Maven Roasters Coffee shop Sales Insights & Customer Behaviour Overview Dashboard

Executive Summary

Maven Roasters Coffee Shop — Sales Insights & Customer Behaviour Dashboard

Project Overview

This dashboard provides a unified view of **sales performance** and **customer behaviour** across three store locations: **Astoria**, **Hell's Kitchen**, and **Lower Manhattan**. The goal is to support data-driven decisions that enhance profitability, optimize operations, and improve customer experience.

Key Sales Insights

- **Total Revenue**: $698.81K
- **Average Order Value**: $4.69
- **Highest Revenue Month**: June ($166.49K)
- **Top Product Categories**:
  - **Coffee** – $269.95K
  - **Tea** – $196.41K
- **Top Store by Revenue: Lower Manhattan ($236.51K)**

Customer Footfall Insights

- **Total Footfalls**: 149,116
- **Peak Month for Footfalls**: June (35,352)
- **Busiest Hour**: 10 AM
- **Most Popular Product**: Brewed Chai Tea (17,183 visits)
- **Top Day by Footfalls**: Friday (21,701)

Location Performance

- **Footfalls by Location**:
  - Lower Manhattan: 50,735
  - Hell's Kitchen: 50,599
  - Astoria: 47,782
- All stores show relatively balanced performance, indicating consistent demand across NYC.

Business Implications

- Morning hours (7 AM – 10 AM) are **highly profitable**, showing a strong breakfast demand.
- Weekends and early weekdays (Friday and Monday) see **maximum footfalls**.
- Revenue and footfall trends indicate **steady growth** from January to June.
- Certain products like **Drip Coffee** and **Premium Brewed Coffee** show **lower footfalls**, presenting room for improvement or repackaging.

Actions to Take

1. **Optimize Staffing & Inventory**
   - Increase staff coverage and prepare inventory for **peak hours (7–10 AM)** and **peak days (Friday, Monday)**.
2. **Targeted Promotions**
   - Offer **limited-time deals or combos** on high-footfall days.
   - Run **Wednesday/Saturday promotions** to boost traffic on slower days.
3. **Boost Underperforming Products**
   - Rebrand, reposition, or offer trials for **low-engagement products** like Drip Coffee and Packaged Chocolate.
4. **Enhance Customer Loyalty**
   - Introduce a **loyalty rewards program** focused on high-engagement products (e.g., Chai Tea, Gourmet Coffee).

5. **Location-Specific Strategies**

    o   Customize offers based on individual store performance and demographic
        trends.

6. **Monitor and Adapt**

    o   Continuously monitor footfall and revenue metrics to refine strategies
        monthly.