

Overview

Dashboard

Insights



It's not just coffee. It's Starbucks



Starbucks Sales Dashboard

Days

All

Size

All



Overview

214K

Total_Quantity

₹ 58.87M

Sales

80

Total_Products

₹ 394.76

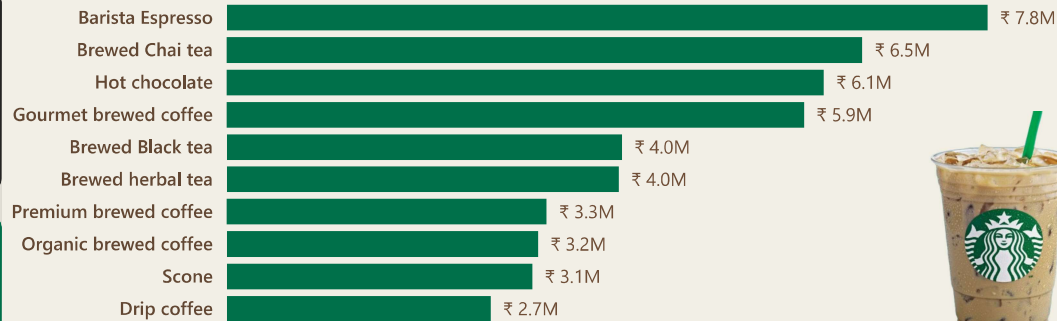
Average_Order_Value

₹ 22.75M

Sales_Coffee

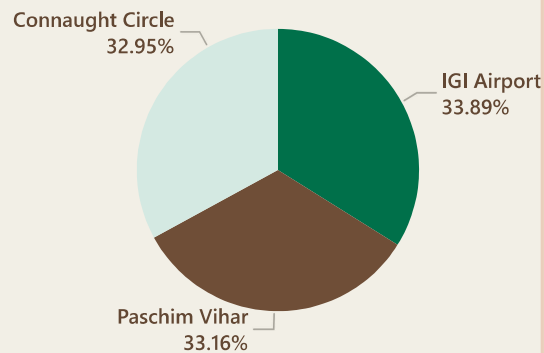
Dashboard

Best-Selling Product Types (Top 10)



Insights

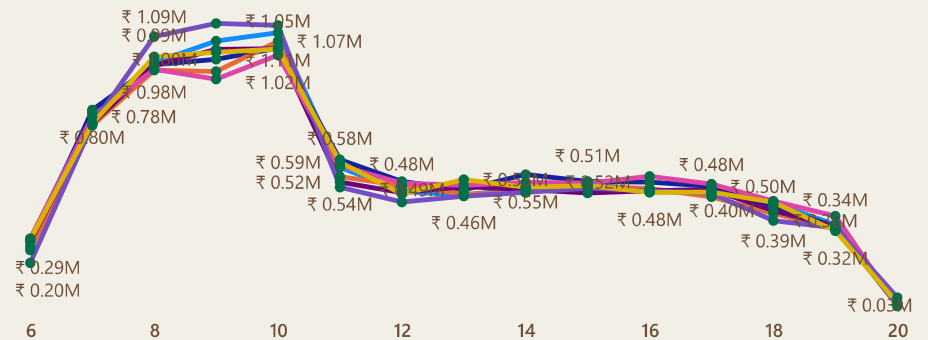
Sales by store_location



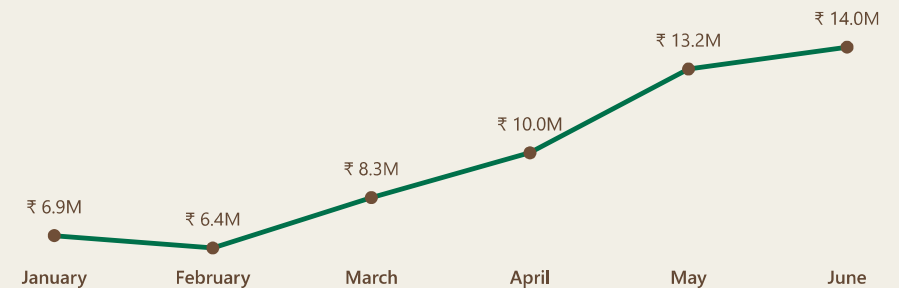
Sales by product_category



Sales Trend by Hour and Day



Monthly Sales Performance





Overview

Dashboard

Insights

Sales Insights

Top 3 best-selling product types:

Barista Espresso (₹7.8M)

Brewed Chai Tea (₹6.5M)

Hot Chocolate (₹6.1M)

Coffee is the top-performing category with ₹23M in revenue.



The **average order value** is ₹394.76.

Customers typically spend between ₹390–₹400 per order.

Monthly sales trend shows continuous growth:

Jan: ₹6.9M **Feb:** ₹6.4M **Mar:** ₹8.7M

Apr: ₹10.0M **May:** ₹13.2M **Jun:** ₹14.0M



Product category performance:

Coffee and Tea dominate sales.

Categories like Bakery and Drinking Chocolate contribute moderately.

Branded and Packaged items show minimal sales.

Top-selling product types focus on coffee-based beverages, while items like Scone and Drip Coffee show lower demand.



Sales are evenly split across store locations:

IGI Airport : 33.89%

Connaught Circle : 32.75%

Paschim Vihar : 33.16%

No major gap in location performance.



Sales peak between **9 AM to 11 AM**, indicating strong morning demand.

10 AM is the busiest sales hour across all days. Morning hours show consistently higher customer activity.

There is a **drop in sales after noon**, with limited activity in the evening.