

Executive Summary: Maven Roasters Coffee Shop Sales Analysis

Overview

This executive summary presents key findings from the comprehensive analysis of Maven Roasters' sales data across three NYC locations. The analysis reveals critical insights into sales performance, customer behavior, product popularity, and operational patterns that can drive strategic business decisions.

Key Performance Indicators

- **Total Sales:** \$6,998,812.33
- **Total Customer Footfall:** 149,116 transactions
- **Average Bill Per Person:** \$4.69
- **Average Order Per Person:** \$1.44

Sales and Traffic Patterns

Time-Based Trends

- **Peak Hours:** Highest order volume occurs between 8-11 AM, with a significant peak at 10-11 AM, indicating strong morning coffee rush
- **Daily Distribution:** Consistent sales throughout the week with no significant drops on weekends, suggesting strong weekend traffic
- **Customer Traffic:** Relatively steady transaction counts across all days of the week, showing consistent customer base

Location Performance

- **Store Revenue:**
 - Hell's Kitchen: \$2,365,111.17
 - Lower Manhattan: \$2,300,057.25
 - Astoria: \$2,332,243.91
- **Customer Footfall:**
 - Hell's Kitchen: 50,735 transactions
 - Lower Manhattan: 47,782 transactions
 - Astoria: 50,599 transactions
- All locations demonstrate strong performance with Hell's Kitchen leading slightly in both revenue and transactions

Product Analysis

Category Performance

- **Coffee:** Dominates sales at 39% of total revenue
- **Tea:** Represents 28% of revenue, making it the second most popular category
- **Bakery:** Contributes 12% of revenue
- **Drinking Chocolate:** Accounts for 10% of revenue
- Other categories (Branded items, Coffee beans, Flavors, Loose Tea) collectively account for approximately 11% of sales

Top-Selling Products

1. **Barista Espresso:** \$91,406.20
2. **Brewed Chai Tea:** \$77,081.95
3. **Hot Chocolate:** \$72,416.00
4. **Gourmet Brewed Coffee:** \$70,034.60
5. **Brewed Black Tea:** \$47,932.00

Customer Preferences

- **Size Distribution:**
 - Regular: 31%
 - Large: 30%
 - Not Defined: 30%
 - Small: 9%
- Equal preference between regular and large sizes suggests potential for upselling strategies

Recommendations

1. **Operational Optimization:**
 - Focus staffing resources during peak morning hours (8-11 AM)
 - Maintain consistent staffing throughout the week due to steady customer traffic
2. **Product Strategy:**
 - Leverage the popularity of coffee products (39% of sales) through promotions and new offerings
 - Expand the tea selection (28% of sales) to capitalize on its strong performance
 - Create bundle offers with bakery items to increase average order value
3. **Store-Specific Initiatives:**
 - Implement consistent best practices across all three locations due to their similar performance
 - Test new products or promotions at Hell's Kitchen location due to slightly higher traffic

4. Size Optimization:

- Promote upselling from regular to large size to increase average order value
- Consider streamlining the size options by clarifying the "Not Defined" category

5. Revenue Growth Opportunities:

- Focus promotional efforts on top 5 products which are major revenue drivers
- Create loyalty programs to increase repeat visits and average spend per customer
- Consider expanding morning offerings to capitalize on peak traffic periods

Conclusion

Maven Roasters demonstrates consistent performance across locations with strong morning traffic and balanced weekly sales. Coffee remains the primary revenue driver, complemented by strong tea sales. Strategic focus on peak hours, premium products, and upselling opportunities present clear pathways to enhance revenue and customer satisfaction.