

How do sales vary by day of the week and hour of the day?

- **Peak Times:** The early morning rush (6-9 AM) represents the busiest period, emphasizing the importance of staffing and inventory during these hours.
- **Weekend Slump:** The dip on weekends suggests a need to explore strategies to attract more weekend customers, such as promotions or special events

Are there any peak times for sales activity?

- The hourly line chart indicates a significant peak during morning hours (around 6-9 AM).

What is the total sales revenue for each month?

- **Seasonal Trends:** Revenue progressively grows from February to June, highlighting a clear upward seasonal trend. This could be attributed to increasing outdoor activity and favorable weather conditions.
- **Opportunities:** The shop could capitalize on high-revenue months like May and June with special promotions, loyalty programs, or new product launches to maximize earnings.
- **Low Months:** Strategies to boost sales in January and February, such as post-holiday discounts or marketing campaigns, could help address the seasonal slump.

How do sales vary across different store locations?

- **Hell's Kitchen Leads in Revenue Efficiency:**
Although it doesn't have the highest footfall, Hell's Kitchen achieves the highest revenue, suggesting efficient upselling or a more affluent customer base.
- **Astoria Has High Foot Traffic:**
Astoria attracts slightly more customers but generates marginally lower sales, which may point to an opportunity for upselling or promoting higher-value items.
- **Lower Manhattan Faces Challenges:**
Lower Manhattan lags behind in both footfall and sales, suggesting the need to explore marketing efforts, better visibility, or product adjustments to boost its performance.

Opportunities:

- **Hell's Kitchen:** Build on its success with premium product launches or loyalty programs to retain high-spending customers.
- **Astoria:** Focus on increasing the average transaction value by promoting combos or higher-margin products.
- **Lower Manhattan:** Use targeted campaigns (discounts, local advertising) to draw in more customers and encourage repeat visits.

What is the average price/order per person?

- This metric is displayed as **1.44 Avg Order/Person**.

Which products are the best-selling in terms of quantity and revenue?

- **Diverse Preferences:**
The top-selling products include a mix of coffee (Barista Espresso, Gourmet Brewed Coffee), tea (Brewed Chai Tea, Brewed Black Tea), and hot beverages (Hot Chocolate), reflecting diverse customer preferences.
- **Seasonal Impact:**
Products like **Hot Chocolate** likely experience surges in colder months, whereas **iced versions** of the same products could be promoted during summer.
- **High-Margin Items:**
Premium products like **Barista Espresso** drive significant revenue, making them key offerings to promote further.

Opportunities for Growth:

- Introduce variations (e.g., flavored espresso or seasonal hot chocolate) to maintain customer interest.
- Focus promotions on the top-selling products to drive even higher sales.
- Experiment with bundling high-performing products with less popular ones to increase overall revenue.

How do sales vary by product category and type?

- **Dominance of Branded Products:**
The 39% share of branded products suggests that customers trust and value recognizable brands.
- **Packaged Chocolates as Strong Secondary Sellers:**
Packaged chocolates hold a significant share (28%), indicating strong demand and potential for promotions like gift packs or seasonal offers.
- **Upselling Opportunity with Flavors:**
Though flavors only account for 12% of sales, they are likely linked to customization options, making them essential for enhancing beverage offerings.
- **Balanced Preferences Across Types:**
The top-selling products reflect a balance of customer preferences for coffee, tea, and hot beverages, with coffee slightly taking the lead.

Recommendations:

- **Promote Top Categories:**
Focus marketing efforts on branded products and packaged chocolates, as they account for over 65% of sales.
- **Upsell Flavors:**
Highlight customization options (e.g., syrups or add-ons) to increase sales in the flavor category.
- **Expand Seasonal Products:**
Boost sales of products like **Hot Chocolate** during winter and **Iced Beverages** in summer to align with customer preferences.
- **Bundle Offers:**
Combine popular items like Barista Espresso and packaged chocolates into combo deals to attract more buyers.