

## Executive Summary

### Coffee Shop Sales Dashboard

#### Overview

The Coffee Shop Sales Dashboard provides a comprehensive analysis of sales performance and customer behavior across different locations and time frames. Built using Microsoft Excel, this interactive tool enables effective decision-making through data visualization and actionable insights.

#### Key Highlights

##### 1. Business Metrics

- Total Footfall: 149,116
- Average Bill Per Person: \$4.69
- Average Order Per Person: 1.4
- Total Sales Revenue: \$698,812.33

##### 2. Customer Behavior Analysis

- Peak Order Hours: 8 AM to 12 PM
  - Over 30,000 orders recorded during peak hours.
- Popular Order Sizes:
  - Regular Size: Highest orders (45,789).
  - Small Size: Least preferred (13,924).

##### 3. Revenue Breakdown by Product Categories

- Top Contributors:
  - Coffee: Highest revenue generator.
  - Tea & Bakery Items: Strong performers with steady contributions.
- Low-Performing Categories: Packaged Chocolate and Loose Tea.

##### 4. Store Performance

- Locations with the highest footfall and sales:
  - Hell's Kitchen: \$236,511.17
  - Astoria: \$232,243.91
  - Lower Manhattan: \$230,057.25

##### 5. Best-Selling Products

- Barista Espresso and Brewed Chai Tea are the top-selling products, generating the highest revenue.
- Hot Chocolate and Gourmet Brewed Coffee also performed well, showcasing seasonal preferences.

#### Insights and Recommendations

1. Optimize Operational Hours:
  - Focus staffing and resources during peak hours (8 AM to 12 PM).
2. Leverage Best-Selling Products:
  - Expand marketing efforts for Barista Espresso and Brewed Chai Tea.
  - Introduce loyalty programs to retain customers ordering these products.

### 3. Enhance Low-Performing Categories:

- Offer promotions or bundle deals for packaged chocolate and loose tea.
- Use customer feedback to improve product offerings.

### 4. Store-Specific Strategies:

- Analyze performance in Hell's Kitchen and Astoria to replicate success in other locations.
- Address operational inefficiencies in Lower Manhattan to increase profitability.

## Conclusion

The Coffee Shop Sales Dashboard equips stakeholders with key insights into customer preferences, product performance, and store-level efficiency. These actionable insights pave the way for data-driven strategies to maximize revenue, optimize operations, and improve customer satisfaction.