



Executive Summary: Barista's Sales Analysis

This analysis provides a detailed overview of sales, customer preferences, and time-based trends across locations and product categories. The data has been carefully analyzed to highlight key revenue drivers, customer behaviour, and operational opportunities. Insights from this report can guide targeted promotions, staffing, and inventory strategies to optimize business performance.

Key Metrics

- Total Sales:** \$698,812.33
- Total Orders:** 149,116
- Average Order Value per Person:** \$4.69
- Average Items per Order:** 1.44

Category Performance

- Top Revenue-Generating Category:** Coffee contributed \$269,952.45, making up 41% of total revenue, demonstrating its strong popularity.
- Tea and Bakery:** These categories together account for 42% of revenue, showing consistent demand from customers.
- Low-Performing Categories:** Packaged Chocolate and Flavors generate the least revenue. These areas may need better promotion or a menu review.

Top-Selling Items

- Key Revenue Drivers:** The Barista Espresso leads in sales, followed by Brewed Chai Tea and Hot Chocolate. These items are top-performing and should be the focus of marketing campaigns.

- **Most Frequently Ordered Beverage:** The Barista Espresso is highly popular, even with slightly lower individual revenue, showcasing its strong demand.
 - **Preferred Product Size:** Regular-sized products are the most frequently purchased.
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Location Trends

- **Top Location:** Hell's Kitchen is the most active, accounting for a significant share of all transactions.
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Time-Based Trends

- **Order Volume:** The busiest hours are between 8 AM and 10 AM, aligning with office rush hours. This is a critical period for staffing and inventory preparation.
 - **Daily Patterns:** Sales peak on Mondays and Fridays as customers gear up for the workweek and the weekend. However, Saturdays see a slight dip in sales, indicating an opportunity for promotional offers.
 - **Afternoon Spikes:** Late afternoon hours show a small increase in orders, making these periods essential for maximizing revenue.
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Comparative Revenue Analysis

- **Revenue by Category Over Months:** Sales across categories show stable growth with only slight fluctuations, reflecting consistent customer preferences.
 - **Revenue by Day of the Week:** Weekdays, especially Monday and Friday, outperform weekends in terms of revenue. Weekend promotions could help increase sales further.
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Conclusion The analysis highlights the strength of coffee as a key revenue driver and identifies opportunities to improve underperforming categories like Packaged Chocolate and Flavors. The busiest hours and days emphasize the importance of strategic staffing and inventory management, particularly during morning rush hours and weekdays. To capitalize on these insights, targeted promotions for weekends and underperforming categories can drive incremental growth, ensuring continued success and customer satisfaction.