



Coffee Shop Performance Analysis

Data-Driven Insights for Strategic Growth



Executive Summary

KEY FINDINGS:

- R698 813 Total Revenue
- Morning generates 55.6% of all sales
- Barista Espresso is the highest-revenue product (R91 406)
- Coffee category leads with 89,250 units sold



Analysis Objectives

THE ANALYSIS FOCUSED ON:

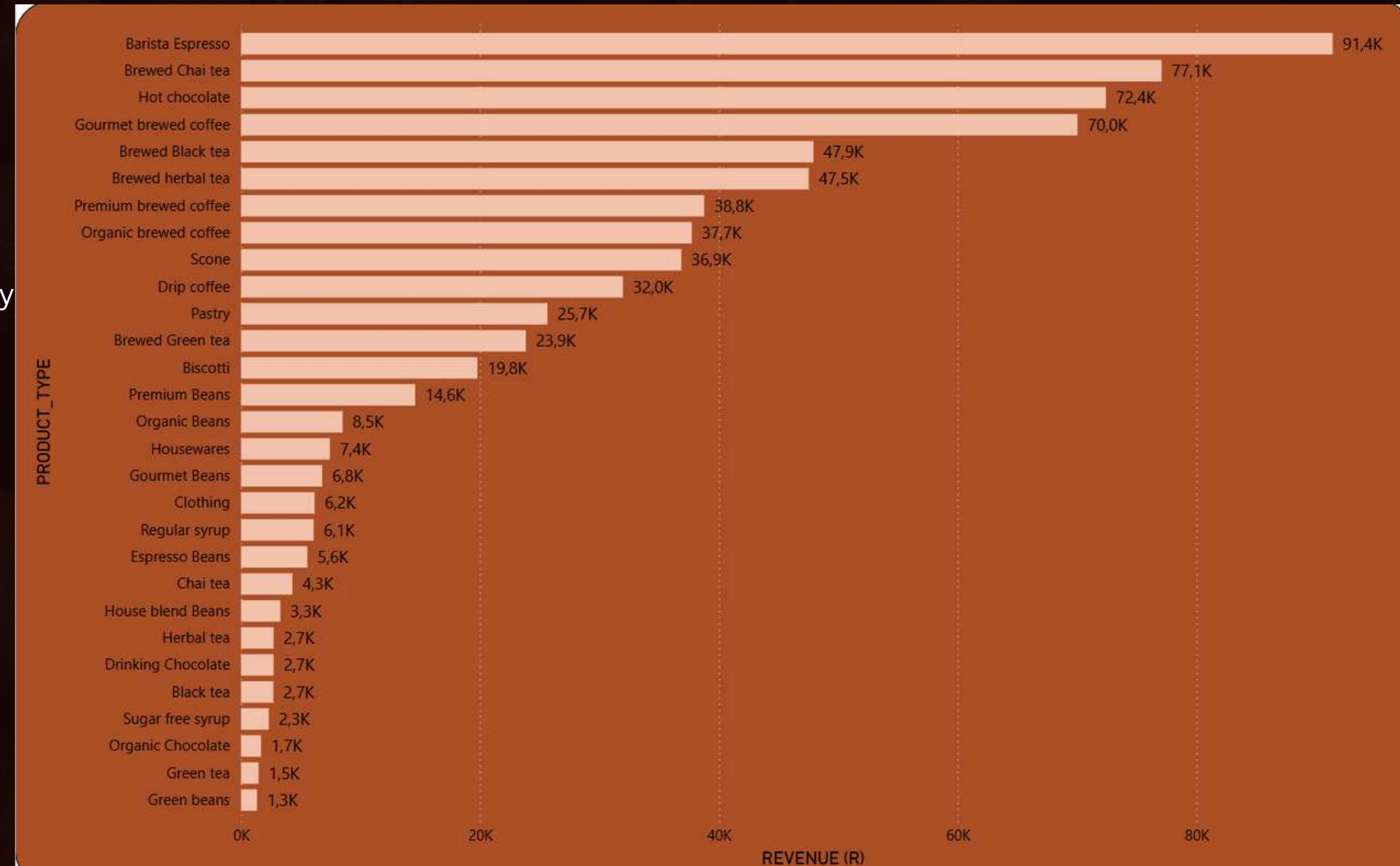
- Total revenue by product type
- Peak time intervals for sales
- Quantity of items sold by product category
- Best-selling product types and details



Revenue by Product Type

KEY INSIGHTS:

- Barista Espresso drives highest revenue at R91,406
- Brewed Chai tea (R77,082) and Hot chocolate (R72,416) follow closely
- Top 5 products account for 51% of total revenue

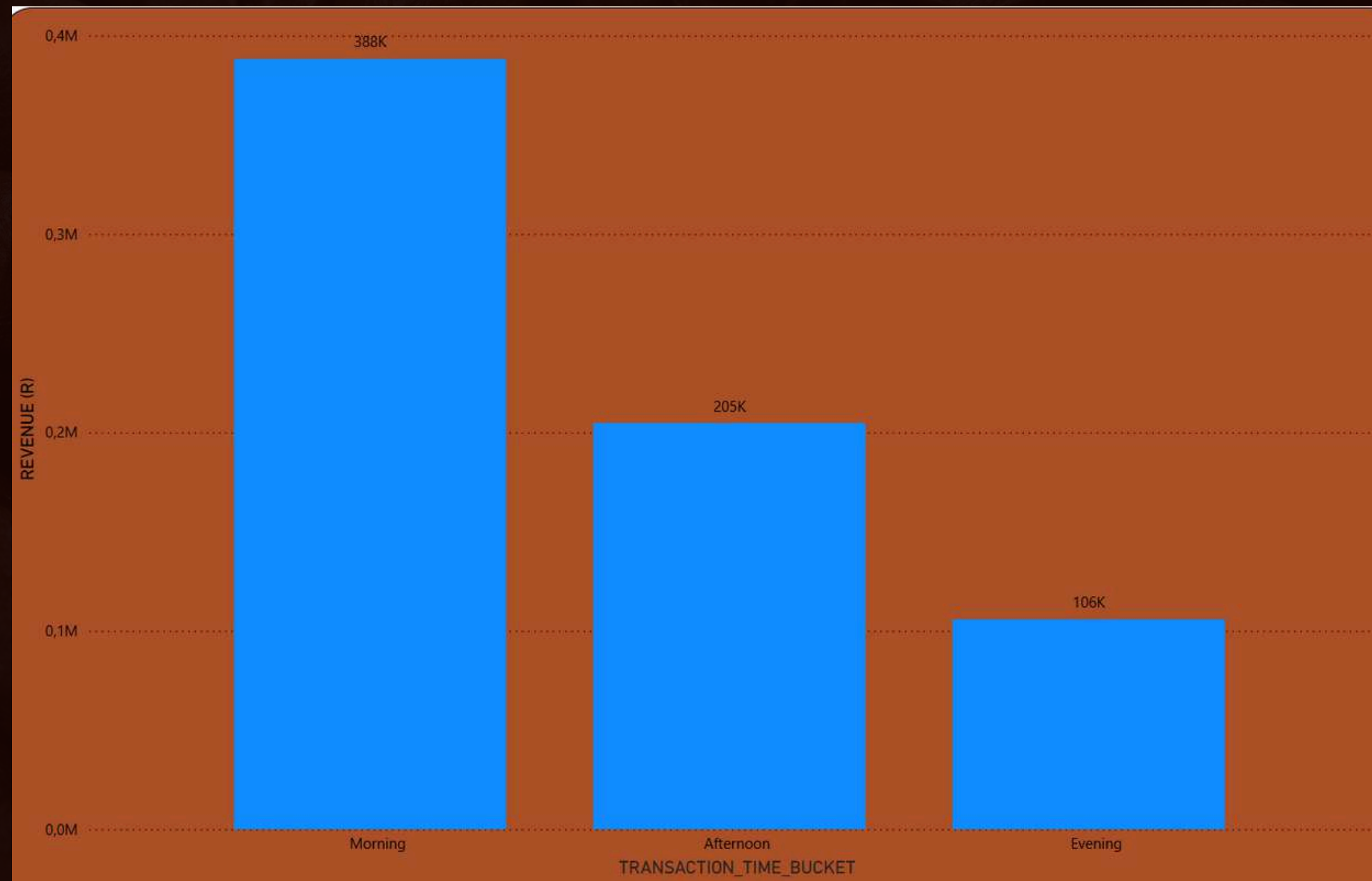




Peak Sales Times

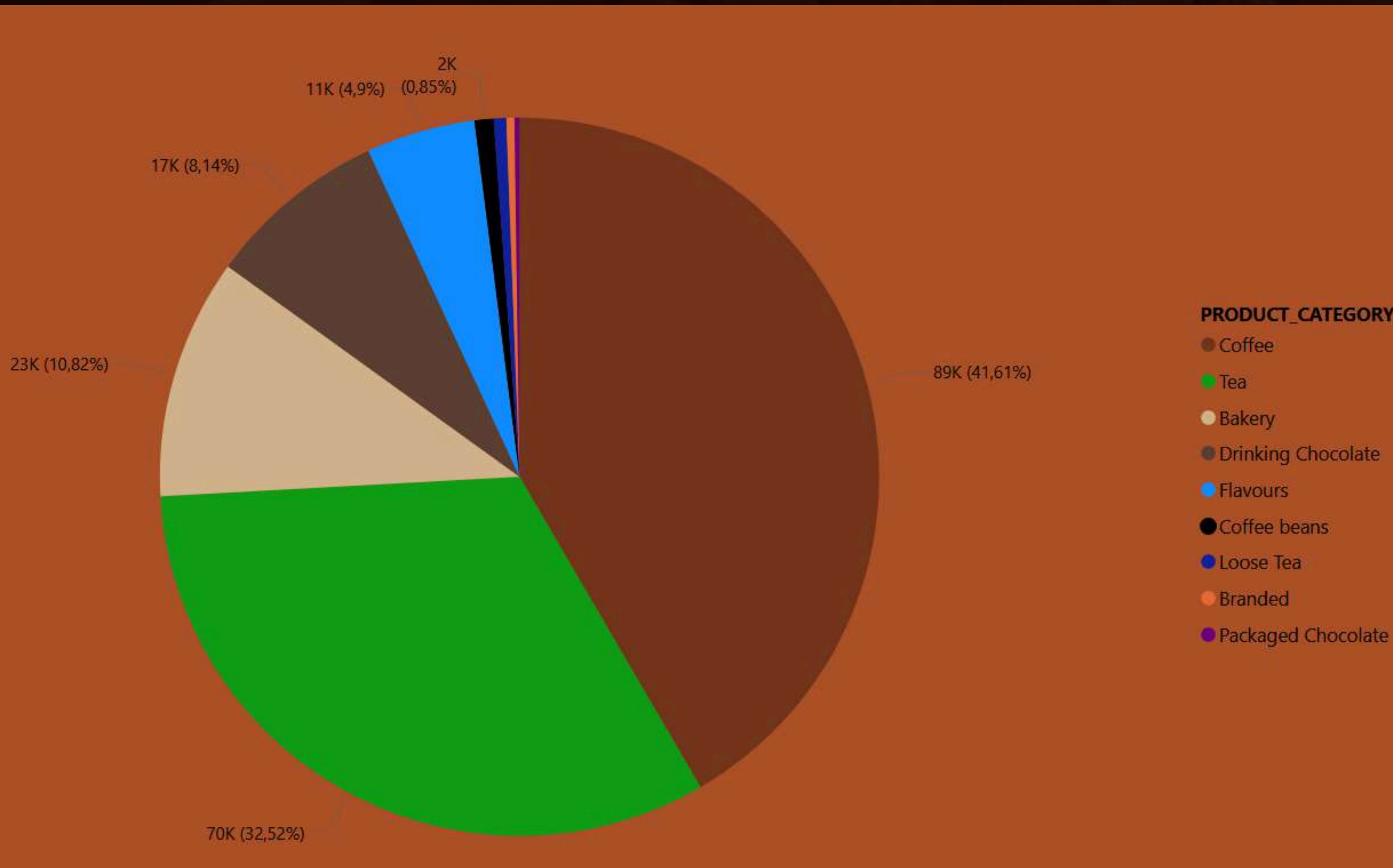
KEY INSIGHTS:

- Morning hours account for 55.6% of total revenue (R388,289)
- Afternoon generates 29.3% (R204,721)
- Evening brings in 15.1% (R105,803)





Product Categories



KEY INSIGHTS:

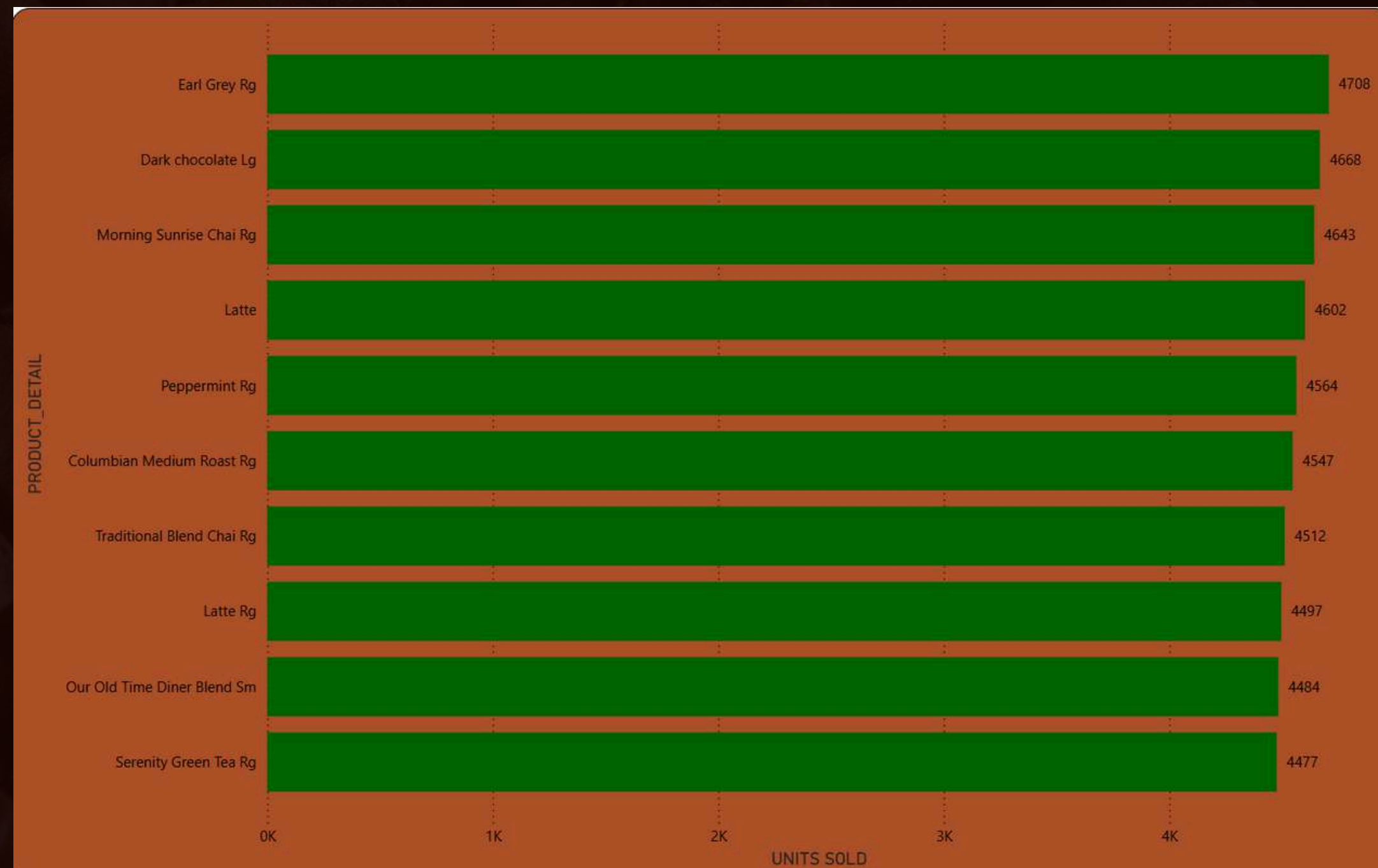
- Coffee and Tea together represent 75% of all units sold
- Coffee category leads with 89,250 units (41.5%)
- Tea follows with 69,737 units (32.4%)



Best-Selling Products

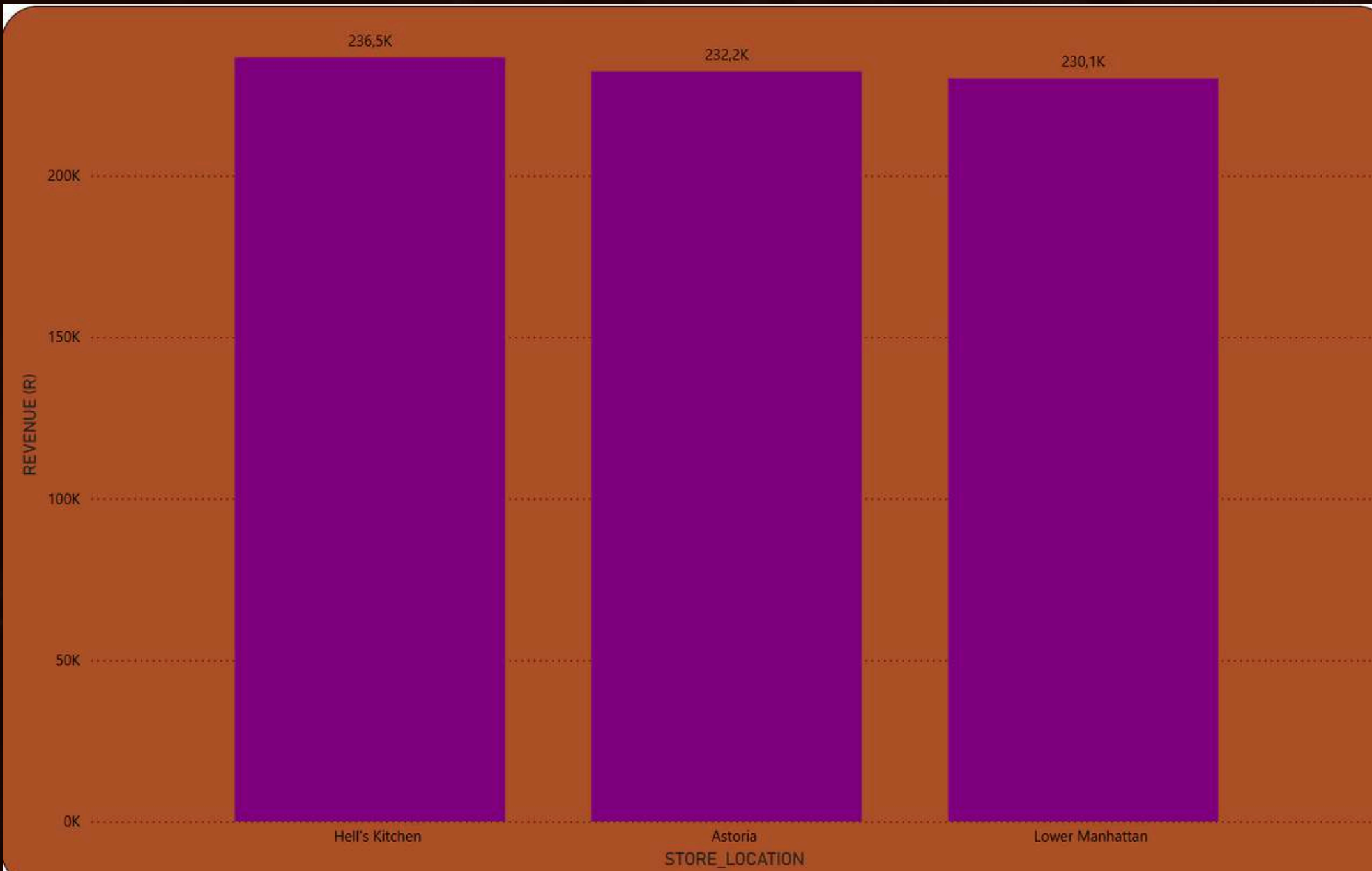
KEY INSIGHTS:

- Earl Grey tea is our best-selling individual product (4,708 units)
- Dark chocolate Lg and Morning Sunrise Chai Rg follow closely
- Top 10 products show diverse category representation





Store Performance

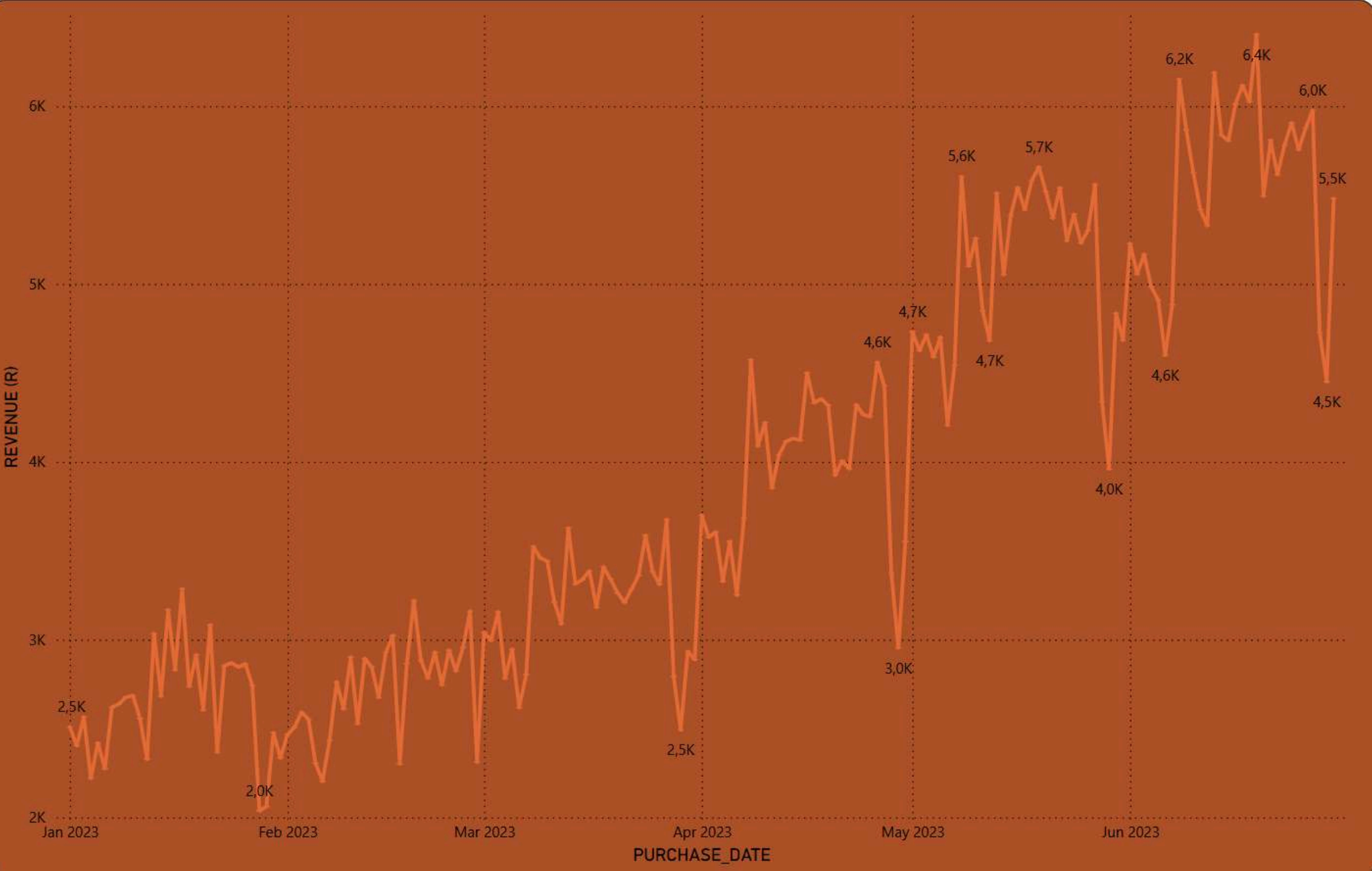


KEY INSIGHTS:

- All three locations perform similarly in revenue
- Hell's Kitchen leads with R236,511
- Astoria follows with R232,244
- Lower Manhattan generates R230,057



Seasonal Trends



KEY INSIGHTS:

- Sales peak in summer months (May-June)
- January and February show lowest revenue
- Clear seasonal pattern with increasing sales from winter to summer



Product Performance by Time of Day



TRANSACTION_TIME_BUCKET	Bakery	Branded	Coffee	Coffee beans	Drinking Chocolate	Flavours	Loose Tea	Packaged Chocolate	Tea	Total
Evening	11 409,8	1 668,0	42 372,9	4 026,0	11 940,5	896,0	1 402,8	502,5	31 584,4	105 802,8
Afternoon	22 743,1	3 369,0	83 107,8	7 880,7	22 320,0	1 736,0	2 425,0	928,2	60 211,1	204 720,8
Morning	48 162,7	8 570,0	144 471,8	28 178,6	38 155,5	5 776,8	7 385,9	2 977,0	104 610,5	388 288,7
Total	82 315,6	13 607,0	269 952,4	40 085,3	72 416,0	8 408,8	11 213,6	4 407,6	196 406,0	698 812,3

KEY INSIGHTS:

- Coffee products dominate morning revenue
- Tea shows strong performance across all time periods
- Bakery items perform best in afternoon



Key Recommendations

STRATEGIC RECOMMENDATIONS:

1. Promote high-margin espresso drinks and expand tea offerings
2. Optimize morning operations and create afternoon specials
3. Develop winter promotions to counter seasonal dips
4. Create loyalty program to move customers from Low to Medium spending
5. Develop premium offerings to encourage high-value purchases
6. Time-specific product promotions aligned with natural customer preferences
7. Highlight tea options during afternoon slump periods





Implementation Plan



NEXT STEPS:

- Staff training on promoting high-margin products
- Launch afternoon special promotion
- Roll out loyalty program for repeat customers
- Monthly performance reviews against benchmarks



Thank You

