

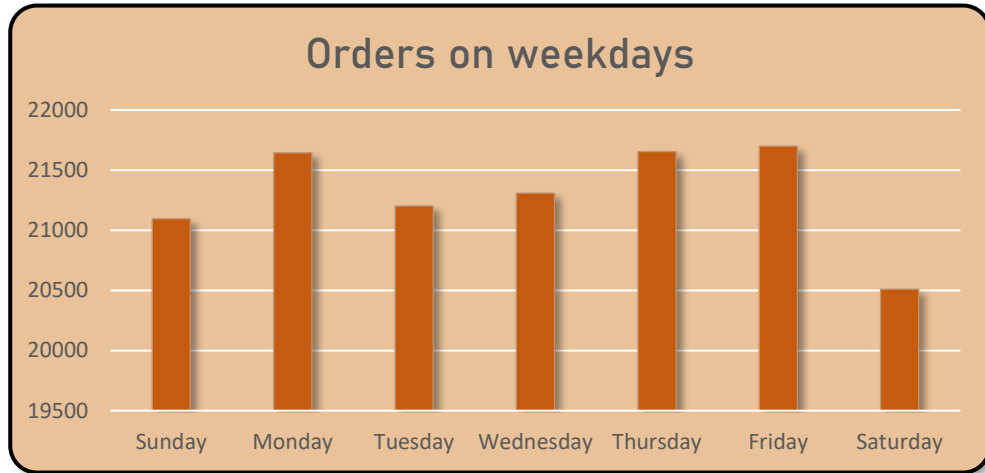


COFFEE SHOP ANALYSIS



Objective of this project is to analyze Retail sales of Coffee Shop and give some actionable insights to increase performance and sales.

VARIATION IN ORDERS



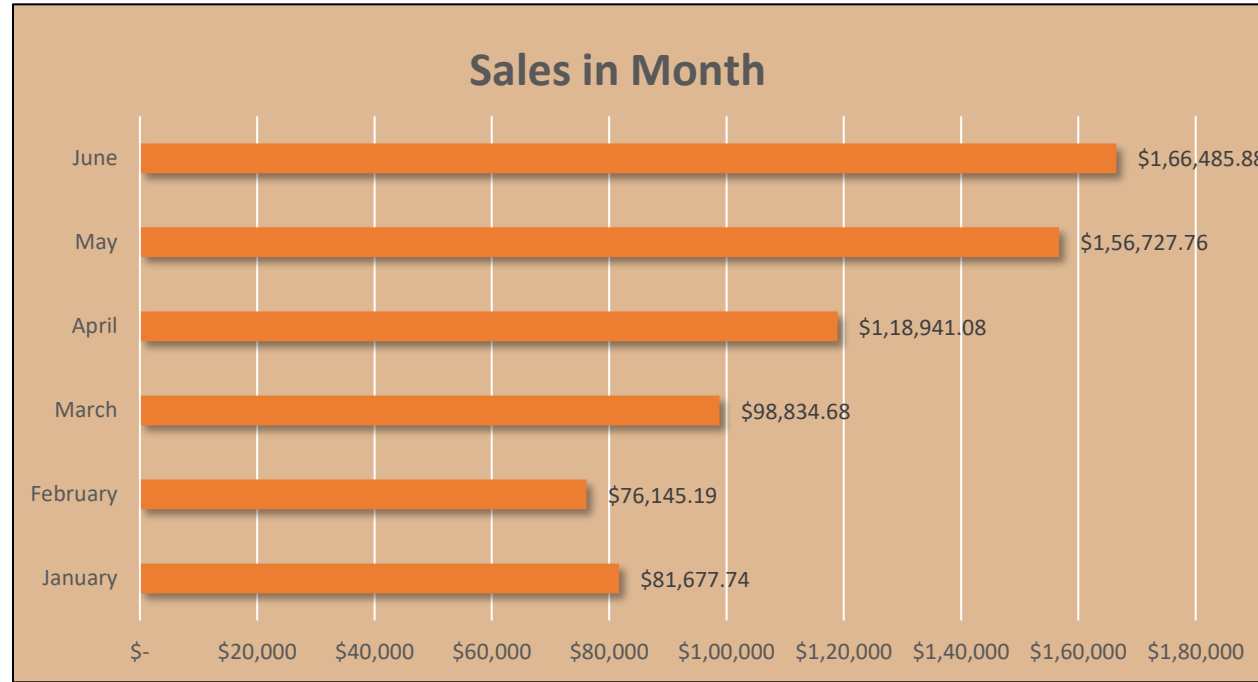
- The highest number of orders is seen on Monday, followed by Tuesday and Thursday.
- There's a noticeable dip in orders on Saturday compared to the other weekdays.



- The highest sales quantity occurs between 8 AM and 10 AM.
- There's a significant drop in sales after 10 AM
- Sales pick up again in the evening, peaking around 19 PM (7 PM)

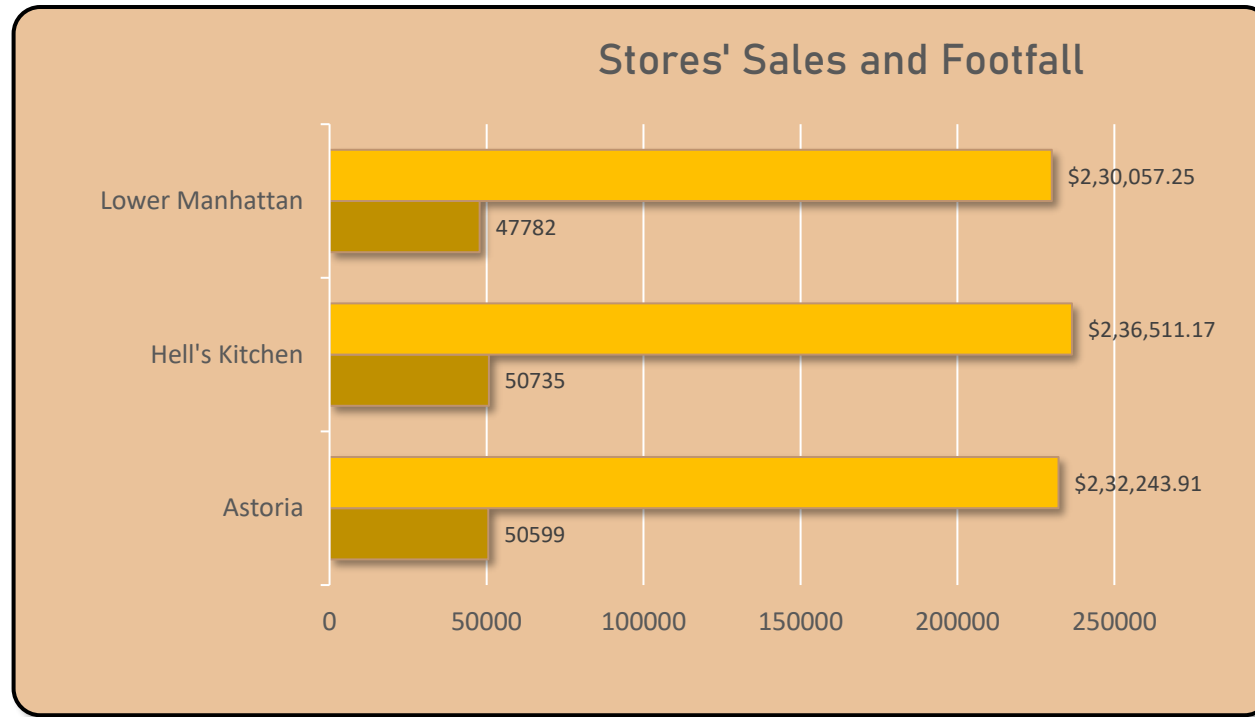
Recommendations:

- Promotional Strategies: Consider offering targeted promotions or discounts during the off-peak hours to boost sales.
- Staffing: Adjust staffing levels to align with peak sales hours to ensure efficient service.
- Inventory Management: Ensure adequate stock levels are maintained during peak sales periods to avoid stockouts.

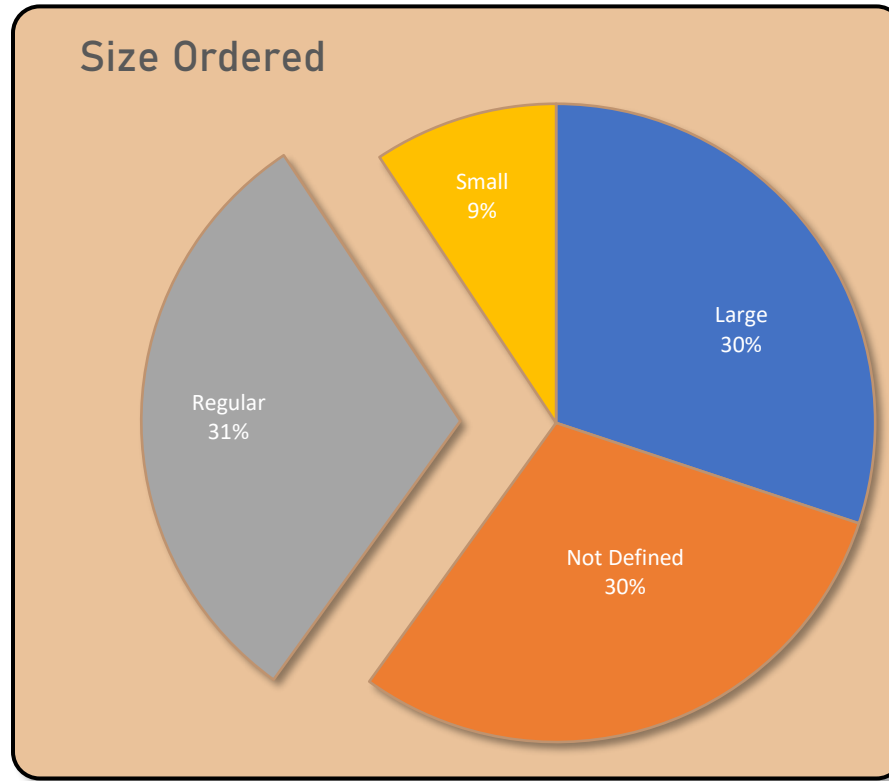


Insights:

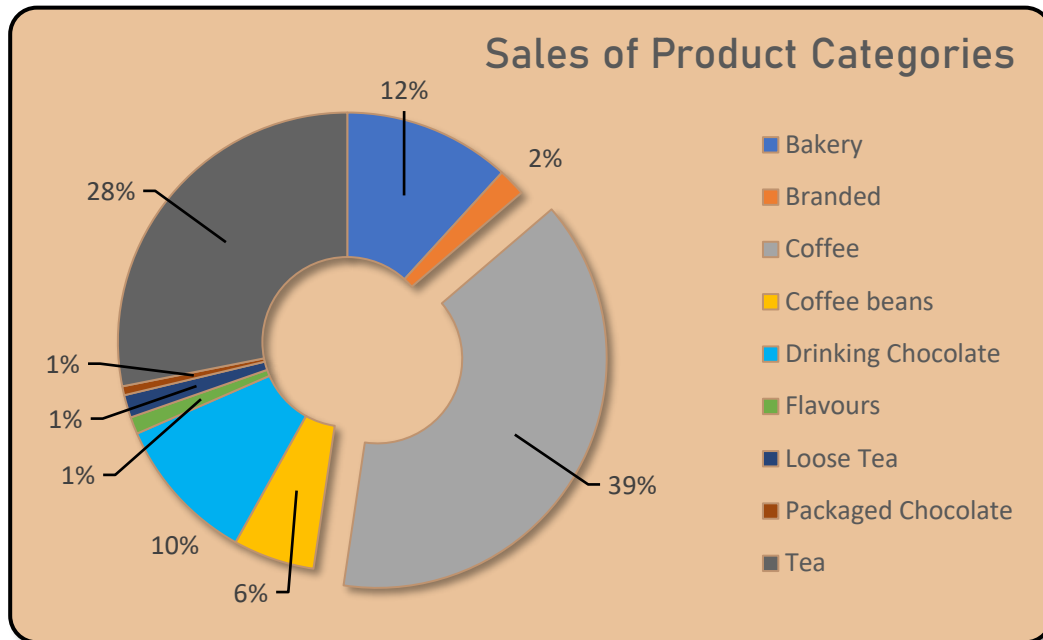
- Sales Trend: The sales data shows a clear upward trend from January to June.
- Month-over-Month Growth: Sales have been consistently increasing each month.
- June Peak: June recorded the highest sales figure, reaching \$1,66,485.88.
- February Lowest: February had the lowest sales figure at \$76,145.19 .



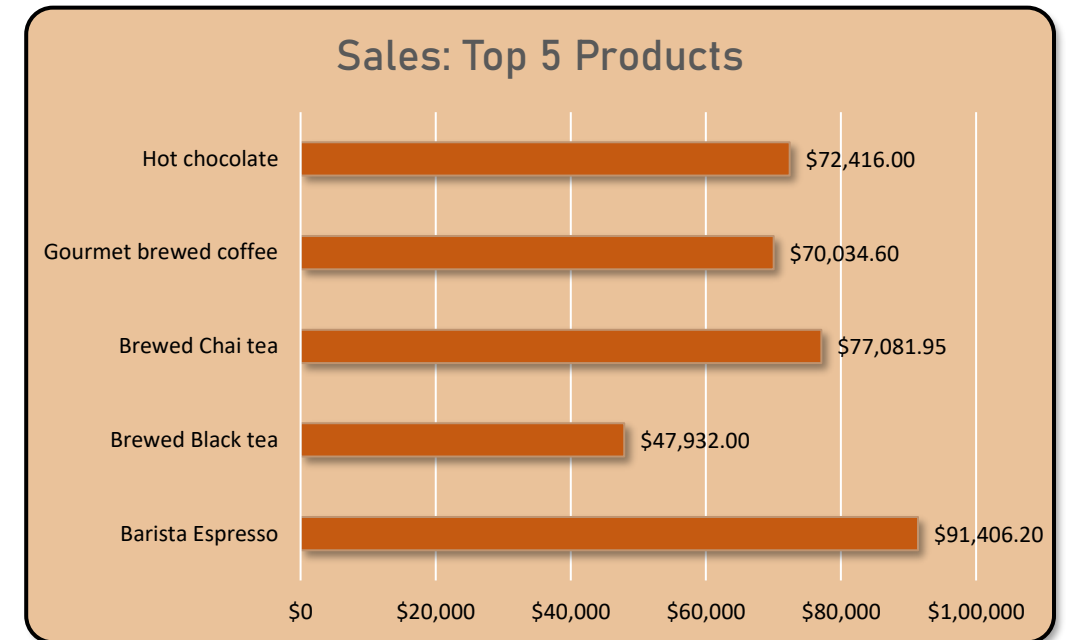
There's a general correlation between footfall and sales. Hell's Kitchen, with the highest footfall, also has the highest sales, while Lower Manhattan with the lowest footfall, has the lowest sales. However, Astoria has a higher sales figure than Hell's Kitchen despite having slightly lower footfall.



- The largest slice of the pie belongs to "Regular" size, accounting for 31% of the orders. This suggests that it is the most preferred size among customers.
- Customers might perceive the "Regular" size as offering the best value for their money, considering both quantity and price.
- The "Not Defined" category suggests that size information was not recorded for a significant portion of the orders. This could be due to data entry errors, missing information, or lack of a specific size option during the ordering process.



- The largest segment is occupied by “Coffee,” accounting for 39% of the sales. This indicates it's the most popular product category among customers. Given its strong sales performance, consider expanding the range of Coffee and exploring new flavors and varieties to further capitalize on this category.
- Promotion of Tea and Bakery



- Barista Espresso stands out as the clear leader in sales with a substantial amount of \$91,406.20. This suggests it's a highly popular and profitable product. Continue to promote and refine the Barista Espresso offerings to maintain its strong sales performance.
- Implement strategies to further boost sales of these popular beverages. This could include targeted promotions, seasonal offerings, or bundling options.

Recommendations:

- **Focus on High-Performing Categories:** Leverage the popularity of packaged chocolate and coffee/tea by expanding offerings and exploring new variations.
- **Optimize Barista Espresso:** Continue to promote and refine Barista Espresso offerings to maintain its strong sales performance.
- **Address "Not Defined" Size:** Improve data collection to minimize the "Not Defined" size category and gain a better understanding of customer preferences.
- **Staffing Optimization:** Adjust staffing levels based on peak sales hours and days to ensure efficient service.
- **Inventory Management:** Optimize inventory based on product popularity and demand patterns.
- **Targeted Promotions:** Implement targeted promotions during off-peak hours or for less popular products to boost sales.
- **Customer Feedback:** Gather customer feedback to identify areas for improvement and new product/service ideas.



A dark, moody background featuring a close-up of coffee beans. The beans are dark brown and have a glossy, slightly reflective surface. They are scattered across the frame, with some in sharp focus in the foreground and others blurred in the background, creating a sense of depth. The overall lighting is low, giving the image a warm, intimate feel.

THANK YOU

CONTACT ME AT

Vivek Kumar

[@vk2011383@gmail.com](mailto:vk2011383@gmail.com)