

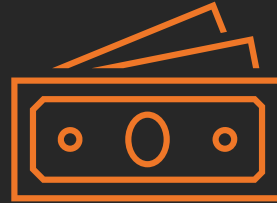
SALES PERFORMANCE REPORT

From January to June

OBJECTIVES



To check the sales trend from January to June



To know the product that **drives the most revenue** for the business



To identify the busiest day of the week

METHODOLOGY

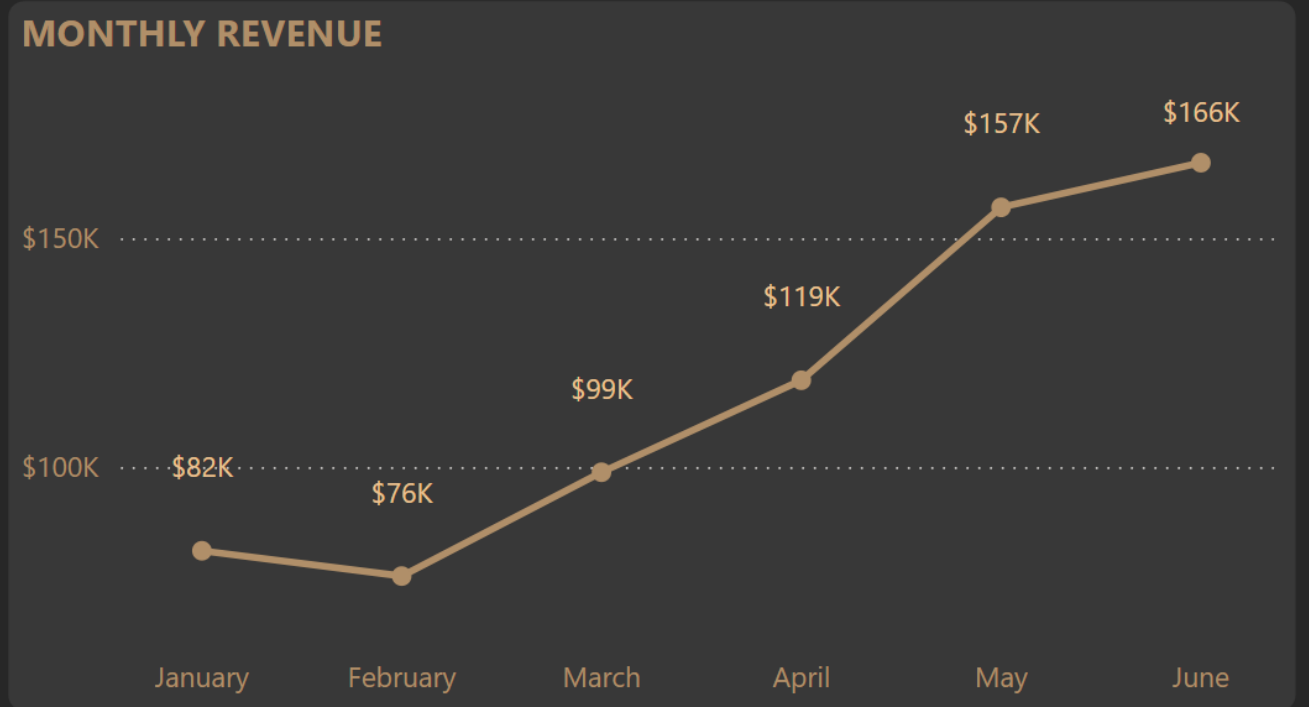


Data cleaning, transformation and
visualization using **POWER BI**

Sales Trend of Maven Coffee

From January to June

Since January, Maven Coffee sales rose by 50.94% or \$84,808, reaching a total of \$166,486 by June.

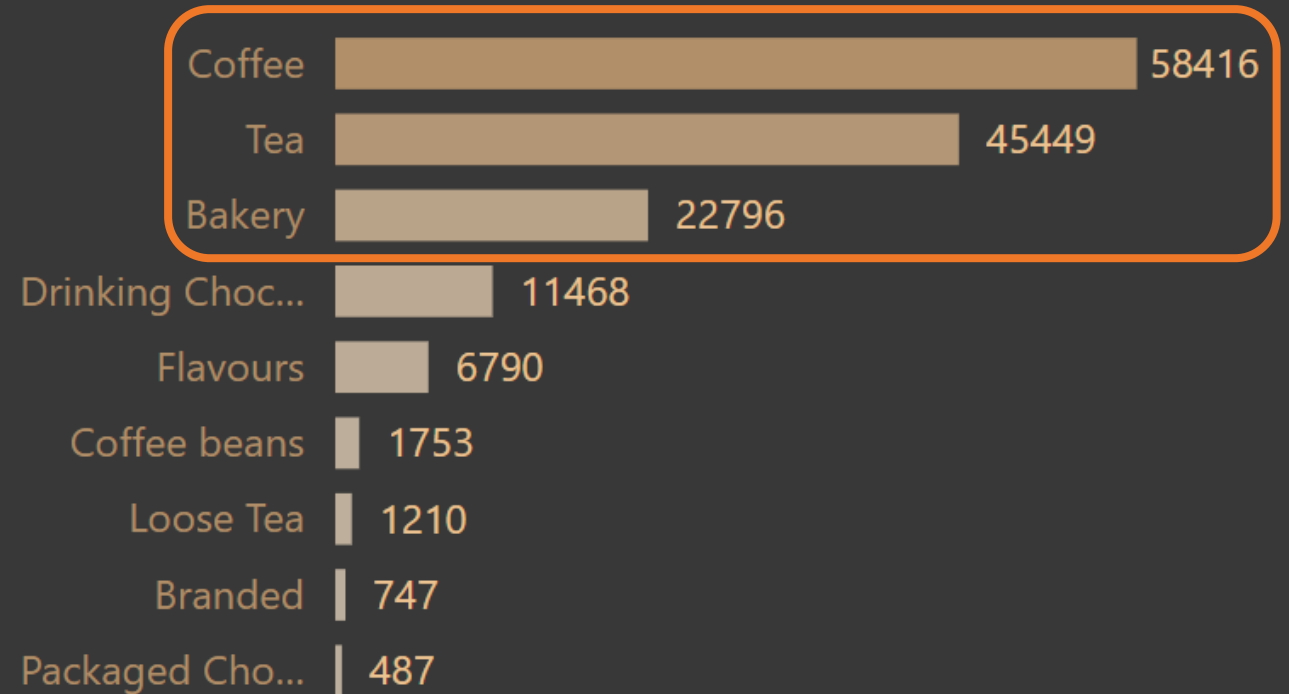


An upward trend of sales was observed from January to June.

Biggest Contributors

The top three product categories with the highest transaction volumes are **Coffee, Tea, and Bakery**, while packaged chocolate is the lowest-selling category.

TRANSACTIONS PER CATEGORY



39.17% of transactions are from Coffee followed by Tea (30.48%) and Bakery (15.29%)

TOP 3 SELLING PRODUCTS

Brewed Chai Tea is the most transacted sub-category followed by Gourmet Brewed Coffee.

Barista Espresso has the highest total revenue contribution, exceeding Brewed Chai Tea by 18.58%, or \$14,342.

PRODUCT RANKING		
Sub Category	Number of Transactions	Total Revenue
Brewed Chai tea	17183	\$77,082
Gourmet brewed coffee	16912	\$70,035
Barista Espresso	16403	\$91,406

LEAST SELLING ITEM

The least selling product type is **Green Beans** followed by Green tea and House Blend beans.

PRODUCT RANKING

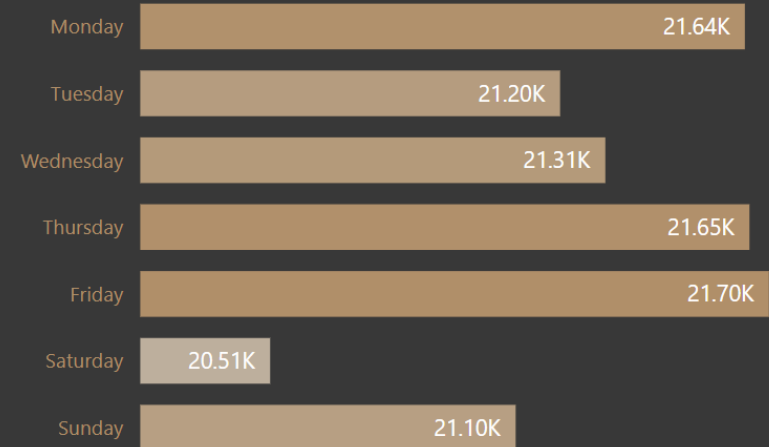
Sub Category	Number of Transactions	Total Revenue
Green beans	134	\$1,340
Green tea	159	\$1,471
House blend Beans	183	\$3,294

BUSIEST DAY OF THE WEEK

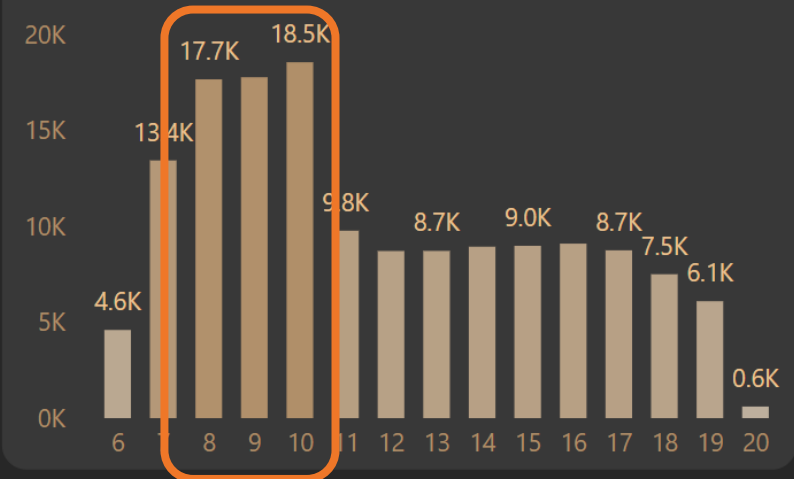
It was observed that the busiest days of the week are during Monday, Thursday and Friday.

While the store's peak hours are between 8 a.m. and 10 a.m.

TRANSACTIONS PER DAY



TRANSACTIONS PER HOUR



SUMMARY

- ✓ An increase of 50.94% in sales was observed from January to June.
- ✓ Coffee, Tea and Bakery are the most transacted product categories.
- ✓ Although Brewed Chai Tea has the highest number of transactions, Barista Espresso contributes the most revenue.
- ✓ The least selling sub-category is Green Beans.
- ✓ The busiest days are Monday, Thursday, and Friday, with peak hours from 8 a.m. to 10 a.m.

RECOMMENDATIONS



Maximize the hours with most transactions

Use peak hours to introduce least selling products by giving samples to customers



Introduce Premium Versions of Brewed Chai Tea

Since Brewed Chai Tea has the highest transaction volume, offer a premium variant at a higher price to boost revenue.



Develop new flavor varieties for Top 3 Categories

Consider developing other variety or flavors of products under the Top 3 categories to maximize the sales