

# **Coffee Shop Sales Performance Analysis**

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## Introduction:

This report analyzes 149,456 coffee shop transactions from January to June 2023 across three NYC locations (Hell's Kitchen, Lower Manhattan, Astoria). Using Excel, I built an interactive dashboard with PivotTables, slicers, and charts to uncover revenue trends by product category, identify top performers, and highlight seasonal patterns. Key insights reveal Coffee's dominance, Bakery's growth, and Hell's Kitchen's edge, offering actionable takeaways for business strategy.

## Key Findings:

- **Coffee's Surge:**
  - Generated \$269,952 (39% of \$698,812 total), with a 107% rise from \$31,257 (Jan) to \$64,789 (Jun)—the highest monthly peak.
- **Bakery's Boom:**
  - Revenue doubled (102%) from \$9,536 (Jan) to \$19,251 (Jun), led by 'Chocolate Croissant' (\$11,626) and 'Scottish Cream Scone' (\$8,949)—25% of \$82,316 total.
- **Tea's Steady Climb:**
  - Grew 104% from \$22,622 (Jan) to \$46,243 (Jun), with 'Morning Sunrise Chai Lg' (\$17,384) and 'Spicy Eye Opener Chai Lg' (\$13,652) topping \$196,406.
- **Seasonal Spike:**
  - May (\$156,728) and June (\$166,486) drove 46% of yearly revenue, with Drinking Chocolate up 105% to \$17,106 in June.
- **Hell's Kitchen Leads:**
  - Outperformed with \$236,511 vs. Lower Manhattan (\$230,057) and Astoria (\$232,244), excelling in Coffee at \$91,223.
- **Drinking Chocolate's Strength:**
  - Contributed \$72,416 (10%), peaking at \$17,106 (Jun), with 'Sustainably Grown Organic Lg' (\$21,152) a standout.

Visuals:

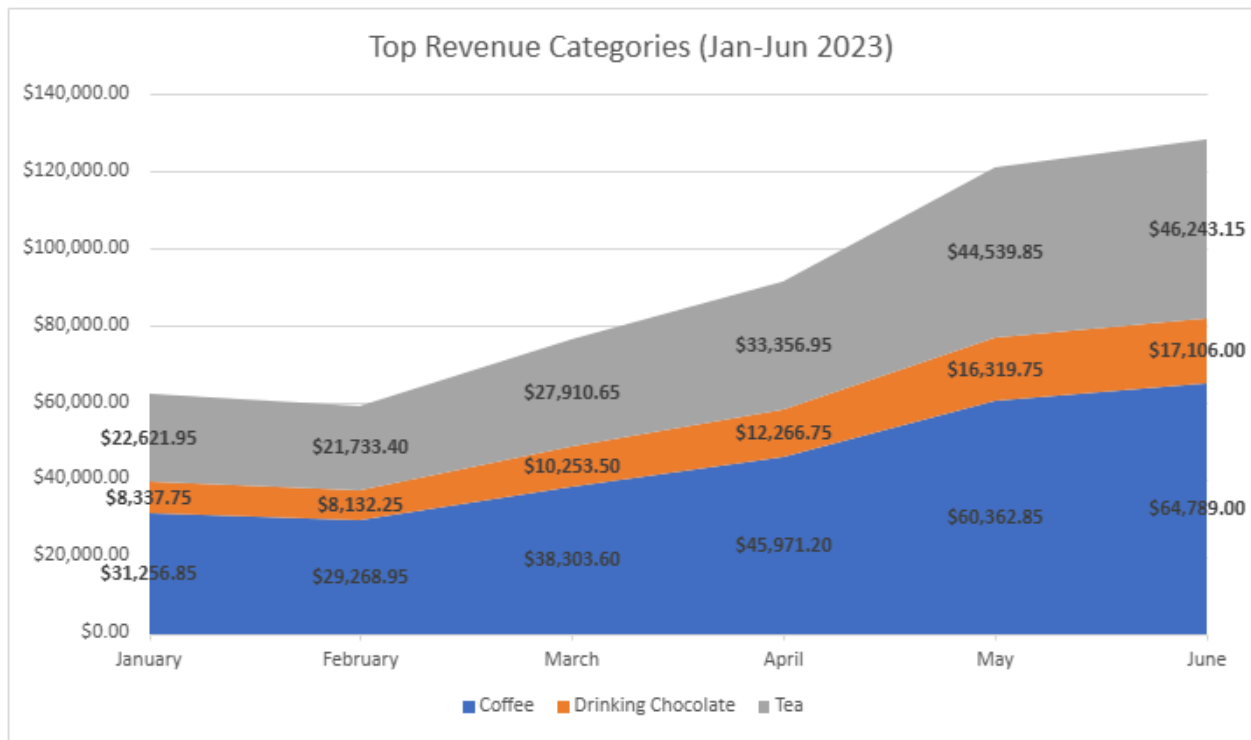


Figure 1: Revenue Trends for Top Categories (Jan-Jun 2023)

product_category	Coffee
product_detail	Sum of Total Revenue
Latte Rg	\$19,112.25
Cappuccino Lg	\$17,641.75
Latte	\$17,257.50
Jamaican Coffee River Lg	\$16,481.25
Cappuccino	\$15,997.50
Brazilian Lg	\$15,109.50
Ethiopia Lg	\$14,794.50
Ethiopia Rg	\$13,179.00
Brazilian Rg	\$13,155.00
Columbian Medium Roast Lg	\$12,585.00
Espresso shot	\$12,495.00
Jamaican Coffee River Rg	\$12,455.80
Our Old Time Diner Blend Lg	\$11,991.00
Columbian Medium Roast Rg	\$11,367.50
Our Old Time Diner Blend Rg	\$11,025.00
Jamaican Coffee River Sm	\$9,844.10
Ethiopia Sm	\$9,752.60
Brazilian Sm	\$9,482.00
Our Old Time Diner Blend Sm	\$8,968.00
Ouro Brasileiro shot	\$8,902.20
Columbian Medium Roast Sm	\$8,356.00
Grand Total	\$269,952.45

Figure 2: Top Coffee Performers

**Methodology:**

Data processed in Excel using PivotTables to aggregate revenue by month, category, and store. Applied slicers for interactivity, conditional formatting to highlight peaks, and a stacked area chart to visualize trends. Formulas like SUM and TEXT extracted key metrics from 149K rows.

**Conclusion:**

Coffee's dominance, coupled with significant growth in the Tea and Bakery categories, suggests prioritizing inventory and marketing efforts on high-demand items like 'Morning Sunrise Chai Lg' (\$17,384), 'Chocolate Croissant' (\$11,626), and 'Sustainably Grown Organic Lg' (\$21,152) across all locations. With May and June driving nearly half the year's revenue, strategic promotions during these peak months could further boost profitability, regardless of the store.