By Khushi Vadadoriya

Coffee Shop Sales Analysis

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Stakeholder Problem Statement

The coffee shop management wants to understand how to increase overall sales and profitability by analyzing customer footfall, product performance, pricing patterns, and category-wise revenue. They also want clarity on peak hours, best-selling items, location performance, and size preferences to optimize operations, staffing, marketing, and inventory planning. The goal is to make data-driven decisions that improve customer experience and drive business growth.

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Insights + Recommendations

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Sales & Customer Metrics

- Total sales are $698,812, with 149,116 total footfall.
- The average bill per person is 4.69, meaning most customers buy 1–2 items.
- Average order/person is 1.44, showing limited upselling.

Hourly Demand Patterns

- Peak hours are 8 AM to 11 AM, dominated by breakfast orders.
- Sales sharply drop after 5 PM, and evenings have very low footfall.

Monthly Sales Trends

- There is a consistent upward trend from January to June.
- Sales rise steadily month-on-month, indicating seasonal growth or marketing success.

Weekly Footfall Variation

- Maximum footfall on Thursday and Friday.
- Lowest footfall occurs on Sunday and Monday.

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Location Performance

- Astoria and Hell's Kitchen locations generate the highest sales.
- Lower Manhattan has good footfall but lower bill value.

Category-Level Revenue

- Coffee is the largest revenue contributor (~39%).
- Tea, bakery, and drinking chocolate generate moderate revenue.
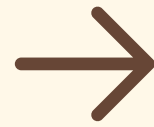- Packaged items and branded items are least impactful.

Product-Level Insights

- Top performers include Barista Espresso, Brewed Chai Tea, Brewed Coffee, and Hot Chocolate.
- Multiple coffee types dominate the top-selling list.

Size Distribution

- Regular size is the highest ordered size.
- Large and small sizes have relatively lower demand.

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To improve overall business performance, the coffee shop should focus on increasing the Average Order Value by introducing combo offers such as "Coffee + Scone" or "Tea + Cookie," promoting add-ons like extra shots and flavored toppings, and encouraging upselling during billing. Evening sales can be strengthened by adding evening-specific menu items, running 5 PM–8 PM Happy Hour discounts, and directing marketing efforts toward evening customers. Low-performing locations, particularly Lower Manhattan, would benefit from adjusted pricing, targeted promotions, and staff training in upselling. Inventory should be optimized by prioritizing regular-sized cups, reducing excess stock of less-preferred sizes, and increasing bakery supply during morning peaks. Marketing efforts should highlight top-selling beverages, build a recognizable signature-drink identity, and utilize loyalty programs to drive repeat visits. Weekend footfall can be improved through weekend-only offers, family or student discounts, and small in-store events. Additionally, the menu should be engineered by revising low-selling items, creating premium versions of popular drinks, and offering personalized add-ons to increase revenue per item.

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Executive Summary

Overall, the insights suggest strong performance but clear opportunities for improving evening sales, enhancing upselling, optimizing inventory, and boosting underperforming locations.

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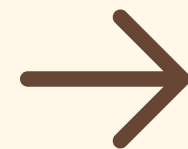
- The Coffee Shop Sales Analysis provides a clear understanding of customer behaviour, product performance, and revenue trends across multiple locations. The dashboard highlights strong monthly growth, high morning demand, and coffee-based products as the primary revenue drivers. Key metrics show total sales of $698K, 149K customer footfall, and an average bill of 4.69 per person, indicating stable performance but significant room to increase basket size.

- Footfall peaks between 8 AM–11 AM, while evenings show weak customer engagement. Thursday and Friday record the highest visits, whereas Sunday and Monday remain slow. Airport and High Street locations outperform others in both revenue and footfall, while Lower Manhattan underperforms in conversion.

- Product category analysis shows Coffee as the dominant revenue contributor, supported by tea and bakery items. Regular-sized beverages account for most orders, signaling customer preference for balanced pricing.

Thank You