

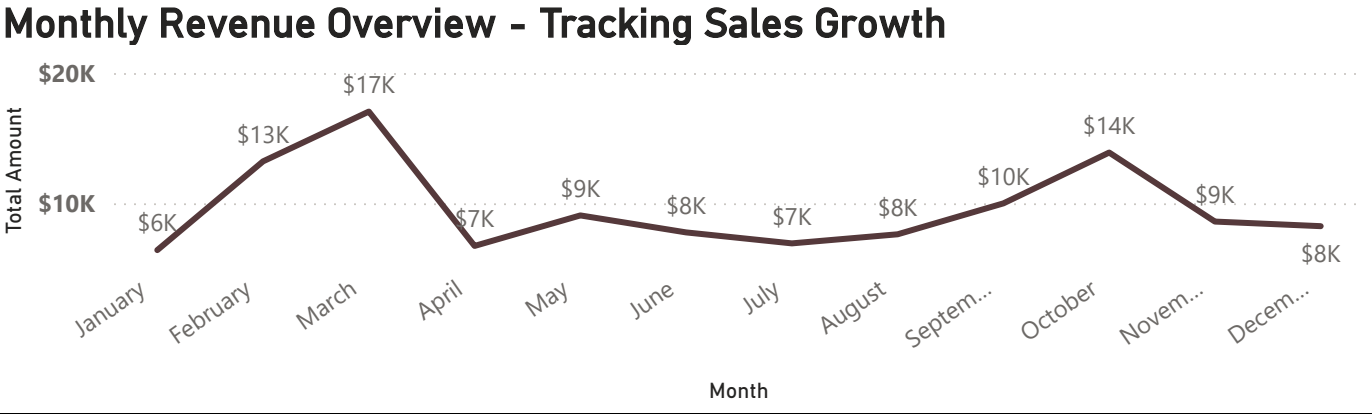
Coffee Shop Sales Analysis – Insights from Transaction data

coffee_name

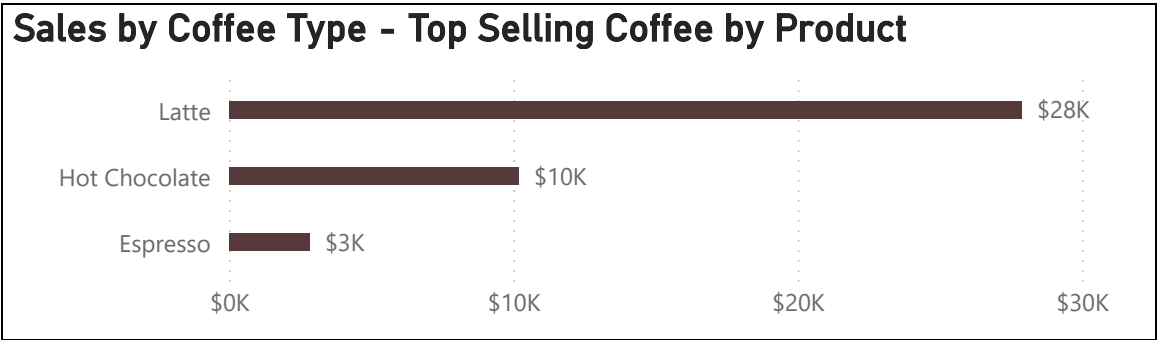
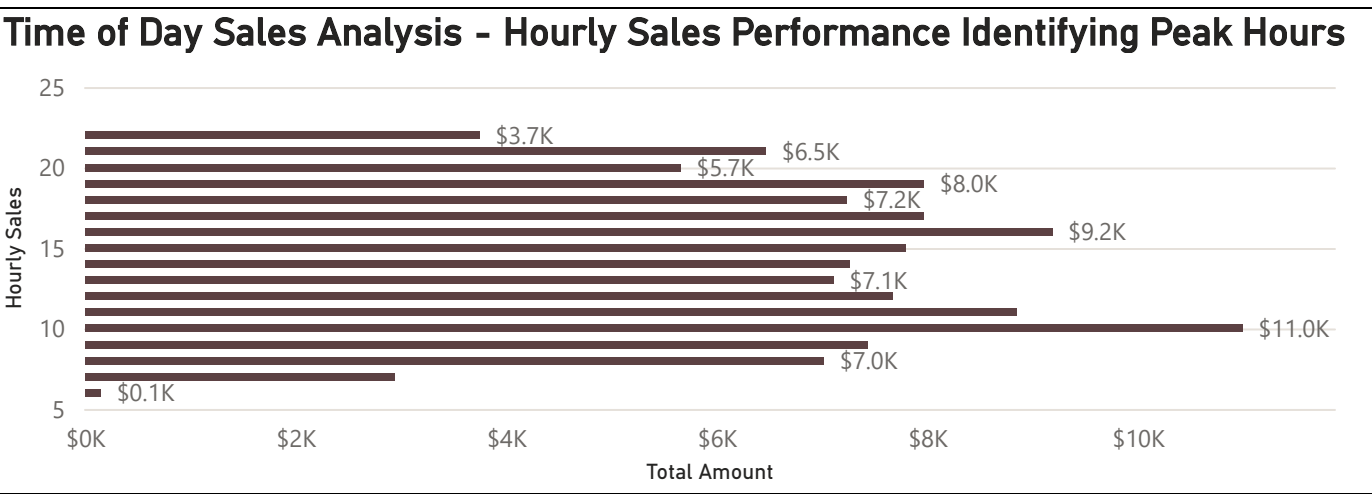
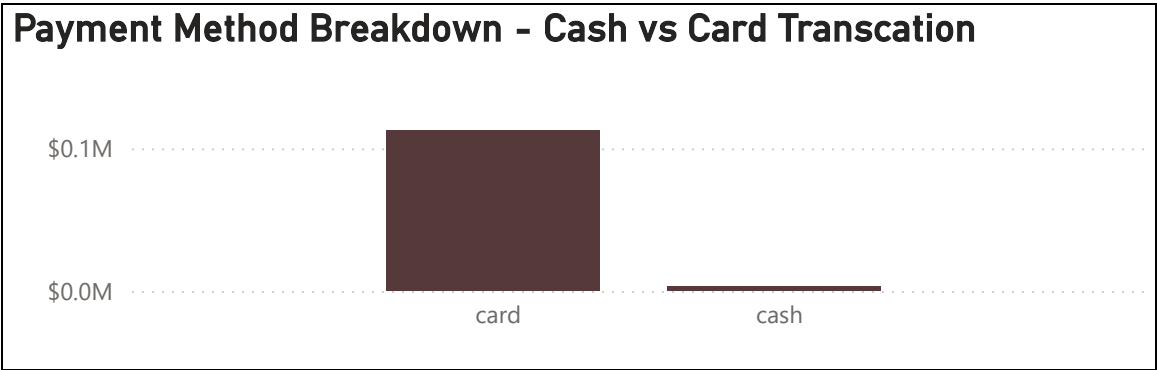
All

Month

All



3636	\$31.7469	\$115.43K
Total Transactions	Average Revenue Per Transaction	Total Revenue



Insights:

1. **March** and **October** show the highest monthly revenues (~**\$17K** and **\$14K** respectively), suggesting strong seasonal or promotional performance.

2. The highest hourly sales (~**\$11.0K**) occur around late morning (likely 10 AM), indicating a strong coffee demand during mid-morning hours.

3. **Latte** is the top-selling coffee product, generating **\$28K**, followed by Americano with Milk at **\$25K**.

4.The majority of payments are made via card, highlighting customer preference for cashless transactions.

Recommendations:

1. Introduce morning **discounts** or **loyalty** offers during peak hours to further increase foot traffic and sales.

2. Focus marketing and product variations around **Lattes and Americanos with Milk**, as they are top earners, Leverage the high usage of card payments by introducing loyalty rewards tied to digital transactions.

4. Capitalize on high-performing months like **March** and **October** by scheduling promotions or new product launches during those periods.