# COFFEE SHOP SALES ANALYSIS
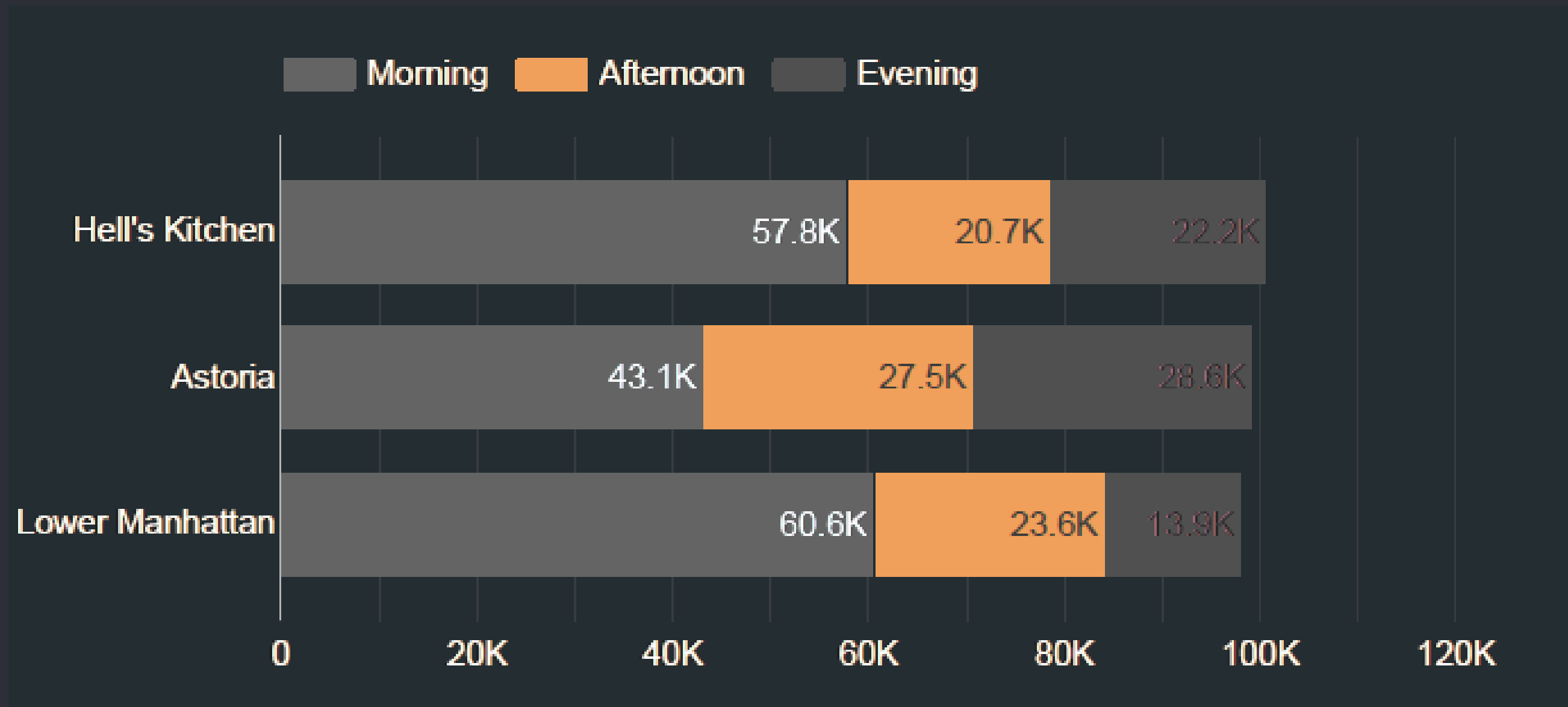
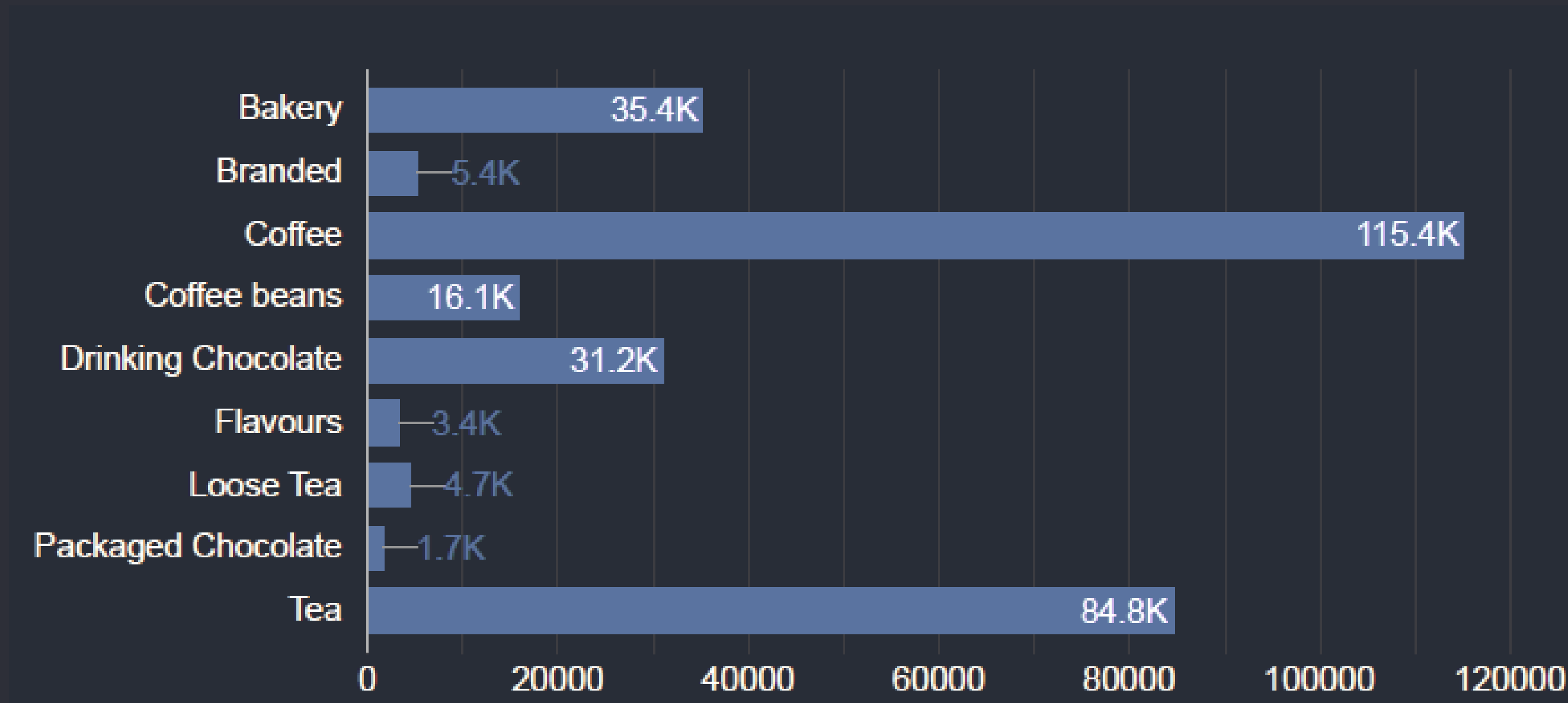INNOCETIA NEMUKULA

# OBJECTIVES

- Explore revenue trends and customer purchasing patterns

- Identify high-performing and underperforming products

- Provide data-driven recommendations to improve sales and operations

# REVENUE & LOCATION PERFORMANCE



- Total revenue: R298K
- The revenue peaks in the morning
- Lower Manhattan generates the highest revenue overall (~R60K per peak segment)
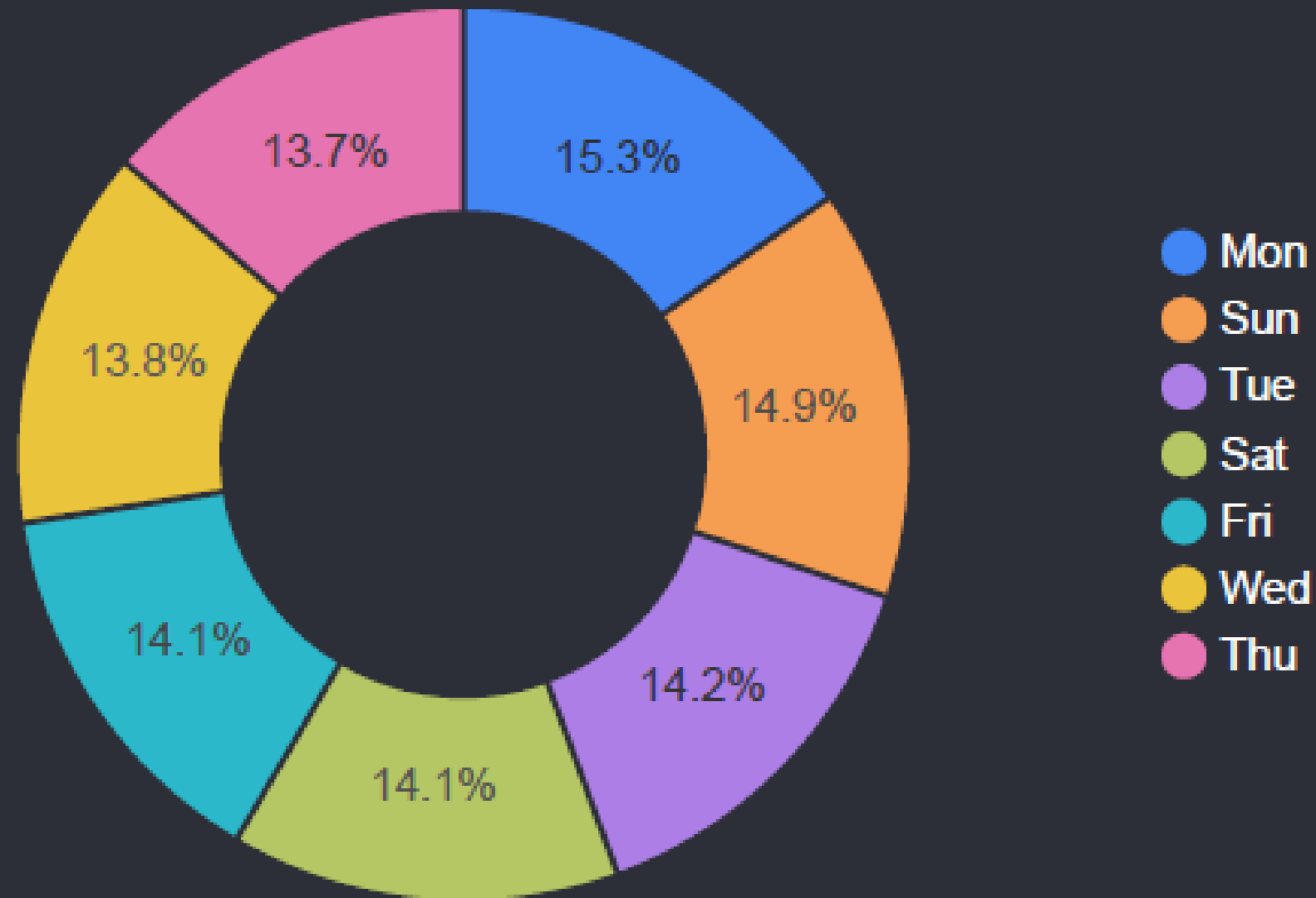- Hell's Kitchen and Astoria show moderate but consistent performance

# PRODUCT CATEGORY PERFORMANCE



- Coffee is the top revenue driver (~R115K)
- Tea and Bakery are also strong contributors
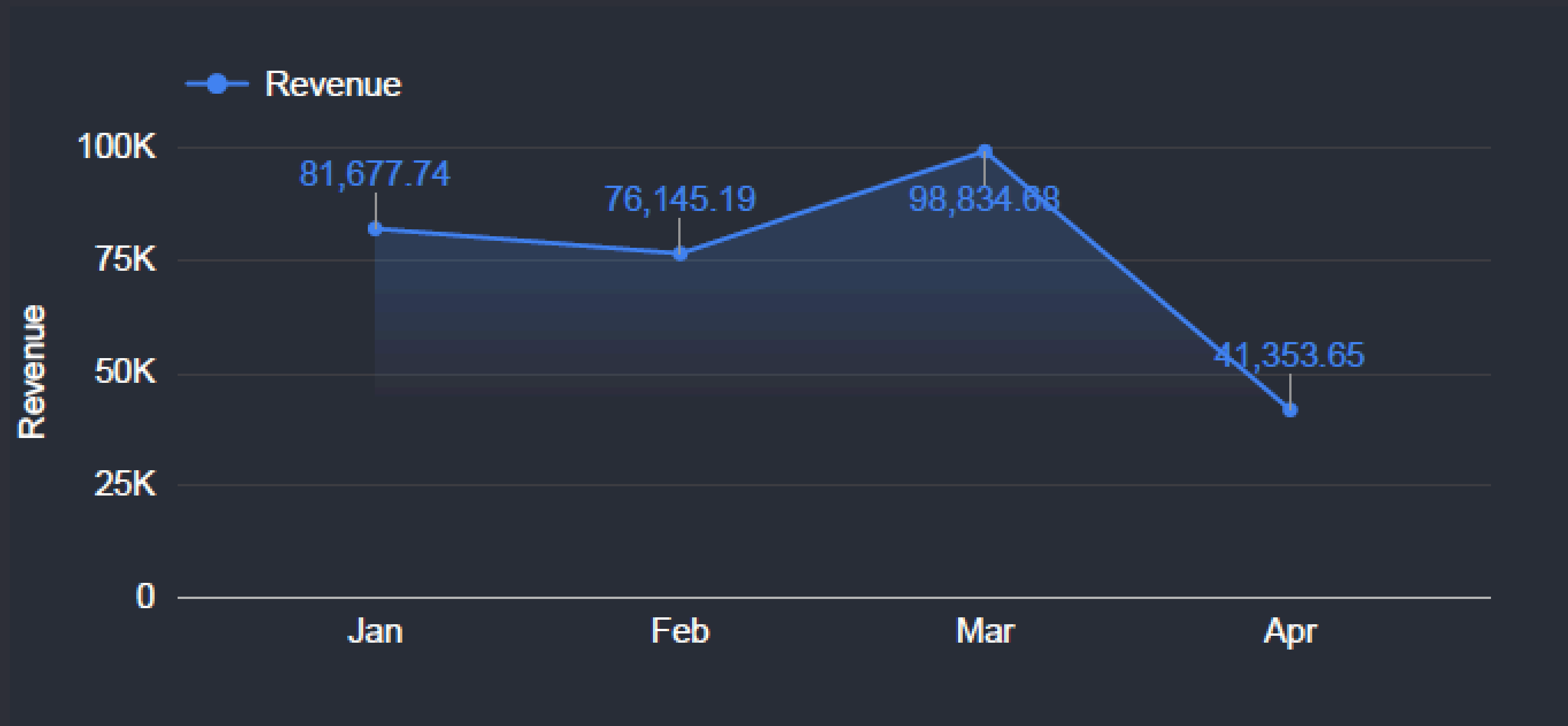- Categories like Flavours, Loose Tea, Branded products contribute very little revenue
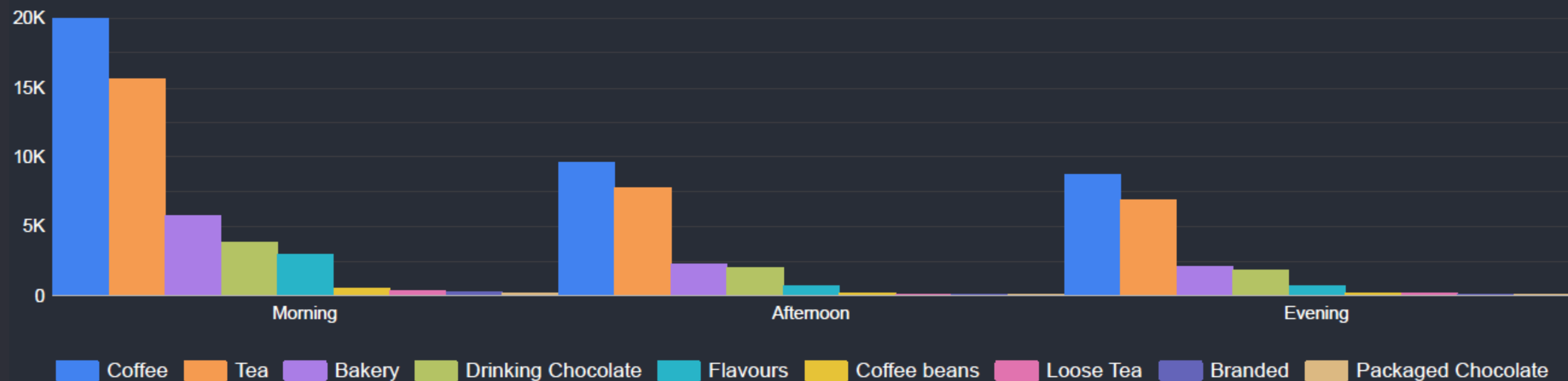
# UNITS SOLD BY WEEKDAY



Legend:
- Mon
- Sun
- Tue
- Sat
- Fri
- Wed
- Thu

- Sales volume is relatively evenly distributed across weekdays
- Monday contributes the highest sales (15.3%)

# MONTHLY REVENUE TREND



- March recorded the highest revenue (~98K), indicating peak performance
- Revenue declined sharply in April (~41K), suggesting possible seasonal or operational impact
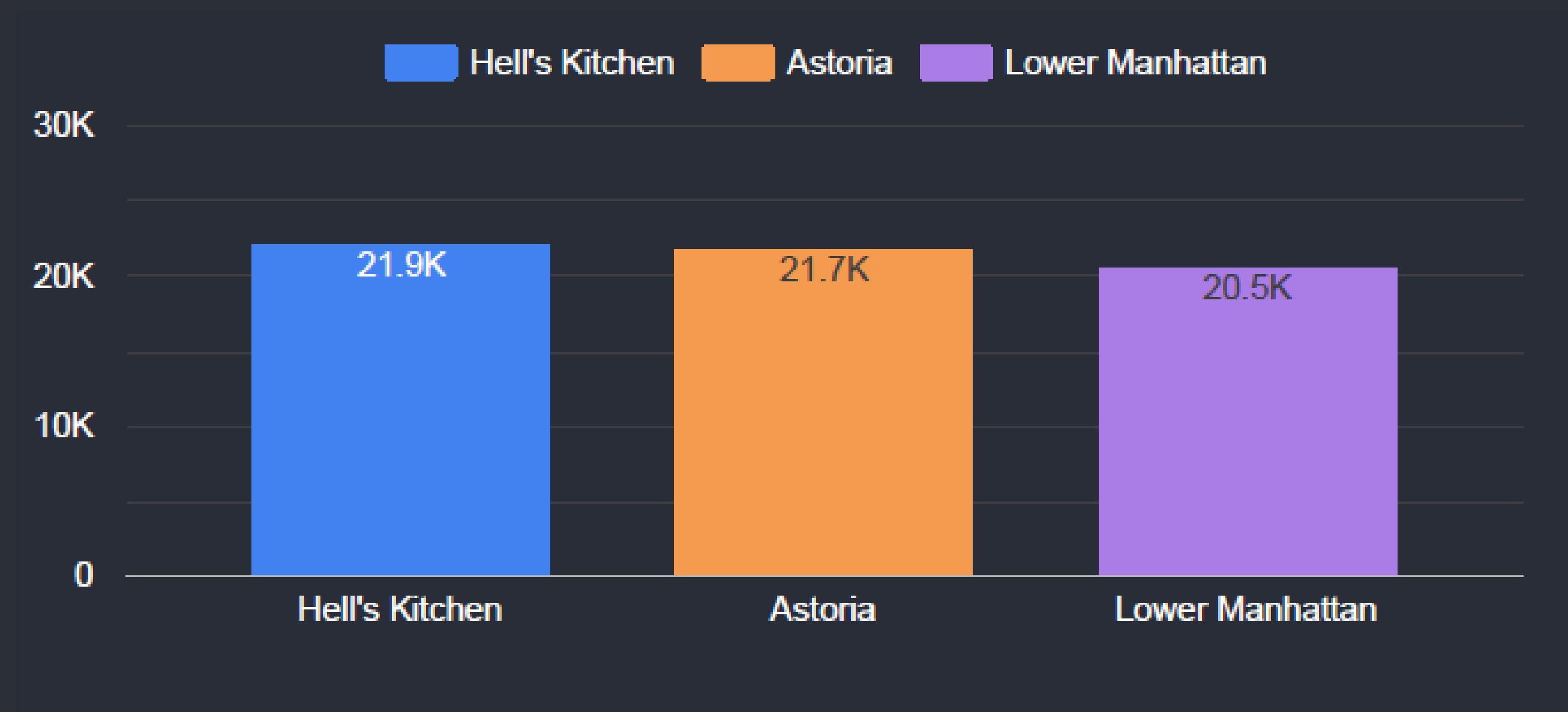
# UNITS SOLD BY PRODUCT CATEGORY AND TIME OF DAY



- Coffee has the highest unit sales, peaking in the morning
- Packaged Chocolate, Branded products, and Loose Tea have consistently low sales across all times of day
- Bakery products perform well, indicating frequent add-on purchases with coffee and tea, especially in the morning

# NUMBER OF SALES PER STORE LOCATION



Legend: ■ Hell's Kitchen  ■ Astoria  ■ Lower Manhattan

- Sales volume is relatively evenly distributed across all store locations
- Hell's Kitchen records the highest number of sales (~21.9K), closely followed by Astoria(~21.7K)
- Lower Manhattan shows slightly lower sales volume despite strong revenue performance

# RECOMMENDATIONS

- Increase staffing and inventory levels during peak morning hours to meet high demand and reduce wait times

- Optimize product assortment by prioritizing high-selling items (e.g. coffee and bakery) and reassessing low-performing categories

- Introduce targeted promotions by store location to improve sales volume where performance is lower

- Monitor monthly sales trends to anticipate declines and adjust marketing or pricing strategies proactively

# THANK YOU