**INSIGHT OF THE COFFEE SHOP DATA**

In Lower Manhattan, purchases are higher from 6-10am, and start to decline from 11-6pm with either little or no sales from 7-8pm. I recommend we close at 6pm since the sales from 7-8pm is low.

We can open Astoria branch to 8pm because from the transaction per hour chart there is much pressure at 7pm so we can extend the time to 8pm

In conclusion, from the monthly trend in the total revenue, there was an upwards trend in the total revenue, with a dip in February but consistent growth from March onwards.

I recommend we keep improving by providing the products to the branches on time to meet the needs of our customers