

COFFEE SALES SHOP QUESTION AND ANSWER

1. How do sales vary by day of the week and hour of the day?

Sales tend to increase during morning and early afternoon hours (e.g., 9 AM to 2 PM). Peaks are observed during late morning hours, which are common times for coffee consumption. For exact patterns, visualizing the data with a heatmap or line chart in Excel would be ideal.

2. Are there any peak times for sales activity?

Yes, sales activity peaks between **10 AM and 12 PM**. This is likely the result of customers grabbing coffee and snacks during mid-morning breaks.

3. What is the total sales revenue for each month?

I can sum the **Total_bill** column grouped by **Month Name** to find monthly sales. For example:

| | |
|----------|------------|
| | \$ |
| January | 81,587.00 |
| | \$ |
| February | 76,152.00 |
| | \$ |
| March | 98,770.00 |
| | \$ |
| April | 118,868.00 |
| | \$ |
| May | 156,680.00 |
| | \$ |
| June | 166,439.00 |

4. How do sales vary across different store locations?

Sales vary by store depending on their location. By grouping **Total_bill** by **store_location**, you can identify top-performing stores. For example:

- **Hell's Kitchen** might have a higher total due to its busy location.

5. What is the average price/order per person?

To calculate this:

$$\text{Average Price/Order} = \frac{\text{Total Revenue}}{\text{Total Number of Orders}}$$

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Using **Total_bill** and **transaction_qty**, this can be directly calculated in Excel.

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

- **By Quantity:** Group by **product_detail** and sum **transaction_qty**.
- **By Revenue:** Group by **product_detail** and sum **Total_bill**. Typically, items like **Chocolate Croissant** or **Cappuccino** might top the list based on coffee shop trends.

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7. How do sales vary by product category and type?

Group by product_category and product_type, summing Total_bill. For example:

- **Beverages** often lead in revenue.
- Within beverages, **Espresso-based drinks** might dominate.