Coffee Shop Sales

Total sales:-
$6,98,812.33
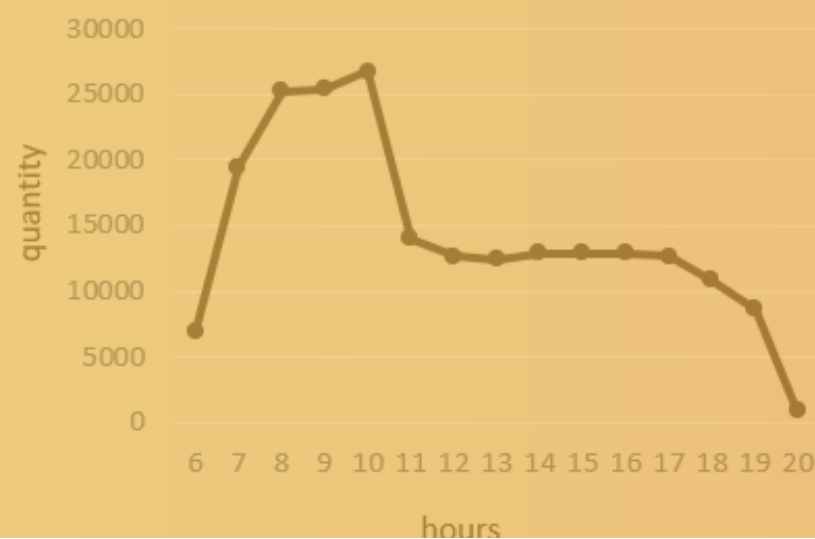
TotalFootfall:-
149116

Average Bill per Person:-
4.69

Average order per person:-
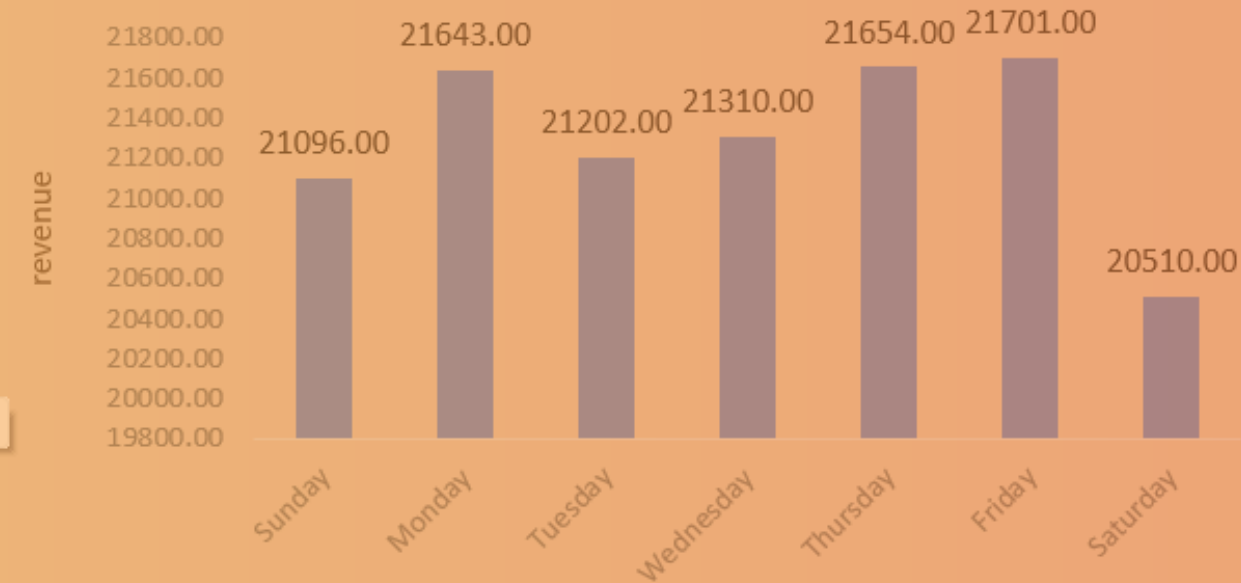1.44

Month Name

January
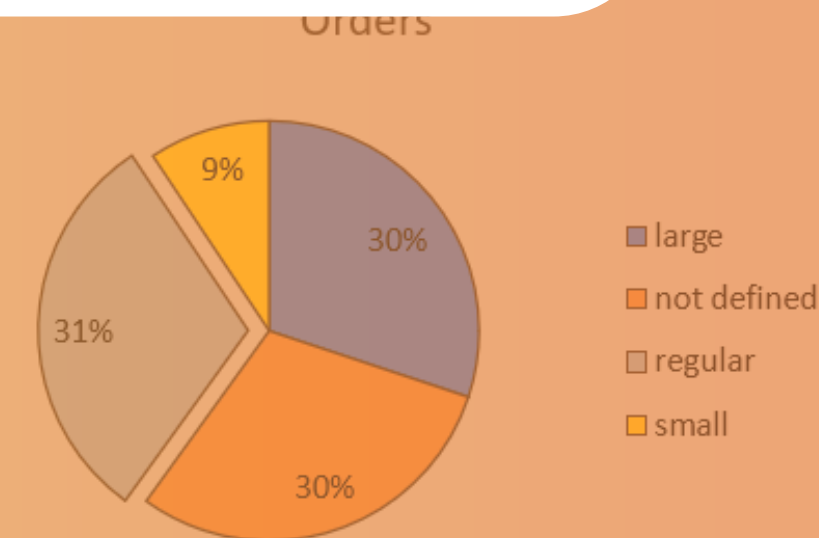February
March
April
May
June

Day Name

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

Quantities Ordered Hourly

quantity
30000
25000
20000
15000
10000
5000
0

6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

hours

%Di... Based on

28%
1%
1%
10%
1%
6%

- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate

Legend

Revenue Per Day

revenue
21800.00
21600.00
21400.00
21200.00
21000.00
20800.00
20600.00
20400.00
20200.00
20000.00
19800.00

21096.00 21643.00 21202.00 21310.00 21654.00 21701.00 20510.00

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Count of transaction_id and revenue

$2,32,243.91 $2,36,511.17 $2,30,057.25

50599 50735 47782

Astoria Hell's Kitchen Lower Manhattan

Location

revenue
$1,00,000.00
$90,000.00
$80,000.00
$70,000.00
$60,000.00
$50,000.00
$40,000.00
$30,000.00
$20,000.00
$10,000.00
$0.00

$91,406.20 $47,932.00 $77,081.95 $70,034.60 $72,416.00

Barista Espresso Brewed Black tea Brewed Chai tea Gourmet brewed coffee Hot chocolate

product type

Orders

9%
30%
30%
31%

- large
- not defined
- regular
- small
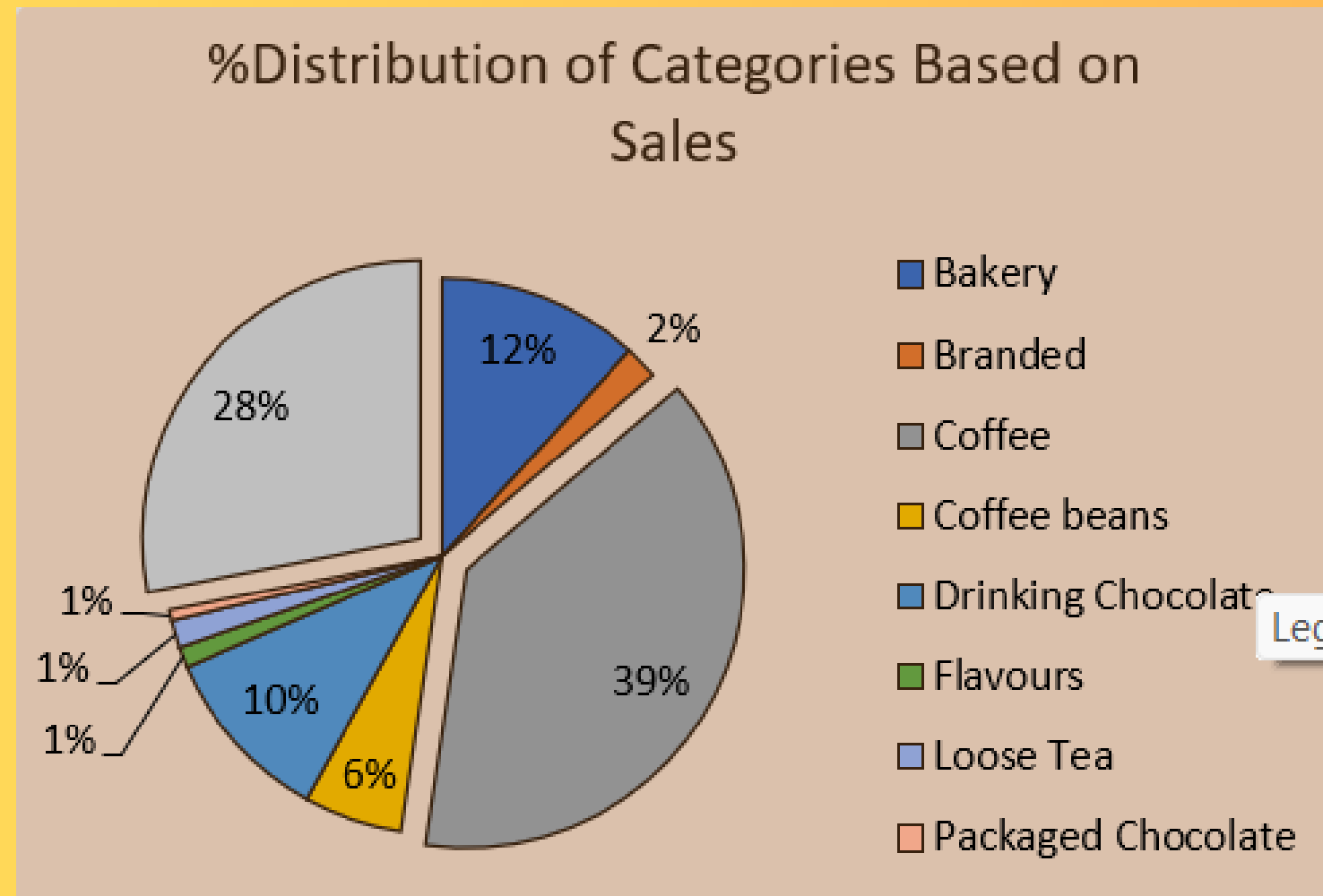
Coffee Shop Sales insights from the Data Dashboard
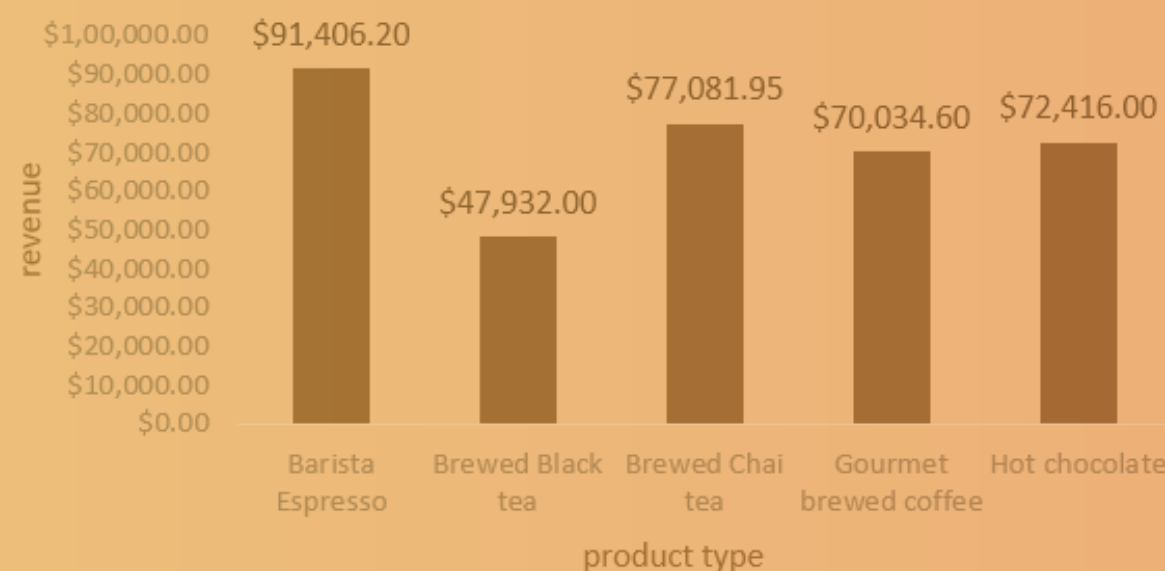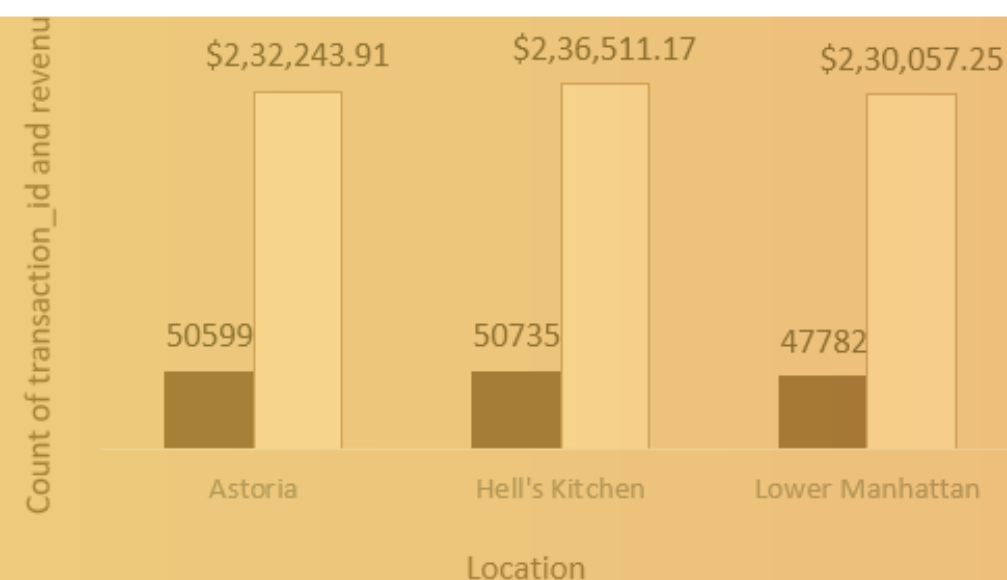
Contents

1) Top 5 categories of foods and beverages

2) Top 5 products among all categories

3) Critical hours and days of the workload

4) Outlet Location vs Footfall and sales

Top 5 categories of foods and beverages

%Distribution of Categories Based on Sales

- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate

12%
2%
28%
1%
1%
1%
10%
6%
39%

Coffee

Loose tea
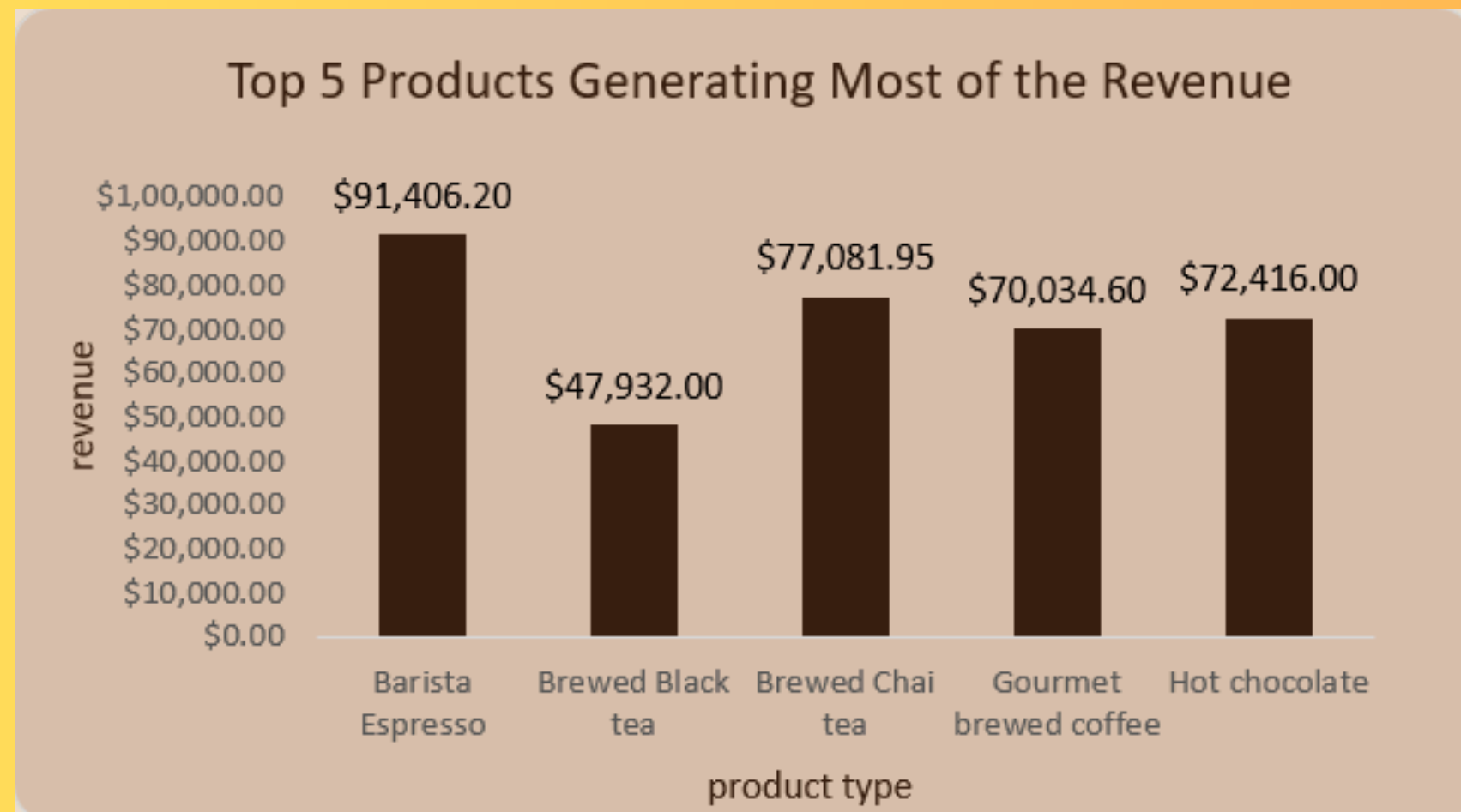
Bakery

Drinking chocolate

Coffee beans

Also among the top 5, the most of the revenue is generated by the **coffee (39%)** and **tea (28%)** which is **(67%)**

the last **three** categories i.e. **Bakery, Drinking chocolate and coffee beans** need to be focused and developed

Top 5 products among all categories

Top 5 Products Generating Most of the Revenue

1. **Barista Espresso** (Coffee)
2. **Brewed chai tea** (Tea)
3. **Hot chocolate** (Drinking chocolate)
4. **Gourmet brewed coffee** (Coffee)
5. **Brewed black tea** (Tea)

These top 5 most revenue generating products need to be in stock all the time with the prior orders in the queue
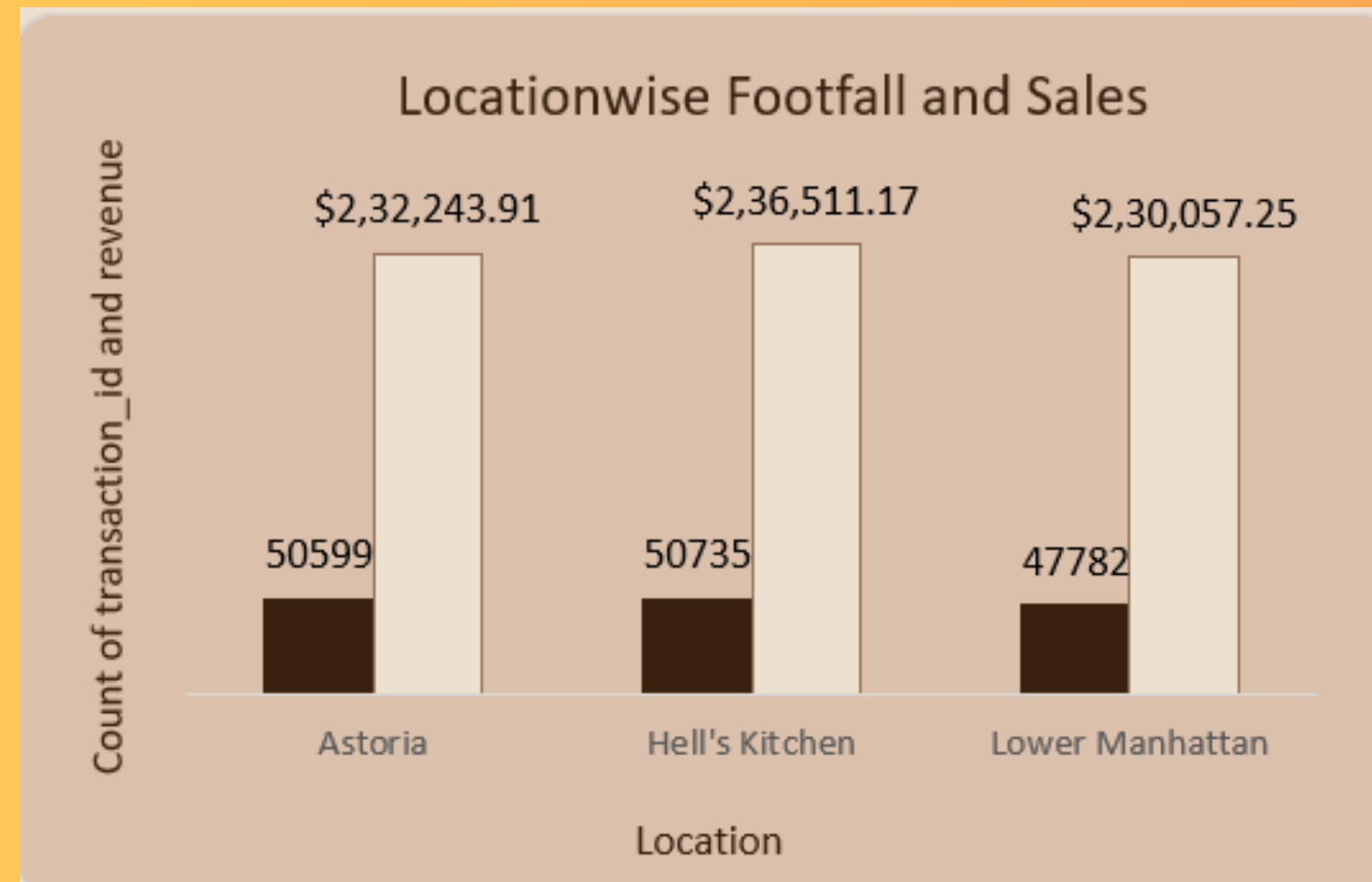
Critical hours and days of the workload

Revenue Per Day

Quantities Ordered Hourly
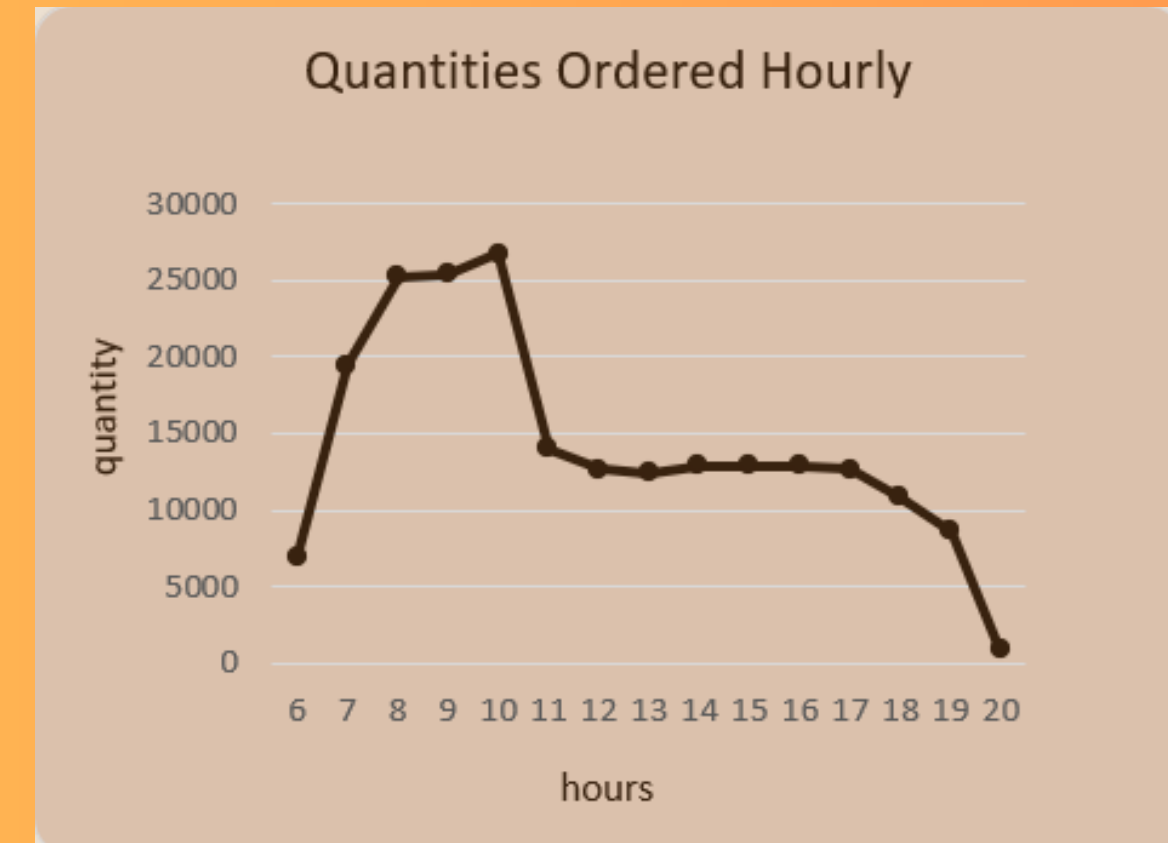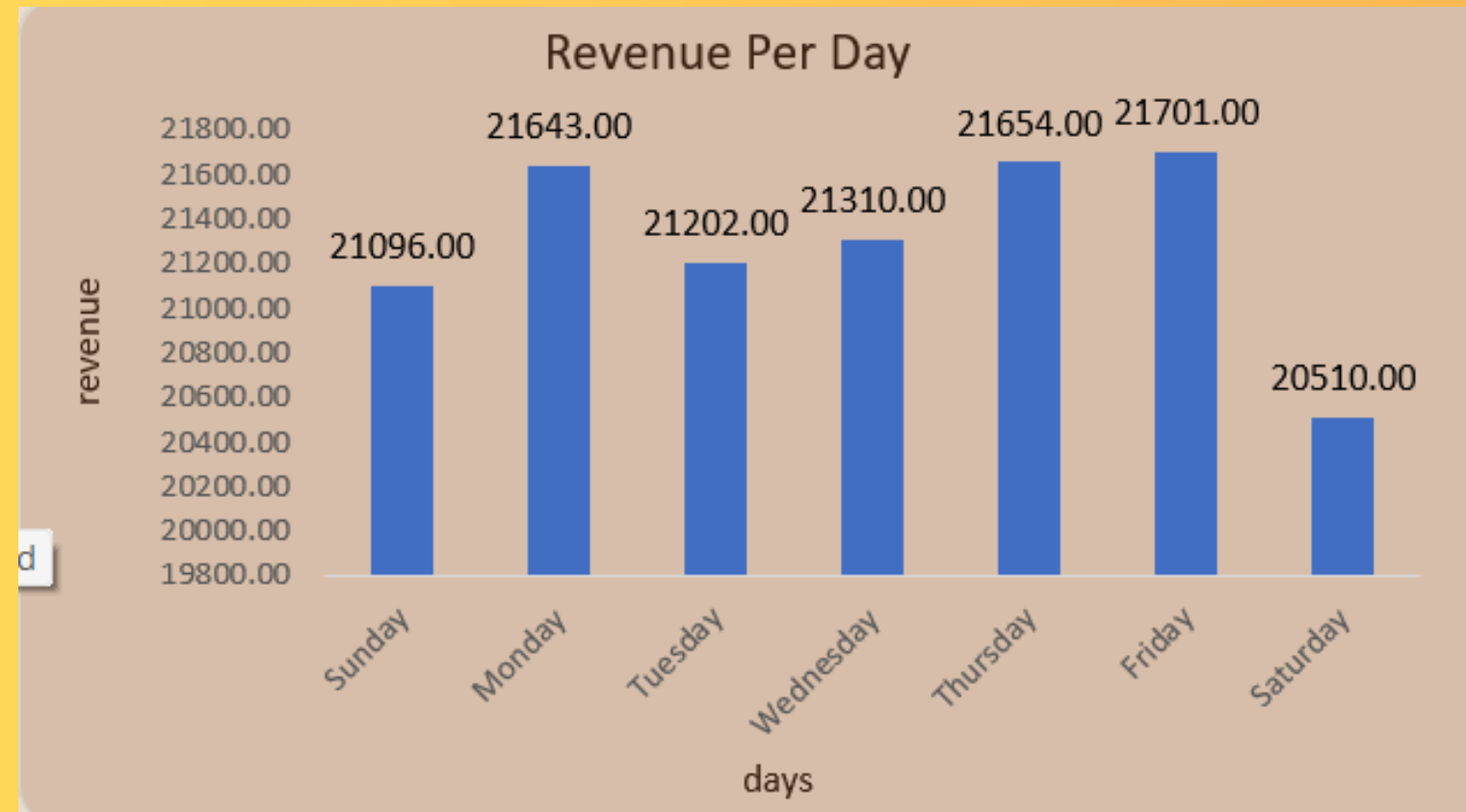
Monday, **Thursday** and **Friday** are the busiest of the days in the week

The time slot of **8-10 a.m.** has the most rush and sales

Monday, thursday and friday between 8-10 a.m. are the timings where workers and stock need to be in high numbers

Outlet Location vs Footfall and sales

Lower Manhattan outlet needs to be taken care of in increasing the sales and total footfall

Thank you