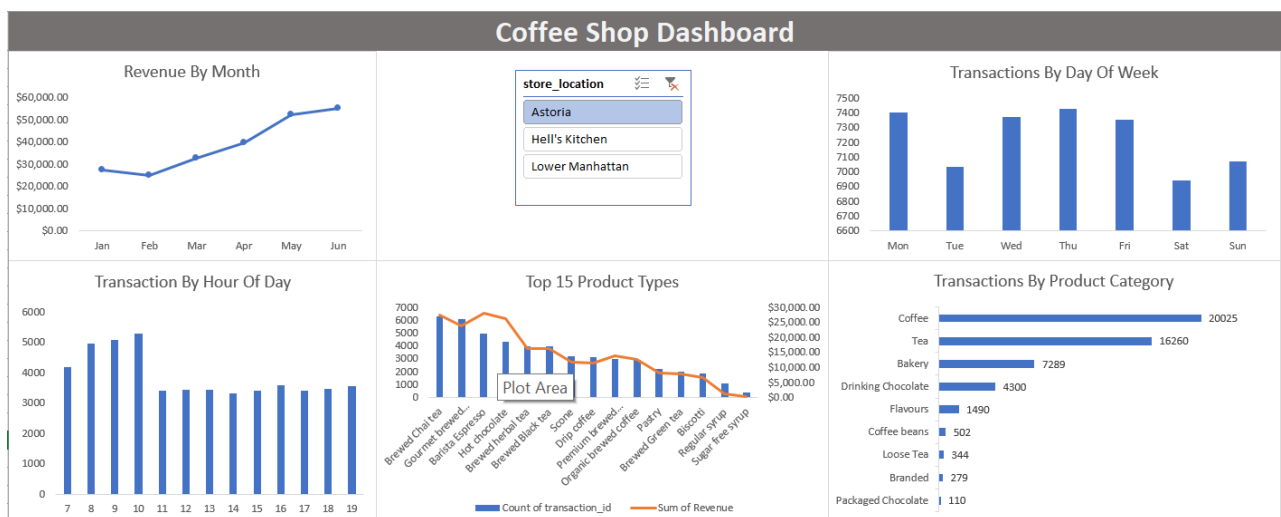


Coffee Shop Sales: Store-Level Analysis

An exploratory analysis of sales performance across three
locations: Astoria, Hell's Kitchen & Lower Manhattan

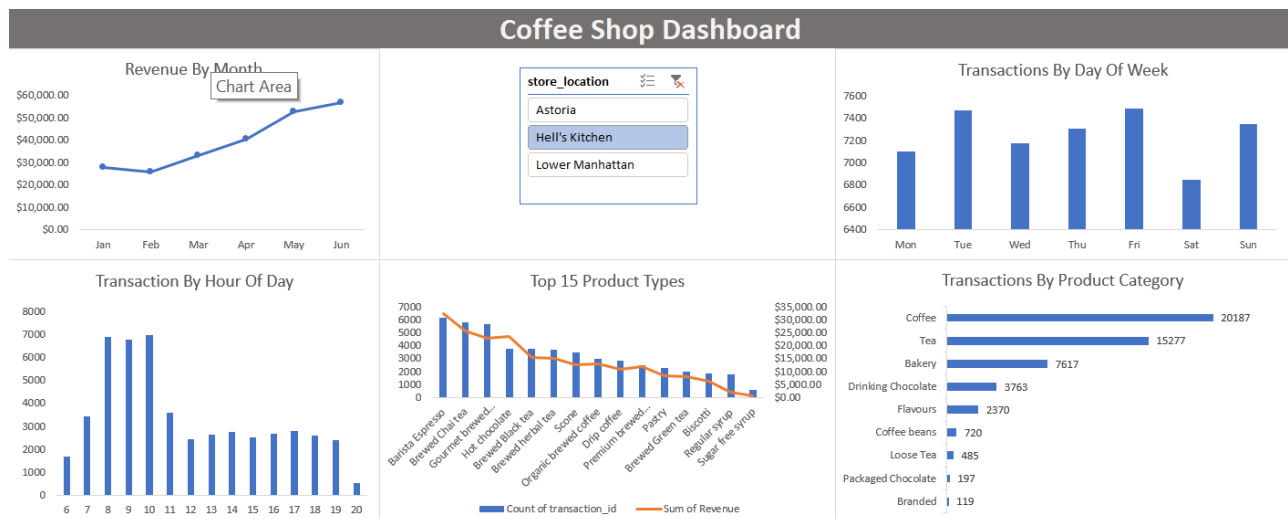
Astoria — Key Insights

- Revenue showed an increasing trend month over month, except for February.
- Peak sales occur between **8 a.m. and 10 a.m.**, with transactions stabilizing at ~3,000 per hour afterward.
- **Brewed Chai Tea** and **Gourmet Brewed Coffee** are the two most sold items.
- **Monday, Wednesday, Thursday, and Friday** are the busiest days of the week.
- **Coffee** is the top-selling category, with **20,025 orders** during the period.



Hell's Kitchen — Key Insights

- Revenue increased steadily each month, with a slight dip in February.
- Peak sales occur between **8 a.m. and 10 a.m.**, while post-8 p.m. transactions drop significantly (only **528**).
- **Barista Espresso, Brewed Chai Tea, and Gourmet Brewed Coffee** are the top three items sold.
- **Coffee** remains the most popular category, with **20,187 orders** during the period.
- **Tuesday and Friday** are the busiest sales days.



Lower Manhattan — Key Insights

- Revenue increased steadily each month, remaining almost constant from January to February.
- Peak sales occur between **7 a.m. and 10 a.m.**, with a sharp decline in orders after **7 p.m.**
- **Barista Espresso, Gourmet Brewed Coffee, and Brewed Chai Tea** are the top three items sold.
- **Coffee** is the highest-selling category, with **18,204 orders** during the period.
- **Monday** is the busiest sales day.

