



# Coffee Shop Sales Analysis Dashboard

# CONTENTS

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- The background features a series of overlapping geometric planes in shades of beige, tan, and light gray, creating a sense of depth. A prominent 3D bar chart element is positioned in the upper right, with a single bar rising from a base. The overall aesthetic is clean and modern.
1. Executive Summary
  2. Time-Based Order Analysis
  3. Category-Based Sales Analysis
  4. Size-Based Order Analysis
  5. Top Performing Products
  6. Location-Based Sales
  7. Weekday Trends
  8. Strategic Recommendations
  9. Summary of Insights & Strategy

01

# Executive Summary

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# Executive Summary

**1** Total Sales  
\$698,812.33

**3** Average Bill  
\$4.69

**2** Total Footfall  
149,116

**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

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# 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

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# 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

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# 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

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# 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

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# 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

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# 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

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The background image is a blurred photograph of a restaurant. In the foreground, a man and a woman are seated at a wooden table, looking at each other. The table is set with several plates of food, including what appears to be fried chicken, pasta, and a salad. In the background, a server in a white shirt and dark apron is standing and talking to another customer. The restaurant has warm lighting from pendant lamps and menu boards are visible on the wall.

# 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





9

# Summary of Insights & Strategy

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\$6,98,812.33  
Total Sales

1,49,116  
Total Footfall

\$4.69  
Average Bill

Order Based On Hours

Categories % Distribution Based on Sales

Coffee Shop Sales

\$6,98,812.33  
Total Sales

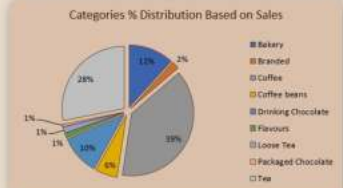
1,49,116  
Total Footfall

\$4.69  
Average Bill

1.44  
Average order Per

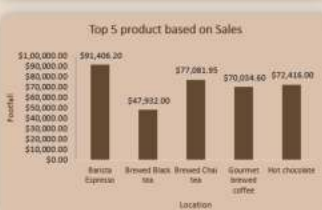
Month Name

January  
February  
March  
April  
May  
June



Day Name

Monday  
Tuesday  
Wednesday  
Thursday  
Friday  
Saturday  
Sunday



1800  
1600  
1400  
1200  
1000  
20800  
20600  
20400  
20200  
20000  
19800

# 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.

## 3 Best-performing Product

Barista Espresso is the best-performing product.

## 5 Sales Performance

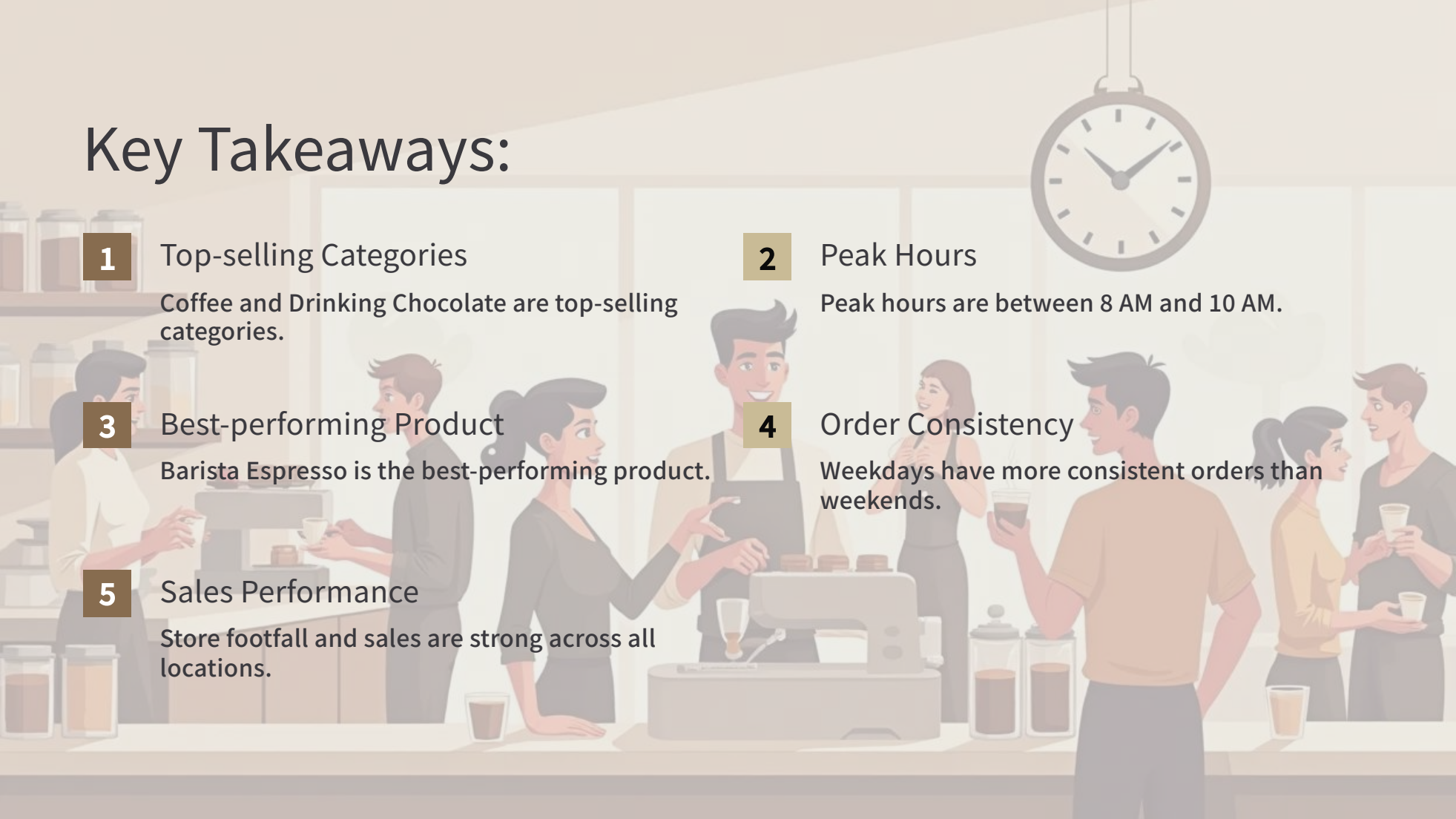
Store footfall and sales are strong across all locations.

## 2 Peak Hours

Peak hours are between 8 AM and 10 AM.

## 4 Order Consistency

Weekdays have more consistent orders than weekends.





# Actionable Strategy:

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

The background of the slide features a minimalist design with several layers of light-colored, textured paper. On the left side, there are three dried, pressed plant branches with small, elongated leaves, arranged diagonally. The text "Thank You" is centered in the middle of the slide.

Thank You