

"STARBUCKS SHOP BUSINESS INSIGHTS & STRATEGY"

Analysis, Strategy & Action Plan

- Date:** January 2025
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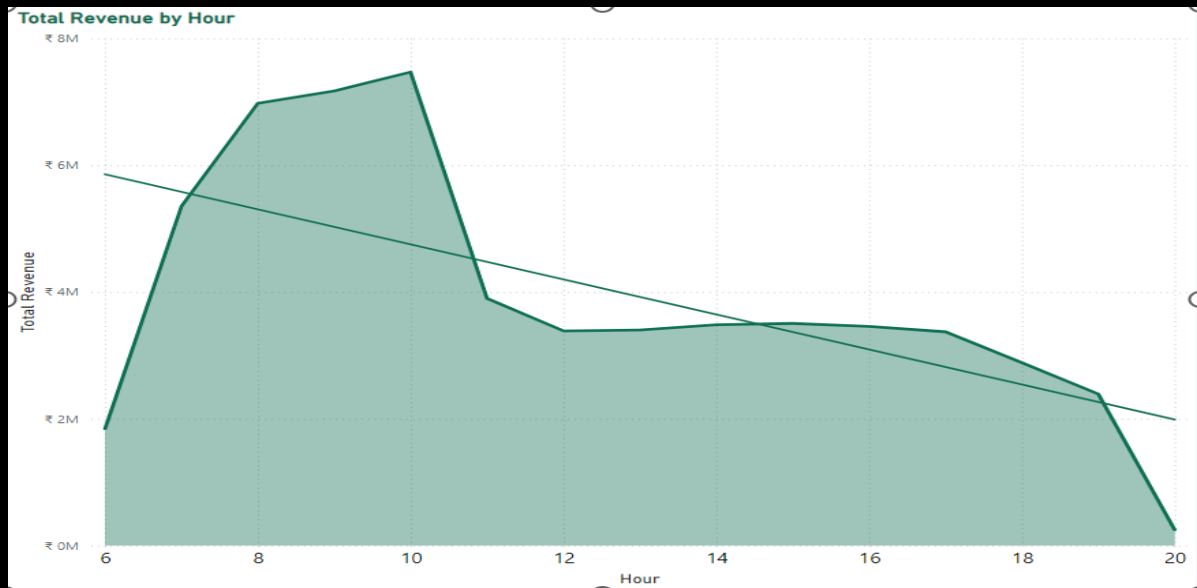


EXECUTIVE SUMMARY

- Total Revenue: ₹58.87M
- Total Transactions: 111.45M
- Products Sold: 7.15M
- Average Order Value: ₹394.76

SALES BREAKDOWN BY TIME

- **6 AM - 10 AM:** Peak Sales ₹74 Lakhs
- **Post 10 AM:** Decline in sales
- **Solution:** Flash sales & promotions during low-traffic hours



PRODUCT PERFORMANCE BREAKDOWN

- **Top-Selling Categories:** Coffee ₹23M, Tea ₹16M, Bakery ₹7M, Drinking Chocolate ₹6M, Coffee Beans ₹3M
- **Actionable Insight:** Increase cross-selling for tea and bakery items

STORE PERFORMANCE

- **Revenue by Location:** Paschim Vihar ₹19.52M, IGI Airport ₹19.95M, Connaught Circle ₹19.40M
- **Challenge:** Connaught Circle underperforming
- **Solution:** Targeted promotions and product sampling

STRATEGIC PLAN FOR IMPROVEMENT

- **Mid-Day Sales (Post-10 AM):** Flash sales, bundling, happy hour offers
- **Connaught Circle:** Location-specific promotions and product sampling
- **Coffee Dominance:** Seasonal coffee launches, loyalty programs
- **Social Media Engagement:** Targeted campaigns, polls, behind-the-scenes content

QUARTERLY NEW LAUNCHES & PROMOTIONS

- **Q1 Launches:** Specialty Drinks (Hazelnut Cappuccino, Dark Chocolate Mocha), Bakery Items (Lemon Scone, Almond Croissant)
- **Promotions:** "Sip & Save Wednesdays" social media campaign, In-store discounts on new items.

ACTION PLAN & TIMELINE

- **Q1 Focus:** New launches, flash sales, targeted promotions
- **Customer Engagement:** Polls, loyalty programs, social media interaction
- **Operational Focus:** Sales pattern monitoring, inventory adjustments, staff training

CONCLUSION & FUTURE FOCUS

- **Summary:** Boost sales during off-peak hours, introduce exciting seasonal launches, and engage customers with targeted promotions and loyalty programs.
- **Future Focus:** Ongoing product innovation, increased digital engagement, strengthening Connaught Circle's performance