

A white ceramic coffee cup is filled to the brim with dark, roasted coffee beans. The cup sits on a matching white saucer, which is also surrounded by a large quantity of coffee beans. The beans are scattered across a dark, textured surface, creating a rich, monochromatic scene. The lighting is warm and focused, highlighting the glossy texture of the beans and the smooth surface of the cup.

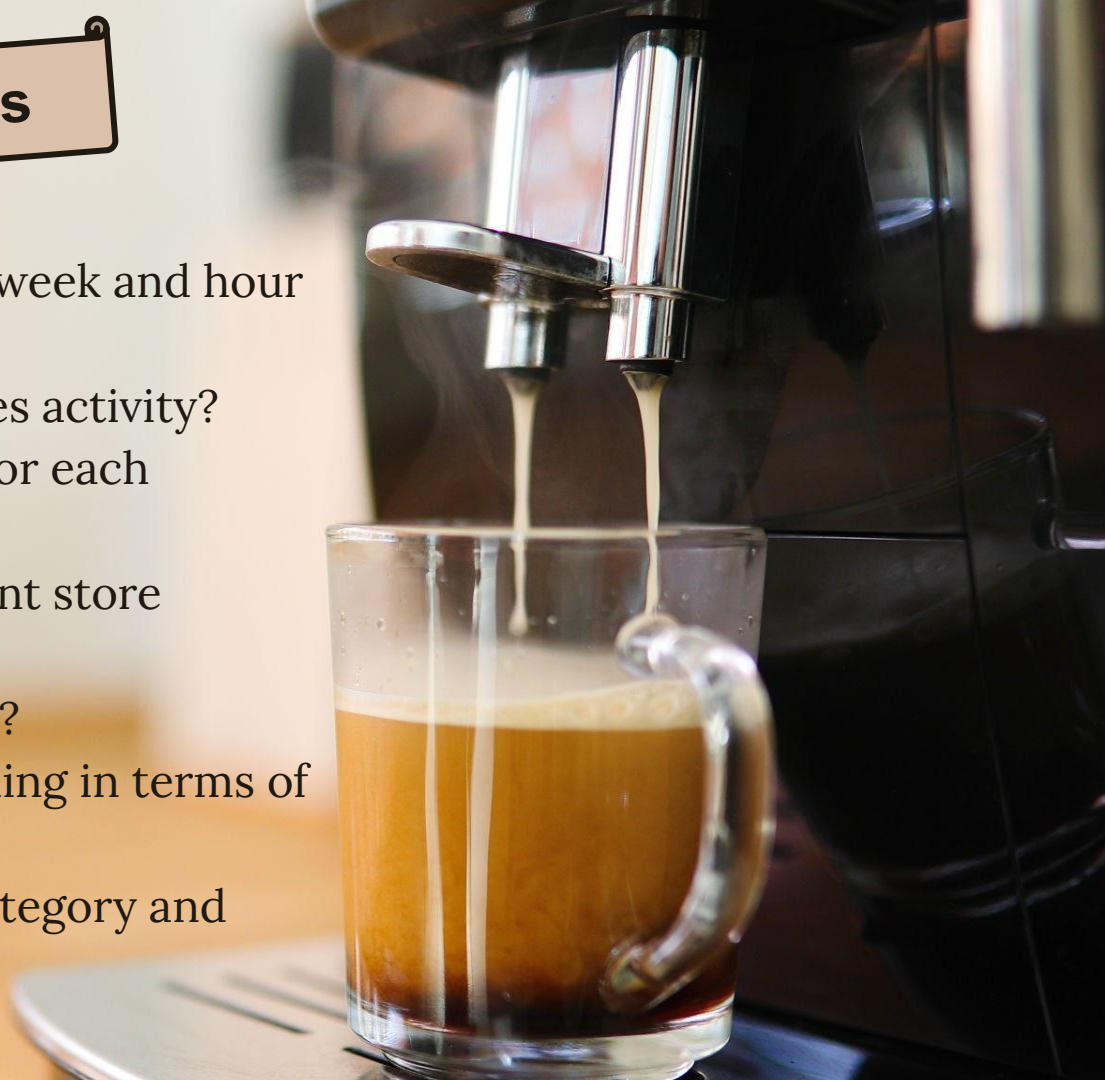
COFFEE SHOP SALES

*Exploring Revenue
Patterns,
Best-Selling
Products, and
Business Insights*



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 location?
- What is the average price/order?
- Which Products are the best selling in terms of quantity and revenue?
- How do sales vary by product category and type?



CONCLUSION

The sales analysis shows that weekdays thursday & friday generate the highest revenue, with peak customer traffic between 8–11 AM. Beverages, particularly coffee and tea, contribute the majority of sales, while bakery items show moderate but consistent demand. Sales dip significantly during weekday afternoons, indicating underutilized capacity during non-peak hours.





RECOMMENDATIONS

Boost Revenue

- Introduce combo offers (coffee + pastry) during non-peak hours
- Launch loyalty cards or membership discounts
- Promote seasonal or limited-time drinks to increase excitement

Improve Peak Time Efficiency

- Increase staff during 8–11 AM
- Speed up service with pre-made pastry stock
- Add self-order kiosks or digital menus if possible