

Coffee Shop Sales - Questions & Answers

General Overview

Q1: What is the total sales revenue of the coffee shop?

\$698,812.33

Q2: How many total footfalls were recorded?

149,116

Q3: What is the average bill per customer?

\$4.69

Q4: What is the average order value?

\$1.44

Sales Performance Analysis

Q5: During which hours does the coffee shop receive the highest number of orders?

Between 8 AM and 10 AM, up to 25,000+ orders.

Q6: How do sales fluctuate throughout the day?

Sales peak around 8-10 AM, then gradually decline after 5 PM.

Q7: Which weekday has the highest sales?

Friday, followed by Monday and Thursday.

Q8: Which weekday has the lowest sales?

Saturday.

Product & Category Insights

Q9: What are the top-selling product categories?

Coffee (39%), Branded (28%), Bakery (12%).

Q10: Which product type generates the highest revenue?

Barista Espresso - \$91,406.20

Q11: What are the top 5 best-selling products?

1. Barista Espresso - \$91,406.20

2. Brewed Black Tea - \$77,081.95

- 3. Brewed Chai Tea - \$70,034.60
- 4. Gourmet Brewed Coffee - \$72,416.00
- 5. Hot Chocolate - \$47,932.00

Store Location Analysis

Q12: Which store location has the highest footfall?

Hell's Kitchen (50,735 customers).

Q13: How do the three store locations compare in sales?

Hell's Kitchen: \$236,511.17

Astoria: \$232,243.91

Lower Manhattan: \$230,057.25

Q14: Which store has the lowest sales?

Lower Manhattan (\$230,057.25).

Customer Order Trends

Q15: What percentage of orders are in each size category?

Large: 30%

Regular: 31%

Small: 9%

Not Defined: 30%

Q16: How does order size impact revenue?

Regular-sized orders contribute the most revenue.

Future Improvements

Q17: What improvements can be made to the coffee shop's sales strategy?

Extend peak hour services, offer weekend promotions, optimize menu pricing, and introduce loyalty programs.

Q18: What are the next steps for enhancing this analysis?

Integrate real-time sales tracking, expand product-level analysis, and use Power BI for interactive visualizations.

Conclusion

This Coffee Shop Sales Dashboard provides valuable insights into sales trends, customer behavior, and product performance. The data-driven approach helps in making informed business decisions to boost sales and improve customer experience.