Coffee Shop Sales Analysis

| Summary

PRODUCT_CATEGORY

| Bakery | Branded |

MONTH_NAME

| Apr | Feb | Jan | Jun |

Quarter

All

Units Sold
214K

Total Revenue
698,81K

Revenue
149,12K

Total Sales per Product Category

Coffee 0,27M, Tea 0,20M, Bakery 0,08M, Drinking Ch... 0,07M, Coffee beans 0,04M, Branded 0,01M, Loose Tea 0,01M, Flavours 0,01M, Packaged C... 0,00M

Monthly Total Sales

January 82K, February 76K, March 99K, April 119K, May 157K, June 166K
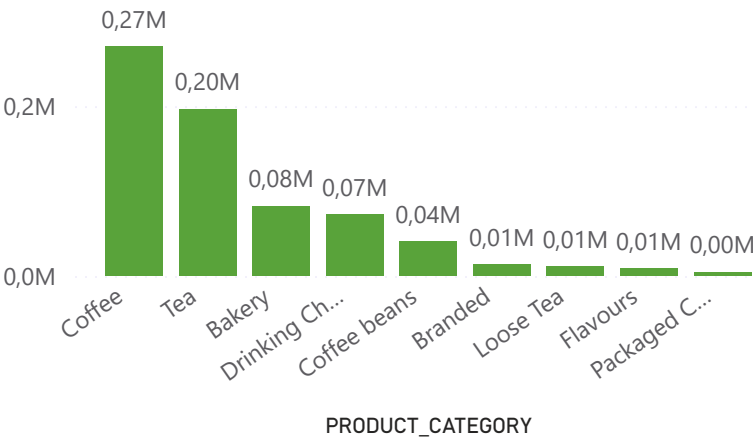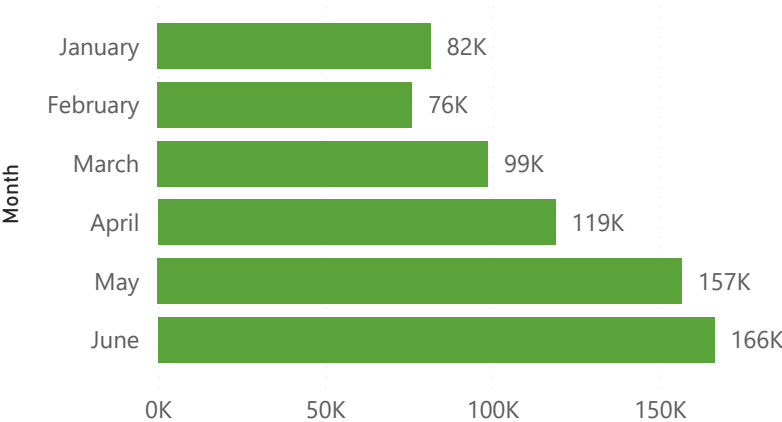
Total Sales per Store Location

● Astoria ● Hell's Kitchen ● Lower Manhattan

230,06K (32,92%) 232,24K (33,23%) 236,51K (33,84%)
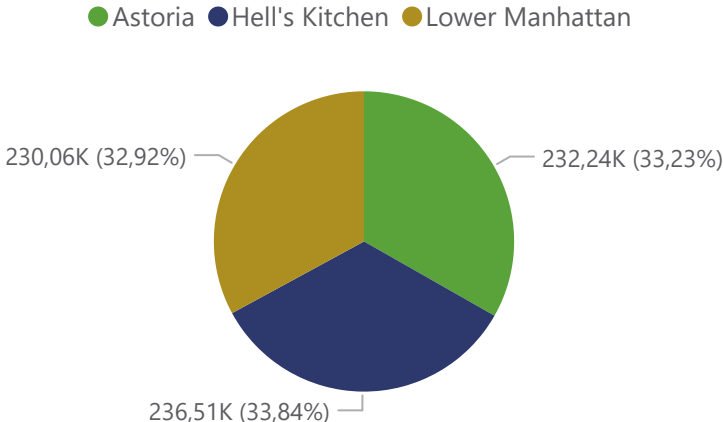
## Top 5 Sales per Product Type

● Barista Espresso ● Brewed Chai tea ● Hot chocolate ● Gourmet bre... ● Brewed Bla...

91,41K (25,47%)
77,08K (21,48%)
72,42K (20,18%)
70,03K (19,52%)
47,93K (13,36%)
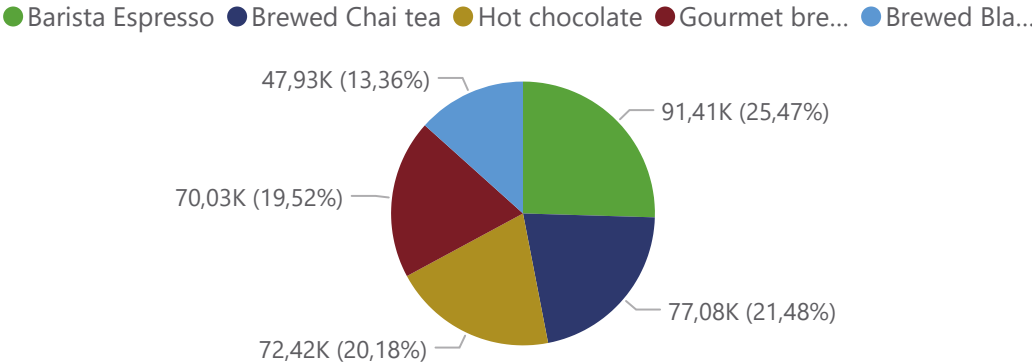
Count of PRODUCT_ID	PRODUCT_CATEGORY	STORE_LOCATION	Sum of TRANSACTION_QTY	Sum of REVENUE
7289	Bakery	Astoria	7496	26 599,75
7617	Bakery	Hell's Kitchen	7678	27 386,95
7890	Bakery	Lower Manhattan	8040	28 328,94
279	Branded	Astoria	279	5 457,00
119	Branded	Hell's Kitchen	119	1 942,00
349	Branded	Lower Manhattan	378	6 208,00
20025	Coffee	Astoria	29655	89 744,30
20187	Coffee	Hell's Kitchen	30220	91 222,6
149116			**214470**	**698 812,33**

Coffee Shop Sales Analysis

| Detailed Analysis

REVENUE TREND

REVENUE TREND

Product	Revenue
Barista Espresso	91K
Brewed Chai tea	77K
Hot chocolate	72K
Gourmet brewed coffee	70K
Brewed Black tea	48K
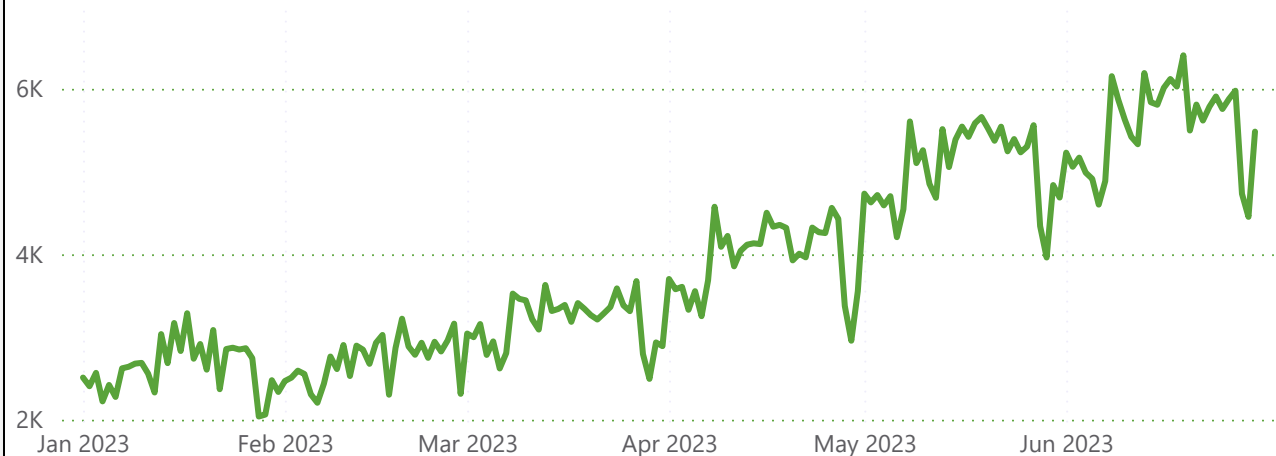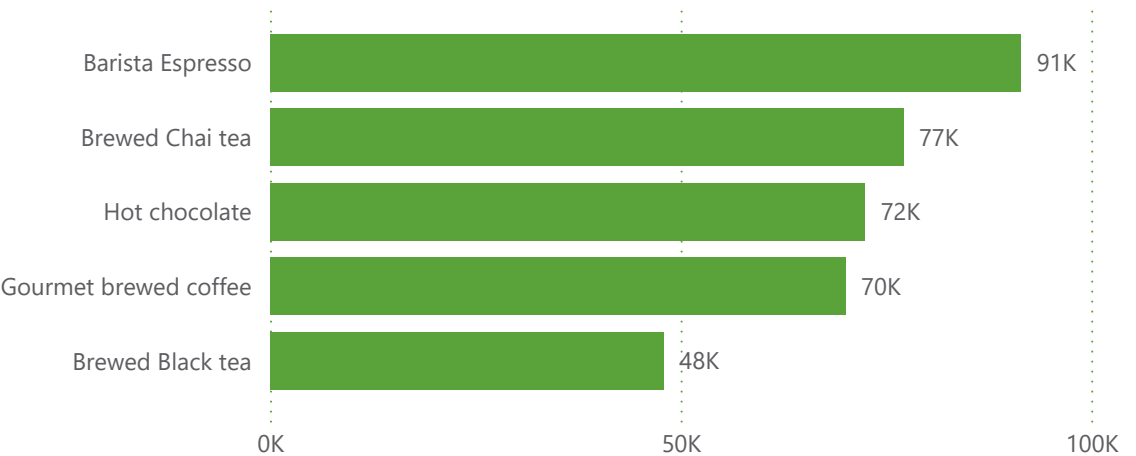
	Fri	Mon	Sat	Sun	Thu	Tue	Wed	Total
Night	387,53	330,40	438,63	383,88	279,97	684,40	430,83	**2 935,64**
Morning	57 251,92	55 724,46	53 491,47	54 718,85	54 047,99	57 075,71	55 978,27	**388 288,67**
Evening	14 955,18	14 948,76	14 058,06	14 587,58	15 791,01	13 882,15	14 644,45	**102 867,19**
Afternoon	28 778,37	30 673,66	28 906,32	28 640,00	30 648,81	27 813,68	29 259,99	**204 720,83**

PEAK DAY
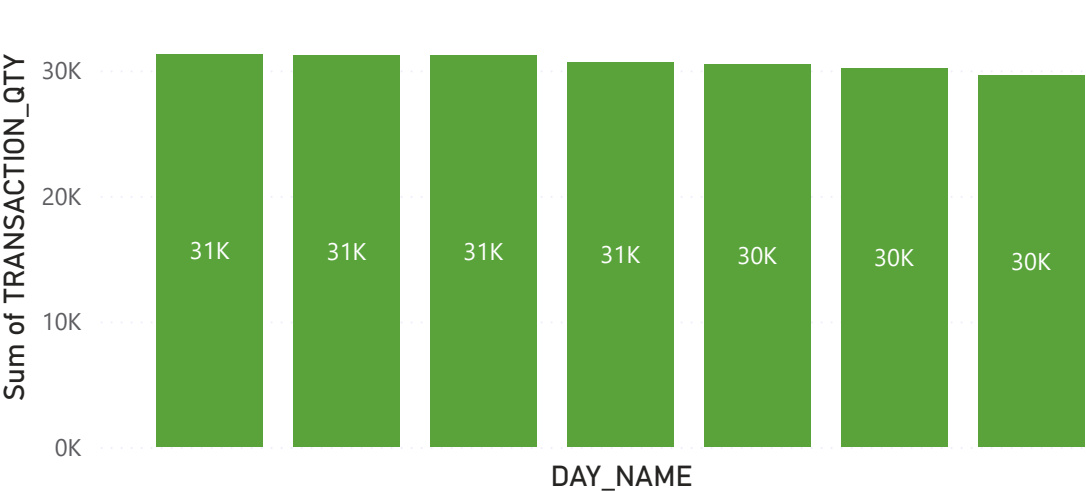
KEY FINDINGS:

-Coffee has been the best performing product in the last 6 months with total revenue of 0.27M followed by Tea.

-Store performance is fairly balanced across locations.

-Mornings generate the highest revenue at 47% of declining through the day.

-Revenue has been on an upward trend since January with significant lows noted at the end of each month.

RECOMMENDATIONS:

-Target High-Value Products: A seasonal "Buy One Get One Free" promotion would be advantageous for coffee beans, as they are the best-performing product. Customers are more likely to brew coffee at home during the colder months, so this would encourage bulk purchases. Sales would be increased if this offer was announced a month in advance.

-Increase Sales During Slow Months: January and February usually yield lower profits. Use seasonal promotions, like reward cards or a free drink on customers' birthdays, to combat this. During the slower winter months, this tactic can help raise revenue, sign-ups, and customer engagement.

-Optimize Product Categories and Operating Hours: Since 8 PM is the least productive hour, offering end-of-day promotions with tempting prices can increase sales and engage clients. To create new interest and appeal, think about switching out underperforming product categories with new ones or rotating existing ones.

-Customer input for ongoing development: Distribute surveys at the conclusion of every season to get input from customers regarding overall experience, product satisfaction, and service quality. This insightful information can be used to enhance offerings and boost overall company performance.