

## Executive Summary

- **Total Sales:** 156,728 units, an increase of 31.8% (+37.8K vs. last month)
- **Total Orders:** 33,527, up by 31.8% (+37.8K vs. last month)
- **Total Quantity Sold:** 48,233 units, up by 32.3% (+11.8K vs. last month)

## Temporal Sales Analysis

### Monthly Overview

- The selected month is **May 2023**, with steady daily sales performance.
- **Average Sales per Day:** 5,056 units

### Weekly Breakdown

- **Weekends:** 8 days (26% of revenue), showing strong performance.
- **Weekdays:** 23 days (74% of revenue), weekdays remain dominant for overall sales.
- **Total Revenue:** 157K

### Sales by Date

- Daily sales range mostly between 42K and 56K units, with a dip near the end of the month and the highest sales just above 56K.

### Sales by Day and Hour

- **Peak Sales Hours:** 8 AM to 2 PM, with maximum volumes on Monday and Friday.
- **Highest Day Overall:** Monday (25.2K), closely followed by Friday (20.8K).
- **Lowest Hourly Sales:** After 5 PM, with minimal activity.

## Product Performance

### By Category

- **Coffee:** \$60.4K revenue (+31.3%)
- **Tea:** \$44.5K revenue (+33.5%)
- **Bakery:** \$18.6K revenue (+32.4%)
- **Drinking Chocolate:** \$16.3K (+33.0%)
- **Coffee Beans:** \$8.8K (no percentage change shown)

### By Product Type (Top Performers)

- **Barista Espresso:** \$20.4K (+31.3%)
- **Brewed Chai Tea:** \$17.4K (+31.1%)
- **Hot Chocolate:** \$16.3K (+33.0%)
- **Gourmet Brewed Coffee:** \$15.6K (+31.6%)
- **Brewed Herbal Tea:** \$10.9K (+35.8%)
- Most product types show growth above 30%.

## Store Performance

## **Revenue & Growth by Location**

- **Hell's Kitchen:** \$52.6K (+30.5% / +12.3K vs. last month)
- **Astoria:** \$52.4K (+32.8% / +13.0K vs. last month)
- **Lower Manhattan:** \$51.7K (+32.0% / +12.5K vs. last month)
- All locations posted over 30% sales growth.

## **Insights**

- **Strongest product category:** Coffee, followed by Tea.
- **Customer preference:** Morning and midday are peak, especially at the start and end of the week.
- **Revenue leadership:** All store branches experienced significant growth.
- **Actionable:** Consider increasing staff during peak weekday mornings, focus promotions on high-performing product types, and maintain product mix to support both weekday and weekend sales surges.