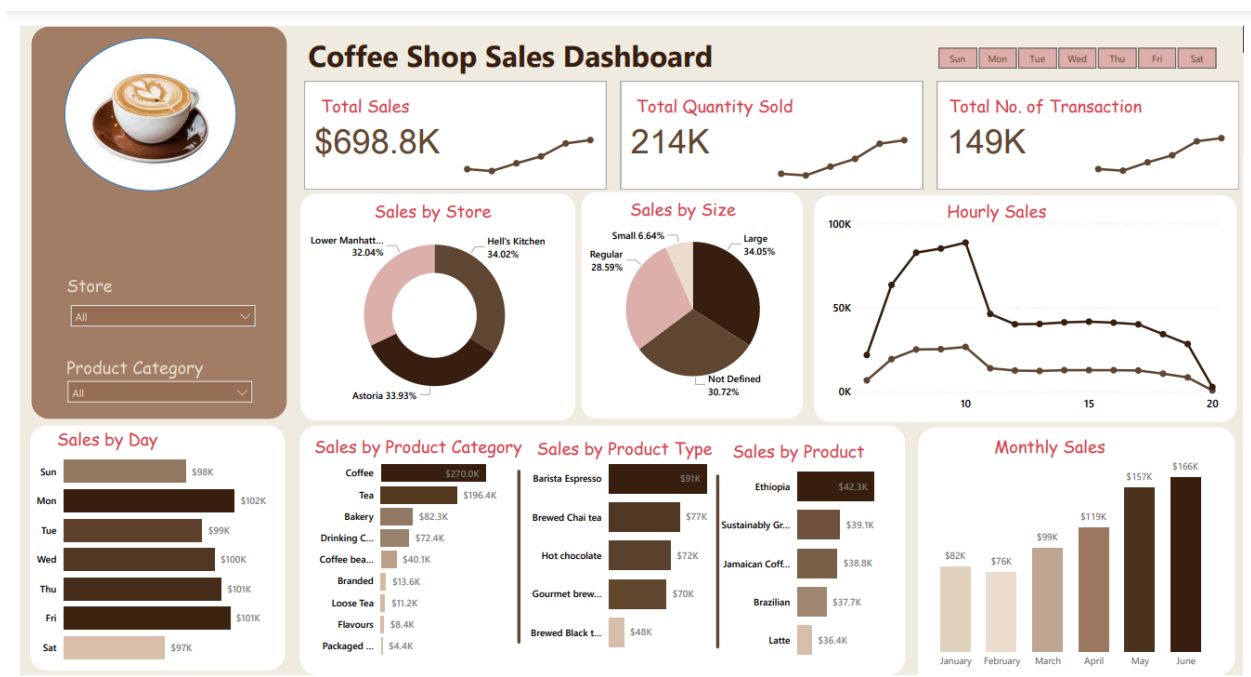


# Coffee Shop Sales Analysis

The Coffee Shop Sales Dashboard provides a comprehensive view of the business's performance across key areas, including total sales, transaction volume, sales trends, product performance, and store-specific insights. The goal of analyzing transaction data is to get important insights regarding customer behavior, product popularity, sales patterns, and operational efficiencies. The purpose is to optimize inventory management, improve decision-making processes, and find possible cross-selling opportunities.



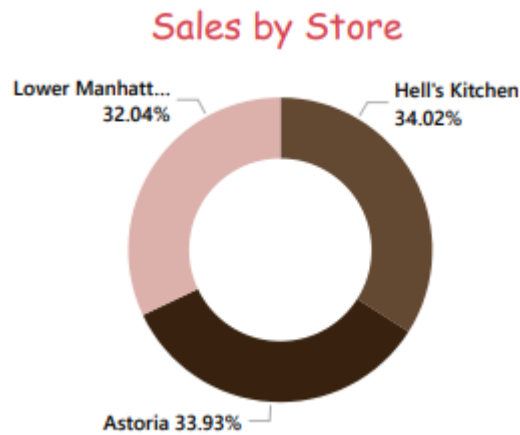
## 1. Key Performance Indicators (KPIs):

- **Total Sales:** \$698.8K
- **Total Quantity Sold:** 214K units
- **Total Transactions:** 149K

These metrics indicate strong overall sales performance.

## 2. Sales by Store:

- **Top-Contributing Stores:**
  - Lower Manhattan (32.04%)
  - Astoria (33.93%)
  - Hell's Kitchen (34.02%)



- **Observation:** Sales are almost evenly distributed among the stores, but with no standout leader.

### Area for Improvement:

Focus on personalized promotions for underperforming locations and explore ways to optimize staffing, inventory, or marketing at each location to create differentiation.

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## 3. Sales by Size:

- **Breakdown of Sales by Product Size:**
  - **Large:** 34.05%
  - **Regular:** 28.59%
  - **Small:** 6.64%
  - **Not Defined:** 30.72%

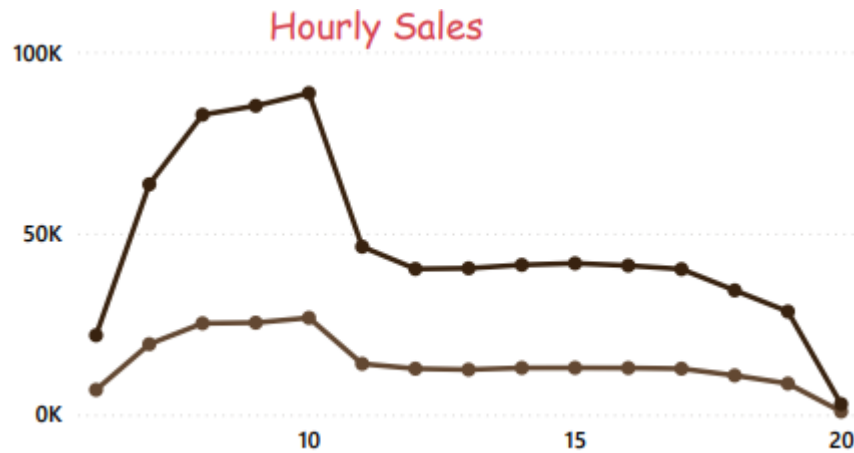
### Area for Improvement:

Ensure that size data is properly recorded to enable accurate analysis and inventory planning. Consider a staff training session or a system update to reduce errors.

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#### 4. Hourly Sales:

- **Peak Hours:** 8 AM to 10 PM
- **Off-Peak Hours:** After 6 PM
- **Observation:** Sales are concentrated in the morning, aligning with coffee consumption trends, but drop significantly in the evening.

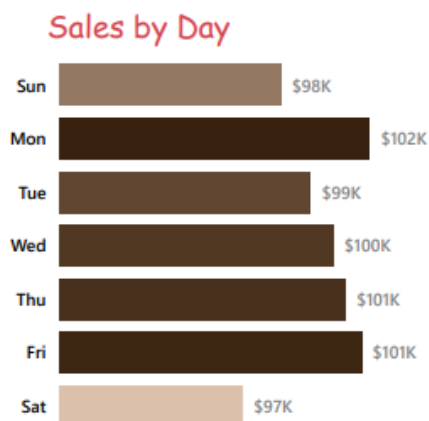


#### Area for Improvement:

Introduce evening-focused offers like discounts on desserts, extended working hours, or events to attract customers during off-peak times.

#### 5. Sales by Day:

- **Top Sales Days:** Monday (\$102K) and Thursday (\$101K)
- **Lowest Sales Day:** Saturday (\$97K)
- **Observation:** Weekday sales dominate, while weekend sales are surprisingly lower.



### Area for Improvement:

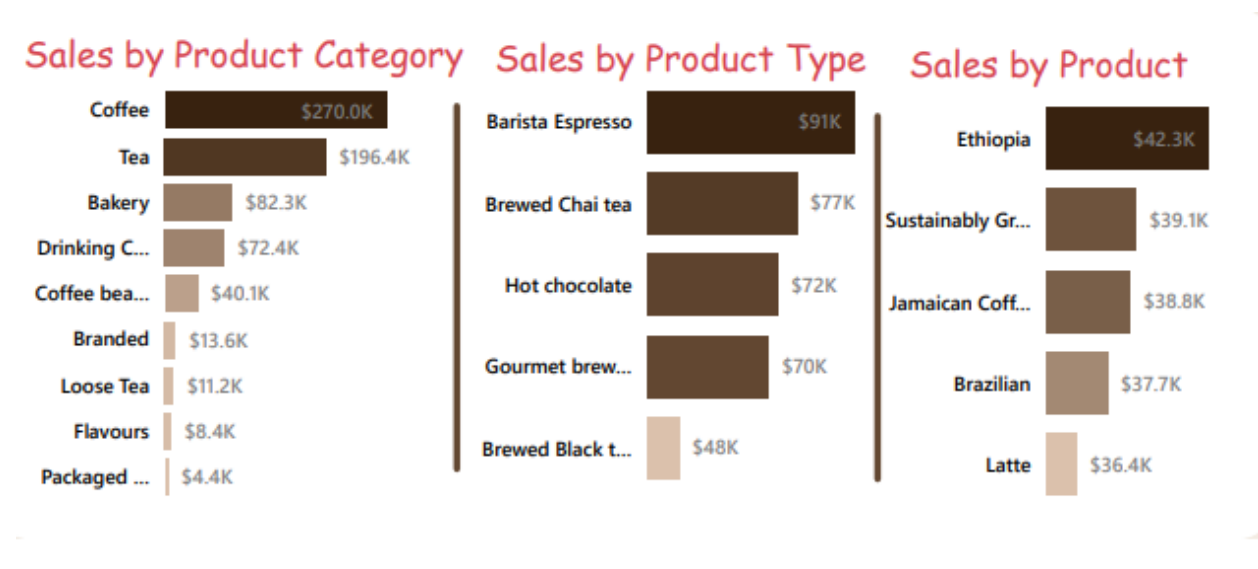
Launch weekend-specific campaigns like "Saturday Specials" or family deals to increase foot traffic on slower days.

## 6. Sales by Product Category:

- **Top Categories:**
  - Coffee: \$270K (38.63%)
  - Tea: \$196.4K (28.11%)
  - Bakery: \$82.3K (11.78%)
- **Observation:** Coffee is the main revenue driver, but secondary categories like bakery and tea could be leveraged further.

### Area for Improvement:

Upsell bakery products with coffee (e.g., combo deals) or enhance the bakery selection to maximize customer spending.



## 7. Sales by Product:

- **Top Performers:**
  - Ethiopian Coffee: \$42.3K
  - Sustainably Grown Coffee: \$39.1K
  - Jamaican Coffee: \$38.8K
- **Observation:** Specialty coffees contribute significantly but might require a larger push to appeal to more customers.

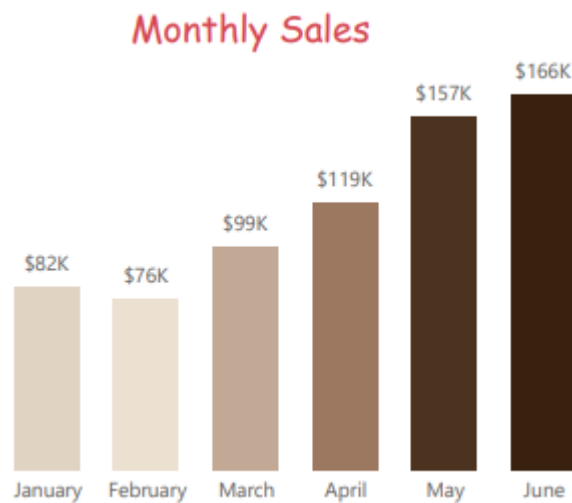
**Area for Improvement:**

Highlight specialty coffee origins with in-store marketing and storytelling. Introduce sampling sessions or loyalty points for purchasing premium items.

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**8. Monthly Sales Trends:**

- **Top Performing Month:** June (\$166K)
- **Lowest Performing Month:** February (\$76K)
- **Observation:** Sales peak in summer but dip significantly in February, potentially due to post-holiday consumer fatigue.

**Area for Improvement:**

Introduce Valentine's Day-themed promotions in February and explore new menu items like warm beverages and comfort foods to increase sales during colder months.

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## Concluding Recommendations:

1. **Off-Peak Strategies:** Develop promotions and events to boost evening and weekend sales.
2. **Category Expansion:** Focus on upselling bakery items and promoting specialty coffees to diversify revenue streams.
3. **Seasonal Promotions:** Capitalize on seasonal sales dips with targeted campaigns and menu adaptations.
4. **Store Optimization:** Evaluate store-specific strategies to boost individual location performance.