



# COFFEE SHOP SALES REPORT

store\_location

Astoria

Hell's  
Kitchen

Lower  
Manhattan

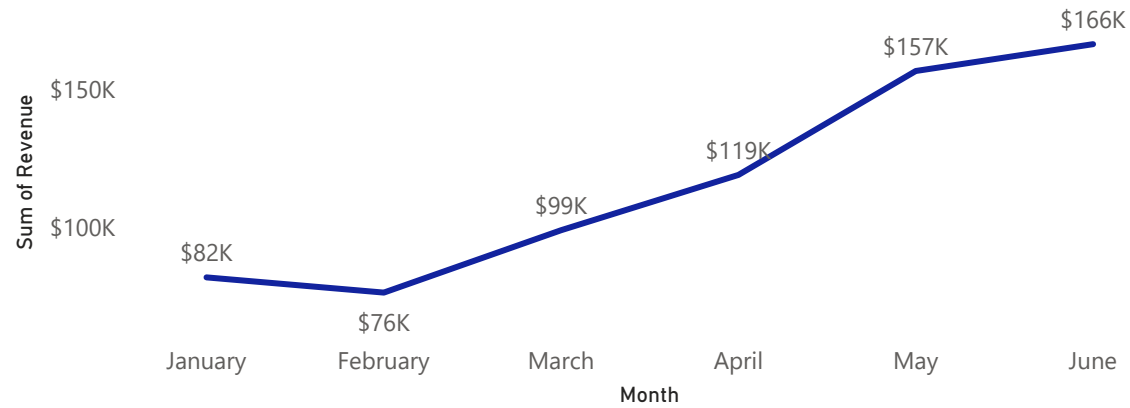
Total Revenue

\$698.81K

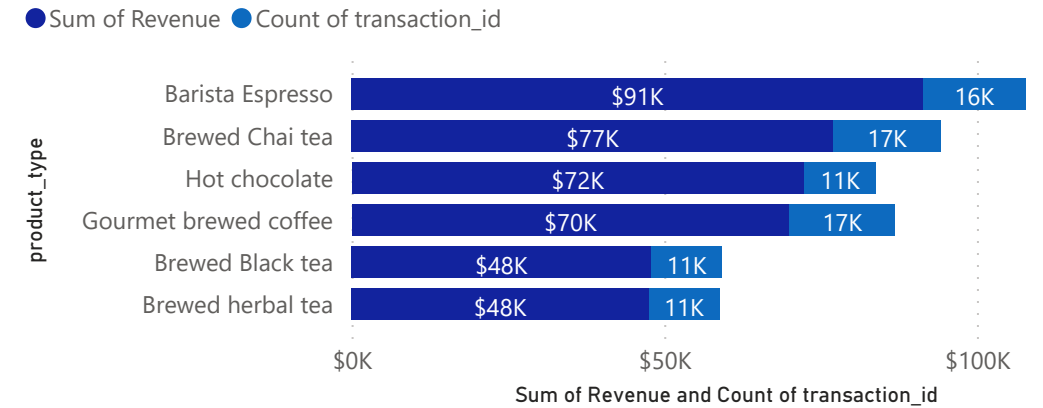
Transactions

149.12K

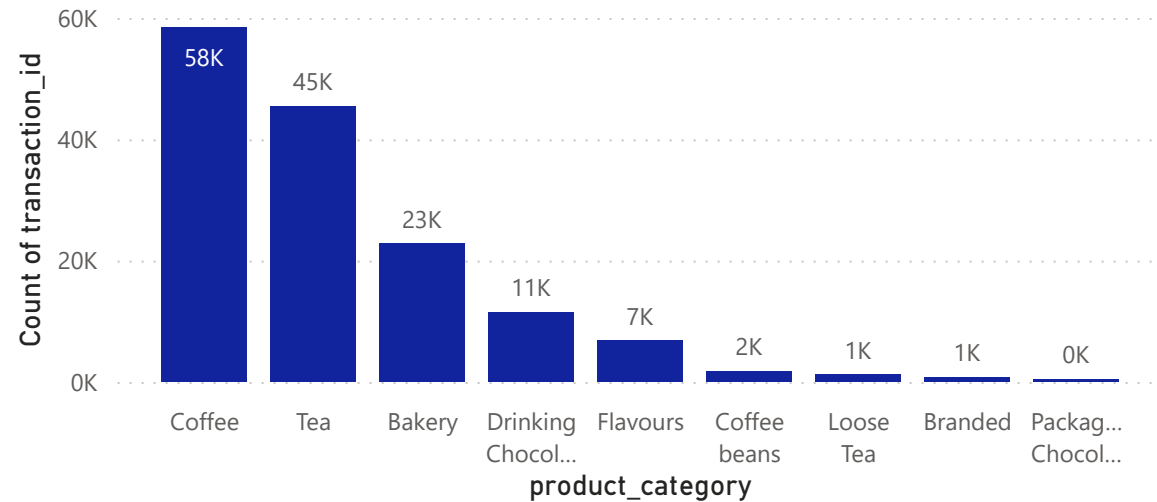
## Monthly Trends



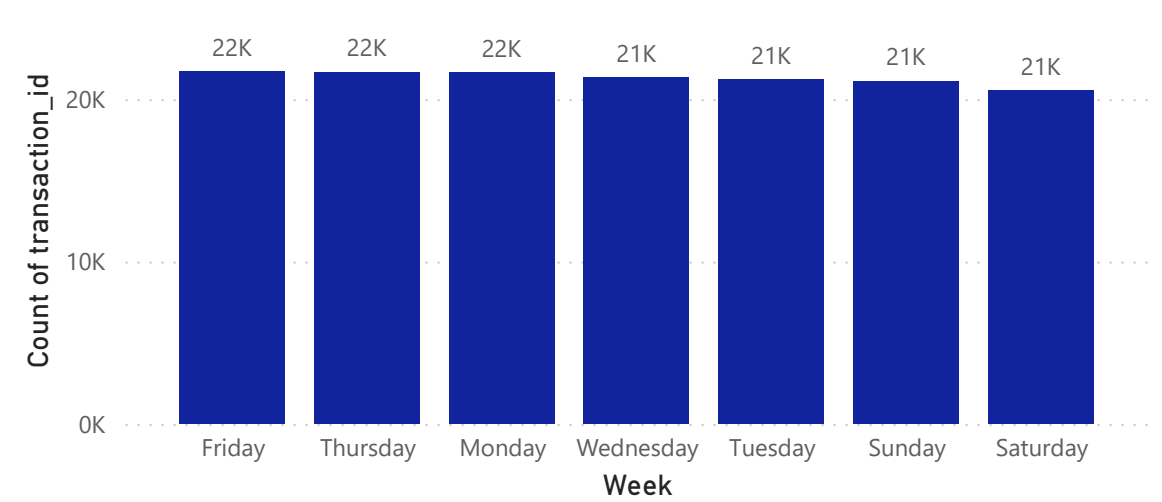
## Revenue and transaction by product type



## Transaction by product category



## Transaction by Day of Week



## INSIGHTS

- **Total Revenue and transaction are positively correlated with each other.**
- **Revenue and transaction diverged the most when the product type was Barista Espresso.**
- **All stores had the same top categories and types.**
- **There was a decline in revenue for February across all store locations.**
- **Coffee and Tea are the top 2 product categories in terms of Revenue and transactions.**
- **Monday, Thursday and Friday are the busiest days of the week.**
- **Lower Manhattan had the least total revenue and transaction compared to other store locations.**
- **Barista Espresso and brewed chai tea are the most sold products.**

## RECOMMENDATIONS

- **June accounted for 23.82% of the total revenue, which is usually when summer begins, adequate plans should be drafted out on ways to increase sales during summer.**
- **Promotion and adequate advertisement on products that are not doing so well such as premium beans, engagement with customers on benefits and giving free trial on other products.**
- **Upselling of Coffee and Tea product categories as they are the best selling products and would generate even more revenue.**
- **An investigation as to why there was a reduction in sales across the three stores in February should be done to help develop strategies to mitigate these drops and help put a system in place to improve overall sales in February.**