

Coffee Sales Dashboard Report

1.Executive Summary

This report provides an overview of coffee shop sales performance, highlighting key metrics such as total revenue, quantity sold, transaction counts, and sales trends across various dimensions like product category, store location, and time.

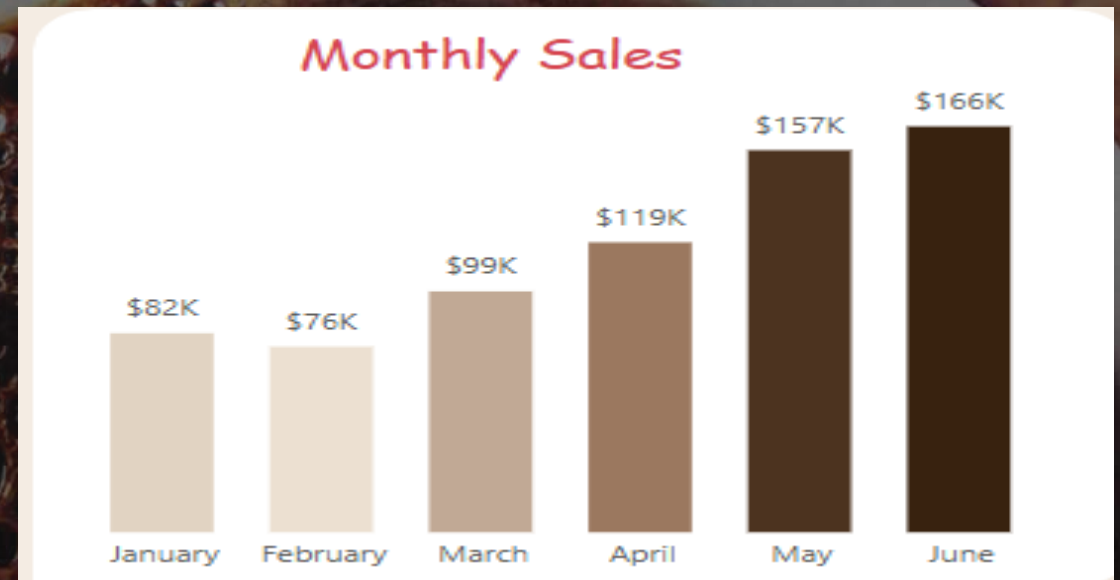
2.Key Metrics (Top KPIs)

- **Total Sales:** \$698.8K
- **Total Quantity Sold:** 214K units
- **Total Number of Transactions:** 149K

3. Sales Trends

Monthly Sales

- Highest sales: **June (\$166K)**
- Consistent growth from January to June.
- Notable increase from **March (\$99K)** to **April (\$119K)**.



4. Sales by Store

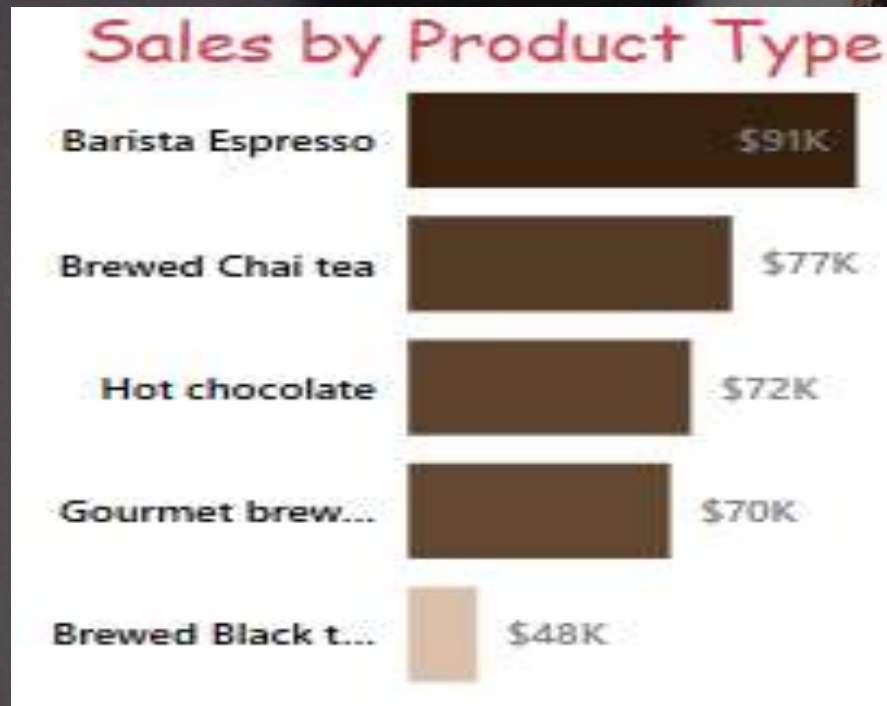
Top performing locations:

- **Astoria: 34.02%**
- **Hell's Kitchen: 33.93%**
- **Lower Manhattan: 32.04%**



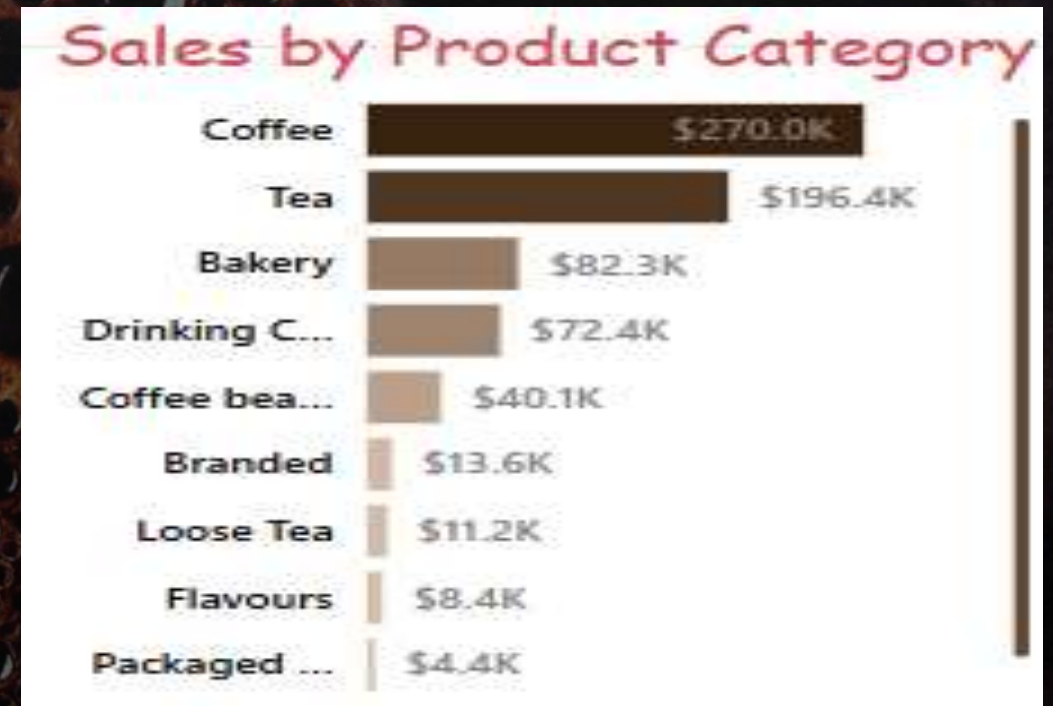
5. Sales by Product Type

- Barista Espresso: \$91K
- Brewed Chai Tea: \$77K
- Hot Chocolate: \$72K
- Gourmet Brew: \$70K
- Brewed Black Tea: \$48K



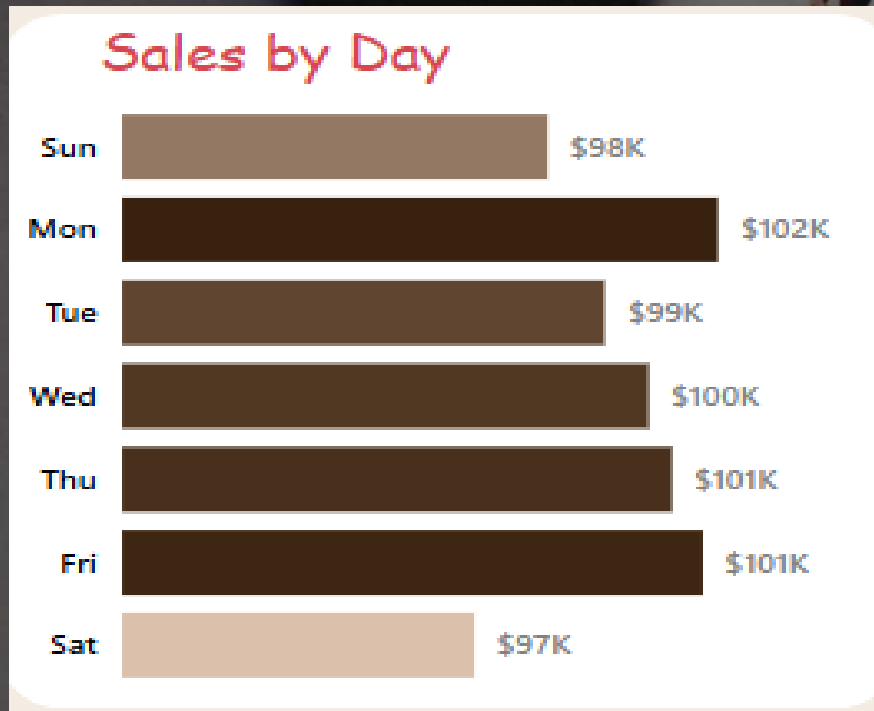
6. Sales by Product Category

- Coffee: \$270K
- Tea: \$196.4K
- Bakery: \$82.3K
- Drinking Chocolate: \$72.4K



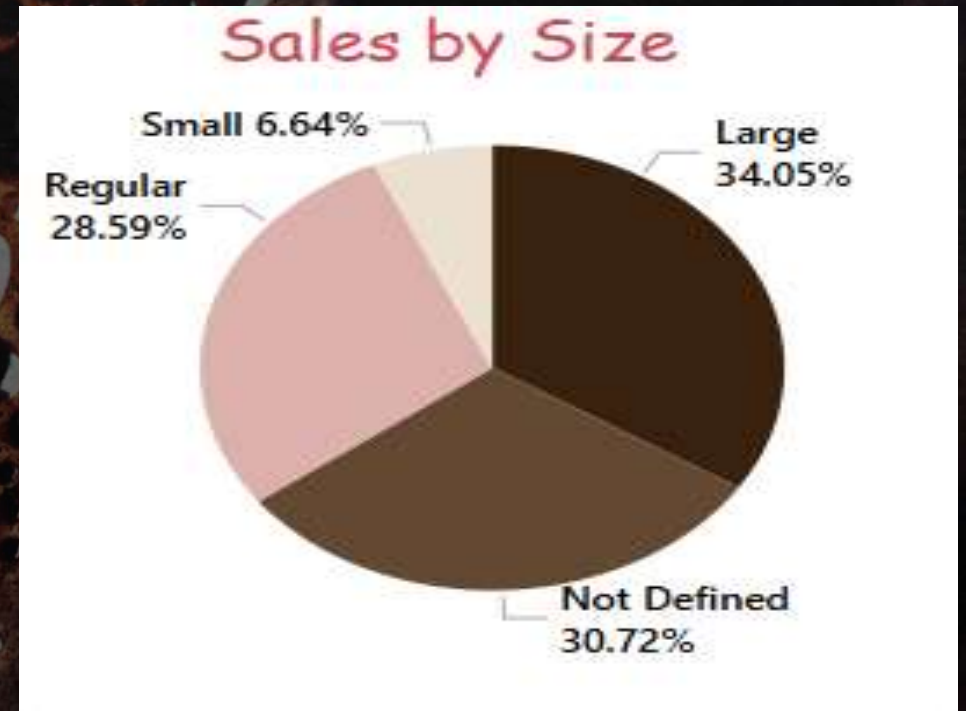
7. Sales by Day of the Week

- Fairly stable sales distribution.
- Highest sales on **Thursday (\$101K)** and **Friday (\$101K)**.



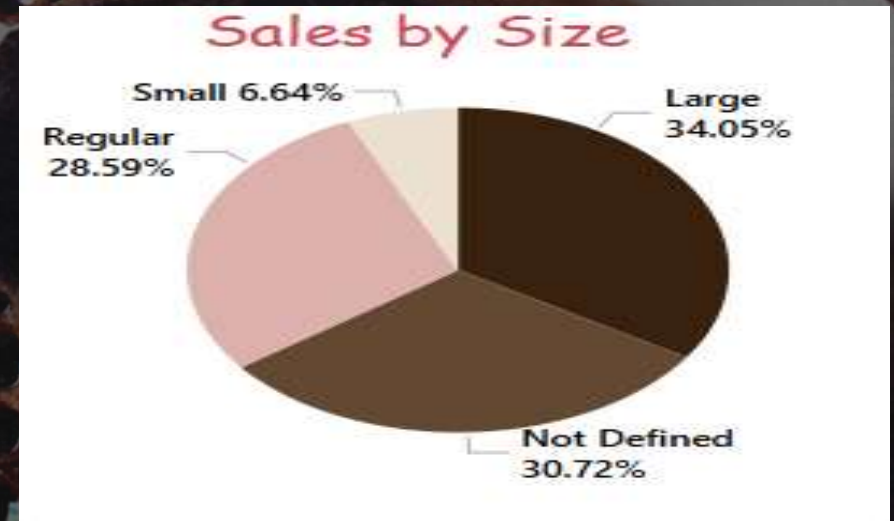
8. Sales by Size

- **Regular** is the most common size (28.59%)
- **Large** and **Small** sizes are also used.
- Some sales sizes are **Not Defined** (6.64%)



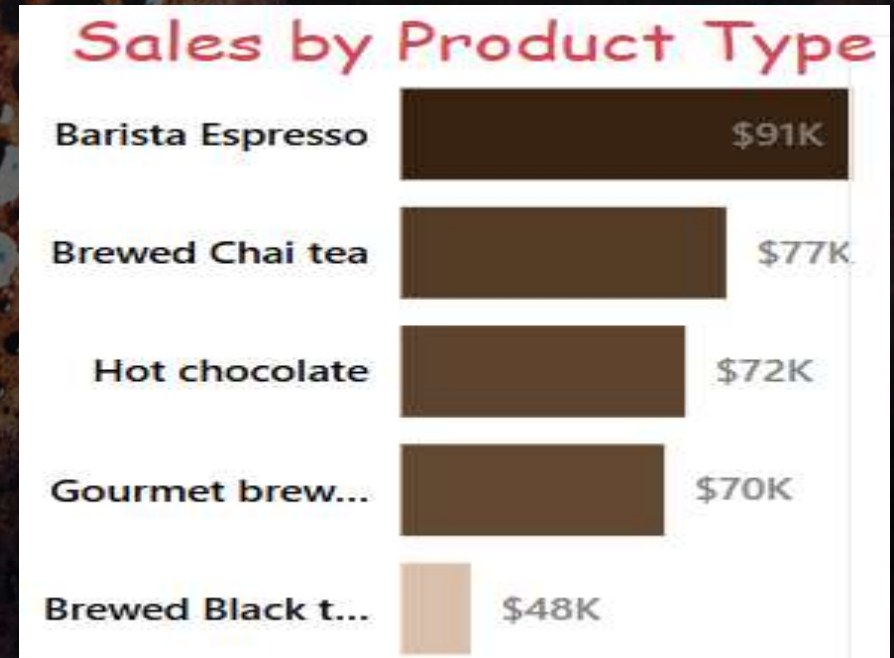
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9. Sales by Product Origin

- **Ethiopia, Jamaica, Brazil**—popular origins for beans.
- Also includes sustainably grown options.



Insights & Recommendations

- Peak Months:** Leverage promotional campaigns in May–June.
- Product Focus:** Espresso and chai-based drinks should be prioritized.
- Store Strategy:** Continue to support top-performing stores while identifying ways to uplift underperforming ones.
- Size Consistency:** Consider standardizing size definitions to reduce ambiguity.

