

Korean Bakery Sales Analysis Report

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1. Executive Summary

This report analyzes delivery sales data from a small Korean bakery to identify key customer purchasing patterns. The analysis reveals that **Angbutter** is the top-selling product. The busiest sales period is on **Sundays** between **11:00 AM and 3:00 PM**. Based on these findings, we recommend optimizing inventory for top products, adjusting staff schedules for peak periods, and creating targeted promotions to boost sales during slower times.

2. Introduction

The goal of this analysis is to provide actionable insights for bakery staff by answering two primary questions:

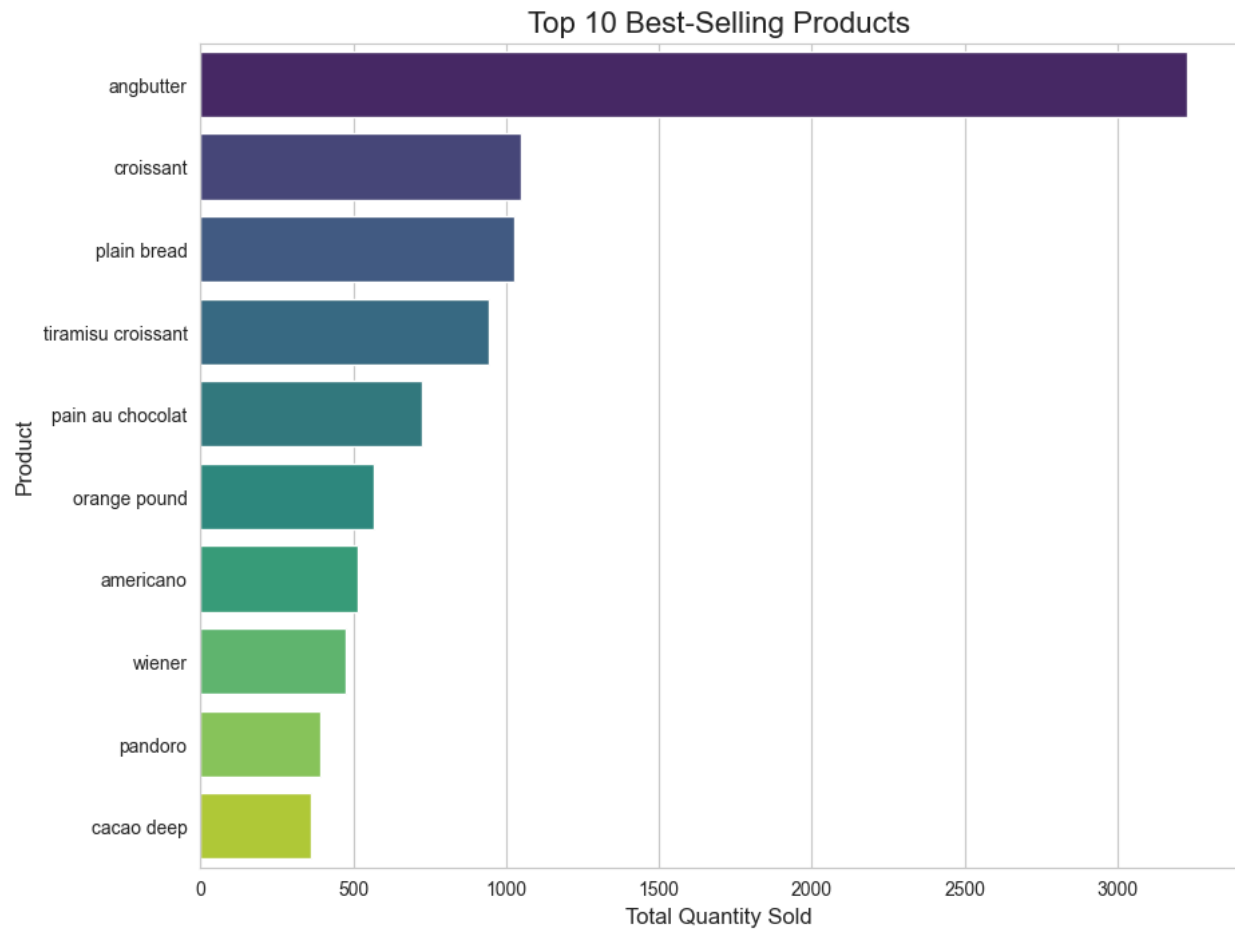
- What are the bakery's best-selling products?
- What are the peak sales periods by day of the week and hour of the day?

By understanding these patterns, the bakery can improve its operational efficiency and marketing strategies. The data used for this report was collected from the "Bea Min" delivery platform.

3. Analysis and Findings

3.1 Best-Selling Products

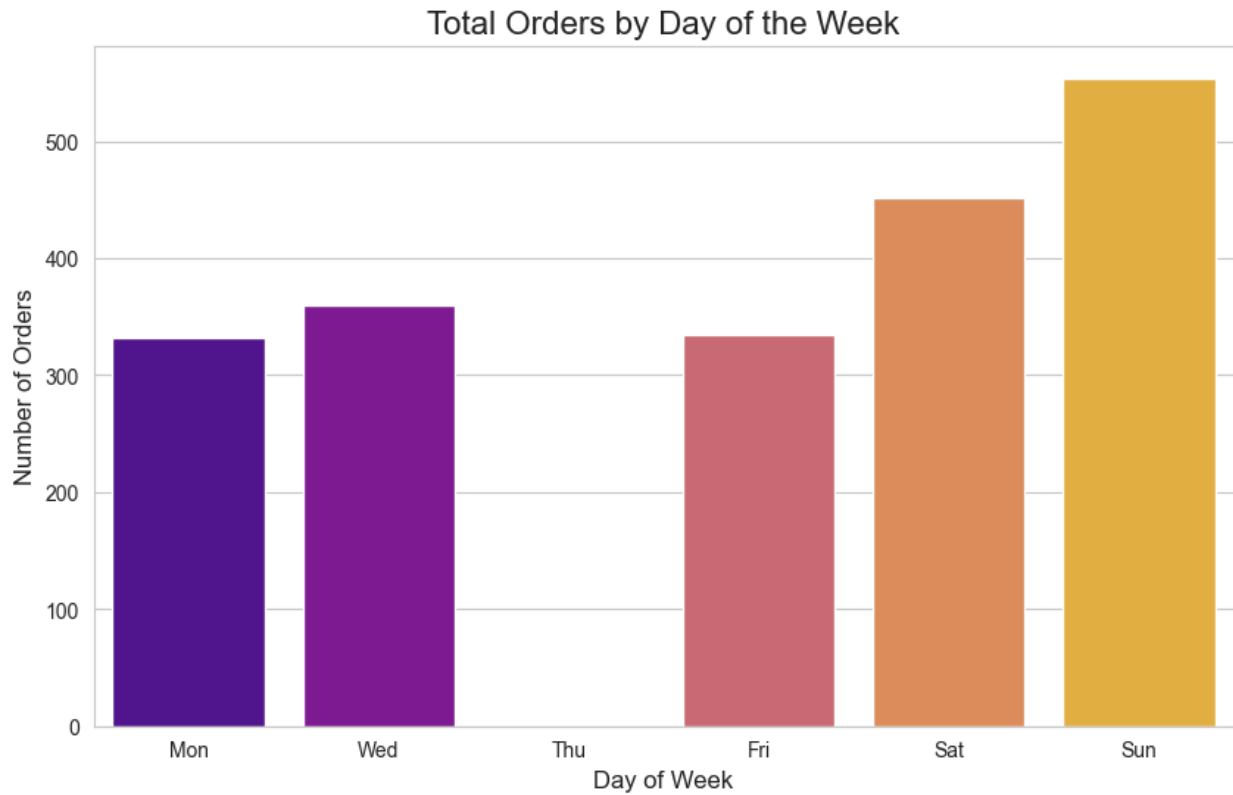
The data clearly shows that a few key items account for a majority of sales. **Angbutter** is the most popular product by a significant margin, followed by **Plain Bread** and **Croissant**. These items can be considered the bakery's signature products.



3.2 Peak Sales Periods

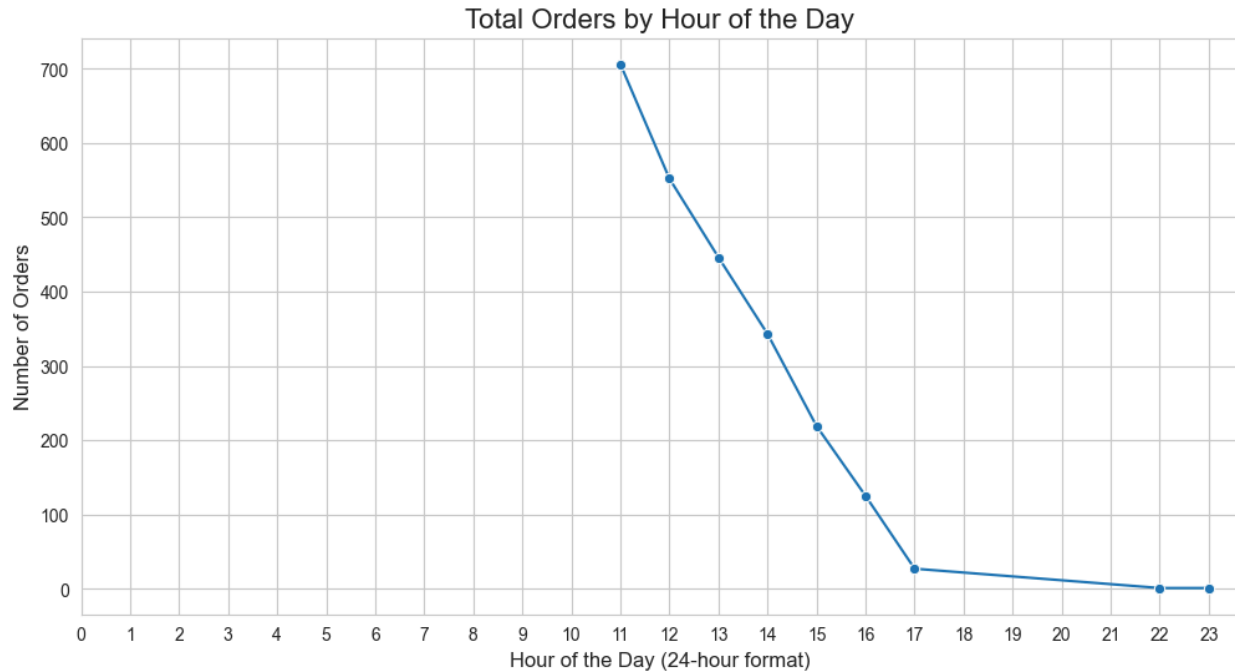
Sales by Day of the Week

The analysis of orders per day shows that the bakery is busiest on the weekend. **Sunday** has the highest number of orders, followed closely by Sunday and Friday. Weekdays, particularly Monday, are considerably slower.



Sales by Hour of the Day

Order volume peaks sharply in the early afternoon. The busiest time for the bakery is between **11:00 AM and 3:00 PM (15:00)**. This rush likely corresponds with customer lunch breaks and afternoon coffee runs.



4. Recommendations

Based on the findings, we suggest the following actions:

- **Inventory Management:** Ensure high stock levels of **Angbutter**, **Plain Bread**, and **Croissant**, especially leading into the weekend, to prevent selling out during peak demand.
- **Staffing:** Schedule additional staff on **Sundays** and during the **11:00 AM - 3:00 PM** daily peak to handle the increased order volume efficiently.
- **Marketing & Promotions:** To increase revenue during slower periods, consider creating a "Weekday Morning Combo" or a similar promotion on the delivery app to attract more customers on days like Monday and Wednesday.