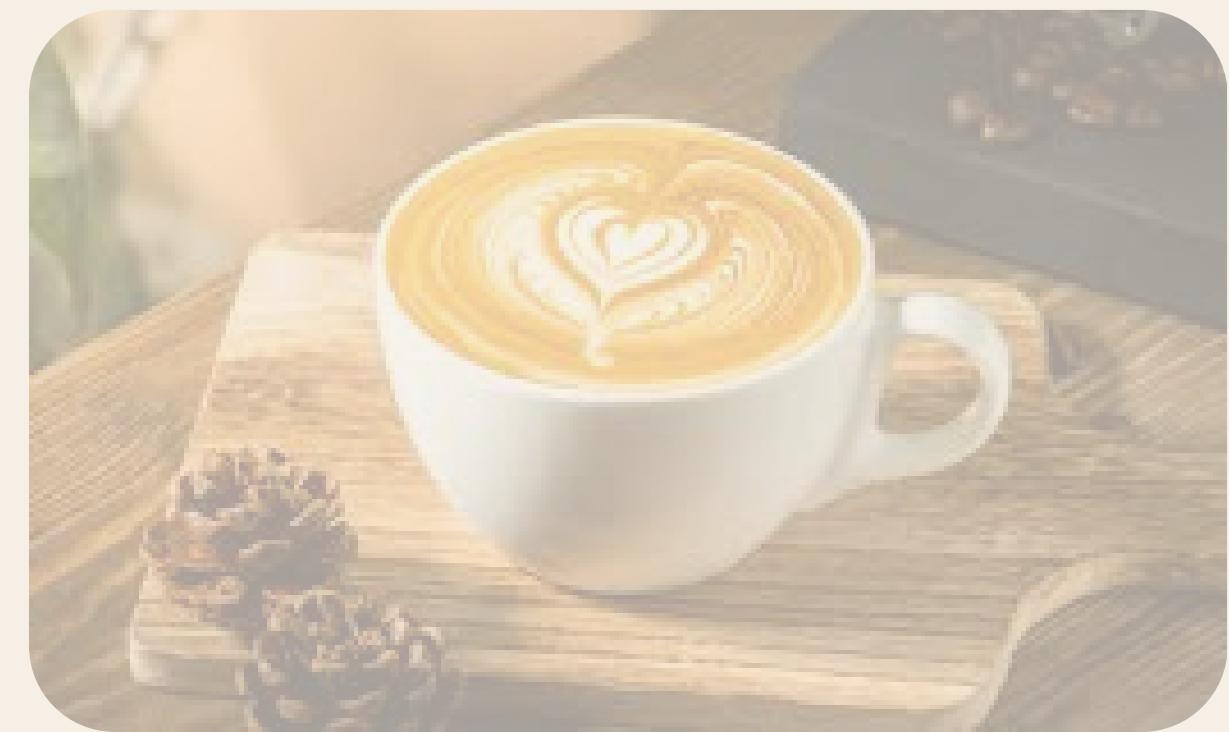




How Data Optimized Coffee Sales in NYC

A Power BI sales analytics
case study



The Business Challenge

Sales growth was flat in 2022 despite competing with Starbucks & Dunkin.

Goal

Identify growth opportunities using data, not intuition

DATA OVERVIEW

 Orders, products, time & sales

 6 months of sales data

 150K+ transactions

 3 NYC locations



Business KPIs DESIGNED

 Sales, Orders, Quantity Sold & MoM Growth

 Morning Sales Dependency

 Top Product Dependency

 30-Day Sales Forecast

 Basket Size & AOV

 Sales Volatility



Morning Sales Drive Revenue

55.56% of total revenue is generated
before **11 AM**



Business is heavily dependent on
commuter traffic.



Basket Size Opportunity

Average items per order = **1.44**



Insight

Most customers buy only 1-2 items,
indicating cross-sell potential.

Revenue Concentration Risk

Top 5 products contribute **51%** of total sales.



Revenue depends heavily on a few core SKUs.



FORECAST & PLANNING

30-day sales forecast shows

- ✓ Stable upward trend
- ✓ Clear weekly seasonality



Insight

Better inventory & staffing planning

TOOLS & SKILLS

 Power BI

 DAX

 Time-Series Analysis

 Forecasting

 Business Storytelling

Marketing Strategy

Informed by Data

-  Morning loyalty programs to retain commuter demand
-   Footfall-led weekend campaigns to drive store visits
-  Combo pricing to increase basket size
-  Location-specific promotions by customer profile
-  Forecast-aligned inventory planning to reduce risk



Open for feedback over a coffee chat