Coffee Shop Sales Performance Analysis

Based on the data observed, I have consolidated the key insights across time, product categories, customer behaviour, and store performance. The goal of this analysis is to identify revenue drivers, performance gaps, and opportunities to increase sales across all locations.

1. Sales Variation by Day of the Week and Hour of the Day

Hourly Trends

- Sales peak sharply during the morning hours, specifically between 8:00 AM and 10:00 AM, with the highest volume around 9–10 AM.

- After 11:00 AM, order quantities drop and remain steady at lower levels throughout the afternoon.

- Sales continue to decline into the evening, with minimal activity after 7 PM.

Interpretation:
The business is heavily reliant on morning commuter and breakfast traffic. Afternoon and evening hours represent potential opportunities for growth.

Daily Trends

- Friday shows the highest number of orders, with Thursday and Monday close behind.

- Weekends show slightly lower footfall, with Saturday being the slowest day.

Interpretation:
The business performs strongest on weekdays, indicating a customer base of working professionals, office employees, and students.

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2. Peak Times for Sales Activity

- Peak hour: 9–10 AM

- Peak days: Friday, followed by Thursday and Monday
  These time periods provide the highest sales leverage and should be considered critical for staffing, inventory, and promotional efforts.

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3. **Monthly Sales Revenue**

The dashboard indicates total revenue of $698,812.33, but does not include monthly breakdowns. Monthly trends cannot be evaluated without access to additional data.

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4. Sales Variation Across Store Locations

Location	Footfall	Sales
Astoria	50,599	$232,243.91
Hell's Kitchen	50,735	$236,511.17
Lower Manhattan	47,782	$230,057.25

Interpretation:
Sales and footfall levels across all three locations are highly consistent. No major disparities indicate that performance drivers and customer behavior are similar across the network.

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5. **Average Price per Order / Person**

- Average bill per person: $4.69
- Average orders per person: 1.44
- Average price per order: approx. $3.26

Interpretation:
The average spend per customer is modest, highlighting an opportunity to increase average order value through strategic upselling.

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6. Best-Selling Products (Quantity & Revenue)

Top Products by Revenue

1. Barista Espresso – $91,406.20

2. Brewed Chai Tea – $77,081.95

3. Hot Chocolate – $72,416.00

4. Gourmet Brewed Coffee – $70,034.60

5. Brewed Black Tea – $47,932.00

Interpretation:
Espresso-based drinks and tea beverages are the strongest revenue contributors, forming the core of the product portfolio.

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7. Sales Variation by Product Category and Type

Category Breakdown (% of Sales)

- Coffee: 39%

- Tea: 28%

- Bakery: 12%

- Loose Tea: 10%

- Remaining categories range between 1–2%.

Interpretation:
Beverages dominate sales, representing nearly two-thirds of total revenue.

Order Size Distribution

- Regular: 31%

- Large: 30%

- Not Defined: 30%

- Small: 9%

Interpretation:

Customers show a preference for medium and large sizes. The "Not Defined" category suggests a POS or data-entry inconsistency that may affect reporting accuracy.

Conclusion: Strategies to Increase Coffee Shop Sales

Based on the analysis, the following data-driven recommendations can help increase overall sales:

1. Increase Average Order Value (AOV)

- Introduce morning combo deals pairing top-selling beverages with bakery items.

- Encourage size upgrades through minimal price differences between Regular and Large.

- Add premium or seasonal beverage variations to lift spending.

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2. Boost Sales During Low-traffic Hours

- Launch afternoon promotions (e.g., 2–5 PM recharge combos).

- Introduce snack-and-tea specials or happy-hour pricing for slow periods.

- Provide evening-exclusive offerings like desserts or specialty chocolate drinks.

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3. Strengthen Weekend Performance

- Offer weekend-only specials, such as brunch bundles or exclusive bakery items.

- Implement loyalty rewards multipliers on weekends to draw customers.

- Add family-friendly or group-oriented options.

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4. Improve Data Quality

- Resolve "Not Defined" size entries to enhance decision-making accuracy.

- Clean size categories to support margin analysis and inventory planning.

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5. Enhance Customer Retention

- Implement or optimize a loyalty program to encourage repeat visits.

- Introduce a monthly beverage subscription for frequent customers.

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6. Optimize Across Locations

- Since all stores perform similarly, small controlled tests at individual locations can help identify high-impact offers and strategies that can be scaled system-wide.

Final Statement

The business shows strong performance during weekday mornings, with beverages serving as the primary revenue engine. By focusing on AOV

improvements, stimulating off-peak sales, and enhancing weekend engagement, the coffee shop can unlock substantial new growth and improve profitability across all locations.