

Sales analysis

Key Metrics

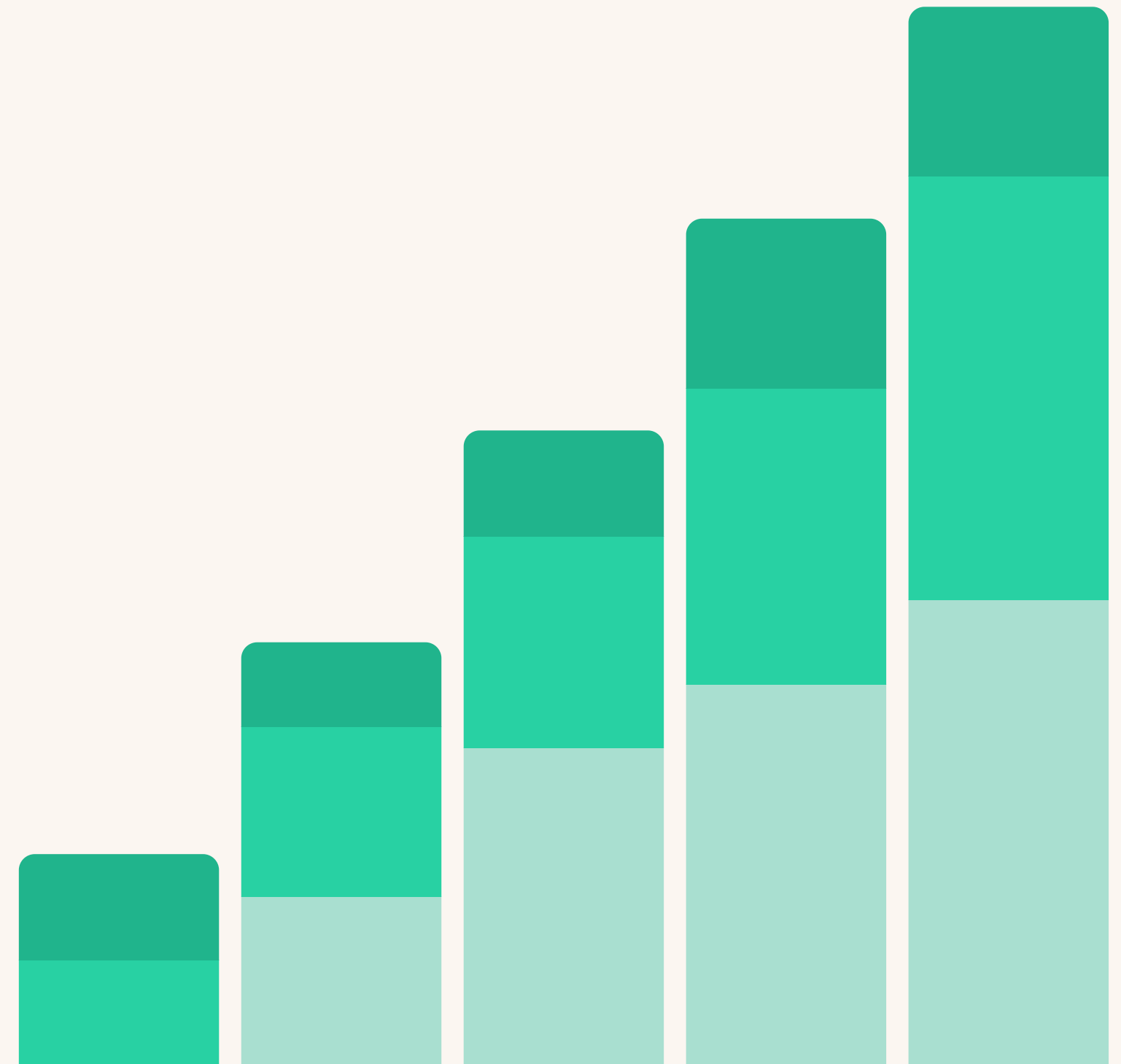
- Total Revenue: \$698.8K
- Total Orders: 214K
- Total Transactions: 149K
- Average Order Value: \$4.69

Top Performing Store

- Store ID 8 generates the highest revenue among all locations.

Store Location Insights

- Hell's Kitchen and Lower Manhattan have comparable order volumes, indicating high and consistent customer activity in both areas.
- Lower Manhattan records the highest average order value, suggesting premium product purchases or larger orders.



Product and customer analysis

Top Categories

- Coffee and Tea are the leading categories in both revenue and total orders, showcasing strong customer preference.

Product Type Analysis

- Highest Revenue: Barista Espresso
- Highest Orders: Brewed Chai Tea
- Lowest in Both: Green Beans (lowest revenue and orders)

Strategic Recommendations

- Focus marketing and promotions around coffee and tea offerings.
- Bundle or upsell Barista Espresso with popular snacks.
- Re-evaluate inventory and promotion strategies for underperforming items like Green Beans.

