**TIPS TO INCREASE THE SALE..**

**💰 Revenue & Item Performance**

* Promote bestsellers: Items like Sandwiches and Salad should be highlighted more in-store and in digital marketing.
* Bundle products: Pair popular items like Coffee with Cookies or Cake at a slight discount to encourage higher spending.
* Encourage staff to suggest add-ons or premium versions of Salad.

**🕒 Time-Based Strategies**

* Monthly trends: certain months like from September to January show high sales, run promotions during low-performing months like From February to June to balance the year.
* Happy days: Offer discounts or loyalty points during slow days.
* Give some special discounts on the weekend on the low performing items like Smoothie and cake.
* Seasonal specials: Introduce seasonal menus (summer smoothies, winter coffees) based on trends.

**📍 Location-Based Actions**

* Items like juice, salad and sandwich performing good in in store so provide more versions of these items.
* Cookies are more preferred in takeaway so add some gift with the cookies.
* Expand takeaway options: provide fast delivery, provide a small gift(like candy) with the packed order, use some unique packing

**💳 Payment & Convenience**

* Incentivize Credit Card use: Credit Cards payments are underused, offer small cashback or discounts for using them.
* Train staff for faster checkouts: Long lines may hurt impulse purchases — smoother payments = happier customers.

**📈 Customer Insights & Engagement**

* Introduce loyalty program: Reward repeat purchases, especially for high-margin items.
* Collect feedback: Ask top-spending customers what more they’d like — new menu items, delivery options, etc.
* Offer limited-time deals: Create urgency and excitement to boost short-term sales.