

Executive Summary: Coffee Shop Sales Performance Analysis

This dashboard provides a comprehensive overview of the sales, customer footfall, and product performance across multiple coffee shop locations.

Key Performance Highlights:

- **Total Sales:** ₹6,98,812.33
- **Total Footfall:** 149,116 customers
- **Average Bill/Person:** ₹4.69
- **Average Orders/Person:** 1.44

Order Patterns by Hour:

- Peak ordering time is between **8 AM to 10 AM**, indicating strong morning demand.
- Orders gradually decline after 11 AM, with the lowest activity observed post 6 PM.

Sales Distribution by Category:

- **Coffee** dominates the revenue stream, contributing **39%** of total sales.
- **Coffee beans (28%)**, **Branded items (12%)**, and **Tea (6%)** follow.
- Niche categories like Flavours, Loose Tea, and Packaged Chocolate contribute marginally (1–2%).

Order Size Insights:

- **Regular (31%)**, **Large (30%)**, and **Not Defined (30%)** sizes dominate the order mix.
- **Small size** orders are minimal at just **9%**, suggesting a preference for standard or larger beverages.

Location-Wise Performance:

- **Hell's Kitchen** leads in footfall (50,735) and sales (₹2,36,511.17), closely followed by **Astoria** and **Lower Manhattan**.
- All three locations show consistent high performance, indicating effective distribution and customer engagement.

Top-Selling Products:

1. **Barista Espresso** – ₹91,406.20
2. **Brewed Chai Tea** – ₹77,081.95
3. **Gourmet Brewed Coffee** – ₹70,034.60
4. **Hot Chocolate** – ₹72,416.00
5. **Brewed Black Tea** – ₹47,932.00

Weekly Sales Trend:

- **Friday, Thursday, and Monday** see the highest customer traffic (~21,500+ each).
- **Saturday** records the lowest footfall, suggesting potential for targeted promotions on weekends