





Insights:

Focus on improving footfall in Lower Manhattan to align with other locations, leveraging promotions or local marketing. Utilize Hell's Kitchen's strong performance by analyzing and replicating successful strategies in other locations.

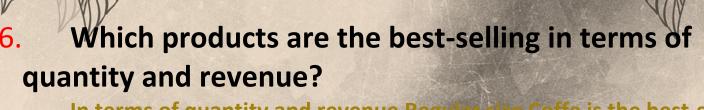
5. What is the average price/order per person?

The average price per order is approximately \$3.26.

Insights:

This metric helps understand customer spending patterns per transaction, which can be used to fine-tune pricing and promotional strategies.

A slightly lower average price per order suggests customers often buy smaller items or individual drinks, indicating the potential for upselling combos or premium products to increase the average or



In terms of quantity and revenue Regular size Coffe is the best-selling product covering 39% of Sales and 31% of Regular Size Order in terms of quantity.

7. How do sales vary by product category and type?

Sales by Category:

Coffee (39%) and Tea (28%) dominate, contributing 67% of total sales.

Bakery (12%) and Drinking Chocolate (10%) are strong complementary categories.

Smaller categories like Coffee Beans (6%), Branded Goods (2%), and others (1% each) have minimal impact.

Top-Selling Products:

Barista Espresso: \$91,406.20

Byewed Chai Tea: \$77,081.95

Hot Chocolate, \$72,416

Gournet Brewed Coffee: \$70,034.60

Brewied Black Tea: \$47,932

