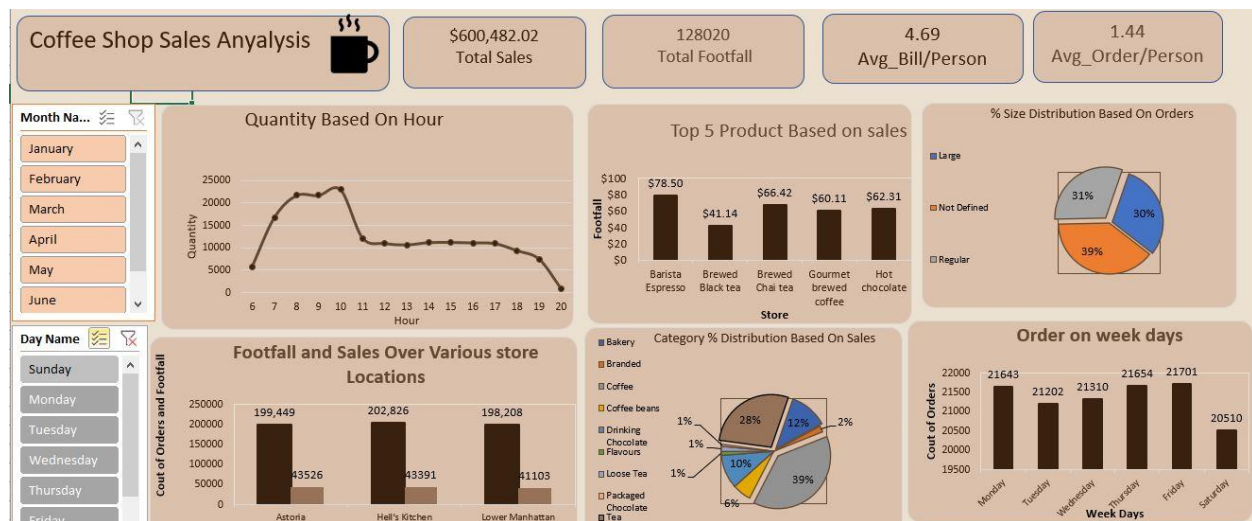


Coffee Shop Sales Analysis Report

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1. Introduction

This report provides a comprehensive analysis of the sales and footfall data for a coffee shop. It evaluates sales performance, product demand, customer behavior, and store locations to identify growth opportunities and strategic recommendations.

2. Source of Data

The data used for this analysis appears to be collected from POS (Point of Sale) systems and footfall counters across multiple coffee shop locations. The dataset includes total sales revenue, customer footfall, product-wise sales data, hourly, daily, and weekly sales trends, and store location-wise sales performance.

3. Assumptions

The dataset covers multiple months, but analysis is presented based on available data. Footfall data represents the number of visitors, and not all footfall converts into sales. The average bill per person and order per person are derived from aggregated transactions.

4. Chart-by-Chart Analysis

4.1 Total Sales and Footfall Overview

The total sales recorded are \$600,482.02, with a total footfall of 128,020. The average bill per person stands at \$4.69, while the average order per person is 1.44. This indicates that customers generally purchase fewer items per visit, presenting an opportunity to increase sales through strategic upselling and promotional bundling.

Insight: The average bill per person is relatively low, suggesting room for increasing per-ticket revenue. **Solution:** Upselling and bundling strategies can help increase the average order value.

4.2 Quantity Based on Hour

Sales peak between 7 AM and 11 AM, with a rapid increase starting at 6 AM. The highest sales occur around 9 AM and gradually decline after 11 AM, maintaining a low volume for the rest of the day.

Insight: The morning rush drives the majority of sales, likely due to coffee demand. **Solution:** Introduce promotional offers in the afternoon and evening to boost sales during off-peak hours.

4.3 Top 5 Products Based on Sales

The best-performing product is Barista Espresso, generating \$78.50 per unit on average, followed by Brewed Chai Tea at \$66.42. The lowest-selling among the top five is Brewed Black Tea at \$41.14.

Insight: Barista Espresso is the most popular item, while brewed black tea has lower sales.

Solution: Promote combo deals including brewed black tea with popular items to increase its sales.

4.4 % Size Distribution Based on Orders

Large-sized orders make up 30%, while regular sizes account for 31%. The remaining 39% are not defined, which may indicate missing data or customers opting for standard sizing without a clear classification.

Insight: A significant portion of orders are not classified by size, which may indicate missing data or a lack of emphasis on size variations. **Solution:** Encourage customers to opt for larger sizes with minimal upcharge pricing strategies.

4.5 Footfall and Sales Over Various Store Locations

Among the store locations, Hell's Kitchen has the highest footfall of 202,826, followed closely by Astoria with 199,449, while Lower Manhattan has the lowest at 198,208. However, the order count in Lower Manhattan is also the lowest at 41,103, compared to 43,526 in Astoria and 43,391 in Hell's Kitchen.

Insight: Footfall is fairly distributed, but Lower Manhattan has a lower conversion rate of footfall to actual sales. **Solution:** Improve marketing efforts, introduce loyalty programs, and enhance store experience in Lower Manhattan to increase conversion.

4.6 Category % Distribution Based on Sales

The most dominant category is packaged chocolate tea, contributing 39% of sales. Coffee follows at 28%, while the lowest is coffee beans, making up only 2% of total sales.

Insight: Packaged chocolate tea dominates sales, indicating strong demand for pre-packaged beverages. **Solution:** Expand the product line for packaged beverages and improve in-store coffee sales through targeted promotions.

4.7 Order Trends on Weekdays

Sales remain fairly consistent throughout the week, with the highest order count occurring on Friday (21,701) and the lowest on Saturday (20,510). Monday, Tuesday, and Wednesday show similar sales levels, ranging between 21,202 and 21,643 orders.

Insight: Sales remain stable on weekdays but slightly drop on Saturdays. **Solution:** Introduce weekend-specific promotions and family-oriented deals to increase Saturday sales.

5. Focus Areas for Growth

- **Increase Average Bill Size:** Implement upselling and bundling techniques.
- **Boost Off-Peak Sales:** Launch afternoon/evening promotions.
- **Improve Conversion at Lower Performing Locations:** Store experience and targeted marketing strategies.
- **Expand Popular Product Categories:** Leverage strong demand for packaged beverages.
- **Optimize Order Size Distribution:** Encourage upsizing orders through special deals.
- **Enhance Weekend Sales:** Implement weekend promotions and loyalty discounts.

6. Summary and Strategic Recommendations

The coffee shop has a strong morning customer base, with consistent sales across weekdays. However, there are opportunities to improve revenue through strategic pricing, marketing, and upselling initiatives.

Actionable Recommendations:

1. **Introduce combo deals** to boost the average bill size.
2. **Create targeted promotions** for afternoon and evening hours.
3. **Enhance marketing efforts** in Lower Manhattan to improve conversion rates.
4. **Expand the packaged tea segment** to capitalize on existing demand.
5. **Implement weekend-specific discounts** to attract more customers.

End of Report