

SALES ANALYSIS INSIGHTS

- **Significant Growth:** Total sales from January to June more than doubled, indicating strong overall performance.
- **Monthly Fluctuations:** February experienced a slight decline in sales compared to January, making it the only month with a downturn.
- **Peak Growth Months:** March and May recorded the highest growth rates, each with a 30% increase in sales compared to the previous months.
- **Order Trends:** The total sales increase mirrored the rise in the number of orders, with the Average Order Value (AOV) per transaction remaining constant throughout the period.
- **Weekend Sales:** Weekends consistently contributed 26-30% of the monthly total sales, highlighting their importance.
- **End-of-Month Slowdown:** The last 3-4 days of each month saw lower sales compared to the monthly average.
- **Top Location:** Hell's Kitchen emerged as the leading store location in terms of sales.
- **Best Performing Categories:** Coffee, Tea, and Bakery products were the top-performing categories, with coffee leading the charts.
- **Top-Selling Products:** The top 5 selling products were Barista Espresso, Brewed Chai Tea, Hot Chocolate, Gourmet Brewed Coffee, and Brewed Black Tea.
- **Best-Selling Coffees:** Barista Espresso, Gourmet Brewed Coffee, and Premium Brewed Coffee were the top 3 best-selling coffee products.

- **Best-Selling Teas:** Brewed Chai Tea, Brewed Black Tea, and Brewed Herbal Tea were the top 3 best-selling tea products.
- **Weekday Performance:** Sales were notably higher on Mondays, Tuesdays, and Wednesdays compared to the rest of the week.
- **Morning Surge:** There was a significant increase in sales between 7 am and 10 am, indicating peak shopping hours.