Coffee Shop Sales
(January – June 2023)

Corporate Report | ABC Coffee | Dina I.

28 December 2024

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Objectives

Identify Key Revenue Drivers

- Determine which factors contribute most to overall revenue.

Understand Customer Purchasing Behaviour

- Evaluate metrics like transaction volume and product category preferences.

Optimize Operational Efficiency

- Pinpoint peak sales hours and low-performing products.
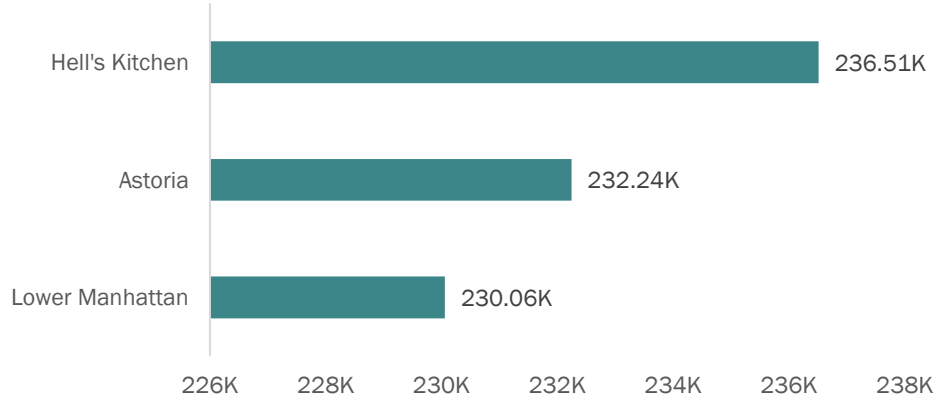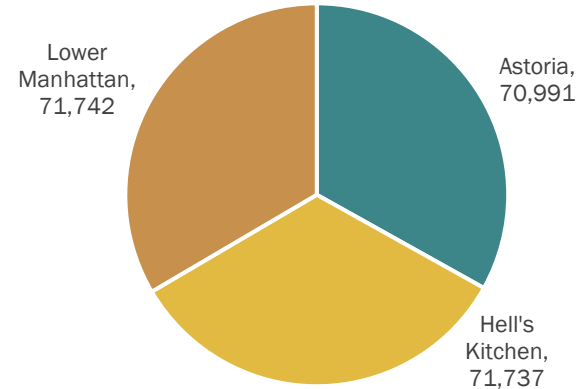
Dashboard

ABC

Jan – June 2023

Sales by Store Location

Store	Sales
Hell's Kitchen	236.51K
Astoria	232.24K
Lower Manhattan	230.06K

Transactions by Store Location

Lower Manhattan, 71,742

Astoria, 70,991

Hell's Kitchen, 71,737

Top Selling by Product Category

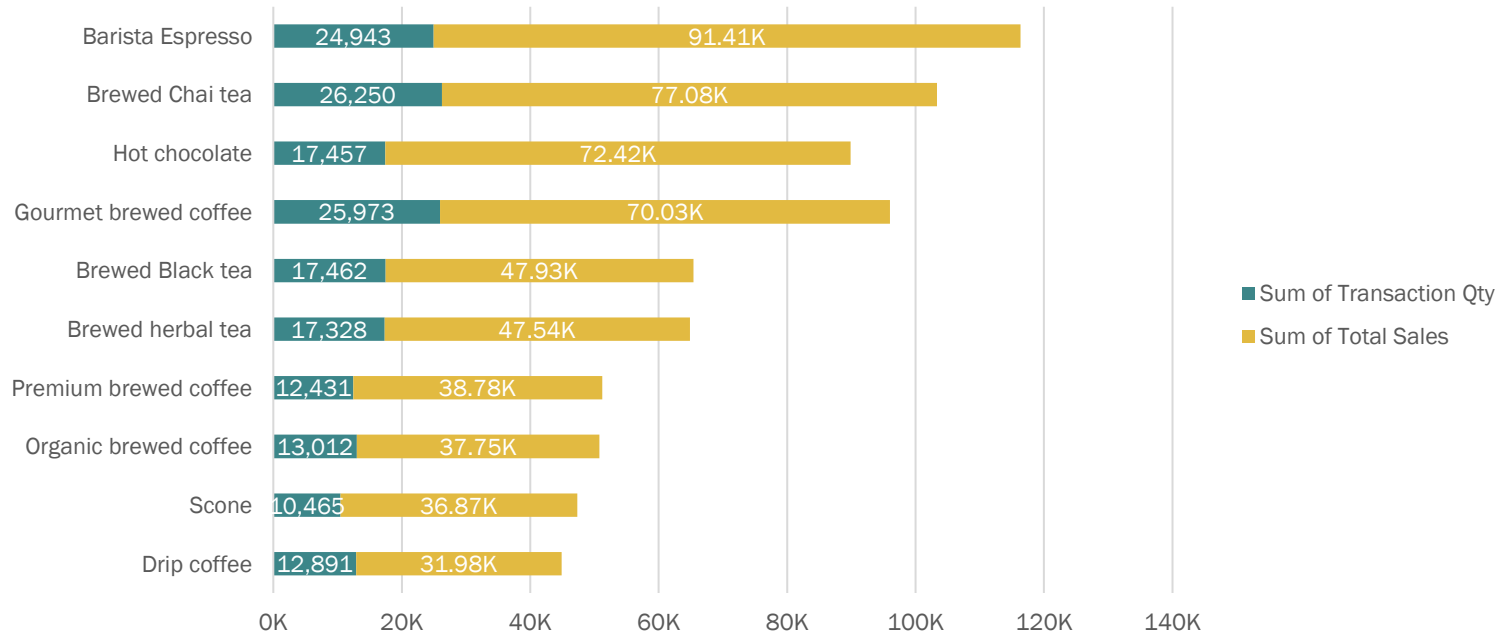| Category	Value
Coffee	~270K
Tea	~195K
Bakery	~85K
Drinking Chocolate	~70K
Coffee beans	~40K
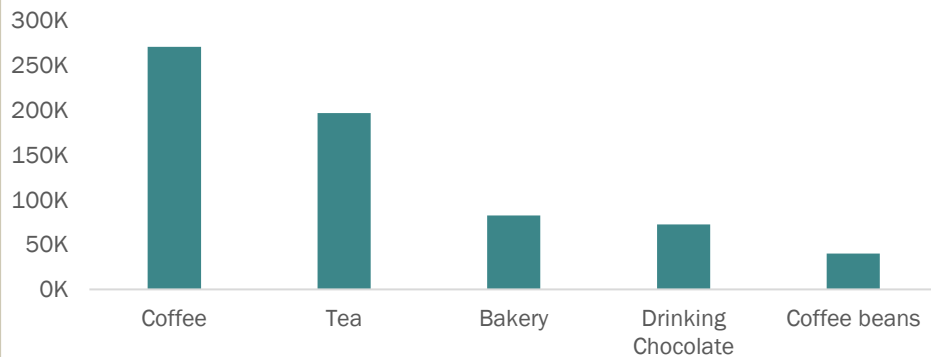
The business generated **698K in revenues,** *with* **balanced contributions** *from each store and* **coffee** *as the leading product category.*

section 02

Product Performance

Performance by Product Type

Legend: Sum of Transaction Qty, Sum of Total Sales

| Product	Sum of Transaction Qty	Sum of Total Sales
Barista Espresso	24,943	91.41K
Brewed Chai tea	26,250	77.08K
Hot chocolate	17,457	72.42K
Gourmet brewed coffee	25,973	70.03K
Brewed Black tea	17,462	47.93K
Brewed herbal tea	17,328	47.54K
Premium brewed coffee	12,431	38.78K
Organic brewed coffee	13,012	37.75K
Scone	10,465	36.87K
Drip coffee	12,891	31.98K

Top performers

- **Barista Espresso** leads sales (**91.4K**) and transaction quantity (**24,943**) – most popular and profitable product type.

- **Brewed Chai tea** and **Hot Chocolate** with sales revenue **77.1K** and **72.4K** respectively.

Low performers

- **Scones** and **Drip Coffee** have the lowest transaction quantities (**465** and **12,891**, respectively) and sales revenues (**36.9K** and **32.0K**).

Hourly Sales Trend

Hourly Sales Trend
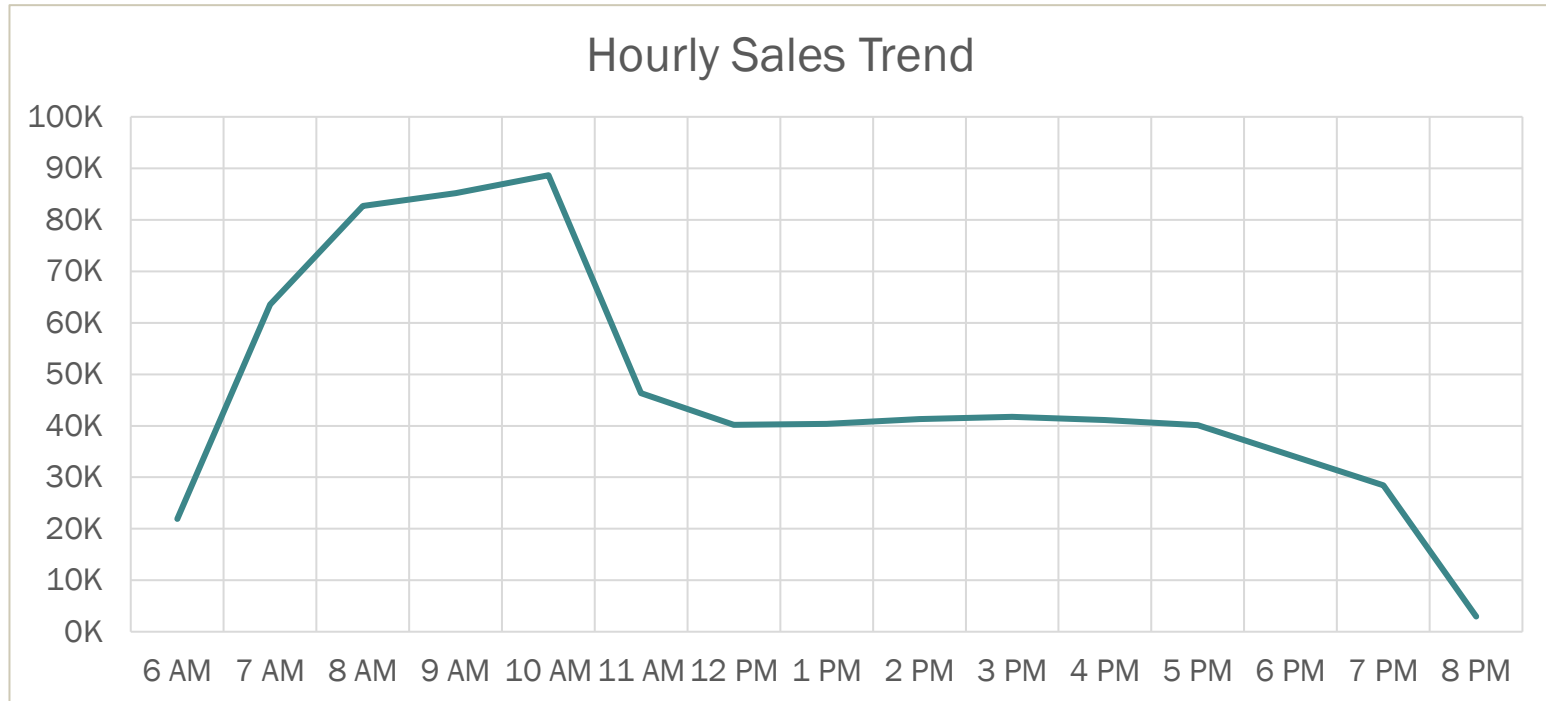
Hourly trends

- Sales are at **peak** between **8.30 – 10.30 AM**, reflects morning rush of customers seeking beverages on their way to work.

- **Constant** sales around **12.30 – 5.30 PM**, reflects the office hours for most of the customers.

- Sales starts to **decline** from **5.30 PM onwards**.

Actionable Strategies
Suggestions

Enhance Sales During Peak Hours (8:30 – 10:30 AM)

- Introduce "**Breakfast Combos**" combining **top-performing products** (e.g., Barista Espresso, Brewed Chai Tea) with **light snacks or pastries** for added convenience.

- Implement a **pre-order system or mobile app** for busy commuters to reduce waiting times.

Maintain Mid-Day Sales Momentum (12:30 – 5:30 PM)

- Encourage office workers to visit with **promotions targeting lunch breaks**, such as discounted lunch sets featuring coffee or tea and a snack.

- Introduce **loyalty programs** specifically for **mid-day purchases** to build repeat customers.

Actionable Strategies
Suggestions

Capitalize on Top Performers

- Promote **Barista Espresso**, **Brewed Chai Tea**, and **Hot Chocolate** through **marketing campaigns, including social media ads** and **in-store promotions.**

- Highlight these items in **loyalty programs, offering bonus points** or **free items after multiple purchases.**

- Expand **menu variations** based on these successful products (e.g., new espresso-based drinks or flavoured hot chocolates).

Refine Operational Efficiency

- Analyse inventory levels to ensure **availability of top sellers while minimizing overstock of low-performing products.**

- Optimize **workforce allocation** based on hourly sales trends to **manage labour costs** effectively.

Q & A

Thank You

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