

Coffee Sales Analytics Report

Overview

This project analyzes coffee shop sales data, providing insights into sales trends, customer footfall, and product performance.

Key Metrics

Total Sales: \$698,812.33

Total Footfall: 149,116

Average Bill per Customer: \$4.69

Average Order Value: \$1.44

Sales Trends by Time

Orders by Hour:

Peak hours: 8 AM - 10 AM (Highest orders around 25,000+ per hour)

Decline after 10 AM, with steady sales throughout the afternoon.

Lowest sales around 8 PM - 9 PM.

Orders by Weekdays:

Highest Sales: Thursday & Friday (~\$21,700)

Lowest Sales: Saturday (~\$20,510)

Store Performance

Top Performing Stores:

Hell's Kitchen: \$236,511.17 sales, 50,735 footfall

Astoria: \$232,243.91 sales, 50,599 footfall

Lower Manhattan: \$230,057.25 sales, 47,782 footfall

Top-Selling Products

1. Barista Espresso - \$91,406.20

2. Brewed Chai Tea - \$77,081.95

3. Gourmet Brewed Coffee - \$72,416.00

4. Brewed Black Tea - \$47,932.00

Category-Wise Sales Distribution

Sales Breakdown:

Coffee-Based Beverages: 39%

Packaged Chocolate: 28%

Bakery Items: 12%

Flavors & Loose Tea: 6%

Insights & Recommendations

Boost morning sales promotions - as peak sales occur between 8-10 AM.

Weekend engagement strategies - to increase footfall on Saturdays.

Expand high-performing product lines - especially Barista Espresso & Brewed Tea.

Optimize store resources - allocate more staff during peak hours.

Conclusion

This report highlights significant patterns in coffee shop sales, helping optimize operations and increase profitability. By leveraging customer insights, targeted strategies can enhance both customer experience and revenue.

Happy Brewing!