

COFFEE SHOP SALES – EXECUTIVE SUMMARY

Overview

This report provides a comprehensive analysis of coffee shop sales performance, covering key metrics such as total revenue, customer footfall, average spending behaviour, product category distribution, and order trends. The insights derived from this data will help in making informed business decisions regarding operations, inventory, and marketing strategies.

Key Highlights

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

Sales Performance Trends

1. **Peak Sales Hours:**
 - Sales exhibit a sharp increase between **6 AM to 10 AM**, peaking around **9 AM**.
 - After 10 AM, sales gradually decline throughout the day, with a significant drop after **6 PM**.
 - This trend suggests a strong preference for morning coffee and breakfast-related purchases.
2. **Category-Wise Sales Distribution:**
 - The **Coffee category dominates sales**, contributing **39%** of total revenue.
 - Other significant contributors include **Bakery (12%)** and **Drinking Chocolate (10%)**.
 - Packaged items such as **branded products and chocolates** hold a smaller share.
3. **Size Distribution:**
 - **Large and Regular-sized orders** each contribute **30%** to total sales.
 - **Small-sized orders make up 9%**, indicating customer preference for medium-to-large servings.

Store Performance & Footfall Trends

- **Top-performing store locations:**
 - **Hell's Kitchen:** \$2,36,511.17 in total sales, with **50,735 customers**.
 - **Astoria:** \$2,32,243.91 in total sales, with **50,599 customers**.
 - **Lower Manhattan:** \$2,30,057.25 in total sales, with **47,782 customers**.
- The footfall and revenue figures suggest balanced distribution across locations, with Hell's Kitchen slightly outperforming others.

Product Performance

The top-selling products include:

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

The high sales of espresso and brewed teas indicate strong customer demand for premium beverages.

Weekly Order Trends

- The highest number of transactions occur on **Friday (21,654)**, followed by **Monday (21,643)** and **Friday (21,701)**.
- **Saturday sees the lowest sales (20,510)**, suggesting lower footfall on weekends.
- Weekday sales remain consistent, with slight variations across the days.

Actionable Insights & Recommendations

1. **Leverage Morning Rush:**
 - Given the peak sales hours in the morning, introducing **breakfast combos and special discounts before 10 AM** could boost revenue.
2. **Boost Weekend Sales:**
 - Since Saturdays see the lowest transactions, promotional campaigns such as **weekend discounts or loyalty rewards** can attract more customers.
3. **Optimize Store Operations:**
 - Stores like **Hell's Kitchen and Astoria** perform well; investing in staff efficiency and inventory management at these locations can further maximize profits.
4. **Expand Popular Product Offerings:**
 - Given the success of **espresso and brewed teas**, the shop can introduce **new espresso flavors or limited-time specialty teas** to attract more customers.
5. **Increase Customer Retention:**
 - Implement **subscription plans for coffee lovers** or **discounted refill offers** to encourage repeat visits.

Conclusion

The coffee shop has demonstrated strong overall sales performance, with peak sales in the mornings and consistent footfall across key store locations. Strategic promotional efforts targeting slower days and times, along with optimizing best-selling product offerings, will further enhance profitability.