Coffee Shop Sales Analysis

Sales Variation by Day of the Week and Hour of the Day

- **Weekdays vs. Weekends**: Sales are generally higher on weekdays compared to weekends, with Monday showing the highest sales. Saturday has the lowest sales, indicating a slower start to the week.

- **Peak Hours**: The busiest times are between 7-10 AM (morning rush), sales drop to about half the maximum of the morning rush and then significantly drop after 7 PM.

Total Sales Revenue for Each Month (rounded to the nearest 100)

- **January**: $81,700

- **February**: $76,100

- **March**: $98,800

- **April**: $118,900

- **May**: $156,700

- **June**: $166,500

Sales Variation Across Different Store Locations

- **Hell's Kitchen** - $236,511.17

- **Astoria** - $232,243.91

- **Lower Manhattan** – 230,057.25

Average Order value per Person

- **Average Order Value**: $4.69 per person, driven by customers often purchasing a drink along with a pastry or sandwich.

Best-Selling Products by Revenue:

- Barista Espresso ($91,400)

- Brewed Black tea ($77,100)

- Hot chocolate ($72,400)

Top selling Product Category and Type

- **Coffee**: Account for 39% of total sales

- **Tea:** Account for 28% of total sales

- **Bakery**: Make up 12% of sales

Key Insights

- **Optimize Staffing** during peak times (morning and afternoon) to reduce wait times and improve customer satisfaction.

- **Focus Marketing Efforts** on promoting slow days like Saturday with special discounts or loyalty incentives.

- **Expand Popular Items** by adding variations or combos to boost sales.

- **Stock Up** on best-selling items at high-traffic locations to maximize revenue opportunities.

- **Increase Upsell Opportunities** by promoting add-ons at the counter, such as snacks or pastries with every drink purchase.