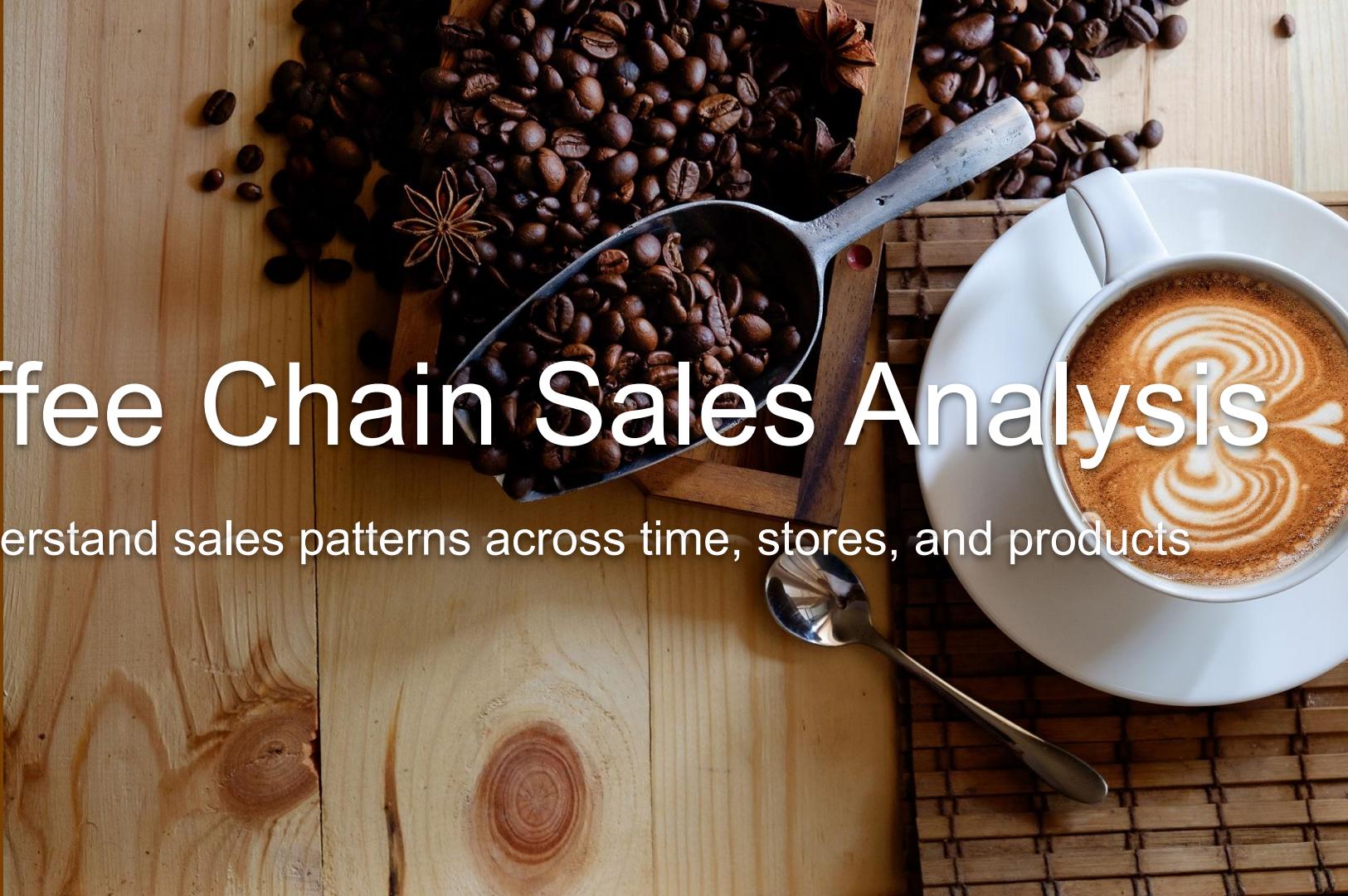


# Coffee Chain Sales Analysis

Understand sales patterns across time, stores, and products

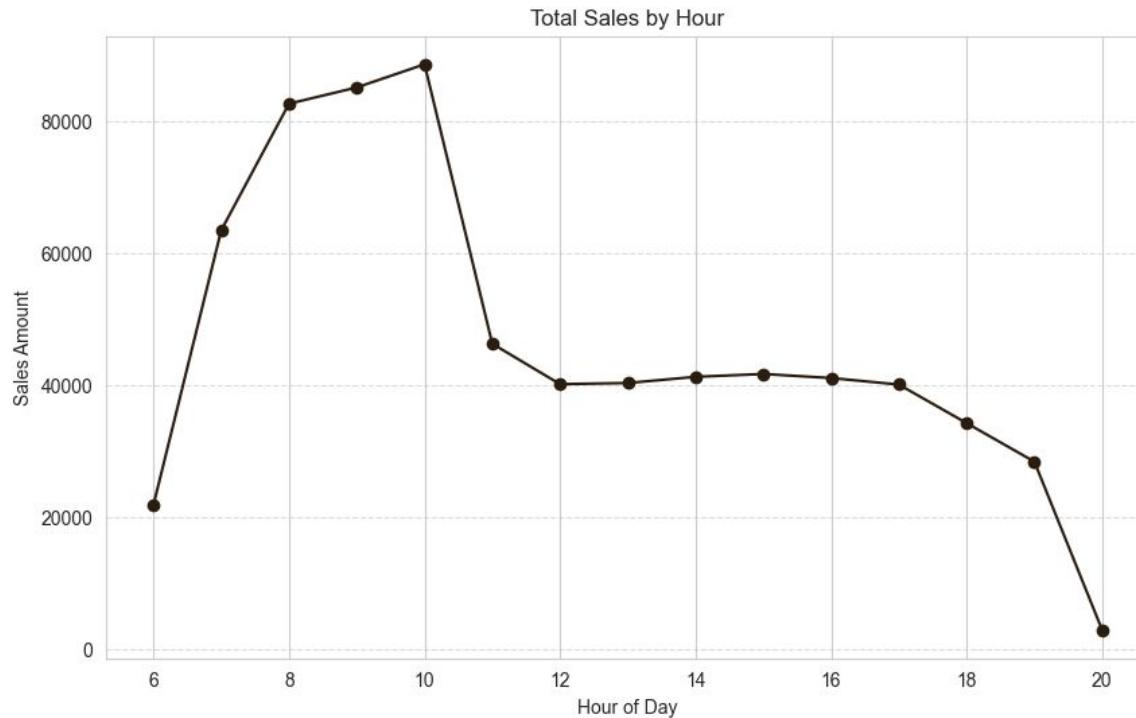


## Data Overview & Preparation

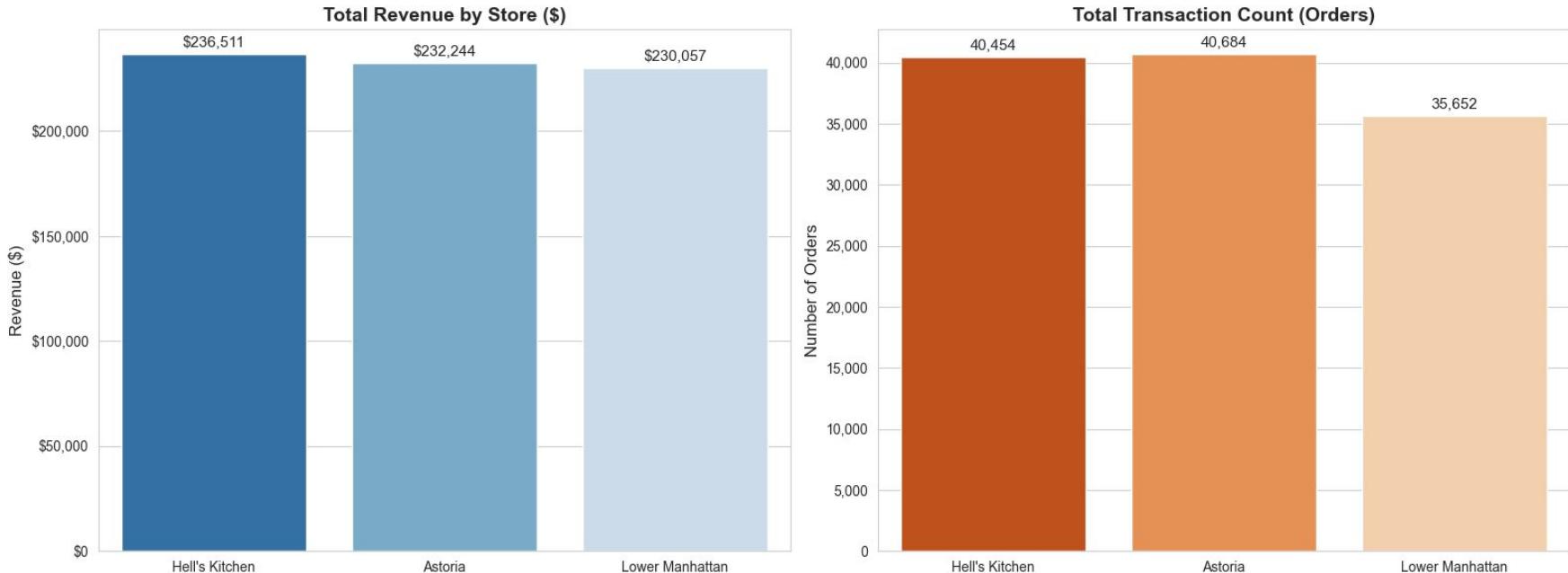
- Restored real order with basket ID using unique store id and timestamps
- Constructed revenue from transactional data
- Derived time features into month, date, hour
- Detected pricing inconsistencies at the product level

# Sales by Time of Day

Sales peak during morning hours, indicating commuter-driven demand.



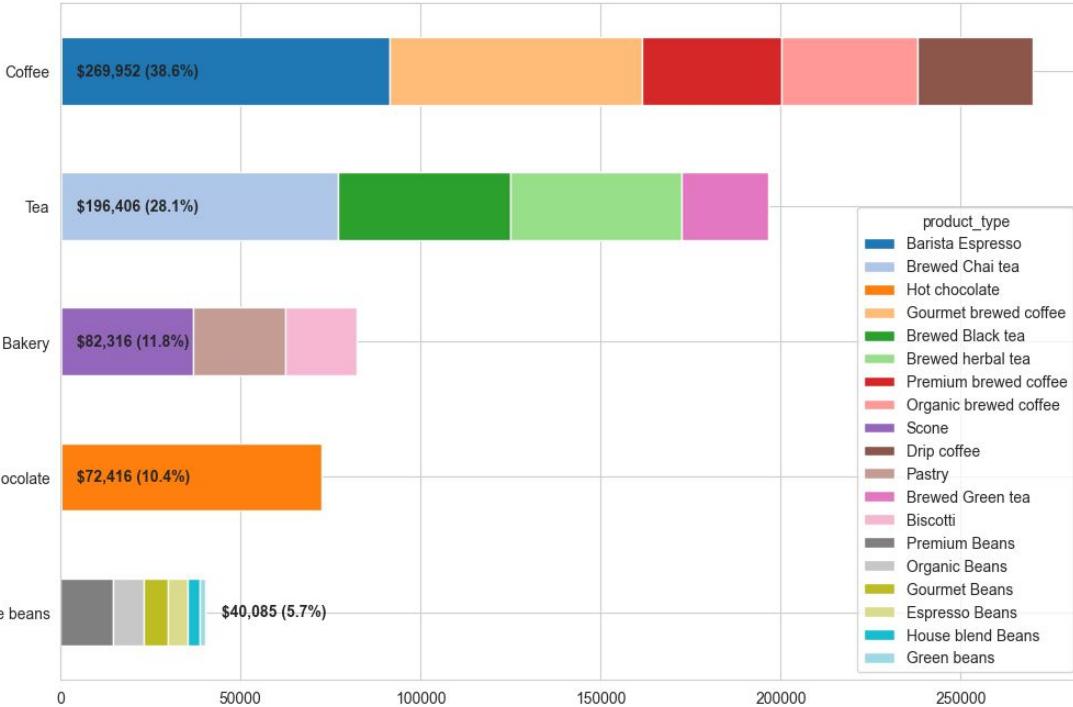
# Store-Level Performance



KPI	Hell's Kitchen	Astoria	Lower Manhattan
AOV (Average Order Value)	\$5.85	\$5.71	\$6.45
UPT (Unit per transaction)	1.77	1.74	2.01

# Product Categories & Best-Selling Items

product\_category

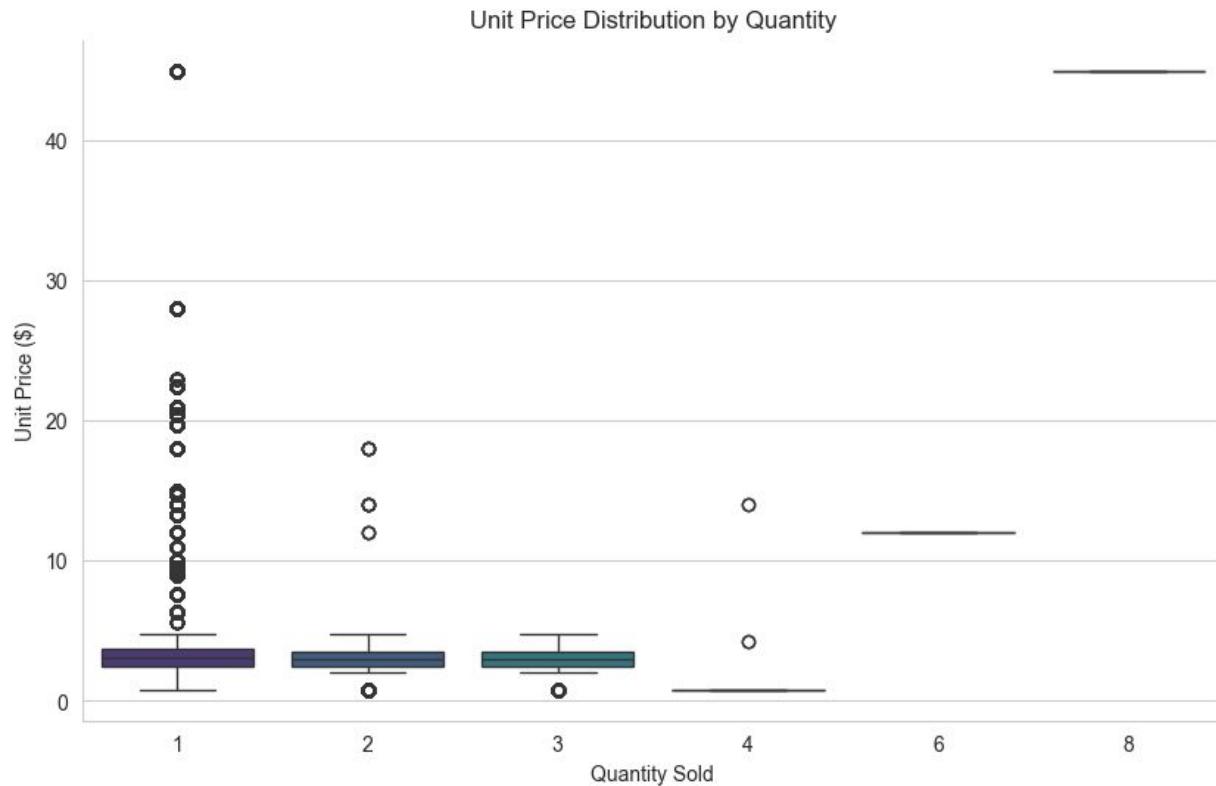


A small number of categories and products account for most revenue.

## Best Sellers:

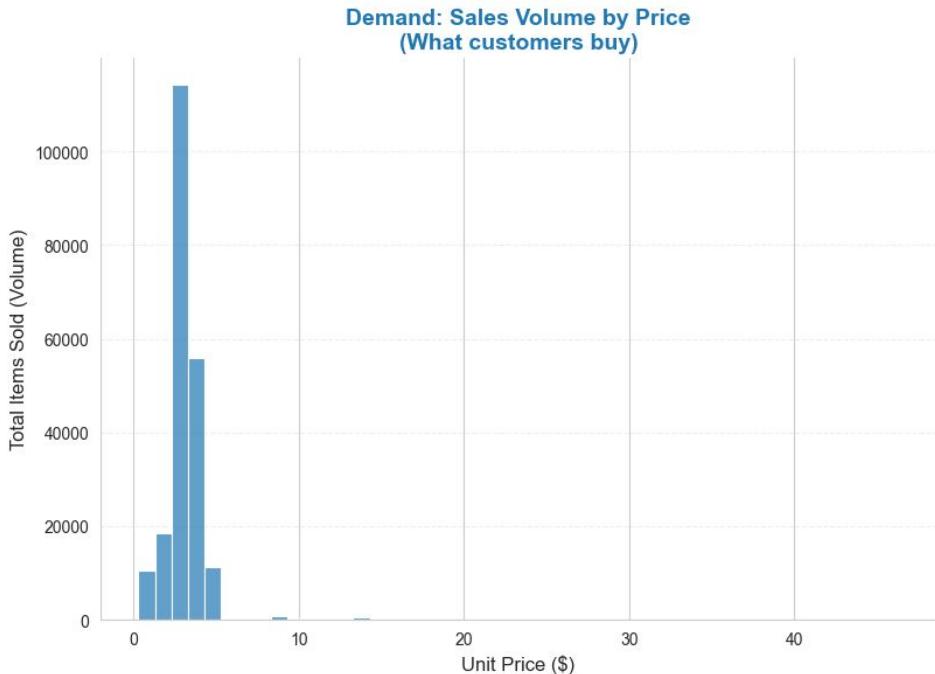
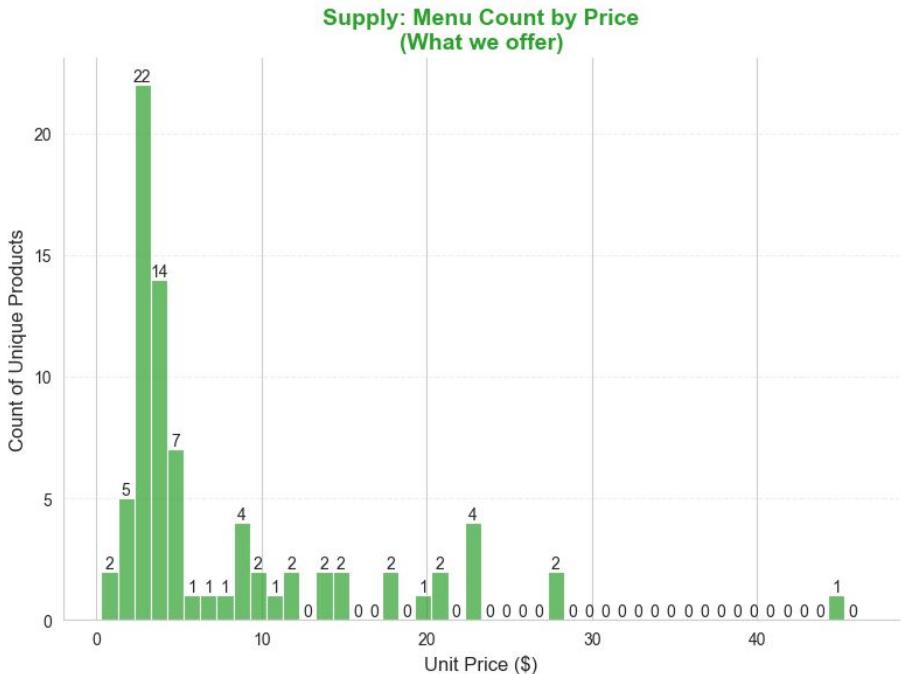
Product	Qty Sold
Ethiopia	13271
Our Old Time Diner Blend	13074
Columbian Medium Roast	13068
Brazilian	13012
Jamaican Coffee River	12431
Morning Sunrise Chai	9157
Latte	9099
Earl Grey	9095

# Price vs. Quantity Sold

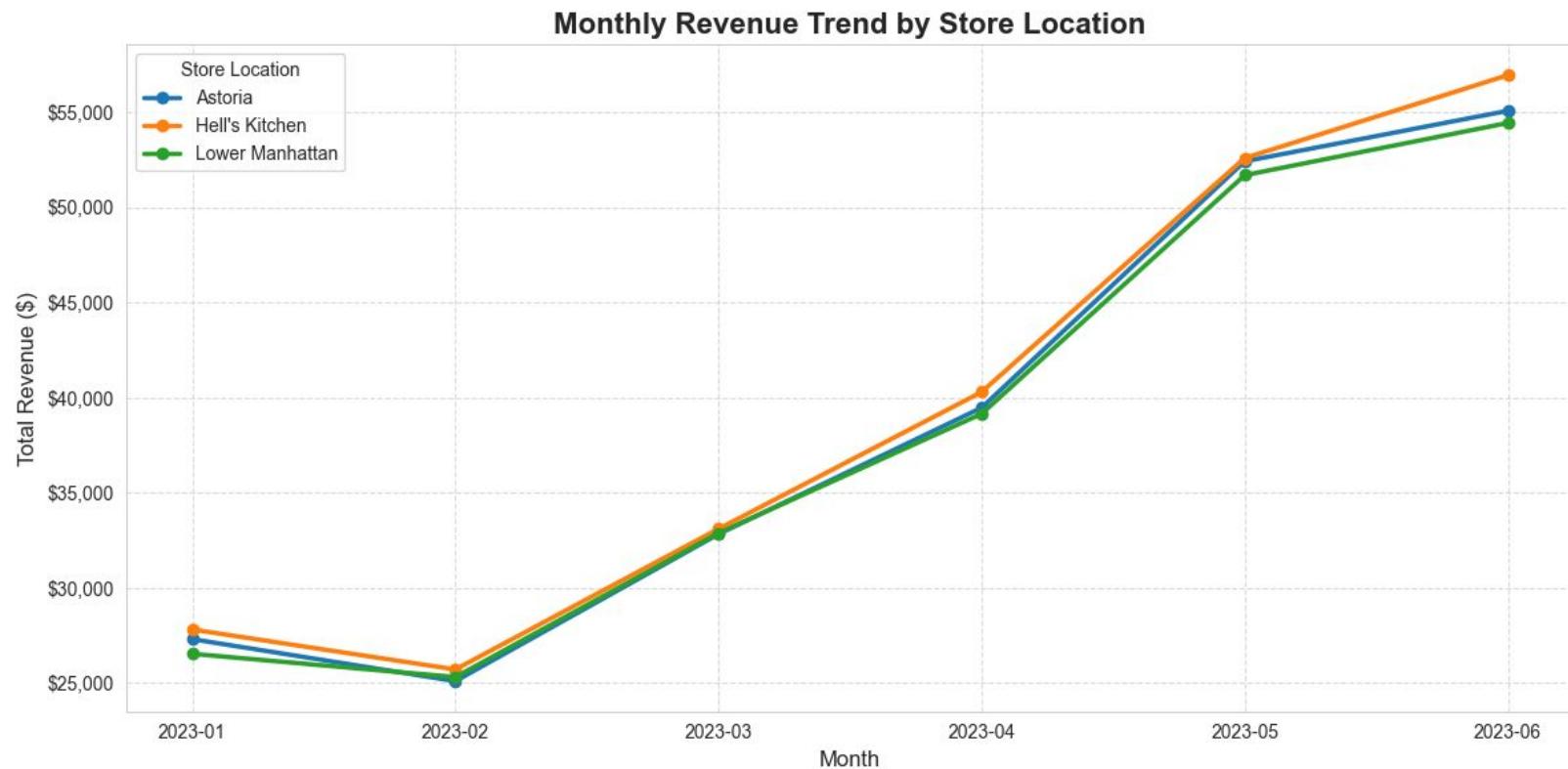


Correlation Coefficient:  
**-0.1235**,  
the relationship  
between price and  
quantity sold is weak  
since most of the items  
are purchased 1 per  
order.

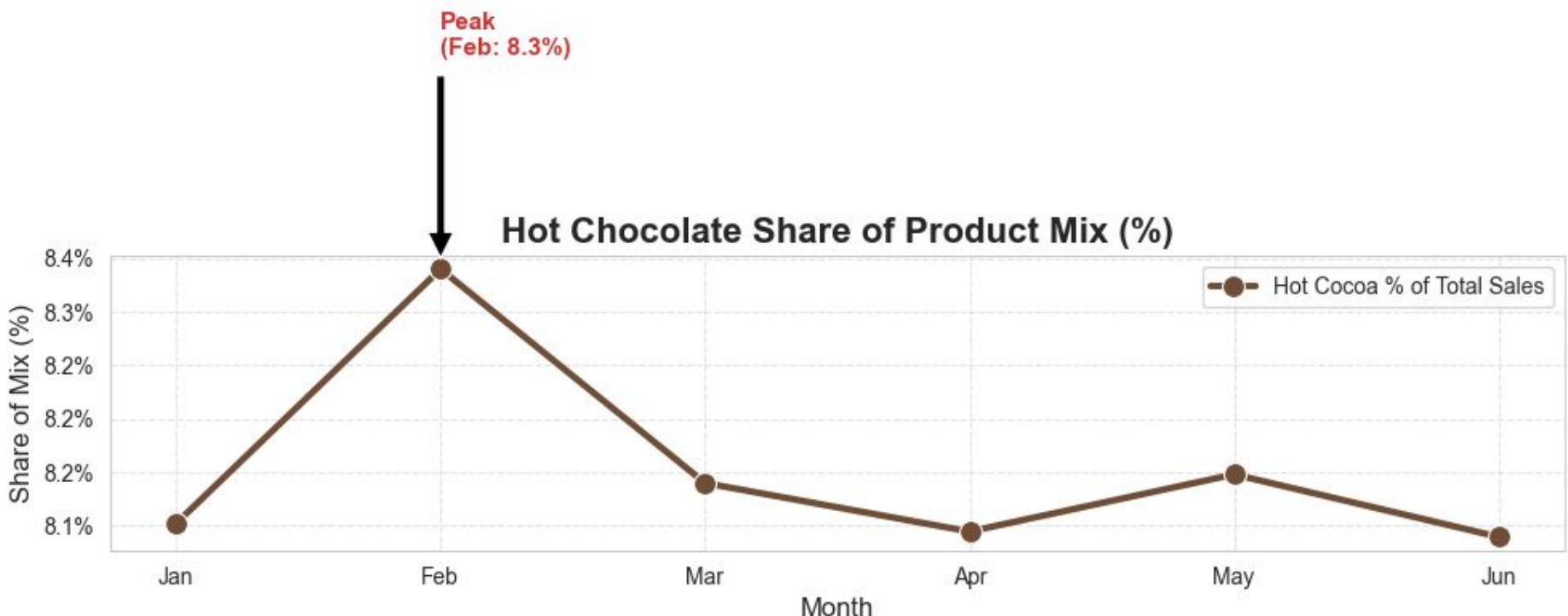
# Menu Count by Price vs. Sales Volume by Price



# Monthly Sales Trends



# Monthly Sale Trends of Hot Chocolate



The share of hot chocolate is quite stable during seasons.