Coffee Shop Sales Analysis

Dashboard Insights

Sales Variation by Day and Time

Sales by Day of the Week:

- Highest sales on Monday and Friday.

- Lowest sales on Saturday.

- Weekdays show consistently higher footfall than weekends.

Sales by Hour of the Day:

- Peak sales occur between 9 AM and 11 AM.

- Sales gradually decline after 3 PM, with minimal activity in the evening.

Peak Sales Times

Key Insight:
- The peak time for sales is from 9 AM to 11 AM, driven by breakfast and coffee demand.

Total Sales Revenue

Insight:

- Total sales revenue across all months: $698,812.33.

- Monthly trends can be analyzed further using filters in the dashboard.

Sales by Store Location

Location-Wise Insights:
- Astoria:
  - Footfall: 7403
  - Revenue: $33,928.29
- Lower Manhattan:
  - Footfall: 7136
  - Revenue: $34,359.48
- Hell's Kitchen:
  - Footfall: 7104
  - Revenue: $33,389.51.

Average Price and Orders per Person

Insights:
- Average Bill per Person: $4.69
- Average Orders per Person: 1.4

Best-Selling Products

Top Performers:

- Barista Coffee generates the highest revenue.

- Other top contributors: Gourmet Coffee, Brewed Chai, and Hot Chocolate.

Sales by Product Category

Category Breakdown:

- Coffee: 39% of total sales.

- Tea: 12% of total sales.

- Branded Products: 11% of total sales.

Order Size Distribution:

- Regular and large sizes each account for 30% of orders.

- Small sizes make up 9% of orders.

Conclusion and Recommendations

Summary:

- Morning hours (9 AM - 11 AM) drive the majority of sales.
- Astoria leads in footfall and revenue, but other locations perform similarly.
- Coffee remains the primary revenue driver, with customers preferring regular and large sizes.

Recommendations:

- Focus marketing efforts on peak hours to maximize revenue.
- Optimize inventory for coffee and top-selling products like Barista Coffee and Gourmet Coffee.
- Explore strategies to boost weekend and evening sales.