

COFFEE SHOP

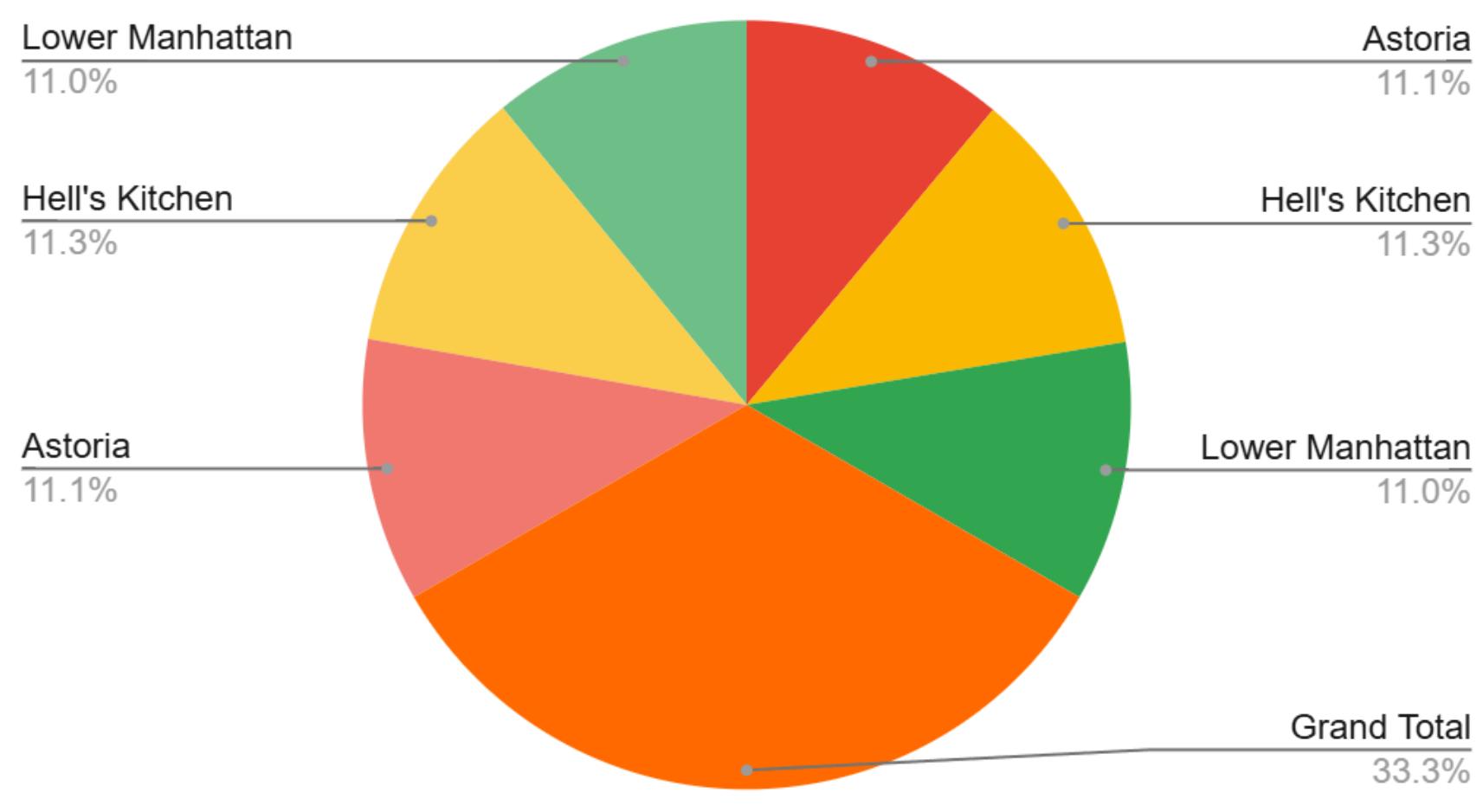
BRIGHTLEARN



SUM of REVENUE vs. STORE_LOCATION



SUM of REVENUE



Insights from the Revenue Charts

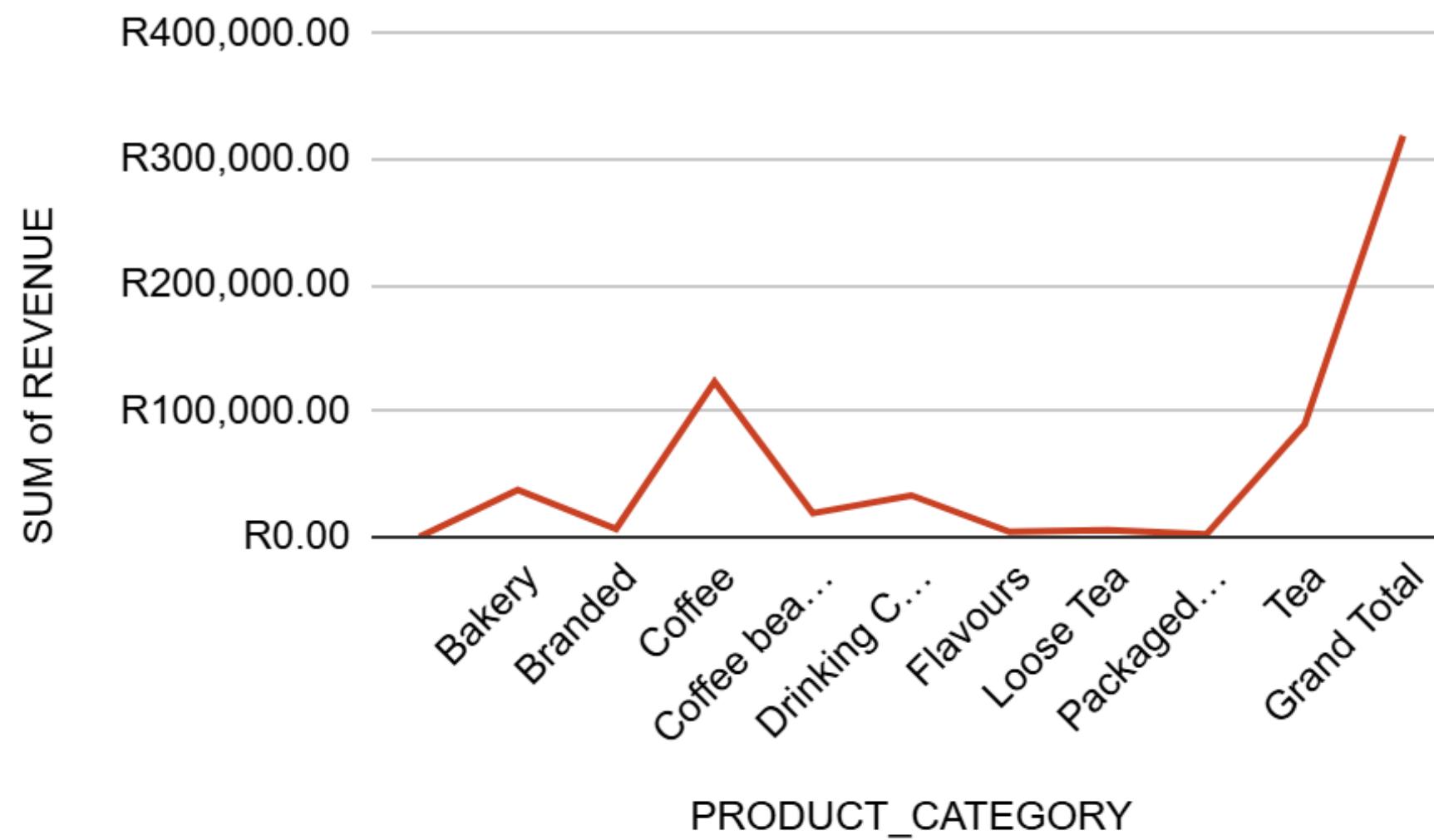
1. Lower Manhattan is the Leading Revenue Contributor

The bar chart shows that Lower Manhattan generates the highest total revenue among all store locations. This indicates strong customer traffic and higher purchasing power in that area.

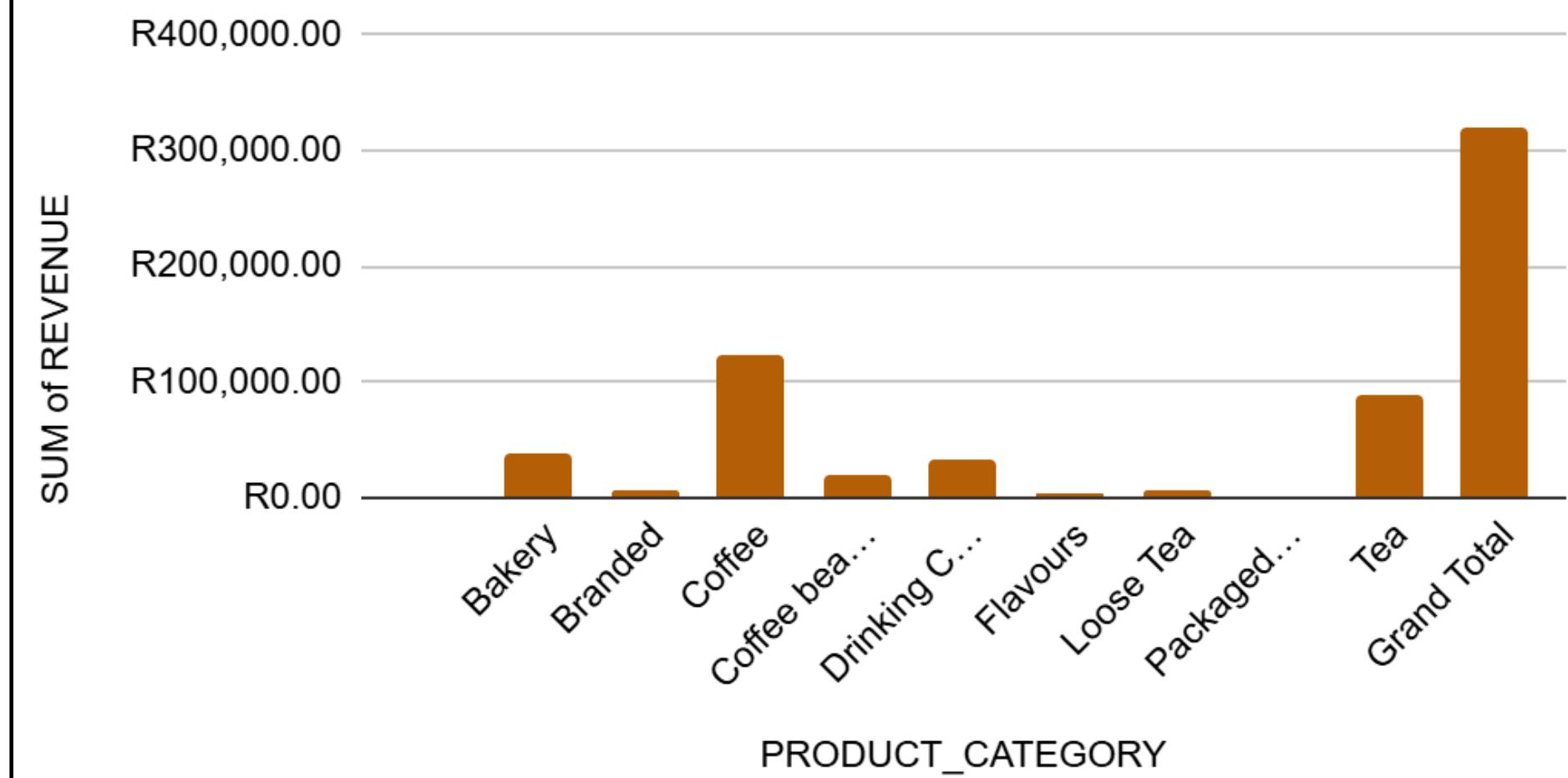
2. Astoria and Hell's Kitchen Have Moderate Performance

Astoria and Hell's Kitchen produce consistent but moderate revenue, suggesting stable operations but also room for strategic growth—such as improved marketing, promotions, or product mix adjustments.

SUM of REVENUE



SUM of REVENUE vs. PRODUCT_CATEGORY



Revenue by product_category

Recommendations

- Boost Visibility and Marketing for Low-Performing Store
- Replicate Lower Manhattan's Success Strategy
- Improve Product Mix in Moderate Stores
- Conduct Customer Feedback Surveys Employee Training and Performance Review
- Strengthen Inventory Management
- Review Store Location Strategy
- Introduce Data-Driven Decision Making

THANK YOU!