# Maven Roasters

Mid-Year Analysis Report

Jan-June 2023 Sales

Stores:
❖ Hell's Kitchen
❖ Astoria
❖ Lower Manhattan

# Introduction

Welcome to Maven Roasters' sales report. A glimpse into the daily pattern of a coffee shop chain in **New York City.** This presentation explains the story behind every cup served across three locations, revealing **when and where customers shop, what they love to buy, and how sales fluctuate throughout the week, day, and month.**

From the early morning coffee rush to the quiet afternoon tea orders, this insightful report highlights **top-selling products, busiest hours, and store-level performance,** offering a comprehensive view of how Maven Roasters brews its success, one transaction at a time.

# Agenda

- ❖ What has been the sales trend for Maven roasters over time?

- ❖ Busiest days.

- ❖ Products performance

- ❖ Recommendations.

# Products we offer

## Coffee



Coffee Types:

- Coffee beans
- Brewed Coffee
- Espresso
- Drip Coffee

## Bakery



Bakery Products:

- Biscotti
- Pastry
- Scone

## Tea



Tea Types:

- Chai Tea
- Herbal Tea
- Black Tea
- Green Tea

## Chocolate



Chocolate Types:

- Drinking Chocolate
- Organic Chocolate

# Key Insights Summary

❖ **Hell's Kitchen** recorded the **highest** store sales at $237K, though store performance remained well-balanced across all locations.

❖ Maven Roasters' sales **grew steadily** from February ($76K) to June ($166K), achieving a 118% increase.

❖ Sales **peaked on Mondays and Fridays**, with the highest hourly sales at 10 AM.

❖ **Coffee ($270K) and Tea ($196K) were the top categories**, driven by Barista Espresso, Brewed Chai Tea, and Hot Chocolate. Bakery items contributed moderately, while packaged chocolate and specialty items had lower sales.
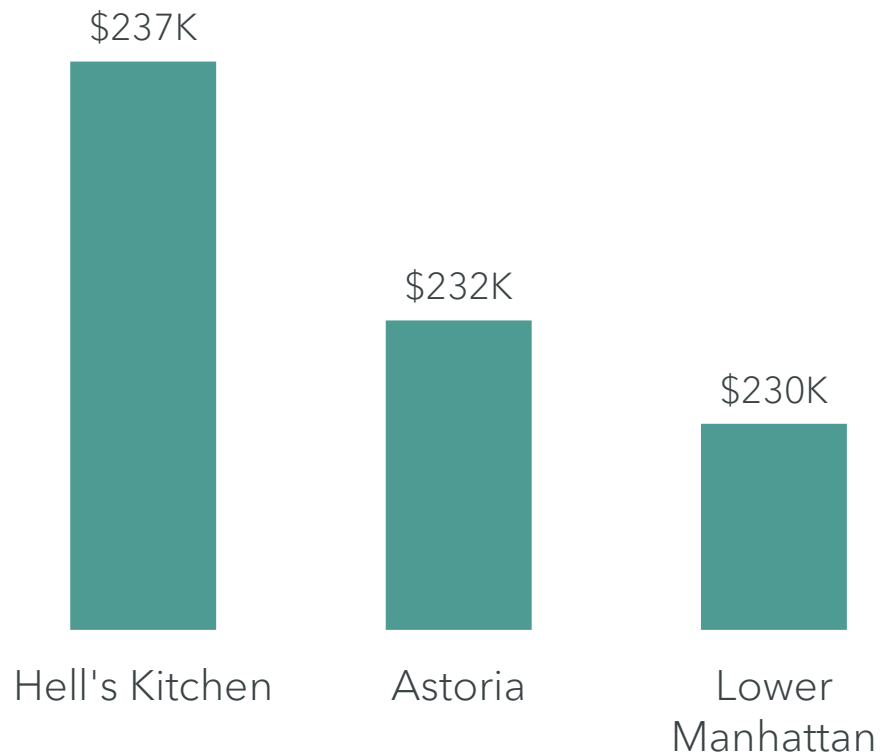
# Section 1: Mid – Year Sales

What has been the sales trend for Maven Roasters over time?

# 1.1 Sales by location

## Sales by store location



$237K — Hell's Kitchen
$232K — Astoria
$230K — Lower Manhattan

Key Observations:

❖ **Balanced Store Performance** - Sales across all three locations are very close, showing consistent customer demand and operational performance.

❖ **Hell's Kitchen Leads Slightly** - With $237K in sales, Hell's Kitchen is the top-performing store.

❖ **No Underperforming Store** - There's no significant sales drop across any location, suggesting all stores are performing at a similar level.

# 1.2 Sales by the month

## Monthly sales trendline



This Graph shows how the sales across the three locations have fluctuated, with the **highest sales** being seen in June at $166K.

❖ Sales reached a low point in **February** at $76K. From February onward, sales consistently **increased** month-over-month.

❖ March sales **rose** by **30%** to $99K, and April continued the growth with a 20% increase to $119K.

❖ May experienced the **maximum** growth, rising 32% to $157K.

❖ Sales peaked in June at $166K, marking the highest point in the period.

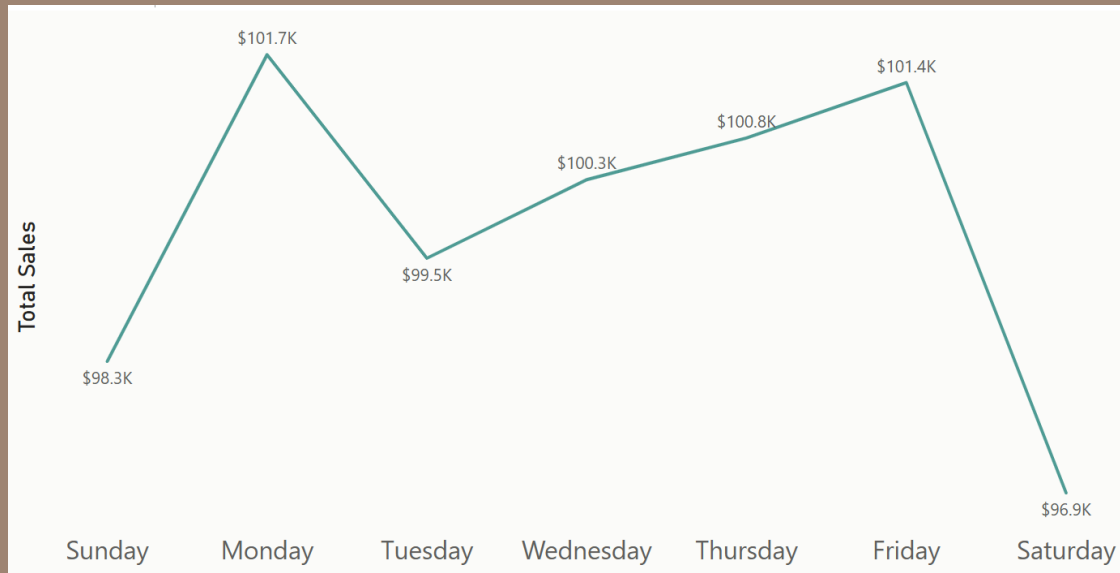❖ Overall, sales grew by approximately 118% from February to June

# Section 2: Daily Sales

Which days of the week tend to be busiest?

# 2.1 Sales by day of the week

## Daily sales trend line



Key observations:

❖ **Monday ($101.7K)** and **Friday ($101.4K)** are the two busiest days.

❖ **Tuesday** through **Thursday** are relatively stable around $99.5K – $100.8K.

❖ **Sunday ($98.3K)** and especially **Saturday ($96.9K)** are the lowest sales days.

Possible interpretation:

❖ Monday's peak could reflect people restocking or visiting after the weekend.

❖ Friday may capture end-of-week treats, social visits, or pre-weekend purchases.

❖ The weekend drop may indicate reduced commuter foot traffic or shifting customer habits toward other leisure activities.

# 2.2 Sales by hour of the day

## Hourly sales trend line
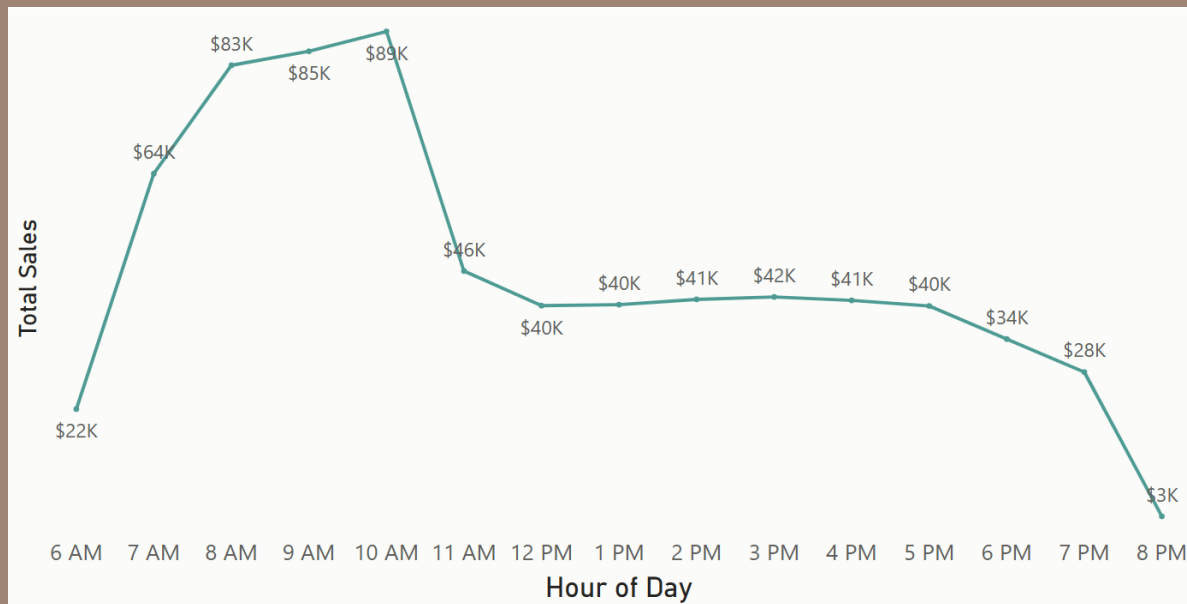


**Key observations:**

❖ Sales start picking up **sharply** from 6 AM ($22K) to 8 AM ($83K).

❖ Sales **peak** at 10 AM with $89K, which is the busiest hour of the day.

❖ After 10 AM, sales begin to **decline steadily**, dropping to $46K by 11 AM and stabilizing around $40–42K between 12 PM and 5 PM.

❖ Sales continue declining into the evening, reaching $3K by **8 PM**, the **lowest** hourly sales.

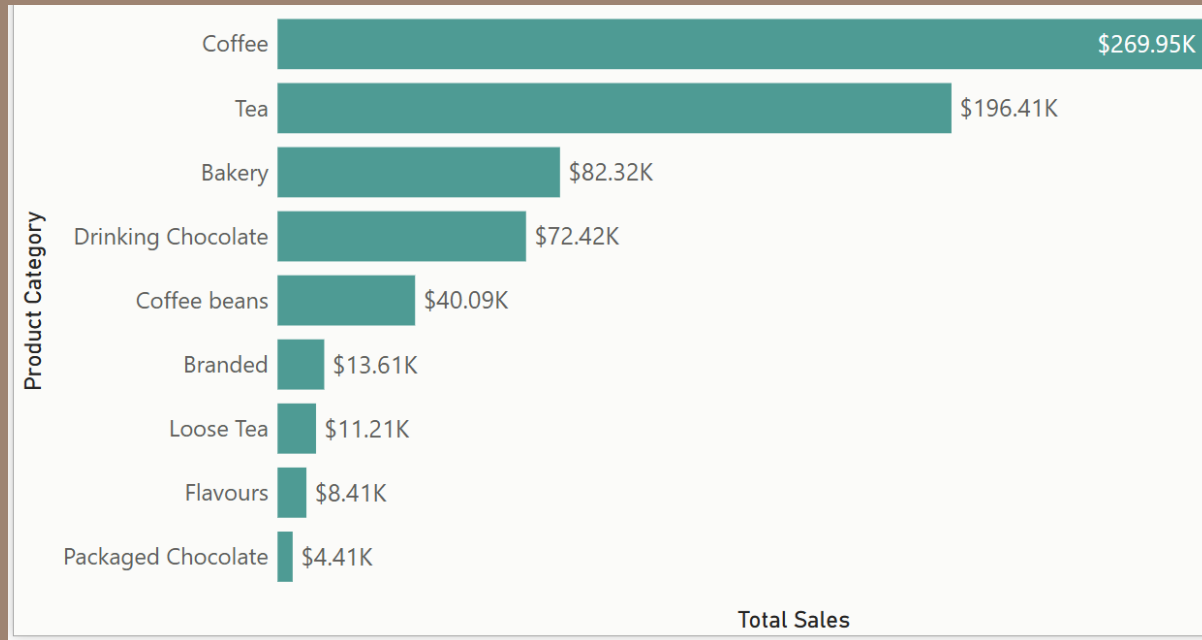# Section 3:
# Product Sales

❖ Which products are sold most and least often?

❖ Which product drives the most revenue for the business?

# 3.1 Sales by the product category

## Sales by Product Category



This graph shows the revenue generated from each product category during this period.

Key Observations:

❖ **Coffee** is the **top-selling** category with **$269.95K**, clearly leading all others.

❖ **Tea** is second at **$196.41K** – together, Coffee and Tea contribute a huge share of overall revenue.

❖ **Bakery** ($82.32K) and Drinking Chocolate ($72.42K) form a **strong middle tier**.

❖ Lower revenue is seen in categories like Coffee Beans ($40.09K), Branded Items ($13.61K), Loose Tea ($11.21K), Flavours ($8.41K), and Packaged Chocolate ($4.41K).

# 3.2 Sales by the product type

## Sales by Product Type
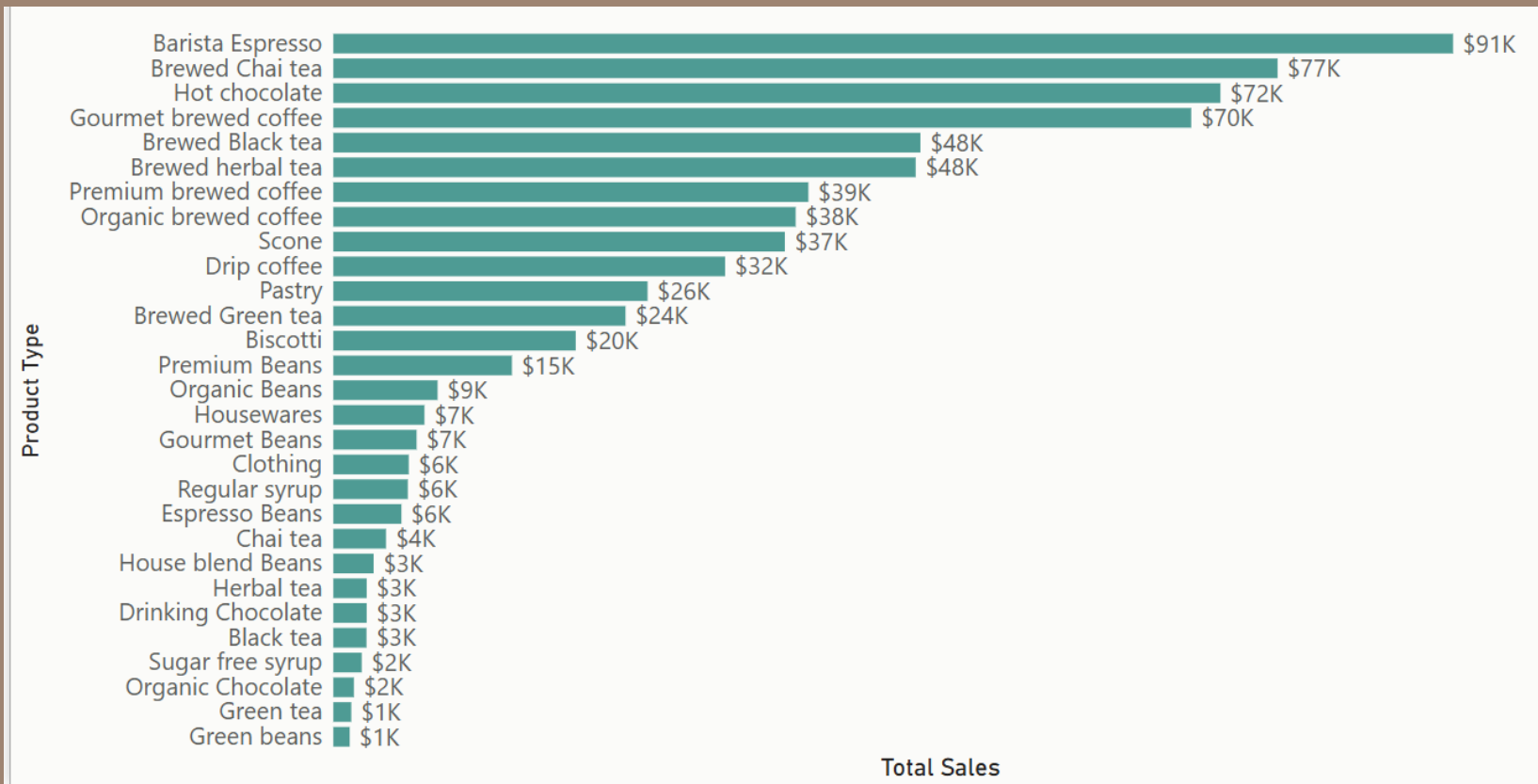
# 3.2 Sales by the product type

## Key Observations:

❖ Barista Espresso leads all product types with $91K in sales.

❖ The next top performers are:

i.    Brewed Chai Tea ($77K)

ii.   Hot Chocolate ($72K)

iii.  Gourmet Brewed Coffee ($70K)

iv.   Brewed Black Tea and Brewed Herbal Tea (both $48K)

❖ The bakery subtypes (Scone $37K, Pastry $26K, Biscotti $20K) contribute meaningfully, but much less than beverages.

❖ Lower-selling items include various bean types, syrups, branded merchandise, and chocolates, many contributing less than $10K.

❖ A long tail of small-selling items suggests opportunities for targeted promotions or inventory optimization

# 3.3 Product category volume analysis

Quantity ordered and sales generated by Product category
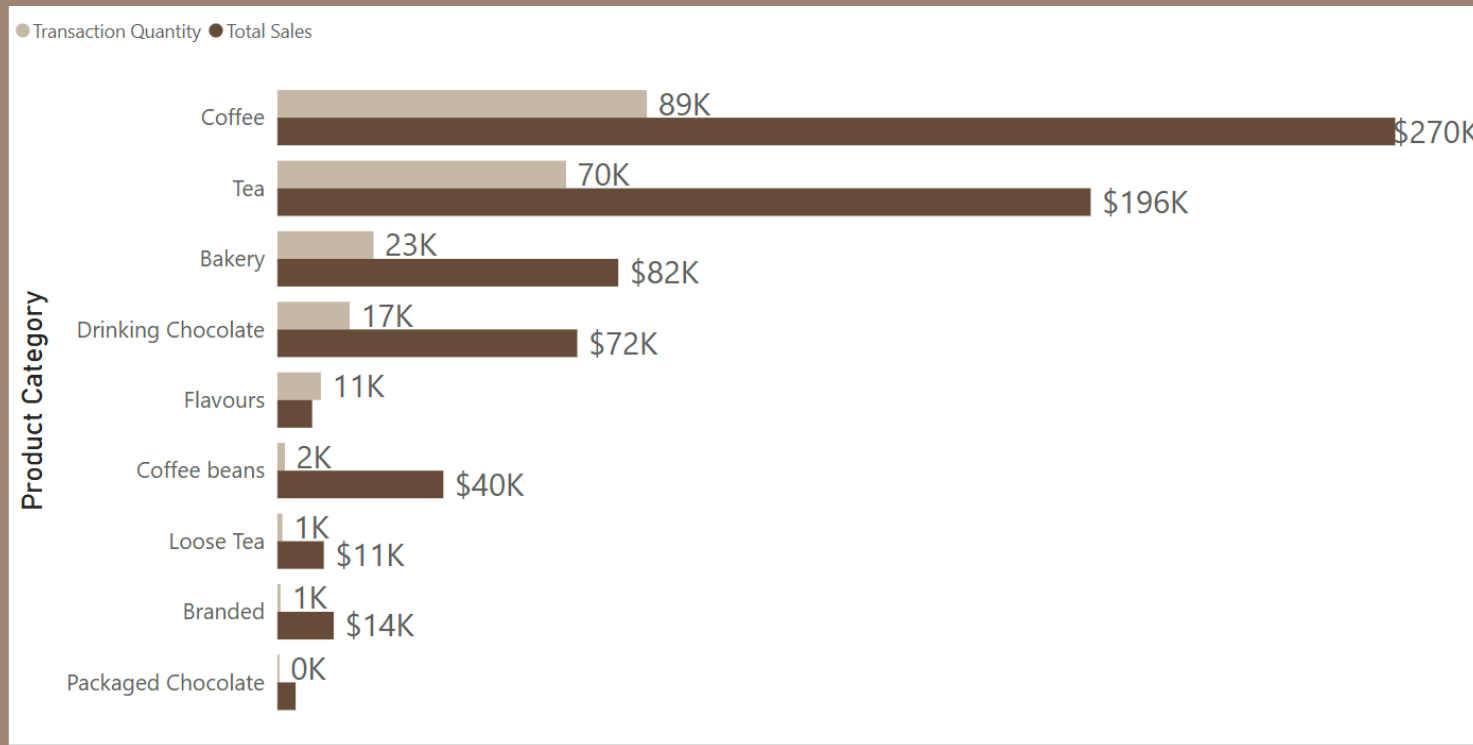


Key observations

❖ Coffee and Tea dominate total sales volume.
❖ Bakery and Drinking Chocolate contribute moderate volumes.
❖ Coffee Beans, Branded, and Specialty items show much lower unit sales, but contribute higher prices per unit.

# 3.4 Product type volume analysis

Quantity ordered and sales generated by Product Type

(Top 5)
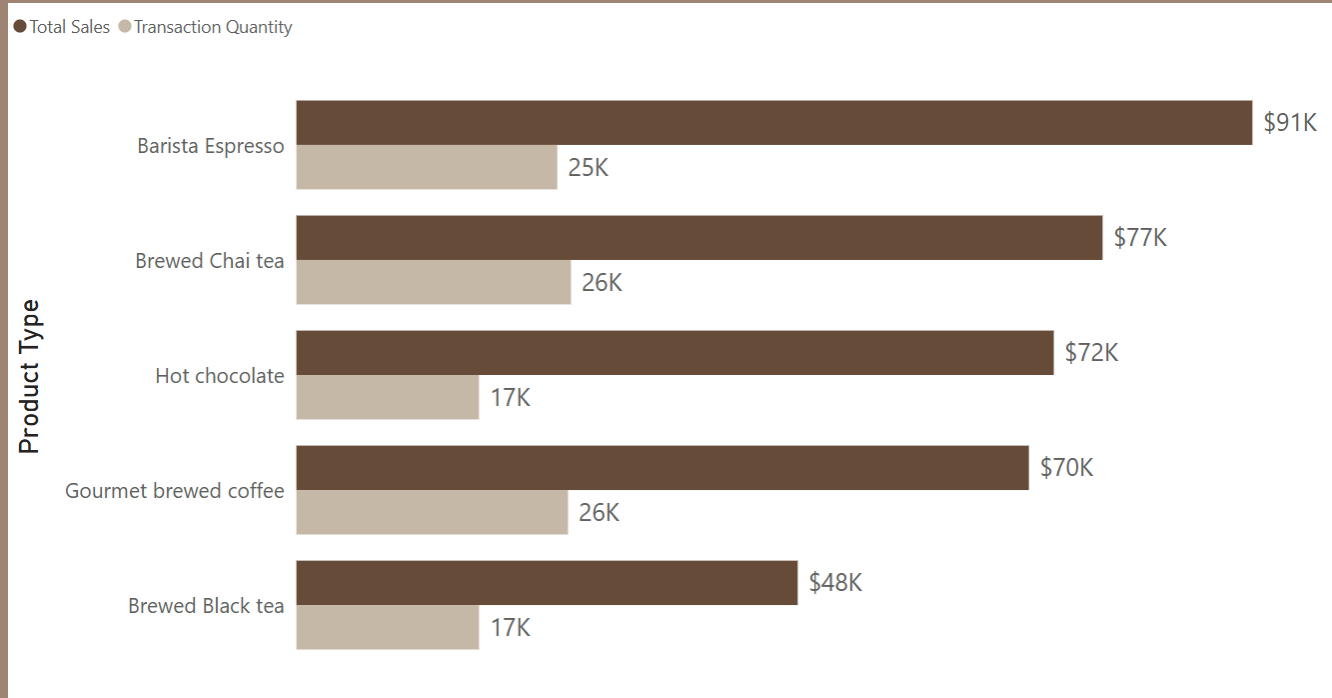


## Key observations

❖ Barista Espresso leads in total revenue ($91K), driven by a higher price point despite slightly lower volume (25K units).

❖ Brewed Chai Tea and Gourmet Brewed Coffee dominate in sales volume (26K units each), making them key high-frequency sellers.

❖ Hot Chocolate balances strong revenue ($72K) with moderate volume (17K units), supported by premium pricing.

# Overall Summary

❖ The analysis confirms steady sales growth throughout the first half of the year, strong morning demand, and the dominance of main beverage products in both volume and revenue.

❖ All store locations performed consistently, while bakery items contributed valuable complementary sales. Volume analysis highlighted both high-frequency everyday items and lower-volume premium offerings, each playing distinct roles in the business's product mix.

# Recommendations

i. Optimize morning operations – Prioritize staffing & inventory between 7–10 AM to capture the highest sales volume.

ii. Promote top-selling beverages – Focus promotions on Espresso, Chai Tea, Hot Chocolate & Gourmet Coffee.

iii. Grow bakery cross-sales – Use bundles and combos to grow add-on sales from Scones, Pastries & Biscotti.

iv. Monitor under-performing product lines – Evaluate strategies for Packaged Chocolate, Flavors & Coffee Beans.

v. Maintain balanced store-level performance – Maintain operational consistency across all stores

vi. Review pricing strategies – Explore small price adjustments on high-volume products to optimize margins.

# Thank You

# Appendix

This is a breakdown of the products type available in each product category

Bakery → Biscotti, Pastry, Scone

Branded → Clothing, Housewares

Coffee → Barista Espresso, Drip Coffee, Gourmet Brewed Coffee, Organic Brewed Coffee, Premium Brewed Coffee

Coffee Beans → Espresso Beans, Gourmet Beans, Green Beans, House Blend Beans, Organic Beans, Premium Beans

Drinking Chocolate → Hot Chocolate

Flavours → Regular Syrup, Sugar-Free Syrup

Loose Tea → Black Tea, Chai Tea, Green Tea, Herbal Tea

Packaged Chocolate → Drinking Chocolate, Organic Chocolate

Tea → Brewed Black Tea, Brewed Chai Tea, Brewed Green Tea, Brewed Herbal Tea