**Executive Summary – Coffee Shop Sales Analysis**

**Overview**

This report provides a holistic analysis of sales performance for a coffee shop chain over the first half of the year (January to June). It presents insights into revenue generation, customer footfall, sales distribution by category and size, and store-level and time-based trends to support strategic decisions.

**Key Metrics**

* **Total Sales**: $698,812.33
* **Total Footfall**: 149,116 customers
* **Average Bill per Person**: $4.69
* **Average Orders per Person**: 1.44

The data reveals a strong customer base with moderate spending habits, reflecting typical coffeehouse behavior—low-ticket, high-volume transactions.

**Sales and Customer Behavior Insights**

**1. Quantity Ordered Based on Hours**

* Peak order times occur between **7 AM to 10 AM**, with the highest quantity around **8–9 AM**, confirming strong breakfast-time demand.
* Demand significantly tapers off post-11 AM and remains flat through the afternoon and evening.
* Recommendation: **Focus promotions and staff allocation on morning hours**, and explore new offers to boost afternoon visits.

**2. Categories % Distribution Based on Sales**

* **Coffee** leads at **39%** of total sales, followed by:
  + **Drinking Chocolate (28%)**
  + **Tea (12%)**
  + **Bakery (10%)**
  + Others (11%) include Branded, Flavours, and Loose/Packaged products.
* Recommendation: **Maintain inventory and menu focus on coffee and chocolate offerings**; secondary focus on tea and bakery to diversify appeal.

**3. % Size Distribution Based on Orders**

* **Regular (31%)** and **Large (30%)** sizes dominate.
* **Small size** accounts for only **9%**, while **30%** of orders remain undefined.
* Recommendation: Encourage upselling to larger sizes and **ensure accurate order tagging** to reduce “undefined” classification.

**Product Performance**

**Top 5 Products by Sales**

1. **Barista Espresso** – $91,406.20
2. **Brewed Chai Tea** – $77,081.95
3. **Hot Chocolate** – $72,416.00
4. **Gourmet Brewed Coffee** – $70,034.60
5. **Brewed Black Tea** – $47,932.00

Espresso and tea-based beverages are clearly customer favorites, highlighting diverse preferences.

**Store & Location Performance**

**Footfall by Store Location**

* **Top performing locations**:
  + **Hell's Kitchen**: 236,511.17
  + **Astoria**: 232,243.91
  + **Lower Manhattan**: 230,057.25
* **Low Footfall Stores**:
  + **Astoria (alternate branch)** and **Hell’s Kitchen (alternate branch)** have footfall under 51,000.
* Recommendation: Consider **consolidating underperforming branches** or initiating local marketing to increase visibility and customer flow.

**Weekday Patterns**

**Orders on Weekdays**

* Orders are **evenly distributed** across all days, with only slight dips on Sunday and Saturday.
* Footfall is **highest mid-week (Tuesday–Thursday)**, but overall consistency suggests balanced traffic.
* Recommendation: **Weekday offers** or loyalty perks could enhance sales without skewing operational demand.

**Strategic Recommendations**

1. **Morning-Centric Strategy**: Reinforce staffing, inventory, and marketing around morning hours (7–10 AM).
2. **Data Hygiene & Accuracy**: Address 30% undefined size orders to improve product insights.
3. **Enhance Afternoon Sales**: Introduce combo deals or workspace packages during slower hours.
4. **Focus on Top Products**: Streamline menu to promote best-sellers like Barista Espresso and Chai Tea.
5. **Optimize Low-Performing Stores**: Evaluate location-specific factors and adjust strategy accordingly.