

Executive Summary: Coffee Shop Sales Analysis

This report provides an in-depth analysis of sales performance, customer footfall, and product distribution trends across the coffee shop chain. Key metrics and visualizations highlight customer preferences, peak business hours, and the most successful locations and products, offering actionable insights for strategic decision-making.

Key Metrics Overview

- **Total Sales:** \$698,812.33
- **Total Footfall:** 149,116 customers
- **Average Bill per Person:** \$4.69
- **Average Orders per Person:** 1.44

Sales and Customer Trends

1. **Peak Business Hours:**
 - Sales and customer activity are highest between **7 AM and 10 AM**, indicating strong morning demand, likely driven by breakfast and coffee.
 - Activity sharply declines after 11 AM, with minimal engagement in late afternoons and evenings.
2. **Day-Based Analysis:**
 - Customer footfall is consistent throughout the week, with a slight dip on weekends. Weekdays see higher order volumes, likely driven by work routines and commuters.
3. **Location Performance:**
 - **Hell's Kitchen** generates the highest sales at **\$236,511.17**, followed closely by **Lower Manhattan (\$230,057.25)** and **Astoria (\$232,243.91)**.
 - Footfall is evenly distributed across locations, with slight variations suggesting that sales might be influenced more by order size and product mix.

Product and Size Preferences

1. **Top Product Categories (Sales Contribution):**
 - **Coffee** leads at **39%**, underscoring its core role in driving revenue.
 - **Bakery items** (28%) and **Drinking Chocolate** (12%) are strong secondary contributors.
 - Other categories such as **Coffee beans (6%)** and **Loose Tea (1%)** contribute marginally but offer niche opportunities.

2. Top-Selling Products:

- **Barista Espresso** is the top product.
- Other strong performers include **Brewed Black Tea, Brewed Chai Tea, Gourmet Brewed Coffee**, and **Hot Chocolate**, each generating over \$47,000.

3. Order Size Distribution:

- Regular-sized orders dominate, comprising **31%**, closely followed by **Small (30%)** and **Large (30%)**, indicating diverse customer preferences.

Insights and Recommendations

1. Focus on Peak Hours:

- Strengthen staff allocation and inventory management between 7 AM and 10 AM to capitalize on peak demand.
- Consider promotional campaigns targeting post-lunch hours to boost afternoon sales.

2. Enhance Product Offerings:

- Expand the coffee menu further to leverage its 39% contribution to sales.
- Explore bundling bakery items and coffee to increase average bill size.

3. Targeted Marketing:

- Launch location-specific promotions in Hell's Kitchen and Lower Manhattan to sustain leadership in sales.
- Develop campaigns to increase weekend footfall, potentially targeting families or leisure customers.

4. Size Customization:

- Optimize pricing and upselling strategies for large-size orders, as they are underutilized compared to regular and small sizes.

5. Diversify Low-Contributing Categories:

- Promote underperforming categories like **Loose Tea** and **Branded Products** through targeted campaigns or limited-time offers to boost their contribution.

Conclusion:

The dashboard data reveals that the coffee shop chain is performing well, with consistent sales driven by coffee and bakery products, alongside strong weekday footfall. Strategic interventions during off-peak hours, targeted promotions, and menu optimization can help unlock further revenue potential and customer satisfaction.