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# Mpande Coffee Shop

*Sales Analysis*



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# About sales analysis

This analysis is aimed at providing clear insights on how the different products are performing in different stores at our different locations, this analysis will provide insights to proper decision making for the growth of the company. The graphs below illustrate revenue, product category and time bucket



## Data Points

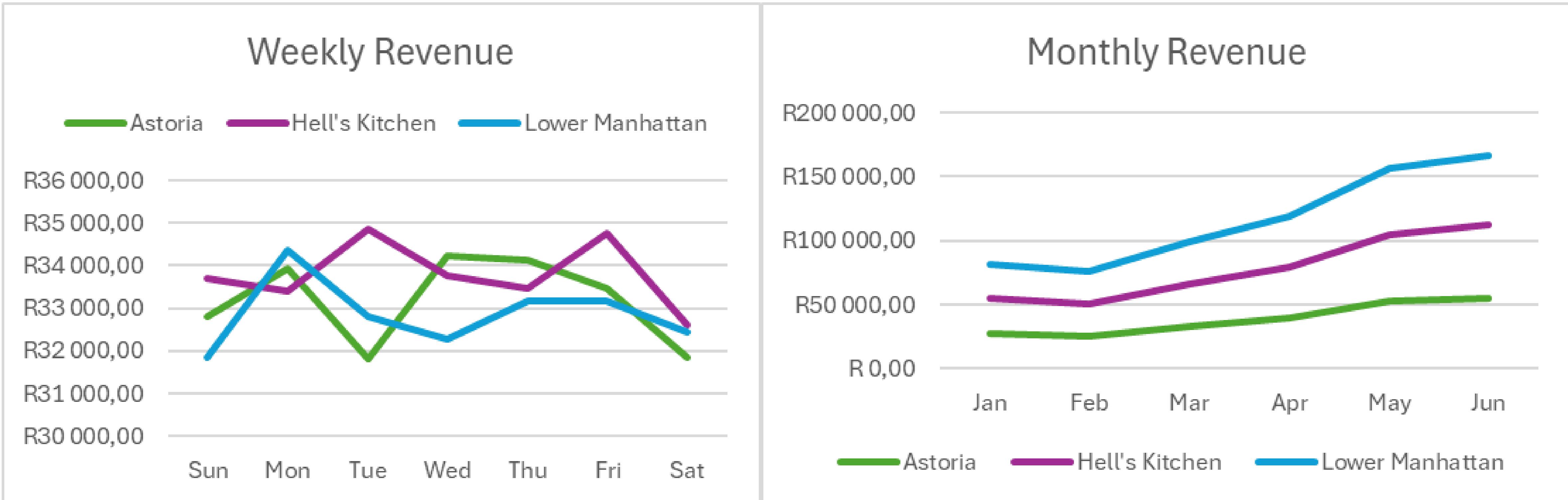
64 thousand +  
transactions

9 products  
categories

3 store  
locations

## REVENUE |

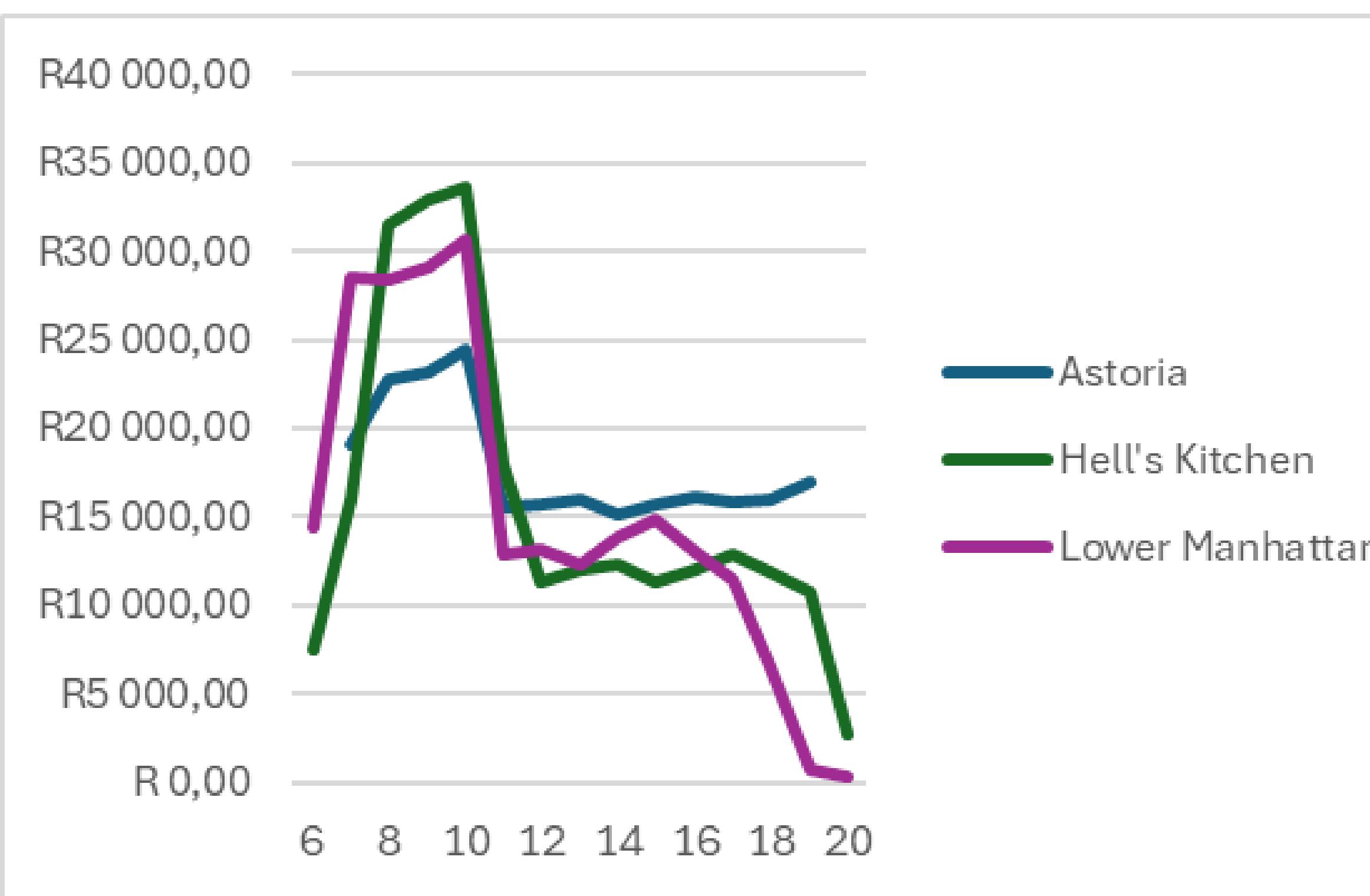
weekly revenue is consistent between Monday to Friday it steeps on Saturday



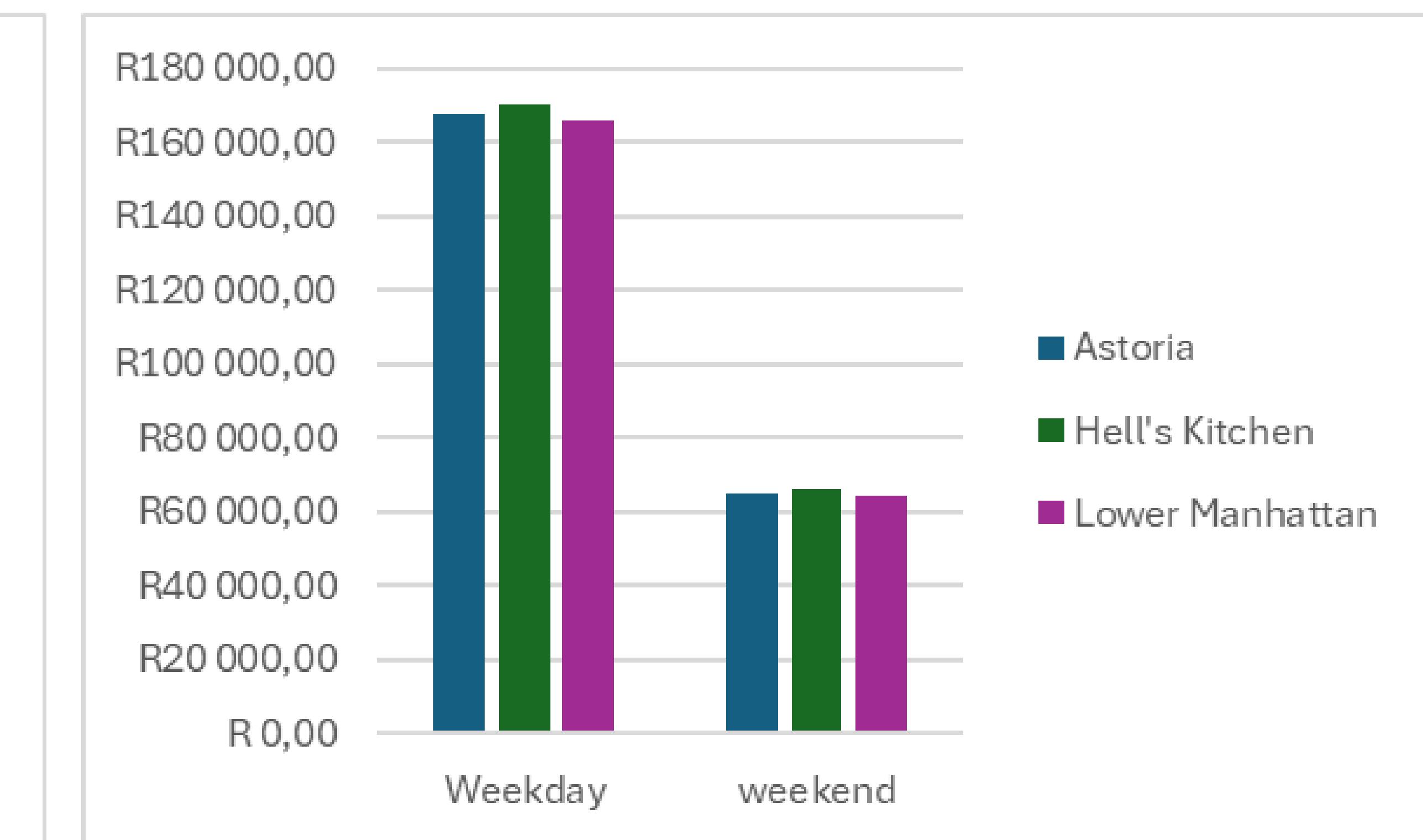
the revenue increased by 50 percent as of May in comparison to June this indicates the seasonality in the business, winter months are directly proportional to the increase in revenue

## REVENUE by hour

- 50 percent of the daily revenue is usually generated at 10 am
- the revenue drops by 20 percent at 11am however astoria is consistent throughout the day



- Lower Manhattan generates its revenue in the morning and afternoon
- the revenue drops by 20 percent at 11am however astoria is consistent throughout the day



## Recommendations

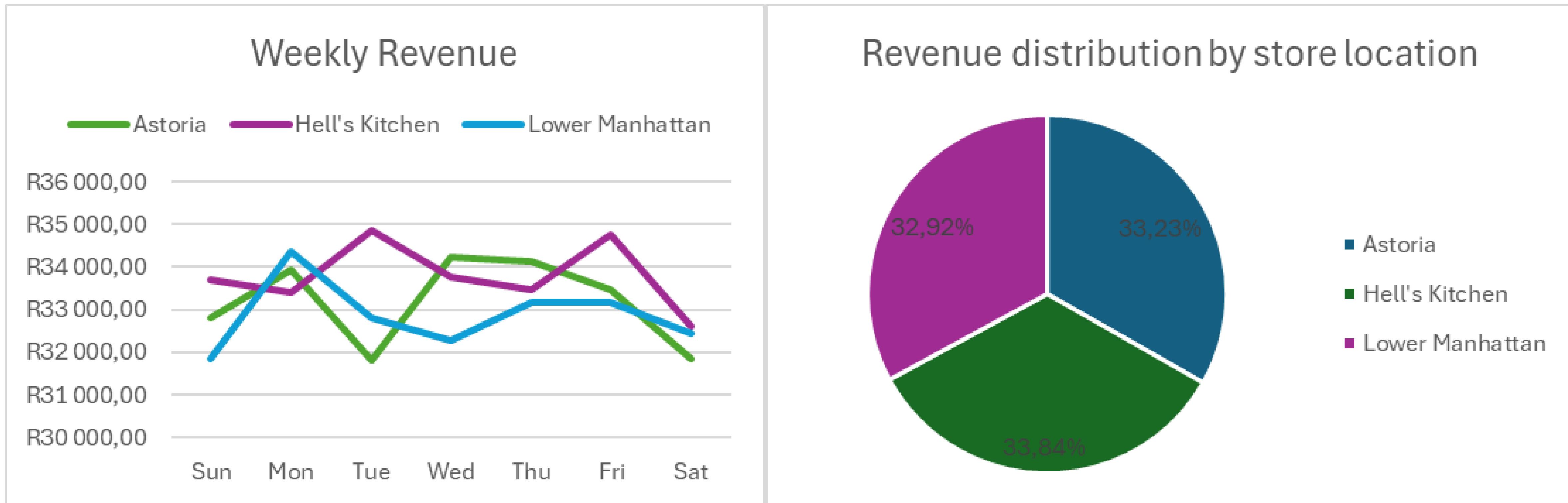
- Have afternoon half price sale on coffee and baked goods
- Have student specials between 12 am until noon

## Recommendations

- Close the store during non peak hours
- Sell products that sell the most at half price during non peak hours

## REVENUE by store

- Peak profit is on Fridays
- Hells kitchen shows it generates more profit on Fridays
- Hells kitchen shows growth in comparison to other stores
- Hells kitchen generates more revenue overall



## Recommendations

- Sell non performing products at half price on Wednesdays

## Recommendations

- Have half prices on month end days