



# ***COFFEE SALES ANALYSIS REPORT***

By

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125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
1450	150,000	99,216	95,000
	35,000	101,090	154,200
		101,684	110,000
		101,962	89,000
			50,000
			10,700

# OBJECTIVE

TO ANALYZE COFFEE SALES PERFORMANCE USING EXCEL PIVOTTABLES AND IDENTIFY TRENDS IN:

Weekly revenue patterns



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graph TD; A[Weekly revenue patterns] --> B[Time-of-day sales behavior]; B --> C[Storeh performance by month]; C --> D[Revenue distribution across products]; D --> E["Data Source: Coffee sales dataset<br/>Tools Used: Microsoft Excel (PivotTables, Charts)"]
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Time-of-day sales behavior

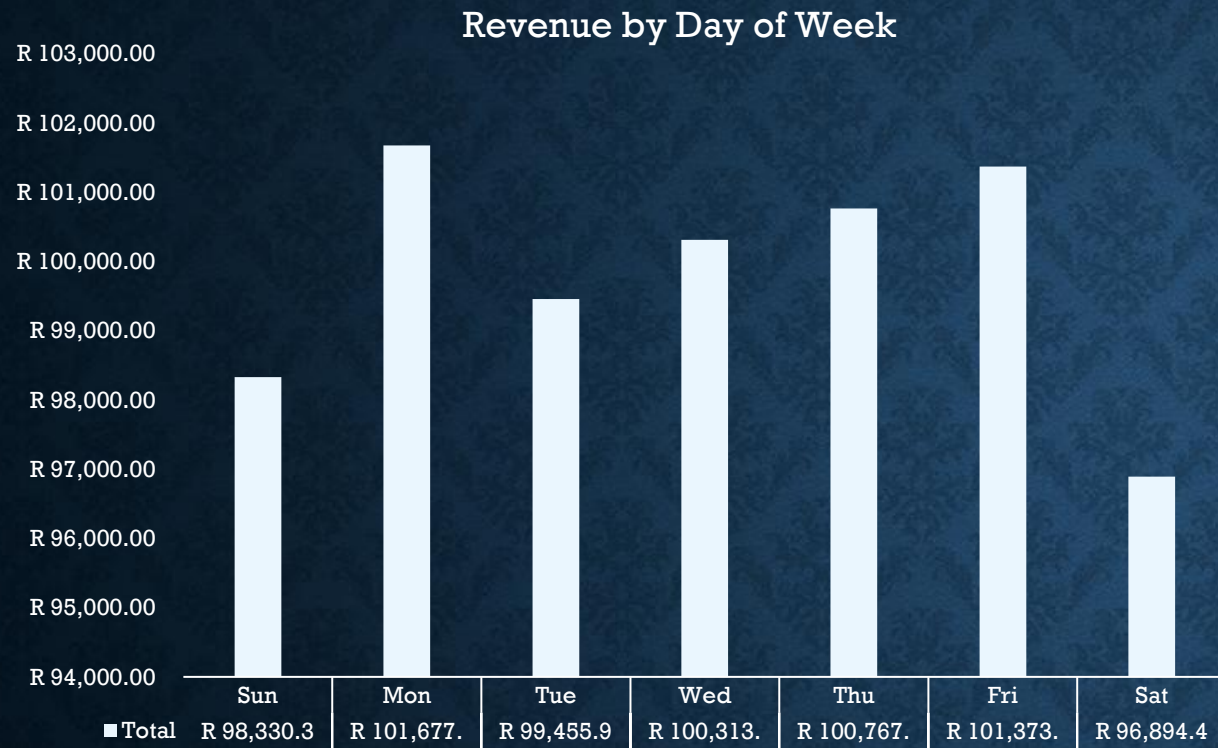
Storeh performance by month

Revenue distribution across products

**Data Source:** Coffee sales dataset

**Tools Used:** Microsoft Excel (PivotTables, Charts)

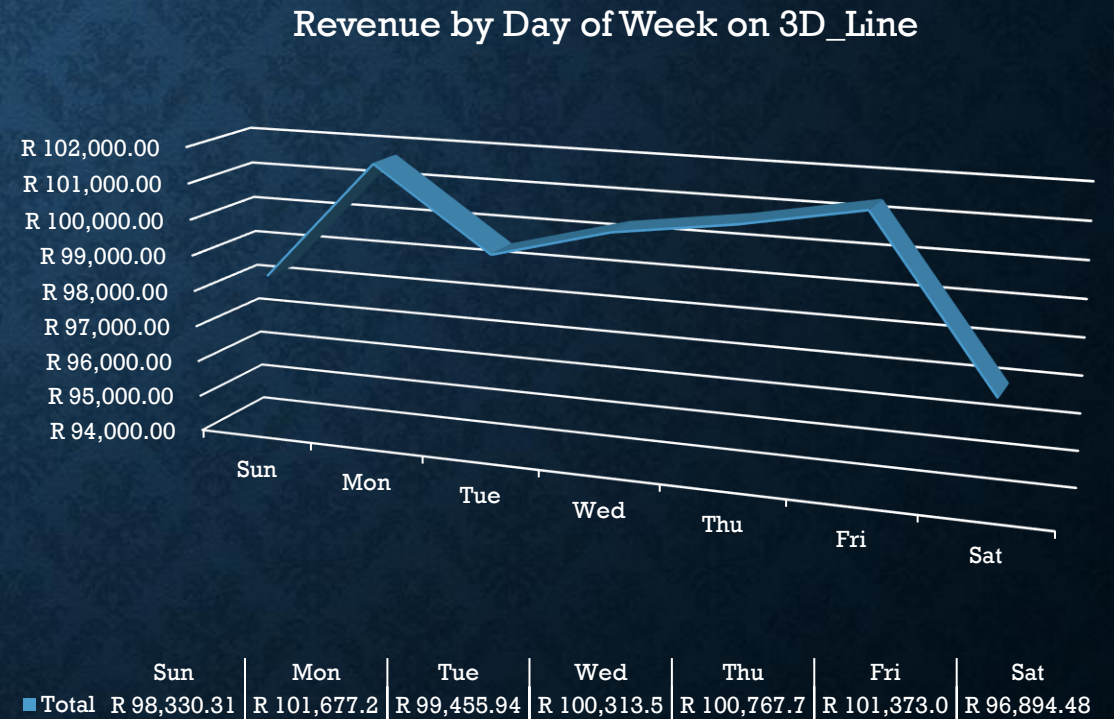




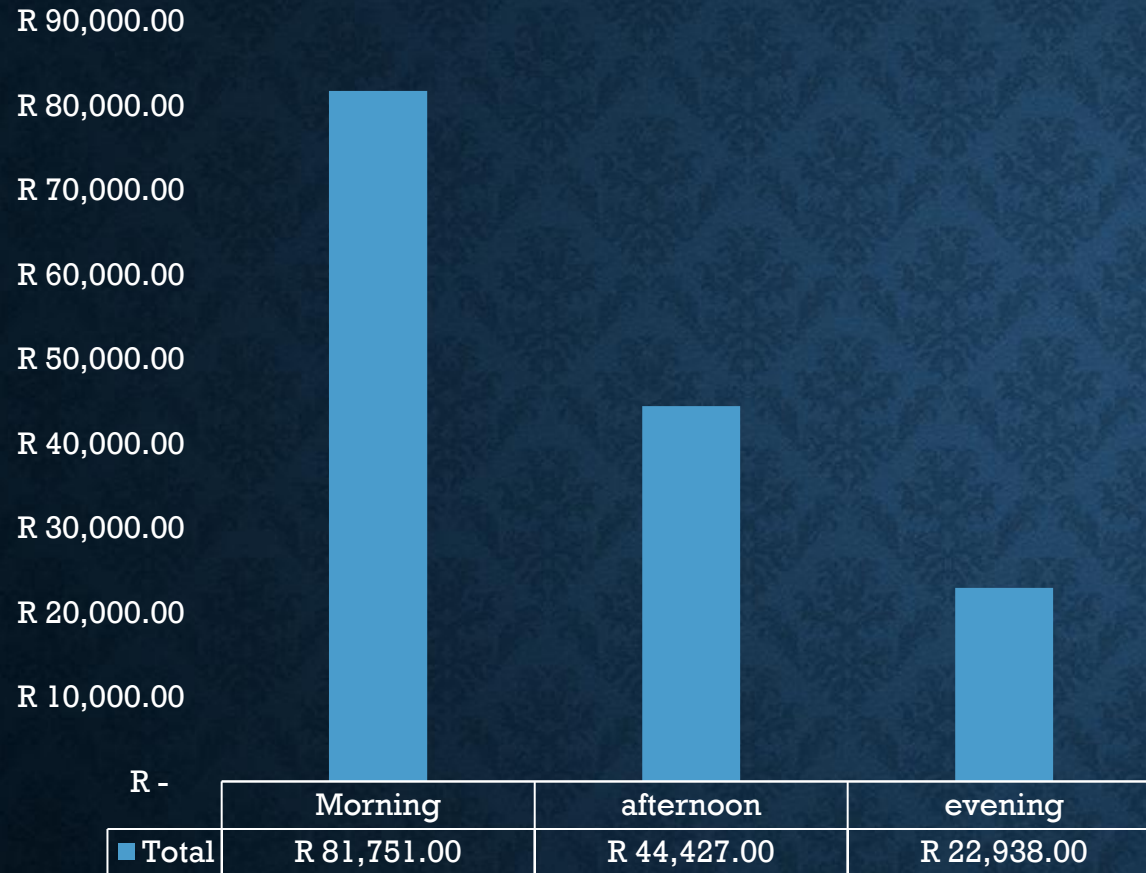
- **Highest Revenue:** Monday
- **Lowest Revenue:** Saturday

• Revenue stays relatively **consistent throughout the week**, with only about a **5% difference** between the highest and lowest day.

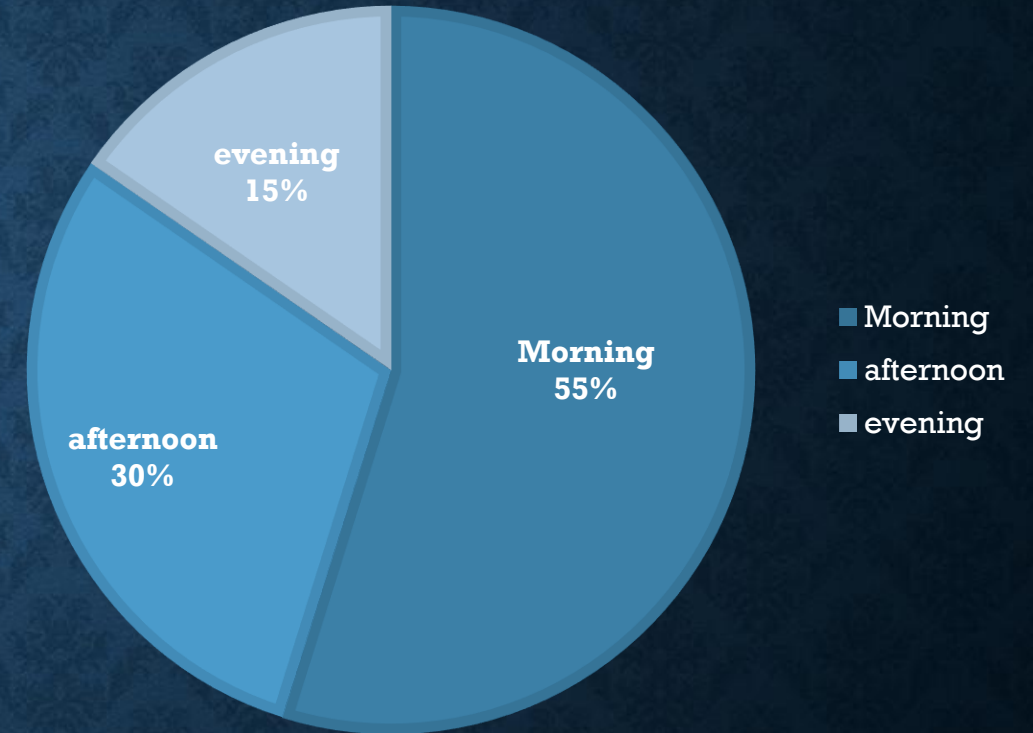
• Mondays and Fridays perform slightly better, possibly due to **workweek coffee routines**.



## Time of Day sales



## TIME OF DAY SALES BY %



- **Morning:** Highest sales at **81,751** → ~55% of total sales
- **Afternoon:** Moderate sales at **44,427** → ~30% of total
- **Evening:** Lowest sales at **22,938** → ~15% of total

- Customer traffic is **strongest in the morning**, drops in the afternoon, and is slowest in the evening.
- Opportunities exist for **targeted promotions** or **happy-hour offers** to boost low-time sales.



# MONTHLY REVENUE BY STORE

All three stores show **steady growth** in revenue from January to June.

**Hell's Kitchen** leads slightly overall (R236,511.17)

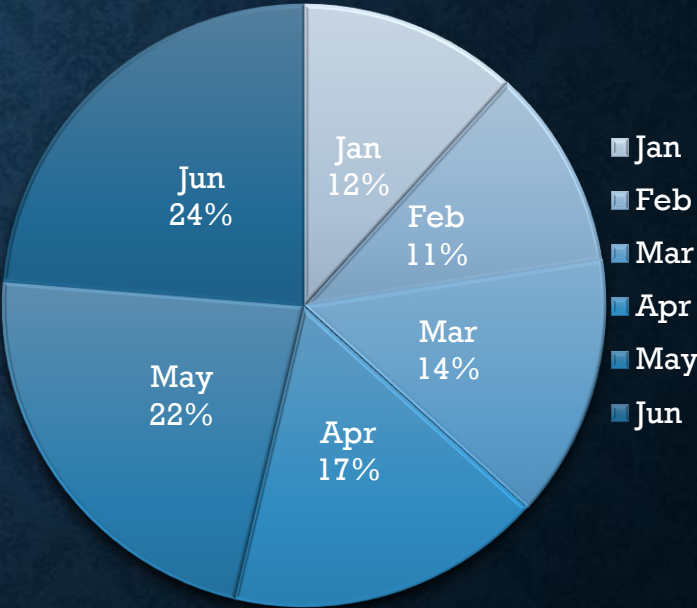
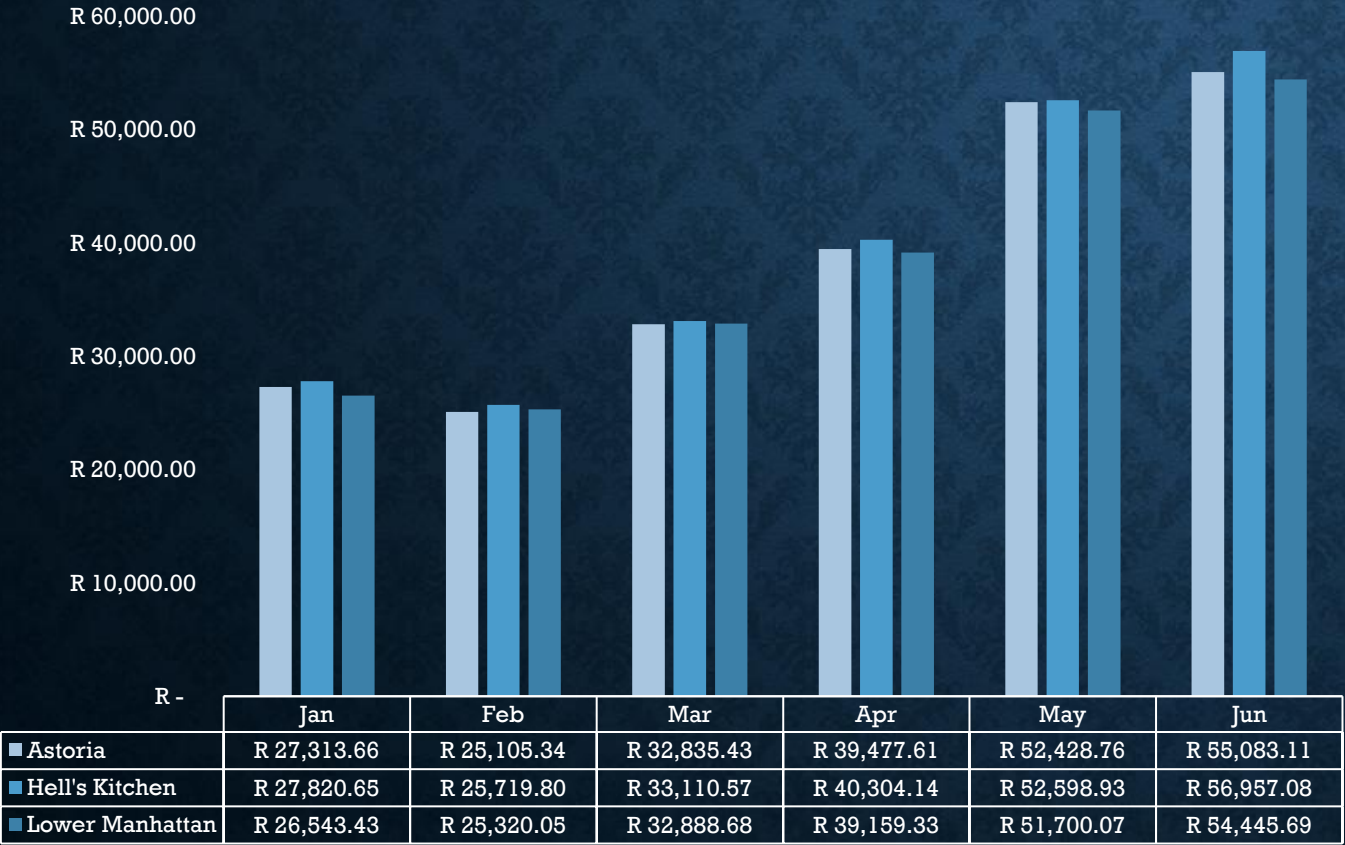
Astoria (R232,243.91)

Lower Manhattan (R230,057.25).

**June** is the peak month with total revenue of **R166,485.88**.

Revenue growth trend is consistent across all locations, indicating **successful product offerings and steady customer demand**.

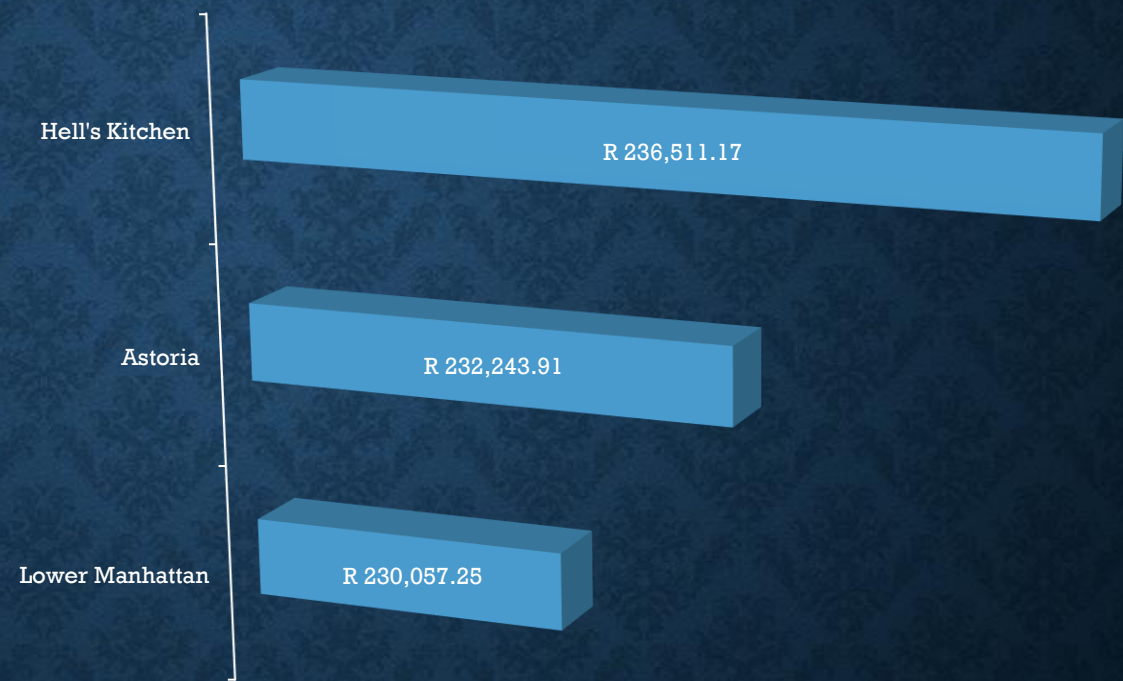
Monthly Revenue by Store



# Store Performance comparison

**Hell's Kitchen** R236,511.17.  
**Astoria** is R232,243.91.  
**Lower Manhattan** with R230,057.25.

- Revenue distribution is relatively balanced — each store contributes roughly **one-third of total revenue**.
- This indicates **consistent performance across locations**, with Hell's Kitchen slightly outperforming the rest.



	Lower Manhattan	Astoria	Hell's Kitchen
■ Total	R 230,057.25	R 232,243.91	R 236,511.17

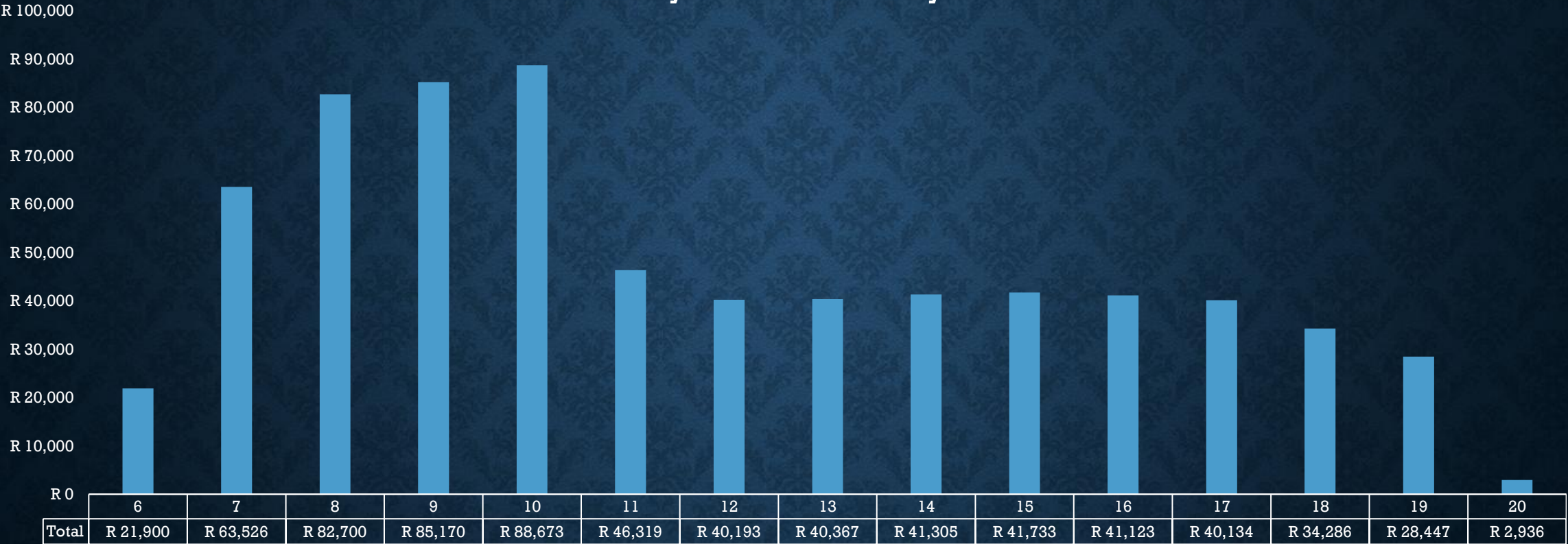


# Top Product Categories



- **Coffee** 1<sup>st</sup> ~38.7%.
- **Tea** 2<sup>nd</sup> ~28.1%.
- Moderate performers: Bakery (82,316), Drinking Chocolate (72,416), and Coffee Beans (40,085).
- Lowest performers: Packaged Chocolate, Flavours, Loose Tea, and Branded products.
- Focus on top-selling products for marketing, and explore strategies to boost lower-performing categories.

# Hourly Revenue Analysis



**PEAK REVENUE HOURS: 9–10 AM AND 10 AM–11 AM (85,170–88,673)**  
**MODERATE REVENUE HOURS: 7–8 AM, 11 AM–3 PM (40,000–82,700)**  
**LOWEST REVENUE HOURS: EARLY MORNING (6 AM, 21,900) AND EVENING (8 PM, 2,936)**  
**MOST SALES OCCUR BETWEEN 7 AM AND 11 AM, ALIGNING WITH MORNING COFFEE DEMAND.**  
**AFTER 3 PM, REVENUE STEADILY DECLINES, WITH THE LOWEST IN THE EVENING, SHOWING LOW CUSTOMER TRAFFIC**



# CONCLUSION & KEY INSIGHTS SUMMARY



## Revenue by Day of Week

- **Highest Revenue:** Monday
- **Lowest Revenue:** Saturday
- Revenue remains stable throughout the week (~5% variation).
- Mondays and Fridays perform slightly better, likely due to workweek coffee routines.



## Time of Day Sales

- **Morning:** 81,751 (~55%) — peak performance.
- **Afternoon:** 44,427 (~30%) — moderate activity.
- **Evening:** 22,938 (~15%) — lowest sales.
- Suggests **strong morning coffee demand; opportunity for afternoon/evening promotions.**

# CONCLUSION & KEY INSIGHTS (CONTINUED)



## Monthly Revenue by Store

- Consistent growth from **January to June**, peaking in **June (R166,485.88)**.
- **Hell's Kitchen (R236,511)** slightly leads, followed by **Astoria (R232,244)** and **Lower Manhattan (R230,057)**.
- Indicates **healthy, balanced performance** across all locations.



## Store Performance Overview

- Revenue contribution is **evenly distributed** across stores.
- **Hell's Kitchen** remains the top performer but only **marginally ahead** — strong consistency overall.



## Top Product Categories

- **1st:** Coffee (~39%)
- **2nd:** Tea (~28%)
- **Moderate:** Bakery, Drinking Chocolate, Coffee Beans.
- **Lowest:** Packaged Chocolate, Flavours, Loose Tea, Branded items.
- Focus on **strengthening top sellers** and **reviving low performers** with promotions or rebranding.





## FINAL TAKEAWAY

Overall, sales remain consistent across stores and days, driven by morning coffee demand. To strengthen performance, We have to maintain the focus on high-demand periods, promote low-performing times and products, and leverage steady growth for continued success.