Coffee Shop Sales Report

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Overview

This report analyzes key performance metrics of a coffee shop's operations using sales, footfall, product, and location-based data. The objective is to derive actionable insights for improving customer experience, optimizing inventory, and enhancing revenue generation.

1. Financial Summary

- Total Sales: $698,812.33

- Total Footfall: 149,116

- Average Bill per Person: $4.69

- Average Orders per Person: 1.44

2. Sales Trends by Hour

- Peak Hours: 7 AM - 10 AM

- Highest Order Volume: At 9 AM

3. Top Performing Products (by Sales)

Barista Espresso   - $91,406.20

Brewed Chai Tea   - $77,081.95

Hot Chocolate   - $72,416.00

Gourmet Brewed Coffee   - $70,034.60

Brewed Black Tea   - $47,932.00

4. Order Size Distribution

Large   - 30%

Regular   - 31%

Not Defined - 30%

Small   - 9%

5. Category Sales Distribution

Coffee   - 39%

Packaged Chocolate   - 28%

Bakery   - 12%

Loose Tea   - 10%

Flavours   - 6%

Drinking Chocolate   - 2%

Coffee Beans   - 1%

Branded Items   - 1%

6. Store Performance

Hell's Kitchen   - Footfall: 50,735 | Sales: $236,511.17

Astoria   - Footfall: 50,599 | Sales: $232,243.91

Lower Manhattan   - Footfall: 47,782 | Sales: $230,057.25

7. Weekday Footfall Trends

Friday   - 21,701

Thursday   - 21,654

Monday   - 21,643

Wednesday   - 21,310

Tuesday   - 21,202

Sunday   - 20,096

Saturday   - 20,510

Recommendations

1. Boost Off-Peak Sales: Introduce late afternoon deals or loyalty points to attract customers during slower hours.

2. Capitalize on Popular Products: Promote bestsellers and bundle them with lower-performing items.

3. Optimize Store Operations: Ensure high-performing products are consistently available across all locations.

4. Drive Weekend Traffic: Implement weekend specials or family-friendly offers to increase footfall.

5. Leverage Size Preferences: Upsell from regular to large sizes to increase average bill value.

Conclusion

The coffee shop demonstrates strong performance in morning hours, weekdays, and with certain product categories. Targeted strategies based on customer behavior and product preferences can enhance revenue and operational efficiency.