



Boosting Coffee Shop Performance through Data-Driven Insights



by Aditya Singh

Recommended Analysis

- How do sales vary by day of the week and hour of the day? Are there any peak times for sales activity?
- What is the total sales revenue for each month?
- How do sales vary across different store locations?
- what is the average price/order per person?
- Which products are the bestselling in terms of quantity and revenue?
- How do sales vary by product category and type?

Dashboard

Coffee Shop Sales



\$698,812.33
Total Sales

149116
Total Footfall

4.69
Average bill / Person

1.44
Average

Month Name



January

February

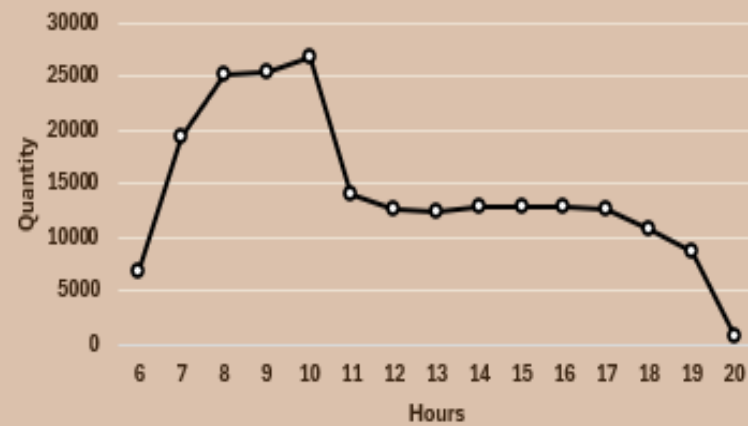
March

April

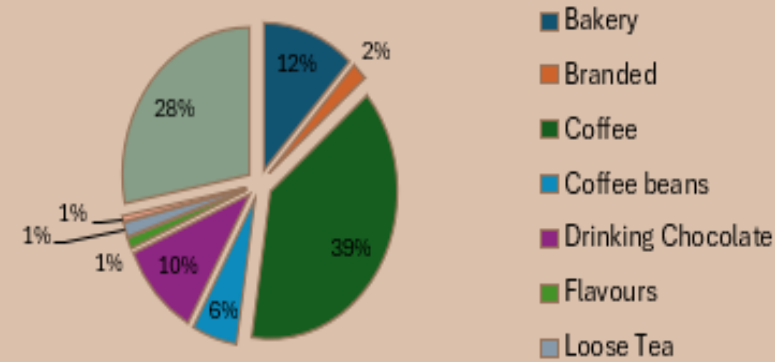
May

June

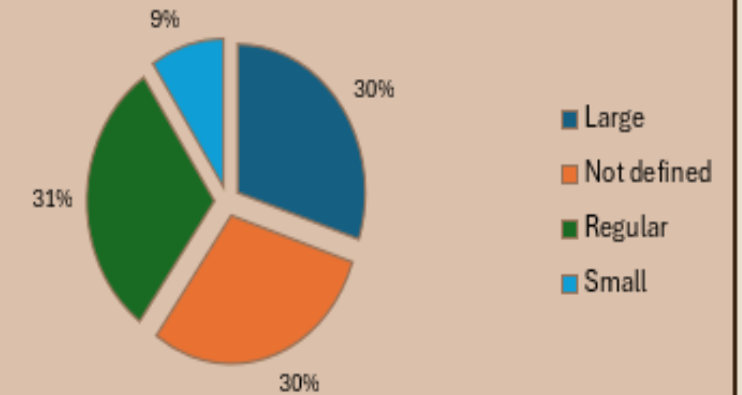
Quantity Ordered based on hours



Categories % Distribution Based on Sales



% Size Distribution Based on Orders



Day Name



Sunday

Monday

Tuesday

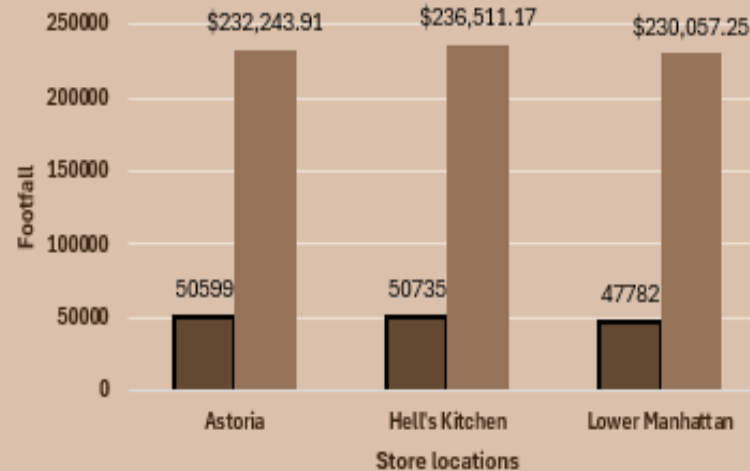
Wednesday

Thursday

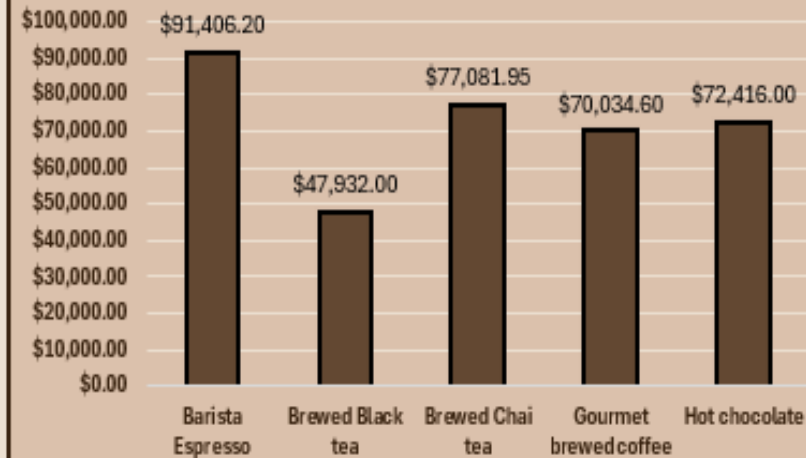
Friday

Saturday

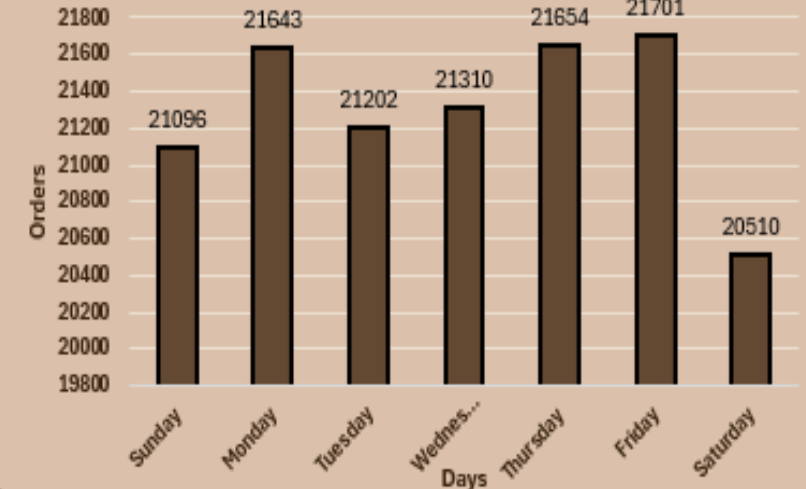
Footfall and Sales over Store locations



Top 5 products Based on Sales



Orders on Weekdays



Identifying Sales Trends by Day and Time

Weekday Sales

The coffee shop's sales data reveals a relatively consistent sales pattern throughout the week, with slightly higher sales observed on Monday, Thursday, and Friday. Interestingly, Saturday sees a noticeable drop in sales, indicating a potential opportunity to explore strategies to boost weekend traffic.

Opportunities for Improvement

By understanding the sales trends by day and time, the coffee shop can introduce targeted promotions, loyalty programs, or special offers to capitalize on the peak sales hours and address the drop in weekend sales. This data-driven approach can help drive increased customer engagement and revenue growth.

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Peak Sales Hours

The busiest time for the coffee shop is during the morning hours, particularly between 8 AM and 11 AM, with a peak at 9 AM. This suggests a strong demand for morning coffee and related products, highlighting the importance of optimizing the customer experience and product offerings during this high-demand period.

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Evaluating Store Location Performance

Astoria

The Astoria location has consistently strong sales, showcasing its popularity among the local community. Analyzing the factors contributing to its success, such as foot traffic, product preferences, and promotional strategies, could provide valuable insights for the other locations.

Hell's Kitchen

The Hell's Kitchen location holds the distinction of having the highest sales revenue and footfall among the three stores. Understanding the unique characteristics of this location, including its customer demographics, product mix, and competitive landscape, can help the coffee shop replicate its success at the other locations.

Lower Manhattan

The Lower Manhattan store, while performing well, shows slightly lower sales compared to the other two locations. Investigating the specific challenges and opportunities in this location, such as market saturation, transportation accessibility, or unique customer preferences, can help the coffee shop develop targeted strategies to boost its performance.

Analyzing Average Spending and Best-Selling Products

Average Spending

The coffee shop's data reveals an average bill per person of \$4.69, providing a valuable benchmark for evaluating individual sales transactions and refining pricing strategies. By understanding customer spending habits, the coffee shop can tailor its product offerings, promotional campaigns, and loyalty programs to maximize revenue and customer satisfaction.

Best-Selling Products

The top-selling products in terms of revenue are Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet Brewed Coffee, and Hot Chocolate. Barista Espresso stands out as the clear leader, indicating a strong customer preference for this product. Leveraging this insight, the coffee shop can optimize its product mix, focus on promotions for these best-sellers, and explore ways to cross-sell complementary items.

Product Category Performance

The coffee shop's sales data shows that the Coffee category accounts for 39% of total sales, followed by Bakery items at 28%. This underscores the importance of the coffee shop's core offerings, while also highlighting the significance of bakery items in the overall sales mix. Continued innovation and strategic promotions within these key categories can help drive sustained revenue growth.

Uncovering Monthly Revenue Trends

Steady Growth

The coffee shop's sales data from January to June shows a consistent upward trend, with total sales reaching an impressive \$698,812.33. This steady growth pattern indicates the coffee shop's ability to maintain and expand its customer base, even during the traditionally slower winter months.

Opportunities for Improvement

By closely monitoring the monthly revenue trends, the coffee shop can identify specific areas for improvement, such as boosting sales during the slower winter months or enhancing the customer experience to drive increased revenue during the busier summer period. This data-driven approach can help the coffee shop optimize its operations and maintain a sustainable growth trajectory.

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Seasonal Fluctuations

Monthly sales started at \$81,677.74 in January and peaked at \$166,485.88 in June, showcasing the seasonal nature of the coffee shop's business. Understanding these monthly revenue fluctuations can help the coffee shop implement targeted promotions and resource allocation strategies to mitigate the impact of slower periods and capitalize on peak seasons.



Uncovering Insights through Product Size Distribution

Regular and Small Sizes Lead

The data analysis reveals that regular and small product sizes are equally popular, each making up 30% of the orders. This insight can guide the coffee shop's product pricing, portion sizing, and promotional strategies to better align with customer preferences.

Large Sizes Represent 9%

Large sizes, while accounting for only 9% of the orders, still represent a significant portion of the coffee shop's sales. Examining customer behavior and preferences around larger sizes can help the coffee shop optimize its product mix and pricing to cater to this segment of the customer base.

Opportunities for Growth

By understanding the size distribution of orders, the coffee shop can explore opportunities to introduce new product sizes, bundle offers, or targeted promotions to drive increased sales and customer engagement. This data-driven approach can help the coffee shop stay responsive to evolving customer needs and preferences.

Recommendations for Enhancing Coffee Shop Performance

1 Focus on Morning Promotions

Capitalize on the peak sales hours in the morning by introducing targeted promotions, loyalty programs, or special offers to drive increased traffic and revenue during this high-demand period.

2 Analyze Weekend Sales

Investigate the reasons behind the drop in sales on Saturdays and consider strategies to boost weekend footfall, such as special weekend offers or events.

3 Enhance Product Offerings

Continue to innovate and promote the best-selling products while exploring ways to boost sales in other categories like drinking chocolate and flavors.

4 Evaluate Location Performance

While all three locations perform similarly, further analysis could identify specific factors contributing to Hell's Kitchen's slightly higher sales, which could then be applied to the other locations.

Acknowledgments



Wscube Tech

I would like to extend my heartfelt gratitude to the Wscube Tech YouTube channel, guided by Ayushi Jain, for their invaluable guidance and support throughout the completion of this project. Their insightful tutorials and expert advice were instrumental in helping me analyze and present the coffee shop sales data effectively.



pngtree.com

Additionally, I would like to thank pngtree.com for providing the coffee image used in the Dashboard, which added a visual appeal to the project.