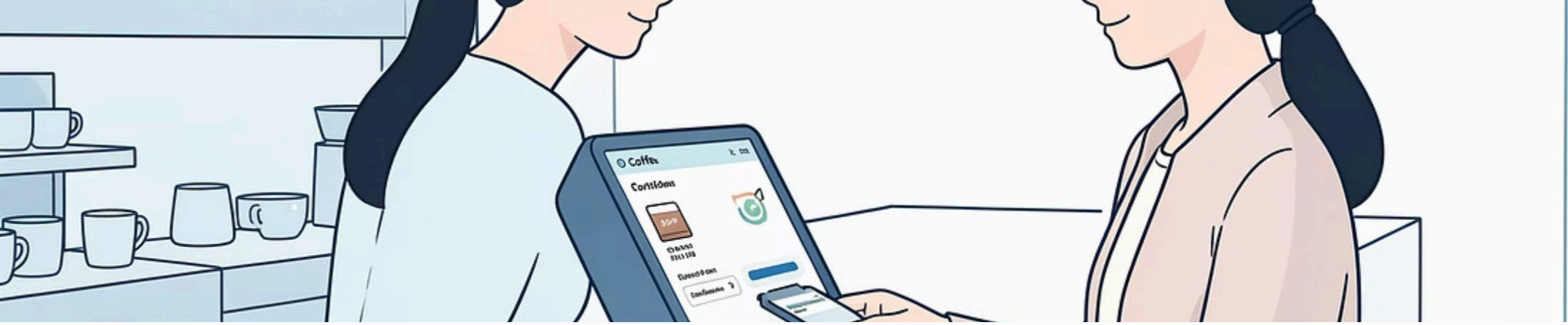
Customer Spending Behavior

Average Order Value

Understanding the average price per order per person reveals crucial insights into customer spending patterns and purchasing behavior.

This metric helps optimize pricing strategies, identify upselling opportunities, and segment customers by value.

$8.50

Avg Order

Target metric for analysis

Analysis Framework

01

Data Collection

Gather comprehensive sales data across all locations and time periods

02

Pattern Identification

Analyze temporal, geographic, and product-based trends

03

Insight Generation

Transform data patterns into actionable business intelligence

04

Strategy Implementation

Apply insights to optimize operations and drive growth

Next Steps

Data Integration

Consolidate sales data from all sources into a unified analytics platform

Analysis Execution

Run comprehensive analysis across all recommended areas

Insight Delivery

Present findings with clear recommendations for action