



# **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**

## Insight

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.

 **Insight**

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**