

PRESENTATION

KARABELO NANCY SITHOLE

COFFEE SHOP: SALES ANALYSIS & STRATEGIC INSIGHTS

JANUARY-JUNE 2023



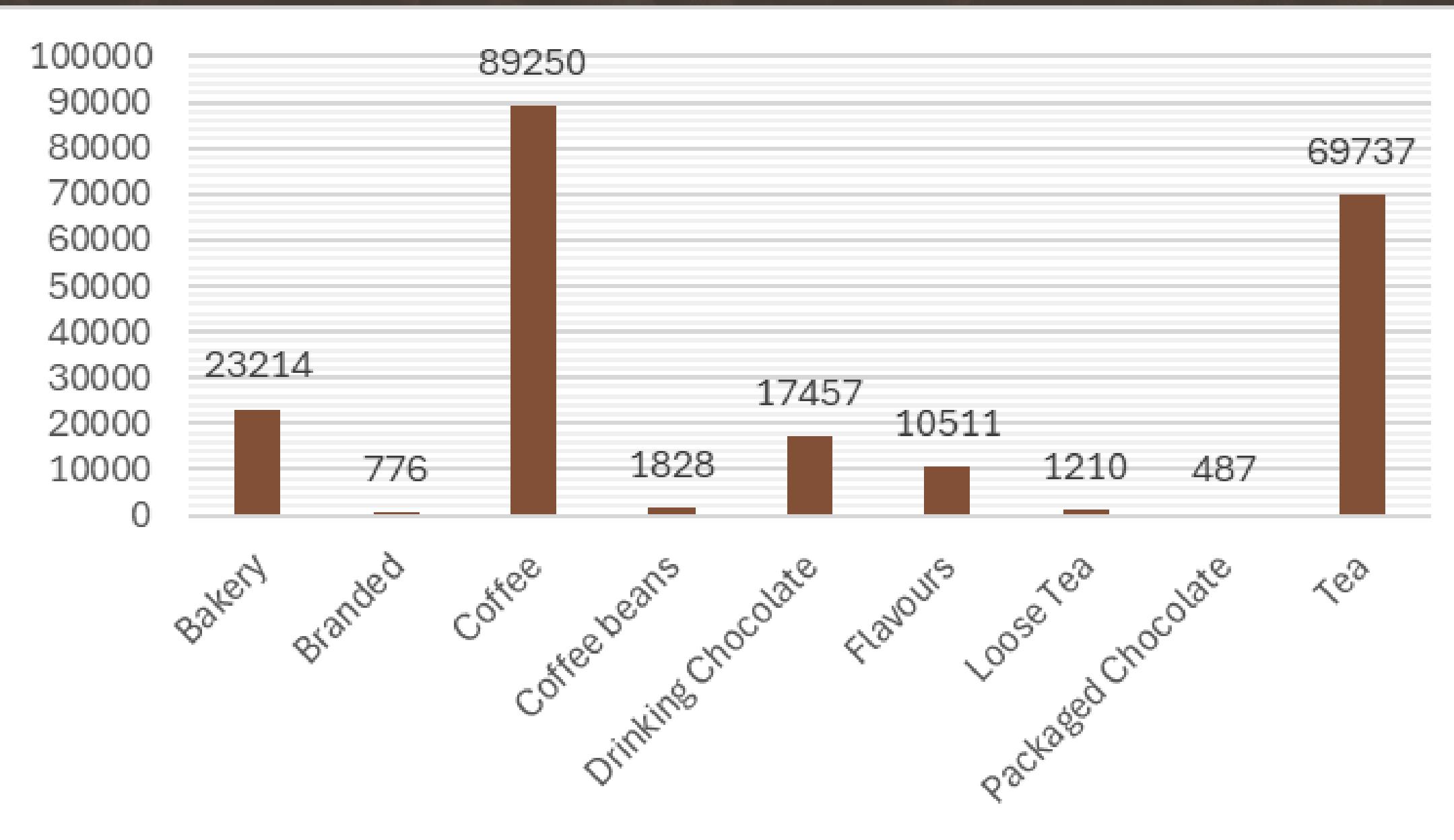
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Project Objectives

- IDENTIFYING TOP-PERFORMING PRODUCTS AND STORE LOCATIONS
- UNDERSTAND SALES PATTERNS ACROSS TIMES AND DAYS
- RECOMMEND ACTIONS TO GROW REVENUE
- SUPPORT DATA-DRIVEN DECISIONS FOR PRODUCT STRATEGY AND MARKETING

PRODUCT SALE INSIGHTS

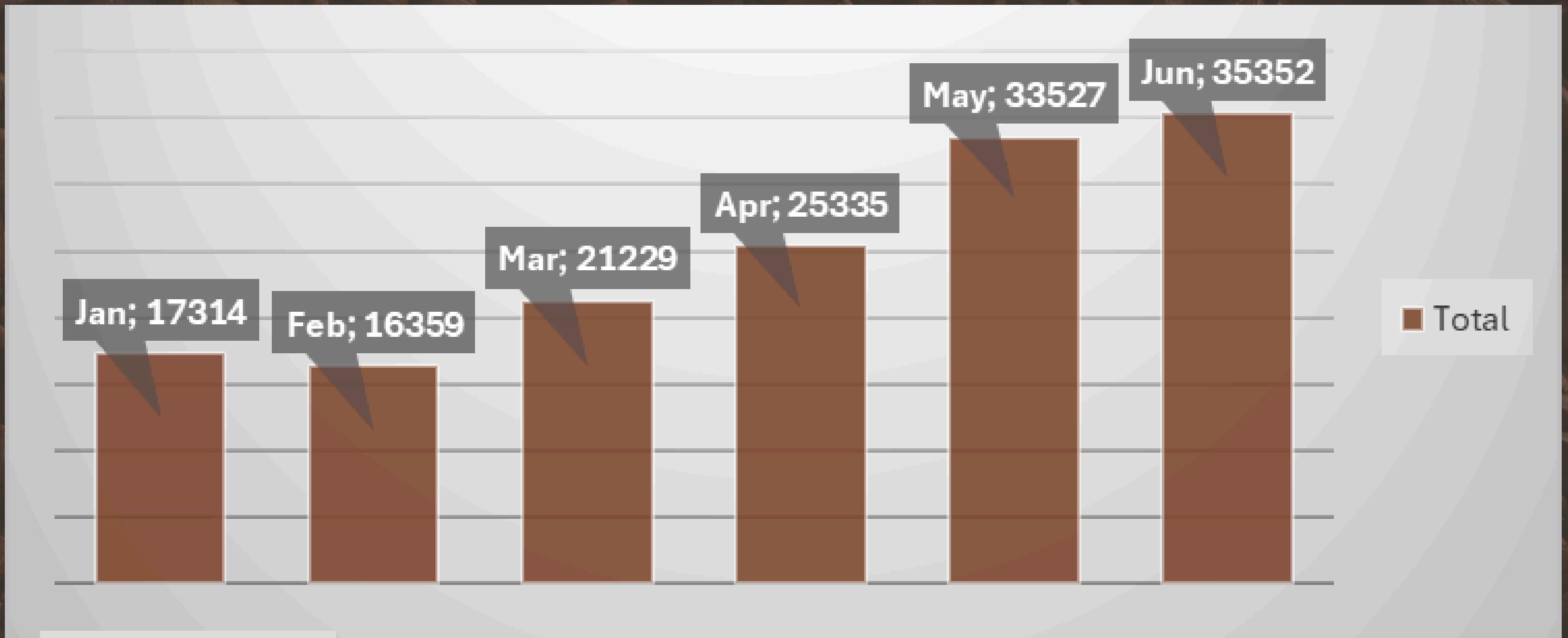
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- Coffee is the high performing product with **44%**. With **89250** units sold over 6 months.
- Tea and Bakery also did well.
- Packaged Chocolate is underperforming with **487** units sold over 6 months

MONTHLY SALES

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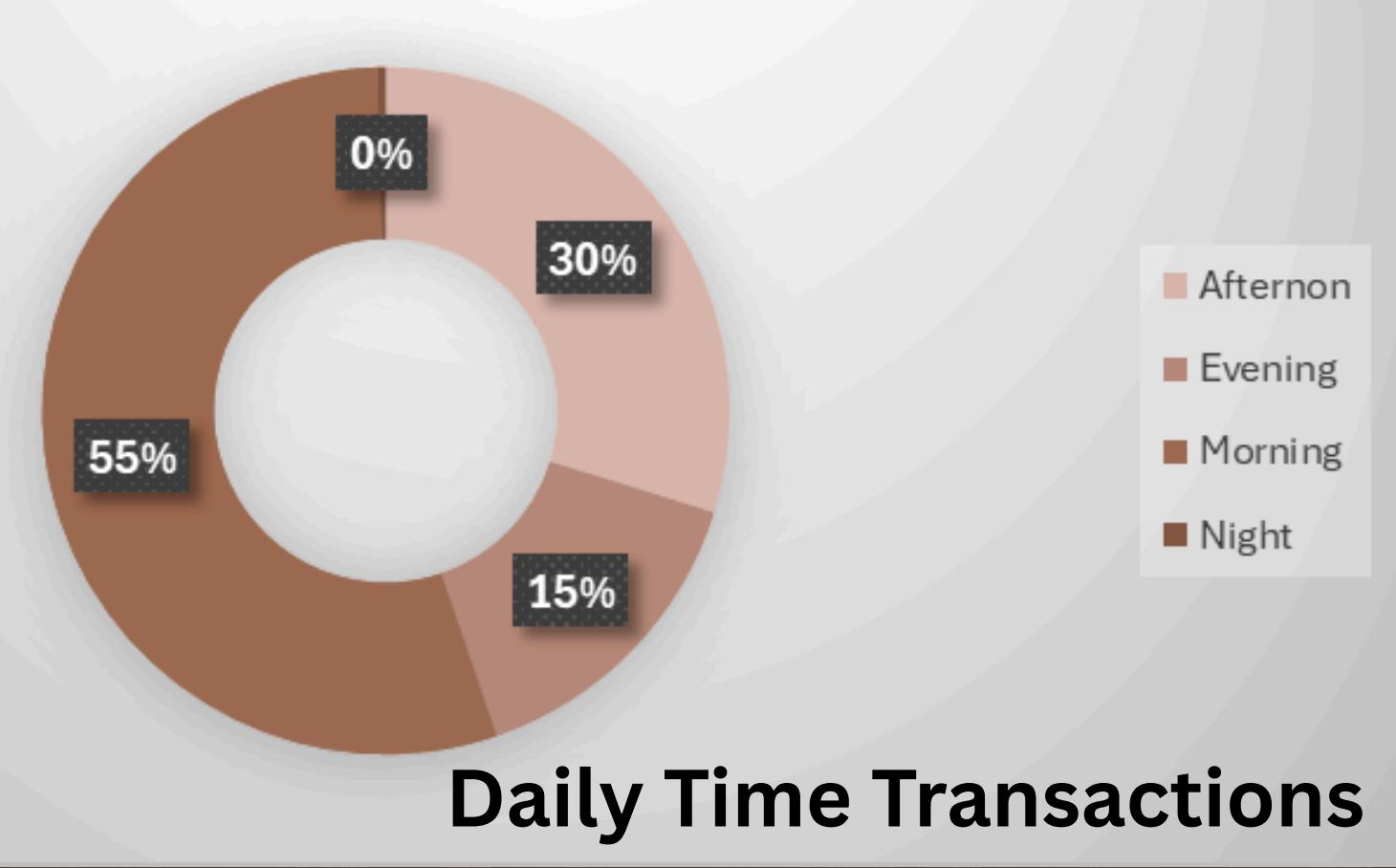
MONTHLY SALES DATA INSIGHTS

- From February to June, there's a steady increase in sales.
- There's **>116%** growth which indicates strong momentum and effective sales.
- Jan-Mar(Summer season) **TOTAL=54,902**
- Apr-Jun(Winter season) **TOTAL=94,214**
- Winter season sales are up by **72%** compared to summer. This shows a **Seasonal Demand**.
- June is the highest month-peak performance due to seasonal trends.
- February is the lowest month- shorter month. No enough campaigns.

SALES BY TIME OF DAY

- Highest sales occur during morning hours.
- Evening sales are the lowest
- Promote slow time slots.

Daily Time Transactions



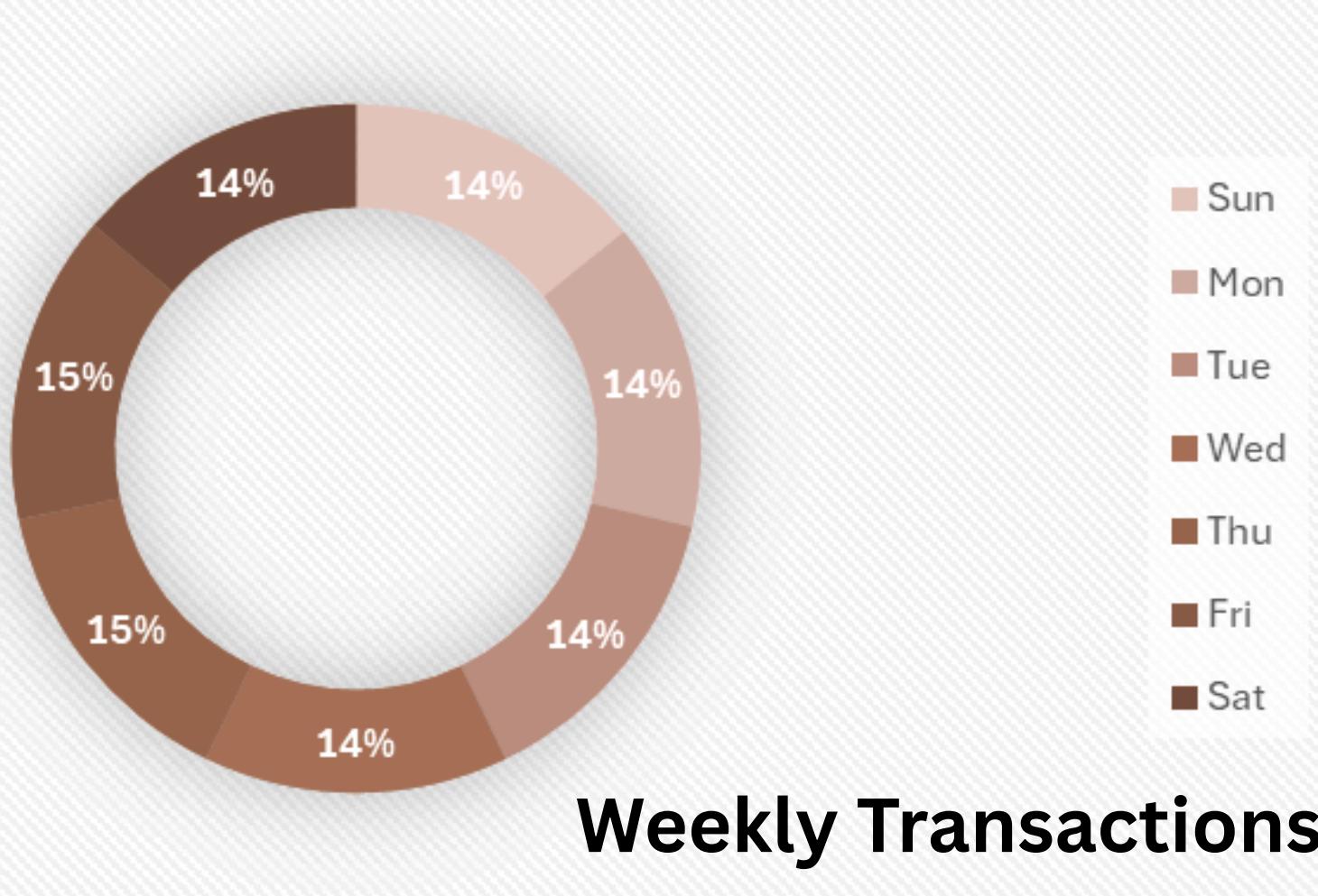
A donut chart titled "Daily Time Transactions" showing the distribution of sales by time of day. The segments are: Morning (55%), Afternoon (30%), Evening (15%), and Night (0%).

Time of Day	Percentage
Morning	55%
Afternoon	30%
Evening	15%
Night	0%

WEEKLY SALES TRENDS

- Sales spike mid-week (Wednesday-Thursday), even on Monday its pretty good.
- Weekends especially Saturday is the least performing day.

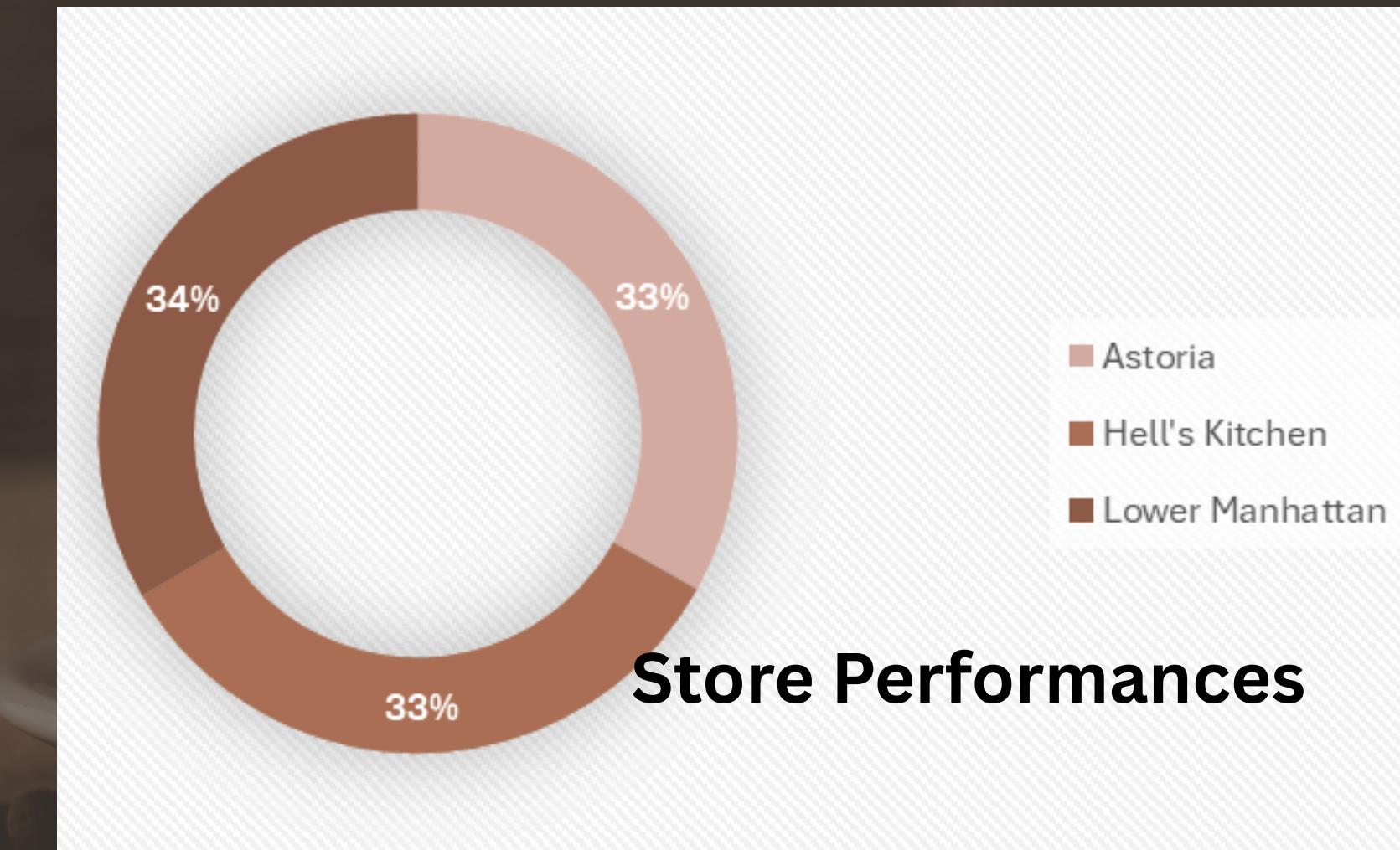
Weekly Transactions



A donut chart titled "Weekly Transactions" showing the distribution of sales by day of the week. The segments are: Sun (14%), Mon (14%), Tue (15%), Wed (14%), Thu (14%), Fri (15%), and Sat (14%).

Day of the Week	Percentage
Sun	14%
Mon	14%
Tue	15%
Wed	14%
Thu	14%
Fri	15%
Sat	14%

STORE PERFORMANCE COMPARISON



- All stores are evenly balanced namely Astoria, Hell's Kitchen and Lower Manhattan.
- Astoria is slightly leading with **34%**

STRATEGIC RECOMMENDATIONS

- For Summer season, introduce/launch a summer menu.
- Do discounts during midday heat when cold drinks are most appealing and in demand.
- The use of social media. Encourage customers to post their summer drinks photos using the hashtags.
- Promote bundled offers, specials in the evening to boost peak-off sales.
- Consider phasing out or rebranding underperforming items.
- Create family special on Saturdays since it is on weekend and its the least performing day.

THANK YOU!

