## Coffee Shop Sales Dashboard Analysis

### ****Visual Insights****

#### ****a. Quantity Orders Based on Hours****

* Orders **peak between 8 AM and 11 AM**, showing that mornings are the busiest period for the coffee shop.
* Sales gradually decrease post-noon, with minimal evening activity.
* Indicates strong morning coffee demand — ideal for breakfast promotions or combo offers.

#### ****b. Categories % Distribution****

* **Coffee (39%)** contributes the most to overall sales, followed by **Bakery (12%)**, **Drinking Chocolate (10%)**, and **Loose Tea (6%)**.
* Non-beverage categories like **Branded** and **Packaged Chocolate** have minimal sales, indicating potential areas for promotion or improvement.

#### ****c. Size % Distribution (Based on Orders)****

* **Large (30%)** and **Regular (31%)** orders dominate, showing preference for bigger serving sizes.
* **Small (9%)** orders are relatively low, suggesting customers favour value-for-money options.

#### ****d. Footfall and Sales over Store Locations****

* **Hell’s Kitchen** generated the highest footfall and sales
* **Astoria** closely followed with ~$2,32,243.91 in revenue.
* **Lower Manhattan** ranked third
* All three stores performed well, with minor differences — indicating consistent brand presence across locations.

#### ****e. Top 5 Products Based on Sales****

1. **Barista Espresso** – $91,406.20
2. **Brewed Black Tea** – $77,081.95
3. **Brewed Chai Tea** – $70,034.60
4. **Gourmet Brewed Coffee** – $72,416.00
5. **Hot Chocolate** – $47,932.00

* Coffee-based drinks dominate sales, reinforcing that **beverages are the key revenue driver**.
* Hot Chocolate and Brewed Tea options perform well as secondary contributors.

#### ****f. Orders on Weekdays****

* **Monday, Thursday, and Friday** show higher order counts compared to weekends.
* **Saturday** records the lowest orders, possibly due to reduced office-hour demand.
* Suggests that the coffee shop serves a **weekday-driven audience**, likely professionals and commuters.

### ****Business Insights Summary****

* Morning hours (8–11 AM) are critical for maximizing sales.
* Coffee products remain the core profit centre, contributing nearly 40% of total revenue.
* Branch performance is balanced, ensuring stable brand performance across locations.
* Weekday sales dominance highlights dependence on regular customers and office-goers.
* Larger drink sizes are more popular, indicating potential for premium upselling strategies.

### ****Recommendations****

**Operational:**

* Increase staff availability and stock during morning hours.
* Optimize store operations for quick service during peak times.

**Marketing:**

* Introduce **morning combo deals** or loyalty rewards for regular customers.
* Promote **non-coffee products** like bakery and chocolate to diversify revenue.