

COFFEE SHOP

Report Anaylsis

Between 1/01/2023 and 30/06/2023

by: Manoko Kabe

➤ 30 JUNE, 2025



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OBJECTIVES

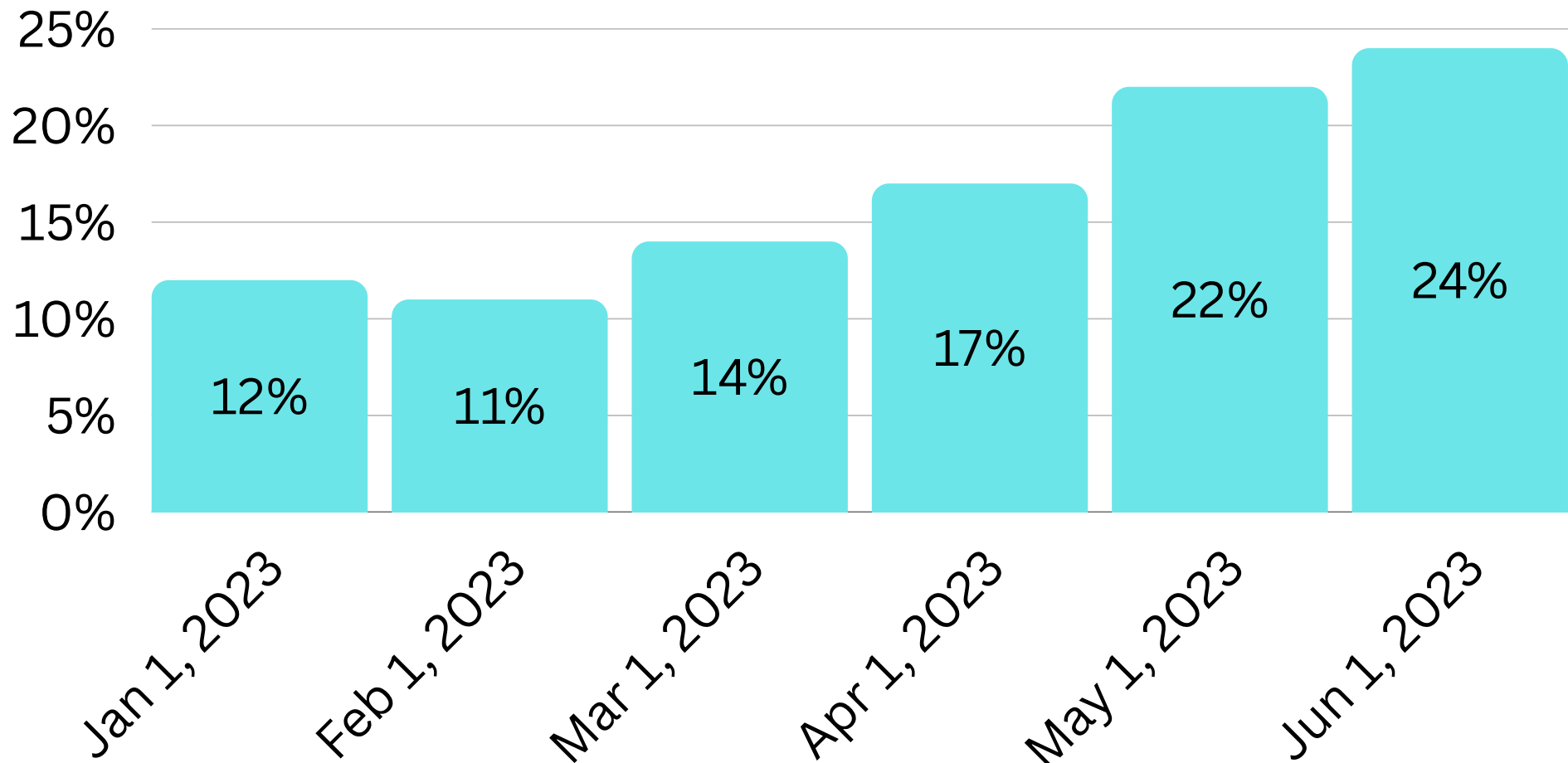
As a Data Analyst, I prepared this report to support our newly appointed CEO in identifying opportunities for revenue growth and improving product performance.

By analysing historical data, my goal was to uncover key trends and insights that can inform strategic decision-making and help guide the company's next steps.

CoffeeShop Sales Analysis

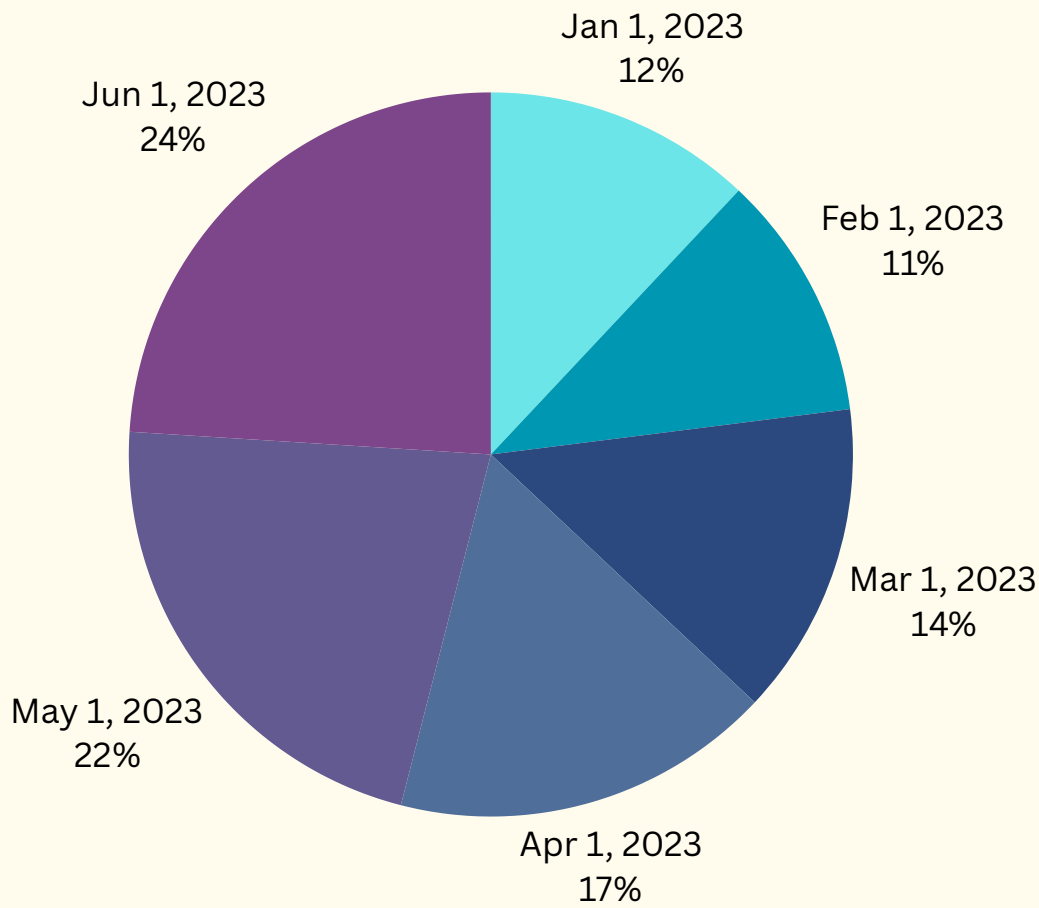
Revenue growth per month;

Months	Total Revenue	% growth per month
Jan 1, 2023	R163 355	12%
Feb 1, 2023	R152 290	11%
Mar 1, 2023	R197 669	14%
Apr 1, 2023	R237 882	17%
May 1, 2023	R313 456	22%
Jun 1, 2023	R332 972	24%
Grand Total	R1 397 625	100%



Key Insight

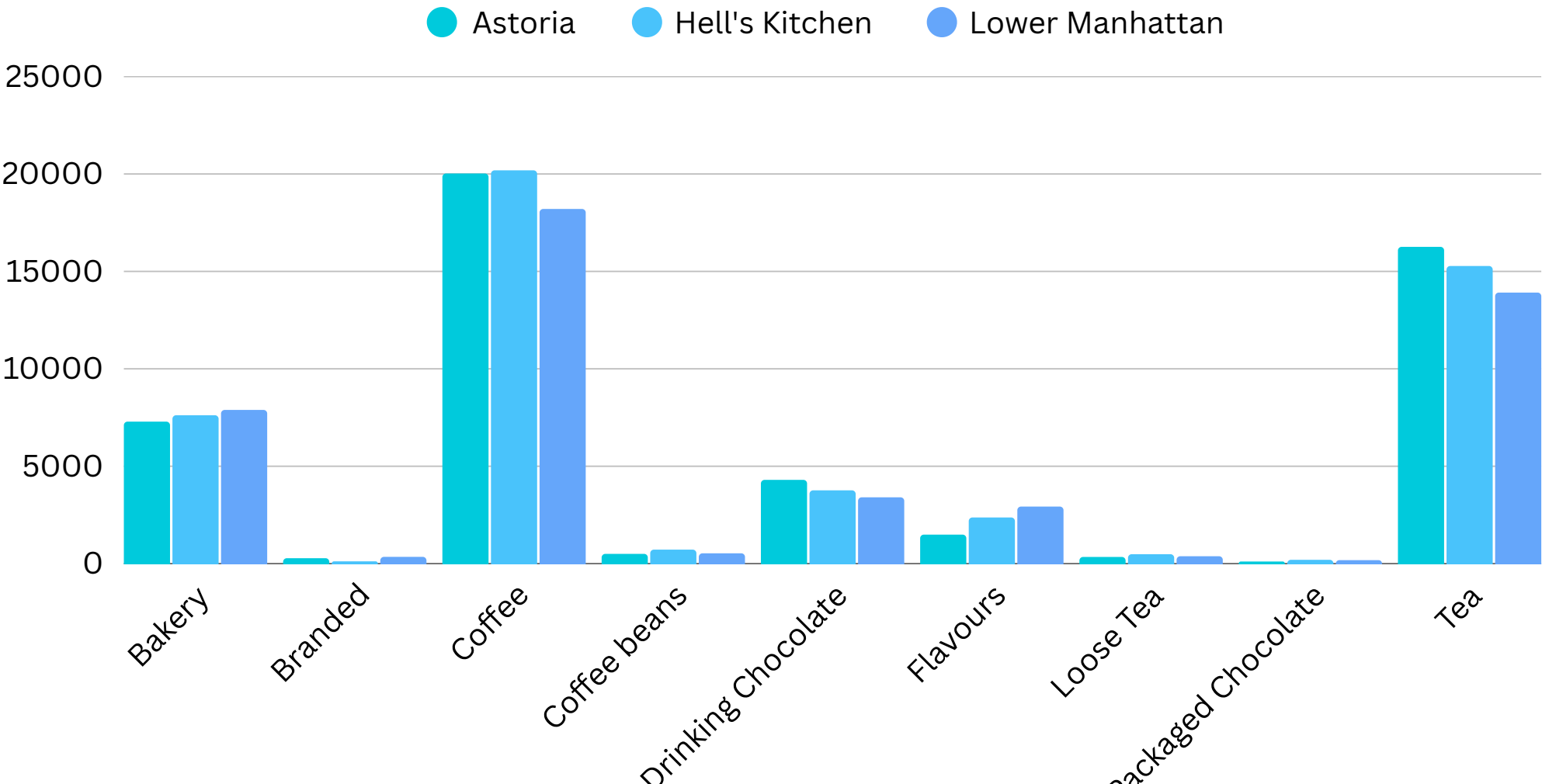
- Total Revenue for Jan–Jun 2023: **R1,397,624.66**
- **Consistent month-over-month** growth observed from January to June, indicating strong and steady business performance
- **Highest Revenue Month:** June 2023 with R332,971.76 **Contributes 24%** of total half-year revenue
- Lowest revenue was in **February 2023 (R152K, 11%)**, possibly due to post-holiday slowdowns



CoffeeShop Sales Analysis

Product Sales per store location;

Products	Astoria	Hell's Kitchen	Lower Manhattan
Bakery	7289	7617	7890
Branded	279	119	349
Coffee	20025	20187	18204
Coffee beans	502	720	531
Drinking Chocolate	4300	3763	3405
Flavours	1490	2370	2930
Loose Tea	344	485	381
Packaged Chocolate	110	197	180
Tea	16260	15277	13912
Grand Total	50599	50735	47782



Key Insight

- The analysis highlights coffee(42%), tea(33%)and bakery (11%)as top performing catergories in terms of consumer activity across store location.
- Packaged chocolate emerges as the weakest category in terms of consumer activity, according to the analysis.

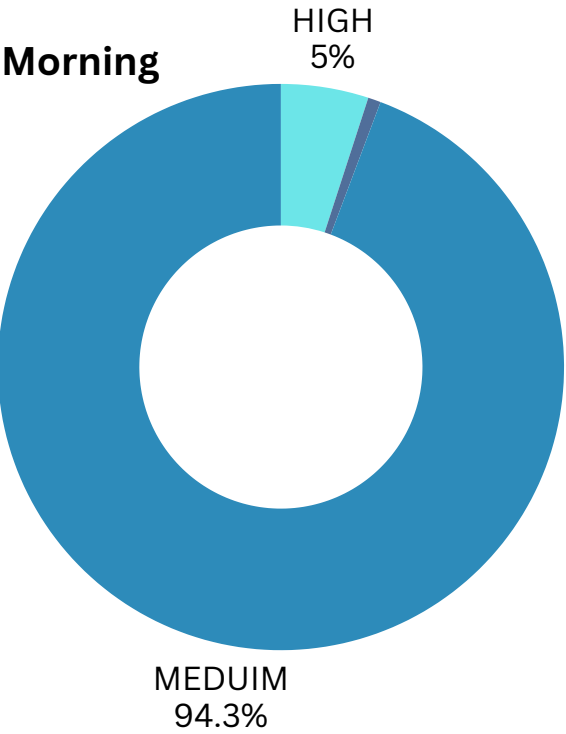
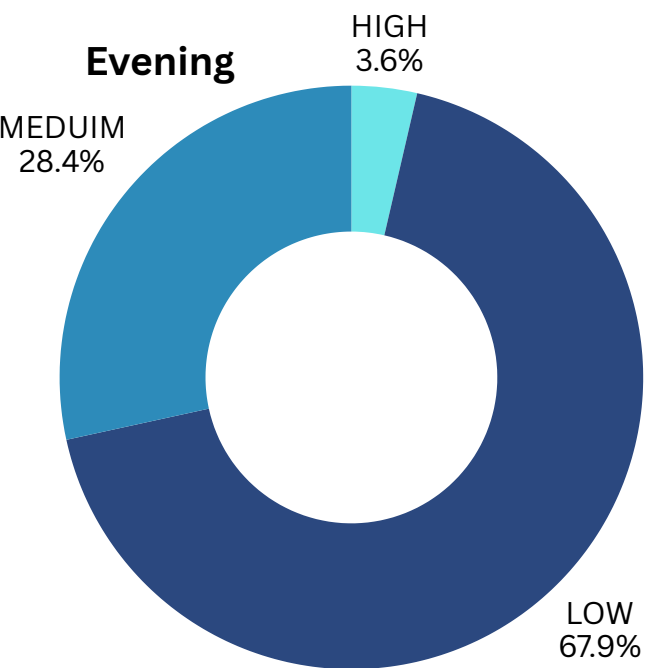
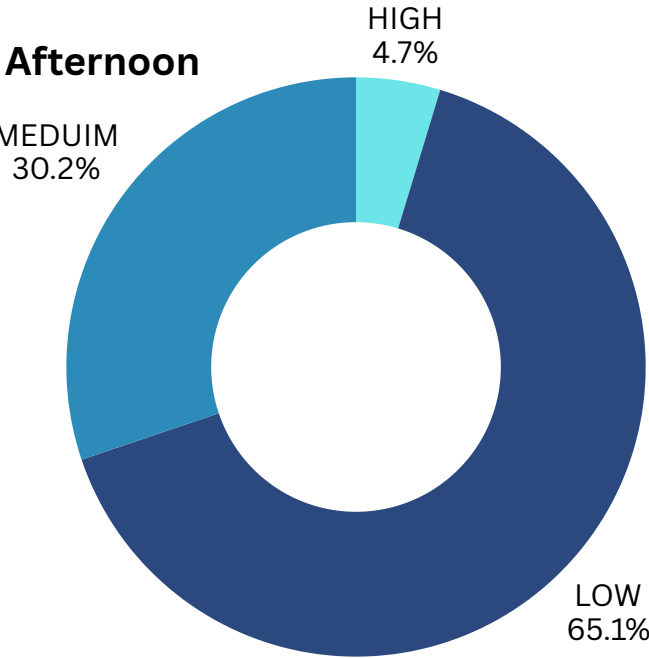
Products	Total %
Bakery	11%
Branded	0%
Coffee	42%
Coffee beans	1%
Drinking Chocolate	8%
Flavours	5%
Loose Tea	1%
Packaged Chocolate	0%
Tea	33%
Total %	100%



CoffeeShop Sales Analysis

Total revenue per spender bucket;

Spender bucket	AFTERNOON	EVENING	MORNING	Grand Total
HIGH	371,337	274,085	2,560,678	320610
LOW	5,146,956	5,139,796	373,944	14,026,192
MEDUIM	2,385,929	2,150,447	48,311,514	93,675,274
Grand Total	32,719,616	29,385,116	77,657,734	139,762,466

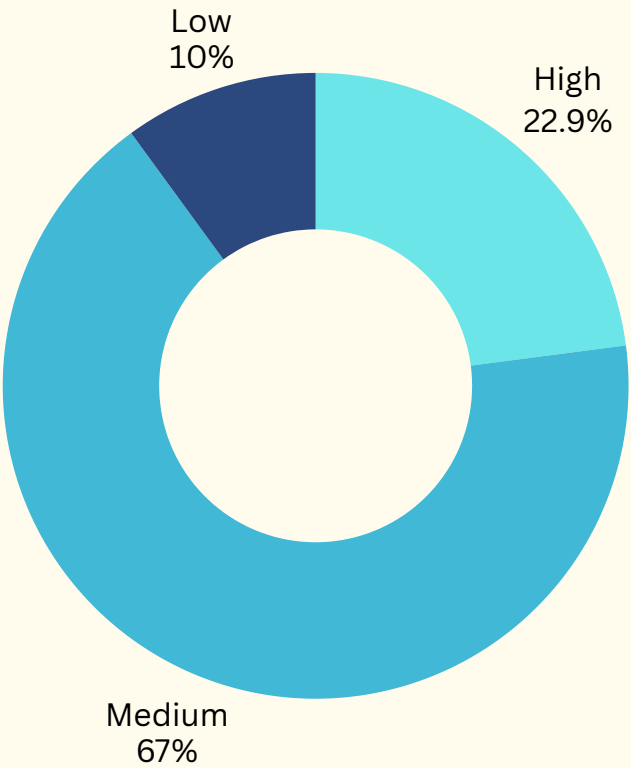


Key Insight

- Medium spenders dominate, **contributing 67%** of the total revenue—this segment is the business's core revenue driver.
- Low spenders **contribute just 10%** of total revenue.
- Sales data indicates that the morning hours account for the **highest(94.3)** number of units sold throughout the day.

Grand Total

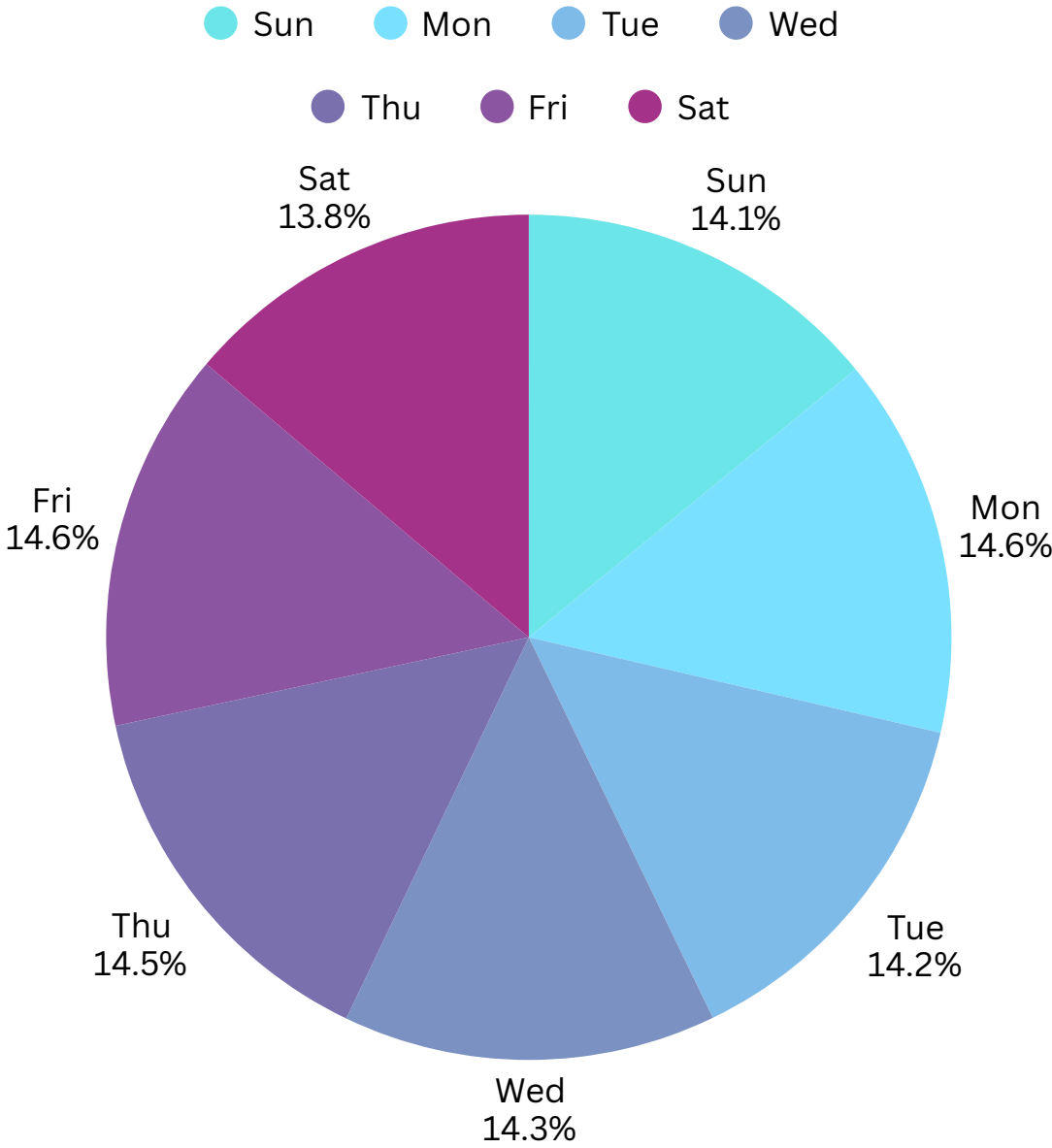
Spender Bucket	Total Revenue (R)	% of Total Revenue
High	320,610.00	23%
Medium	936,752.74	67%
Low	140,261.92	10%
Total	1,397,624.66	100%



CoffeeShop Sales Analysis

% of units sold per day of the week

Day of Week	% of unit sold
Sun	14%
Mon	15%
Tue	14%
Wed	14%
Thu	15%
Fri	15%
Sat	14%
Grand Total	10,000%

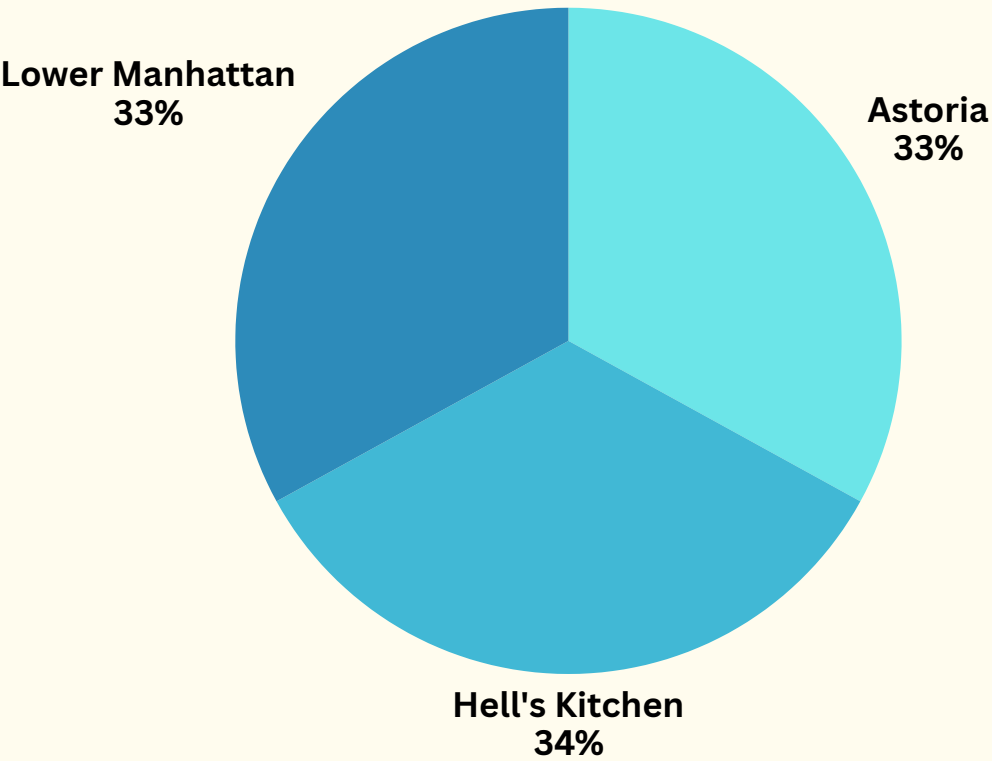


Key Insight

- Saturday has the **lowest percentage of sales (13.81%)**, slightly below average—this may indicate lower traffic or purchasing behavior on weekends.
- Sales are fairly evenly distributed throughout the stores.

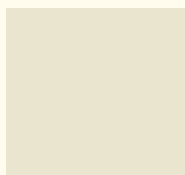
% Revenue per store location

Store Location	% Total Revenue
Astoria	33%
Hell's Kitchen	34%
Lower Manhattan	33%
Grand Total	100%



Recommendations

- February was a slow month we recommend themed promotions or limited-edition products.
- Packaged Chocolate (0.2%), these may require targeted promotions or a review of product placement.
- There is a need to identify approaches to increase engagement and sales from low-spending customers and focus marketing on retaining medium spenders and converting them into high spenders.
- To improve weekend sales, introducing promotions on Saturdays and Sundays is recommended.



THANK YOU

CoffeeShop Sales Anaylsis

