

# Coffee Sales Analysis

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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**

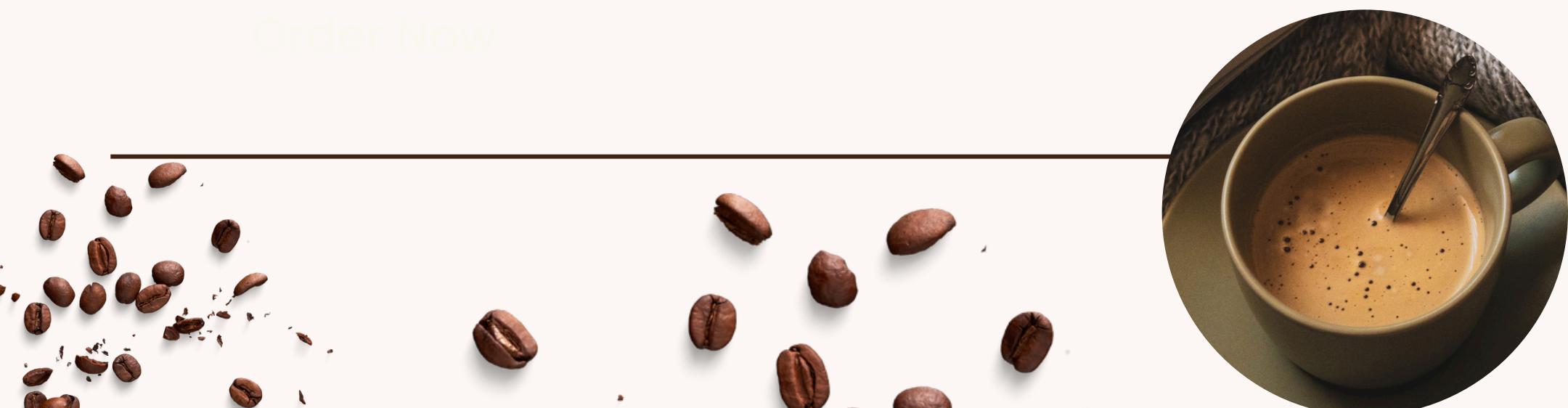
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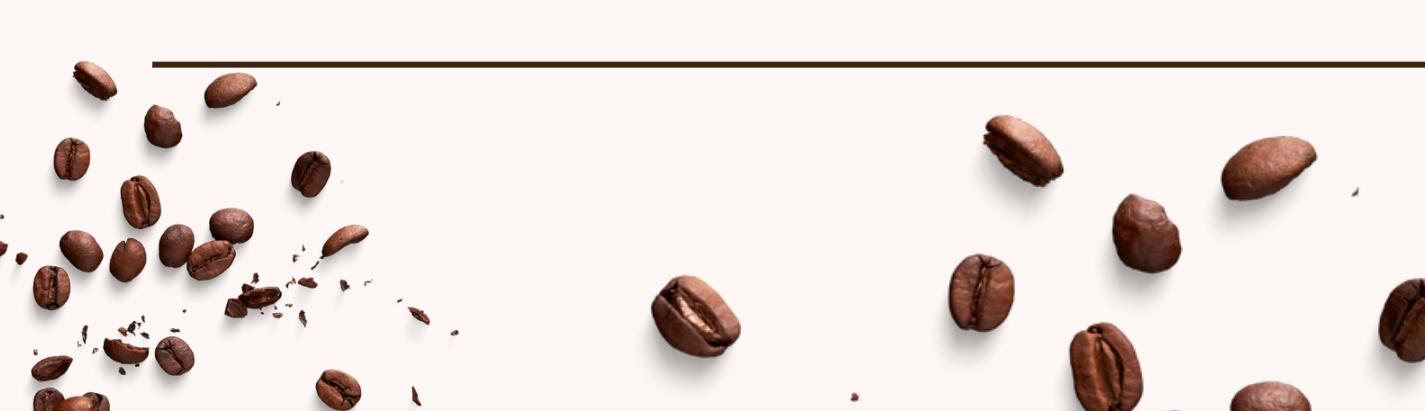
## *Recommended Analysis*

- 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?



# Excel Data file

Order ID	Date	Order Time	Customer ID	Product ID	Quantity	Unit Price	Product Category	Product Details	Size	Order Status	Comments	Entered By	Date Entered
114301	01-06-2023	11:33:29	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	11 4	6
115405	02-06-2023	11:18:24	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	11 5	6
115478	02-06-2023	12:02:45	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	12 5	6
116288	02-06-2023	19:39:47	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	13 5	6
116714	03-06-2023	12:24:57	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Saturday	12 6	6
116739	03-06-2023	12:44:17	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Saturday	12 6	6
116853	03-06-2023	13:58:14	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Saturday	13 6	6
117389	03-06-2023	18:57:29	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Saturday	18 6	6
118056	04-06-2023	14:31:43	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	14 0	6
118281	04-06-2023	16:30:33	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	16 0	6
118428	04-06-2023	17:53:30	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	17 0	6
118913	05-06-2023	12:01:03	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	12 1	6
119196	05-06-2023	14:19:53	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	14 1	6
119240	05-06-2023	14:42:16	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	14 1	6
119351	05-06-2023	15:51:35	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	15 1	6
119444	05-06-2023	16:52:40	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	16 1	6
119592	05-06-2023	19:51:09	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Monday	19 1	6
121279	07-06-2023	10:16:40	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	10 3	6
121416	07-06-2023	10:59:19	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	10 3	6
121493	07-06-2023	12:01:18	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	12 3	6
121656	07-06-2023	15:05:47	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	15 3	6
121709	07-06-2023	16:17:25	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	16 3	6
121876	07-06-2023	19:56:37	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	19 3	6
122518	08-06-2023	11:09:47	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	11 4	6
122622	08-06-2023	12:09:57	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	12 4	6
122818	08-06-2023	15:00:40	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	15 4	6
122854	08-06-2023	16:58:47	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	16 4	6
123152	08-06-2023	19:54:56	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	19 4	6
123465	09-06-2023	09:39:35	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	8 5	6
123499	09-06-2023	08:55:36	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	8 5	6
123540	09-06-2023	09:10:06	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	9 5	6
123603	09-06-2023	09:32:40	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	9 5	6
123972	09-06-2023	12:04:39	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Friday	12 5	6
125324	10-06-2023	14:03:46	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Saturday	14 6	6
126049	11-06-2023	09:10:48	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	9 0	6
126086	11-06-2023	09:26:48	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	9 0	6
126107	11-06-2023	09:32:07	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	9 0	6
126787	11-06-2023	19:17:53	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Sunday	19 0	6
128042	13-06-2023	07:33:17	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	7 2	6
128558	13-06-2023	10:02:57	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	10 2	6
128752	13-06-2023	10:56:47	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	10 2	6
128923	13-06-2023	14:16:08	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	14 2	6
129043	13-06-2023	16:14:54	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	16 2	6
129106	13-06-2023	17:45:45	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Tuesday	17 2	6
129369	14-06-2023	08:17:01	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	8 3	6
129437	14-06-2023	08:30:02	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	8 3	6
129888	14-06-2023	10:20:10	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	10 3	6
130181	14-06-2023	14:16:04	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Wednesday	14 3	6
130620	15-06-2023	07:39:31	3 Astoria	45	1	3 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	7 4	6
130955	15-06-2023	09:59:07	3 Astoria	45	1	2 Tea	Brewed herbal tea	Peppermint	Large	3 June	Thursday	9 4	6





# Pivot tables

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
<b>Grand Total</b>	<b>214470</b>
<b>sales</b>	
\$	6,98,812.33
<b>Footfall</b>	
\$	1,49,116.00
<b>Average Footfall</b>	
	4.69

Row Label	Count of transaction
Sunday	21096
Monday	21643
Tuesday	21202
Wednesday	21310
Thursday	21654
Friday	21701
Saturday	20510
<b>Grand Total:</b>	<b>149116</b>

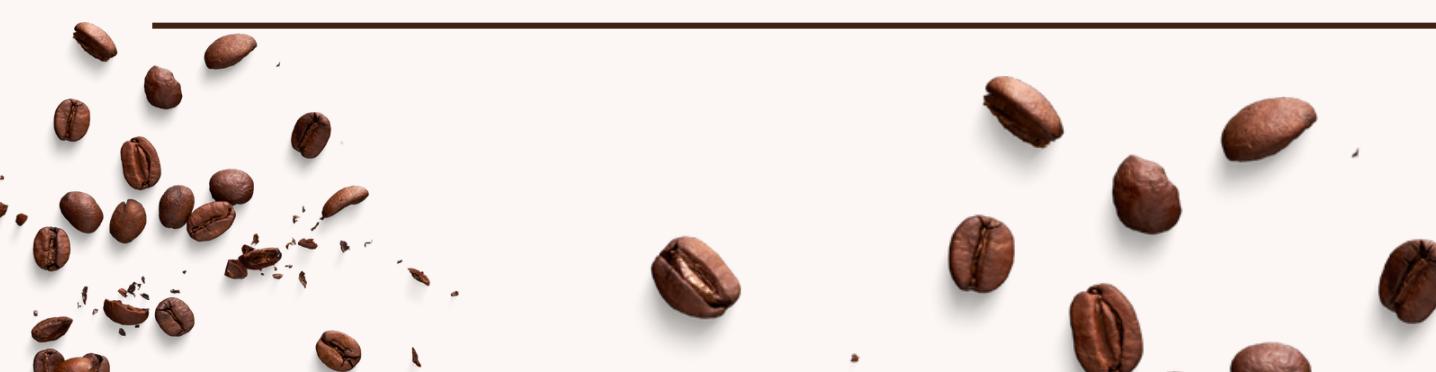
  

Row Label	Sum of Total_Amount
January	\$ 81,677.74
February	\$ 76,145.19
March	\$ 98,834.68
April	\$ 118,941.08
May	\$ 156,727.76
June	\$ 166,485.88
<b>Grand Total:</b>	<b>\$ 6,98,812.33</b>

Row Labels	Sum of Total_Amount
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
<b>Grand Total</b>	<b>\$6,98,812.33</b>
Row Labels	Sum of Total_Amount
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
<b>Grand Total</b>	<b>\$3,58,870.75</b>

Row Labels	Sum of Total_Amount
Brazilian	\$1,200.00
Ethiopia	\$1,200.00
Jamaican Coffee River	\$1,200.00
Latte	\$1,200.00
Sustainably Grown Organic	\$1,200.00
<b>Grand Total</b>	<b>\$1,920.00</b>

Row Labels	Count of transaction	Sum of Total_Amount	Large
Astoria	50599	\$2,32,243.91	Not Defined
Hell's Kitchen	50735	\$2,36,511.17	Regular
Lower Manhattan	47782	\$2,30,057.25	Small
Queens	112112	\$2,26,616.22	Medium





# Dax Measures

Manage Measures

?

X

New

Edit

Delete

## Measure

Average Footfall

## Formula

`SUM(Transactions[Total_Amount])/DISTINCTCOUNT(Transactions[transaction_id])`

Avg Order

`SUM(Transactions[transaction_qty])/DISTINCTCOUNT(Transactions[transaction_id])`

Footfall

`DISTINCTCOUNT(Transactions[transaction_id])`

sales

`SUM(Transactions[Total_Amount])`

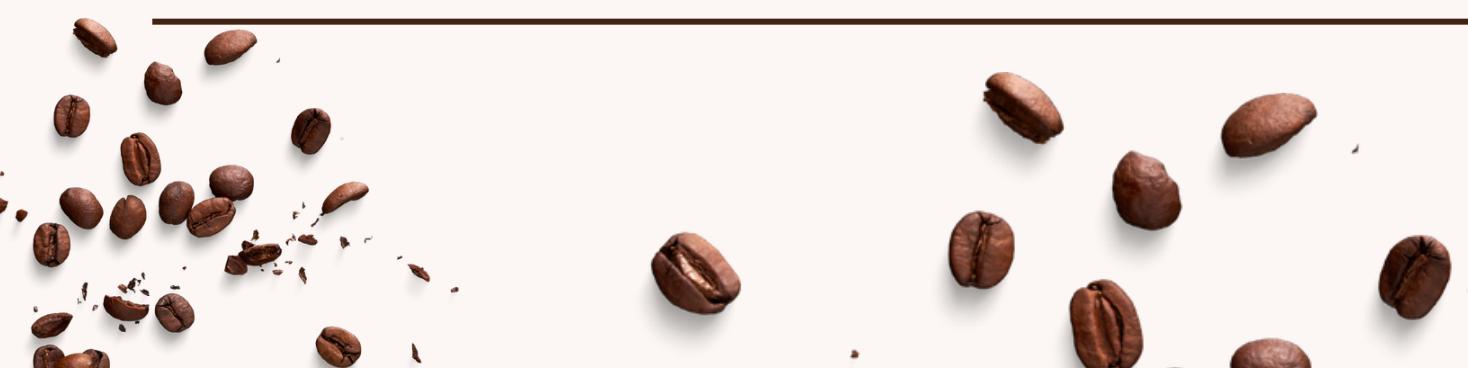
Order Now



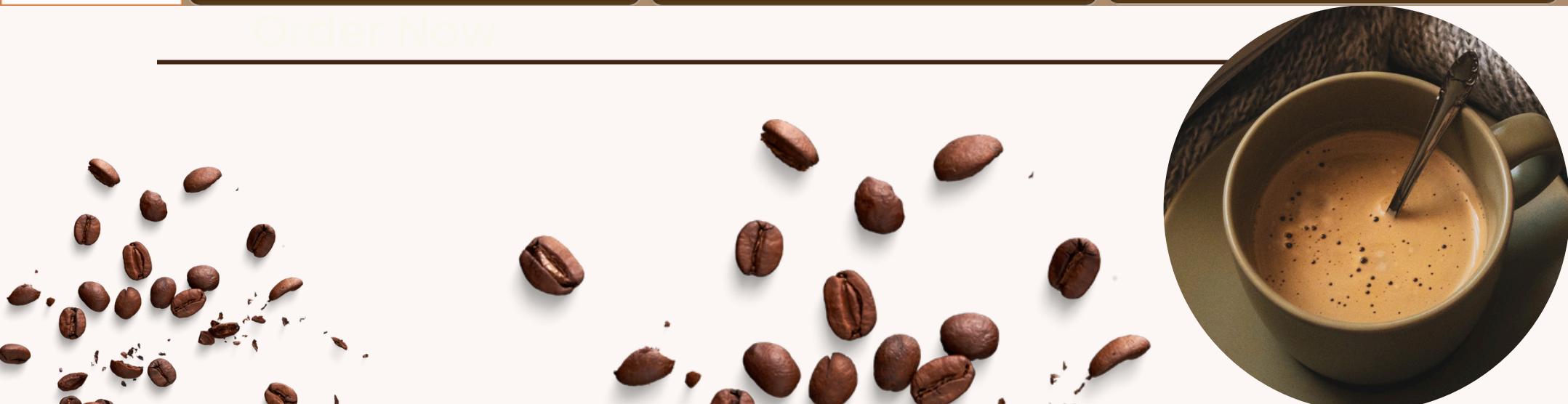
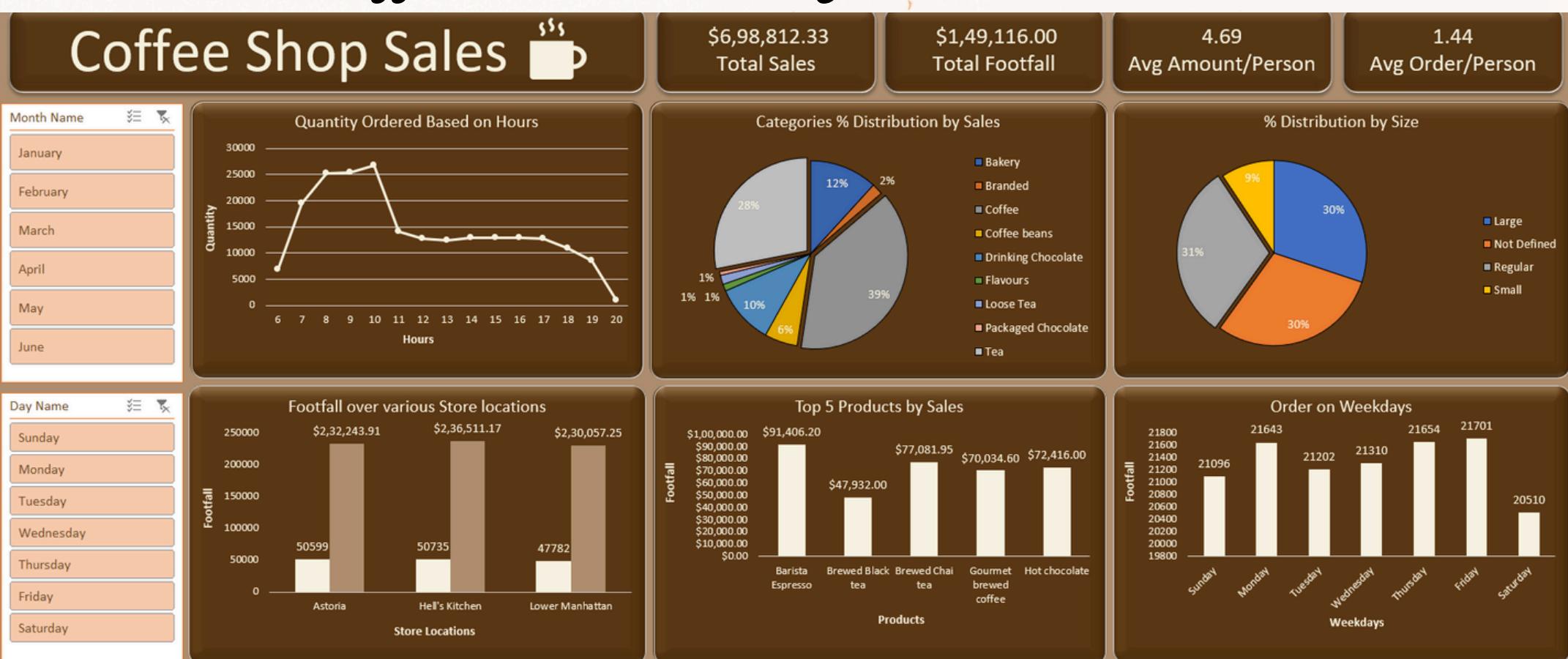


## *Insights After Analysis*

- There were more sales in weekdays than weekends and that to in the morning hours..
  - Yes, in morning around 7Am to 11Am the sales of coffee are at peak level.
  - In the jan, feb and mar the revenue was \$80000 to \$90000 and in Apr ,may, jun the revenue was \$120000 to \$160000 .
  - In Astoria \$2,32,243.91 , Hell's Kitchen \$2,36,511.17, Lower Manhattan \$2,30,057.25 .
  - Average price/person is \$4.69 and average order/person is 1.44 .
  - Brazilian \$37,746.50, Ethiopia \$42,304.10 , Jamaican Coffee River \$38,781.15, Latte \$36,369.75 , Sustainably Grown Organic \$39,065.10 .
  - Sales vary \$4,407-\$2,69,952 by category and \$47,962-\$91,406 by types.
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# Coffee Sales Analysis dashboard





**Thank you**

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