Coffee Shop Sales Analysis Dashboard

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Executive Summary

Executive Summary

1   Total Sales

$698,812.33

2   Total Footfall

149,116

3   Average Bill

$4.69

4   Average Orders

1.44

Executive Summary

Insights:

- **High traffic but relatively low average bill size.**

Recommendations:

- **Promote combo offers to increase average bill size.**
- **Introduce loyalty points to increase repeat orders.**

02

Time-Based Order Analysis

Time-Based Order Analysis

Insights:

- Peak hours: 8 AM – 10 AM.
- Drop after 11 AM; low till 7 PM.

Recommendations:

- Target breakfast and commuters with "Happy Hours" (7–10 AM).
- Introduce afternoon snack combos to boost sales.

03

Category-Based Sales Analysis

Category-Based Sales Analysis

Insights:

- Coffee (39%) dominates.
- Drinking Chocolate (28%), Bakery (12%).

Recommendations:

- Upsell bakery items with coffee.
- Expand top-selling categories.

04

Size-Based Order Analysis

Size-Based Order Analysis

Insights:

- Regular (31%) and Large (30%) sizes preferred.
- 30% orders "Not Defined" – data quality issue.

Recommendations:

- Improve POS data tracking.
- Promote large sizes with minimal upcharge.

05

Top Performing Products

Top Performing Products

Insights:
- Barista Espresso leads ($91,406).
- Tea-based drinks also strong.

Recommendations:
- Prioritize top products in marketing.
- Bundle with low performers for cross-selling.

06

Location-Based Sales

Location-Based Sales

Insights:

- All stores same revenue ($2.3L).
- Astoria, Hell's Kitchen have highest footfall.

Recommendations:

- Analyze Lower Manhattan: High sales, low footfall.
- Replicate success factors from top branches.

07

Weekday Trends

Weekday Trends

Insights:
- Consistent footfall on weekdays (\~21.5k).
- Slight drop during weekends.

Recommendations:
- Offer weekend promotions.
- Promote "family combos" for weekends.

08

Strategic Recommendations

Strategic Recommendations

Boosting Sales
Boost average bill with combos and upselling.

Targeted Offers
Leverage peak hours with targeted offers.

Weekend Campaigns
Increase weekend traffic with specific campaigns.

Data Cleaning
Clean POS data to reduce "Not Defined" entries.

Performance Insights
Use branch-level insights to improve performance.

Thank You

Appreciation
Thank you for your attention!

Feedback Invitation
Questions and feedback welcome.

Presenter
Presented by: Sagar Kumar

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Summary of Insights & Strategy
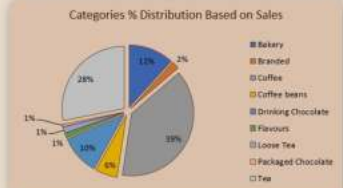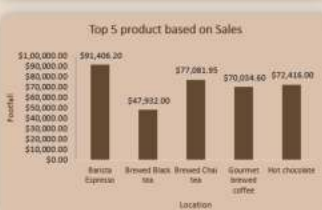
Summary of Insights & Strategy

This dashboard provides a clear view of coffee shop performance, highlighting key sales drivers, customer behavior, and store performance.

Key Takeaways:

1 Top-selling Categories

Coffee and Drinking Chocolate are top-selling categories.

2 Peak Hours

Peak hours are between 8 AM and 10 AM.

3 Best-performing Product

Barista Espresso is the best-performing product.

4 Order Consistency

Weekdays have more consistent orders than weekends.

5 Sales Performance

Store footfall and sales are strong across all locations.
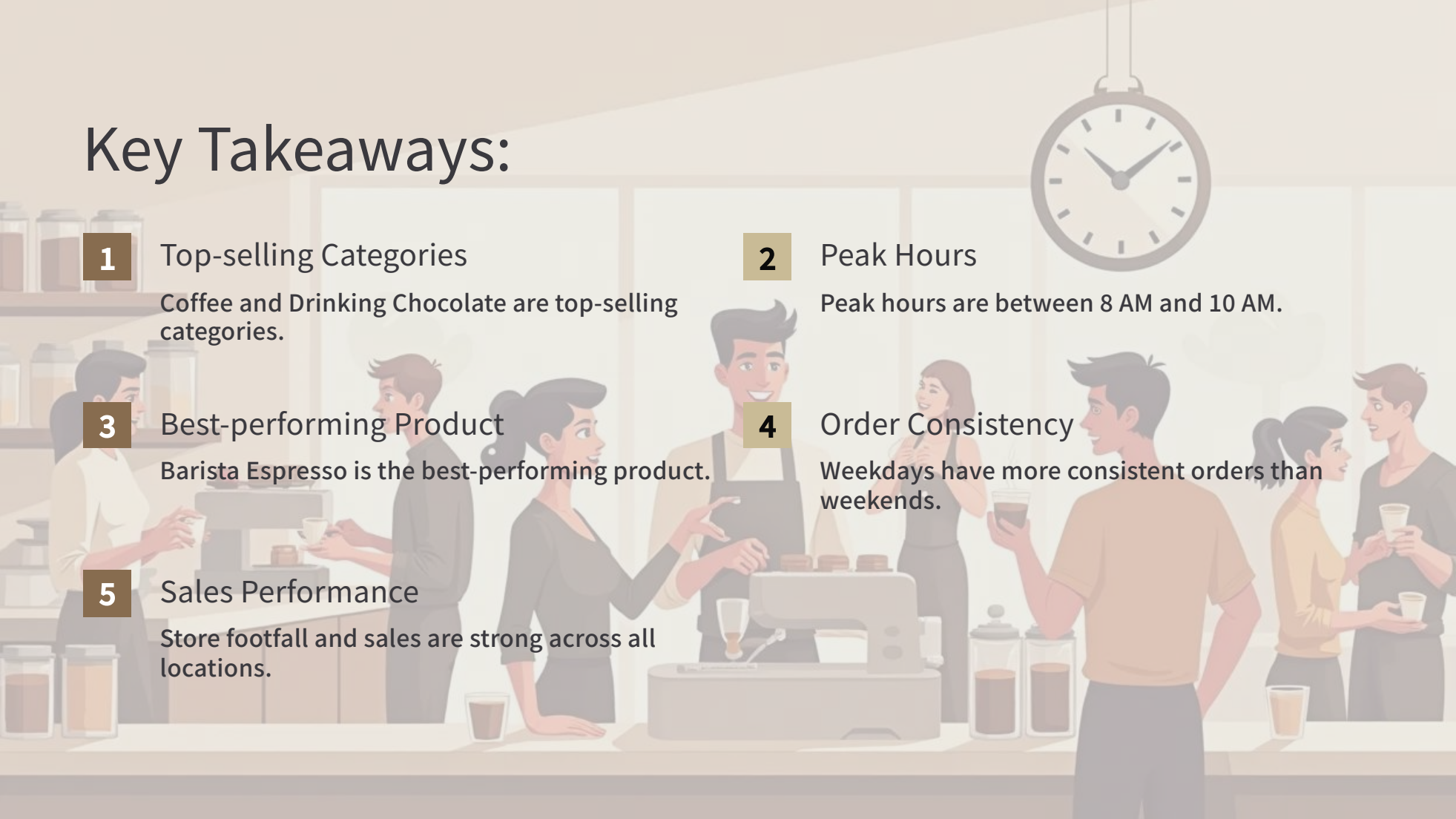
Actionable Strategy:

Optimize operations during peak hours, focus marketing on top products, and improve data quality for size tracking.

Thank You