



COFFEE SALES ANALYSIS REPORT

By

Ntshembo Maluleke

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



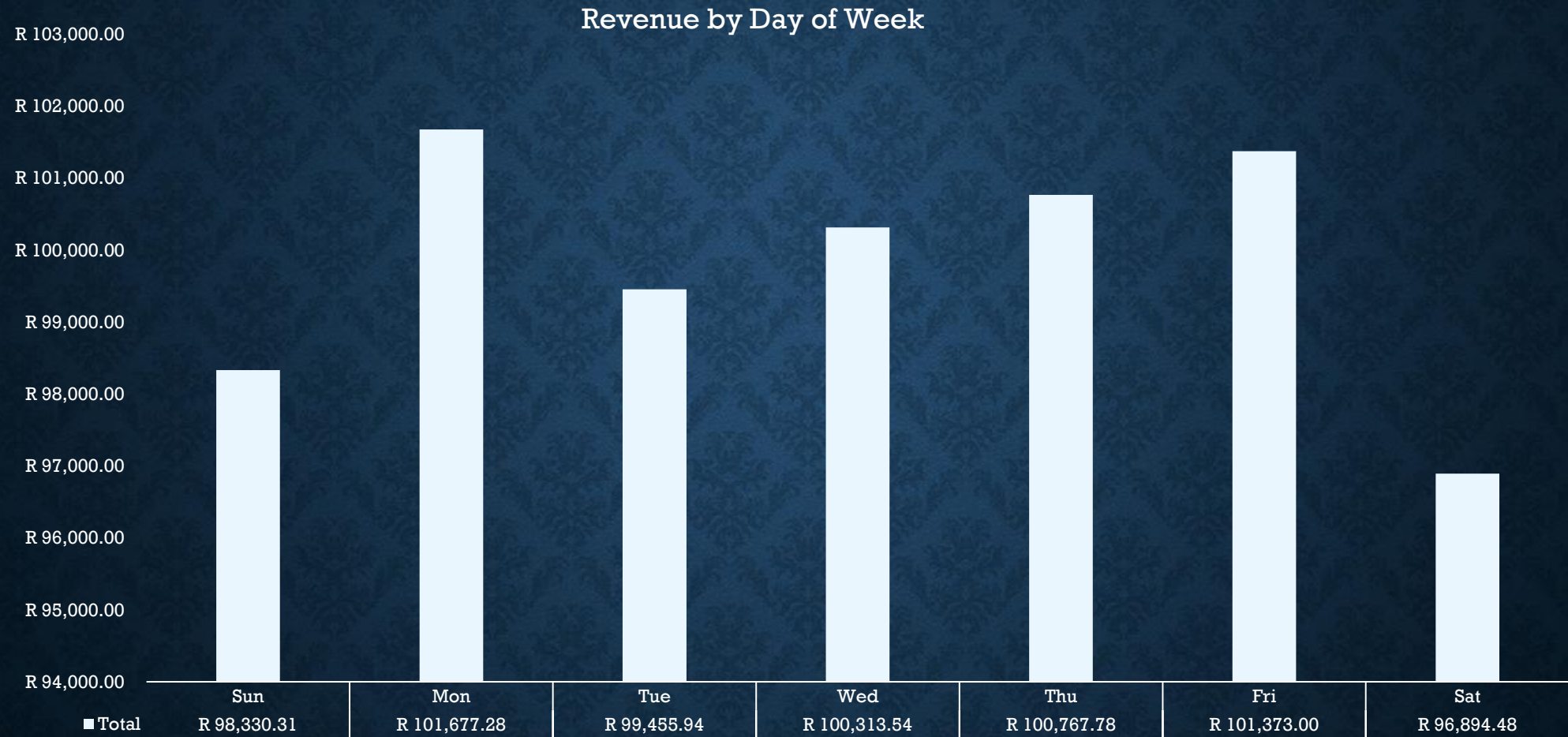
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graph TD; A[Weekly revenue patterns] --> B[Time-of-day sales behavior]; B --> C[Store performance by month]; C --> D[Revenue distribution across products]; D --> E["Data Source: Coffee sales dataset<br/>Tools Used: Microsoft Excel (PivotTables, Charts)"]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

Store performance by month

Revenue distribution across products

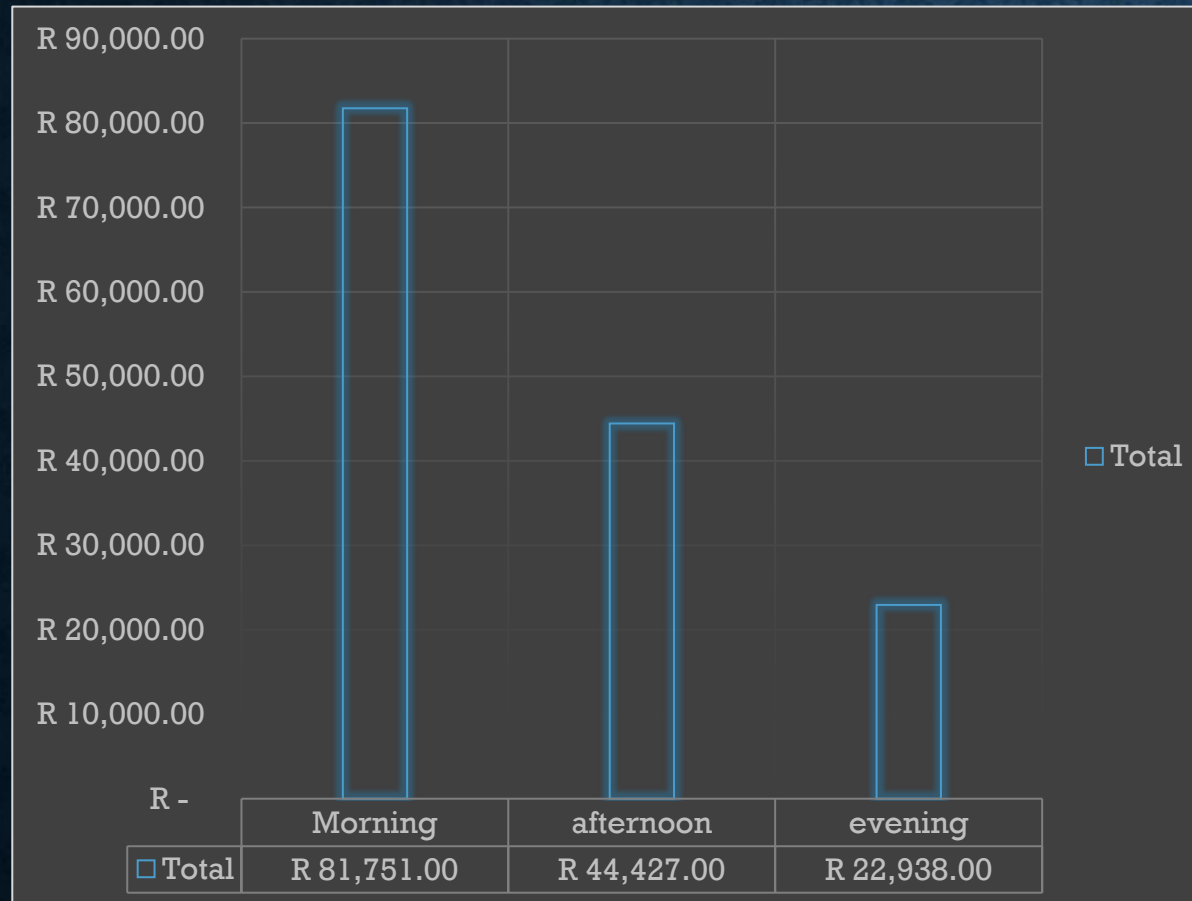
Data Source: Coffee sales dataset
Tools Used: Microsoft Excel (PivotTables, Charts)



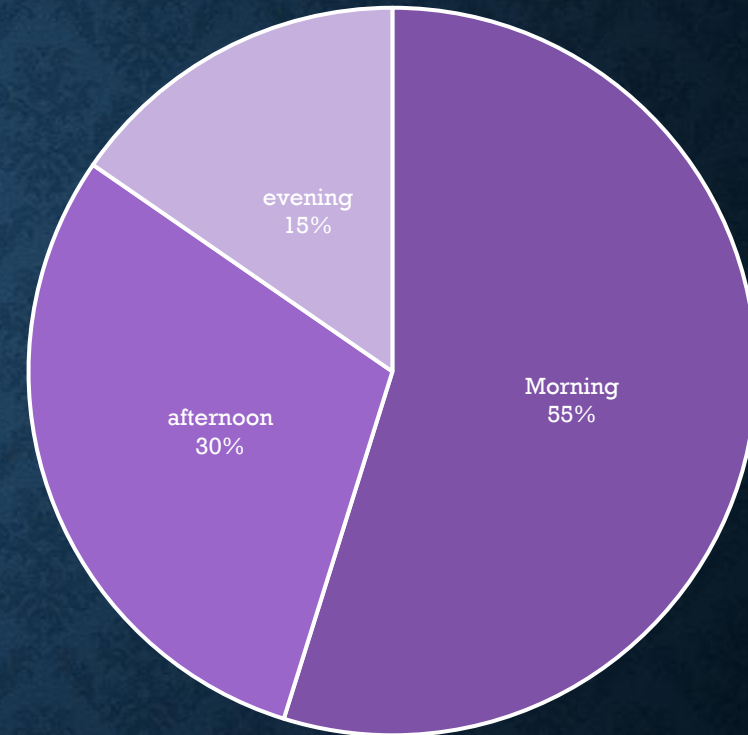
- **Highest Revenue:** Monday
- **Lowest Revenue:** Saturday

- 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 %

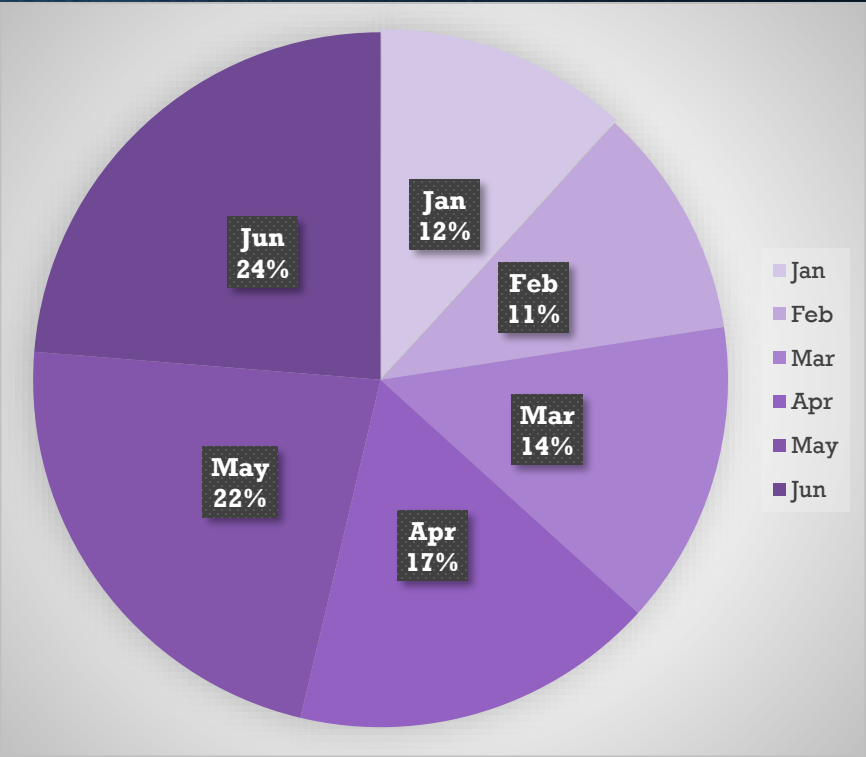
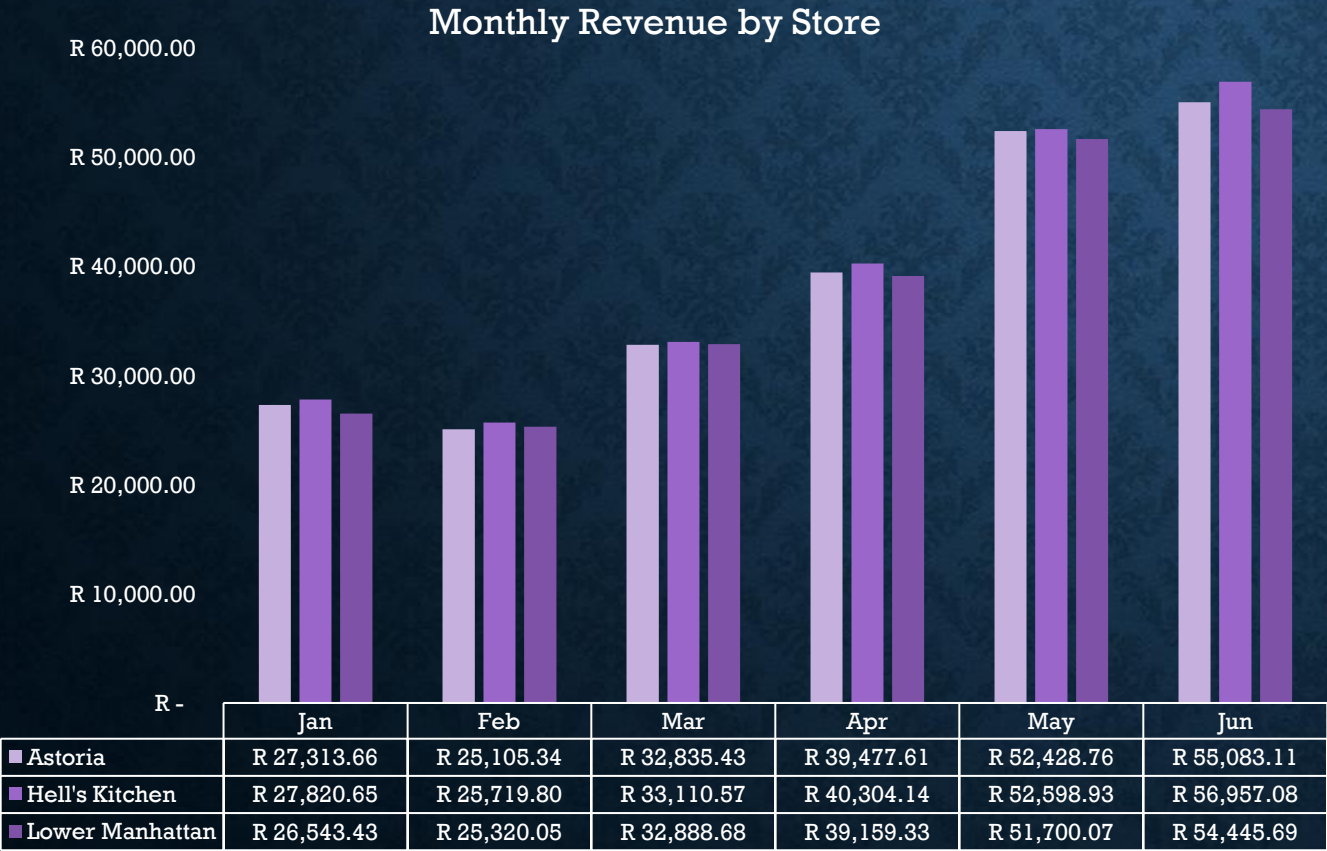


- **Morning:** Highest sales at **81,751** → ~55% of total sales
- **Afternoon:** Moderate sales at **44,427** → ~30% of total
- **Evening:** Lowest sales at **22,938** → ~15% of total

- 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

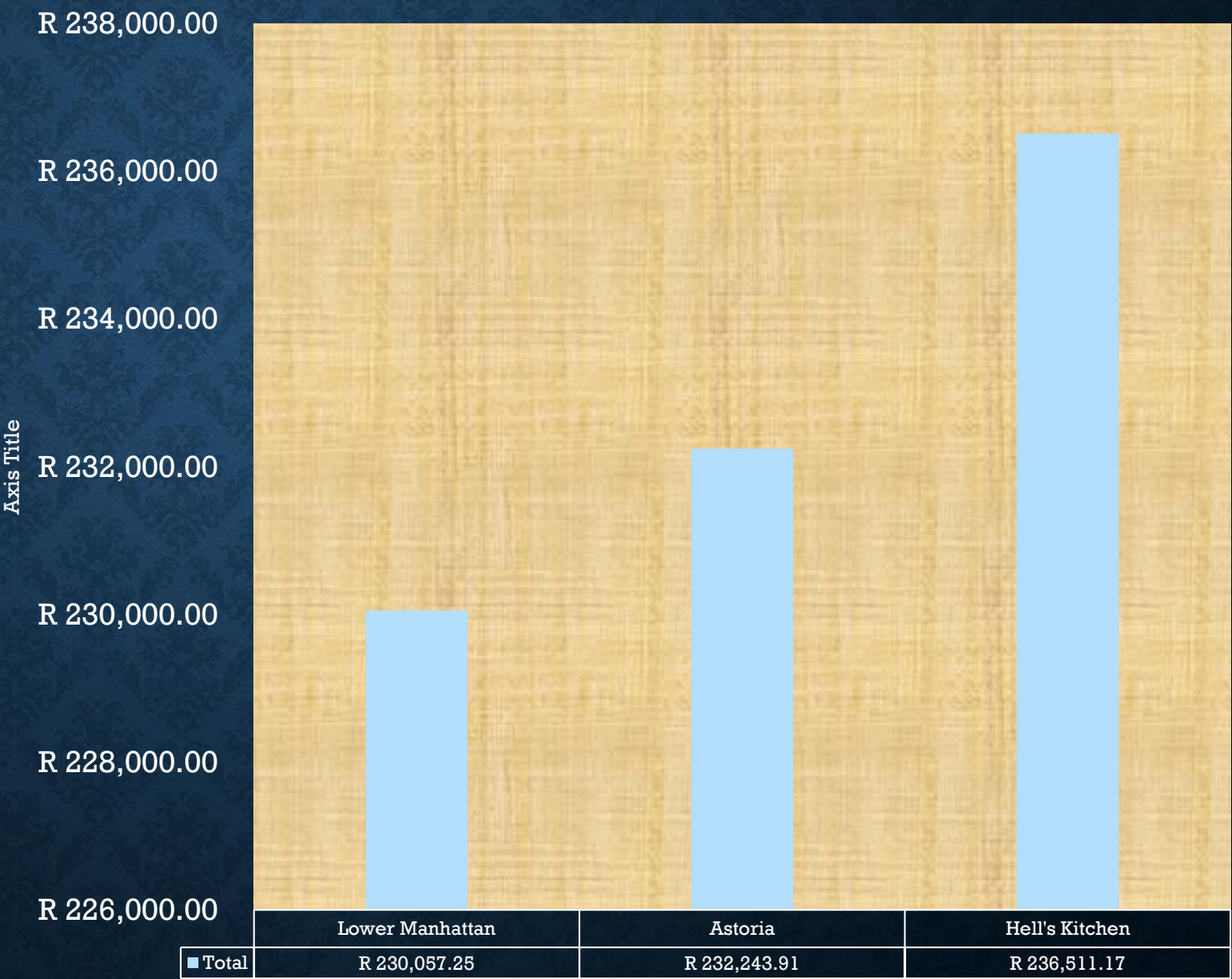
All three stores show **steady growth** in revenue from January to June.
Hell's Kitchen leads slightly overall (R236,511.17)
Astoria (R232,243.91)
Lower Manhattan (R230,057.25).
June is the peak month with total revenue of **R166,485.88**.
Revenue growth trend is consistent across all locations, indicating **successful product offerings and steady customer demand**.



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.

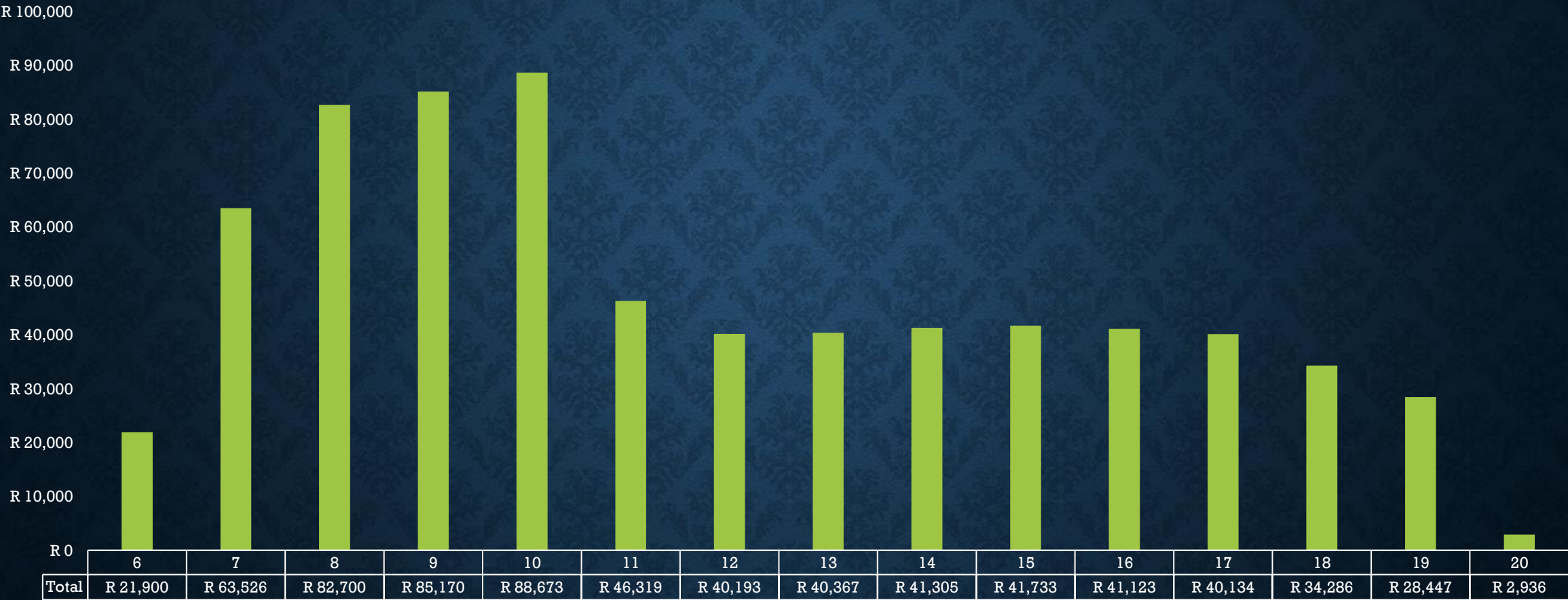


Top Product Categories



- **Coffee** 1st ~38.7%.
- **Tea** 2nd ~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.