



## ❖ Insights From The Table:

### 1. Peak Hour and Sales

- The highest number of orders occurs between **9 AM to 11AM**, as shown in the "Quantity Ordered Based on Hours" chart.
- Sales drop significantly after lunchtime, with very low activity around 8 PM.

### 2. Footfall and Revenue by Location

- Hell's Kitchen generates the most revenue at **\$236,511**, despite having slightly lower footfall compared to Astoria.
- Astoria has the second-highest revenue, and Lower Manhattan has the least revenue but the lowest footfall as well.

### 3. Weekday Footfall Patterns

- Monday, Thursday, and Friday are the busy days of the week, with numbers around **21,600** each day.
- Saturday has the lowest footfall at **20,510**, suggesting a quieter weekend.

### 4. Top Products Based on Sales

- Barista Espresso leads with **\$91,406.20** in sales.

- Brewed black tea has the lowest sales among the top products.

## 5. Order Size Analysis

- Customers prefer **Regular size**.
- **Not Defined** size accounts for **10%** of sales showing a relatively low preference.

## 6. Category Contribution to Sales

- Coffee contributes the most, accounting for **39% of sales**.
- Loose tea, packaged chocolate, and branded items have the smallest contribution (1-2%).

## ❖ Conclusion :

To generate more revenue for the coffee shop, consider the following strategies based on the insights from the analysis-

### 1. Boost Sales During Off-Peak Hours

- Offer discounts or happy hour deals during post-lunch, 5-8 PM to increase customers.
- Reward customers with discounts for visits during off-peak hours or for bringing friends.
- Launch evening beverages like light snacks to appeal to post-work customers.

## 2. Optimize Revenue by Location

- Promote Lower Manhattan through local events, partnerships, or social media campaigns to boost its footfall and revenue.

## 3. Maximize Footfall on Low-Traffic Days

- Attract more customers on Saturdays by offering family-friendly brunch options. Host small events, collaborate with nearby offices or gyms to offer discounts or vouchers to their employees/customers.

## 4. Enhance High-Performing Categories

- **Coffee and Bakery** these categories contribute significantly to sales (39% and 28%, respectively), introduce **seasonal flavours**, limited-time offers, or combo deals like "Coffee + Pastry" to encourage larger purchases.
- Focus on items like loose tea, branded products, and packaged chocolates bundling them with top-performing items (e.g., tea with snacks).
- Introduce new items or revamp these categories with better packaging, improved quality, or trendy offerings.

## 5. Improve Order Sizes

- Offer discounts for bulk orders or family-sized portions.
- Introduce festive or themed packages (e.g., Happy Family Box).

## **6. Engage Customers Digitally**

- Expand online ordering or partner with delivery platforms to reach more customers. Use platforms like Instagram and Facebook to promote limited-time offers, new menu items, and customer loyalty programs.
- Encourage customers to leave reviews or give feedback in exchange for small discounts, boosting online visibility.
- Analyse customer preference by using historical sales data to identify customer preferences and tailor offerings.
- Send targeted promotions or discounts to frequent customers via email or app notifications.