**Coffee Shop Sales Analysis Report**

**EXECUTIVE SUMMARY**

1. **Purpose of the Analysis**

This analysis evaluates sales data from three coffee shop locations—Astoria, Hell’s Kitchen, and Lower Manhattan—to uncover revenue trends, customer behavior patterns, and product performance specific to each location. The objective is to derive actionable strategies tailored to individual shop performance.

1. **Key Findings**
2. **Astoria:** Barista Espresso and Brewed Chai Tea were top performers; weekday sales were lower compared to weekends.
3. **Hell’s Kitchen:** Brewed Chai Tea and Hot Chocolate dominated sales; weekends had high traffic with a notable afternoon peak.
4. **Lower Manhattan:** Barista Espresso and pastries were key revenue drivers; weekday morning hours saw significant activity.
5. **Traffic Patterns:** Across all locations, weekends and morning hours (7–10 AM) remained busiest.
6. **Recommendations**
7. Tailor promotions to underperforming days for each location (e.g., Tuesdays for Astoria).
8. Focus marketing efforts on top products per location (e.g., Hot Chocolate in Hell’s Kitchen).
9. Adjust staffing schedules based on peak times and unique traffic patterns for each location.

**KEY INSIGHTS BY LOCATION**

1. **Astoria**
2. **Revenue Trends:** Sales steadily increased, with weekends outperforming weekdays.
3. **Product Performance**: Barista Espresso and Brewed Chai Tea accounted for the highest revenue.
4. **Traffic Patterns:** Peak activity occurred during morning hours (7–9 AM) and weekends.
5. **Hell’s Kitchen**
6. **Revenue Trends:** Hell’s Kitchen experienced strong weekend sales, particularly in the afternoon.
7. **Product Performance:** Brewed Chai Tea and Hot Chocolate led sales, driven by high weekend demand.
8. **Traffic Patterns:** Afternoon spikes (3–5 PM) complemented the morning rush.
9. **Lower Manhattan**

* **Revenue Trends:** Weekdays performed better than weekends, driven by office-worker traffic.
* **Product Performance:** Barista Espresso and pastries were highly popular during weekday mornings.
* **Traffic Patterns:** Morning hours (7–10 AM) were the busiest, with consistent weekday sales.

*Visual Examples: Include slicer-filtered charts for each location showing revenue trends and product performance.*

**RECOMMENDATIONS BY LOCATION**

1. **Astoria**
   1. **Boost Weekday Sales:** Launch "Midweek Morning Specials" to attract customers on slower days.
   2. **Promote Espresso Bundles:** Combine Barista Espresso with a pastry for a discounted combo.
   3. **Optimize Staffing:** Schedule fewer staff during off-peak hours (midday weekdays).
2. **Hell’s Kitchen**
3. **Leverage Afternoon Demand:** Offer "Afternoon Delight" discounts on Hot Chocolate and snacks.
4. **Weekend Promotions:** Market premium beverages (e.g., Brewed Chai Tea) with a loyalty incentive.
5. **Expand Menu Variety:** Add limited-edition drinks to capture the strong weekend crowd.
6. **Lower Manhattan**
7. **Focus on Office Workers:** Introduce a coffee subscription program for weekday regulars.
8. **Morning Combos:** Promote Barista Espresso and pastry bundles during morning hours.
9. **Staff for Weekday Rush:** Ensure adequate staffing for peak weekday mornings.

**CONCLUSION**

By tailoring strategies to each location’s unique sales and traffic patterns, the coffee shops can optimize performance and enhance customer satisfaction. Implementing location-specific recommendations can drive growth and create a more personalized customer experience.