Cafe Sales Data - Insight Template

# Sales Insights

- Most sold item is Salad.

- Least sold item is Smoothie.

- Item that appeared in the most number of transactions is Juice.

- Item with highest quantity sold via Cash is Salad.

- Most popular food category by quantity is Salad and Juice.

- Item least frequently purchased as takeaway is Cookie

- Item showing consistent monthly sales is Juice

- Item with highly variable sales across months is Sandwich

# Revenue Insights

- Total revenue of the year 2023 is $27,605.50

- Most revenue generated item is Salad.

- Least revenue generated item is Cookie.

- Item generating highest revenue per unit is Salad.

- Location contributing the highest to total revenue is in store.

- Payment method contributing most to revenue is Digital Wallet.

- Item with the best revenue-to-quantity ratio is Smoothie.

- Item with most contribution to revenue is Salad.

- Item generating the least revenue in-store is Cookie.

- Item that earned most via Credit Card is Salad.

# Time-Based Insights

- Month with highest total revenue is January($2749).

- Month with lowest total revenue is May($1844.5).

- Month with highest item quantity sold is January.

- Drop in revenue was observed from February to June.

- Sales started increasing steadily from July.

- Highest growth in revenue month-over-month was in January.

-The most sold items at Weekend are Salad and Sandwich.

-Cake have highly sales on Thursday.

-in store location is highly preferred in May month than the take-away.

- take-away location is highly preferred in September month than the in-store.

### Month Most sold Least sold

January Sandwich Smoothie

February Tea Cake

March Salad Cake

April Juice Smoothie

May Cookie Salad

June Coffee Tea

July Coffee Smoothie

August Salad Coffee

September Sandwich Coffee

October Coffee Sandwich

November Salad Coffee

December Coffee Cake

# Customer Behavior / Operational Insights

- Most frequent takeaway item is Cookie.

- Most purchased item in-store is Salad.

- Location with highest footfall (by quantity sold) is In store.

- Item bought least using Digital Wallet is Cake.

- Most versatile item (sold across all payment methods and locations) is Tea.

- Most used payment method is Digital Wallet.

- Least used payment method is Credit card.

- Item mostly bought via Digital Wallet is Juice.

- Peak selling period for sandwiches is January.