Coffee Shop Visuals

Revenue by Store Distribution

- Astoria
- Hell's Kitchen
- Lower Manhattan

33% 33% 34%

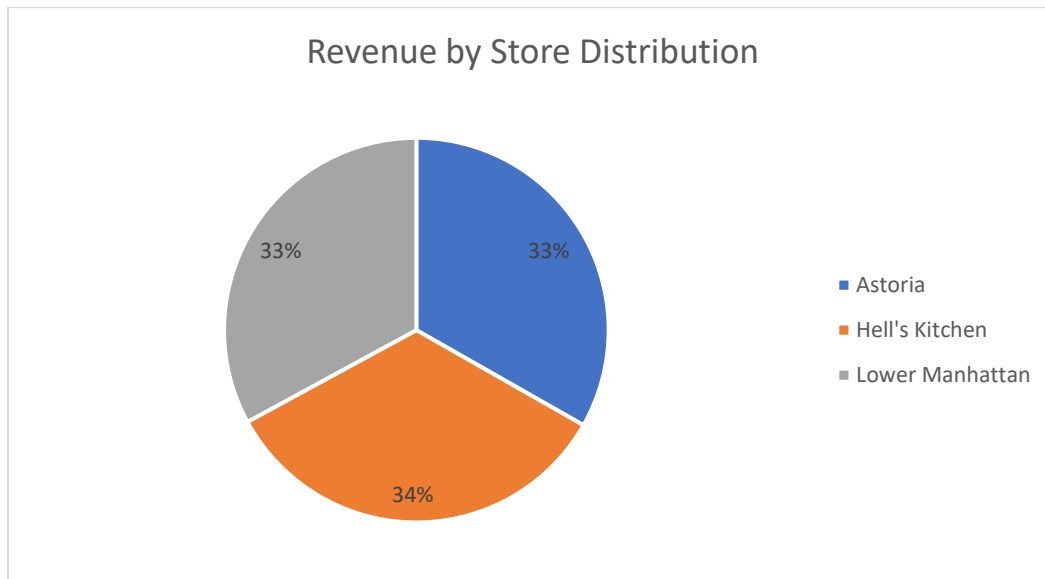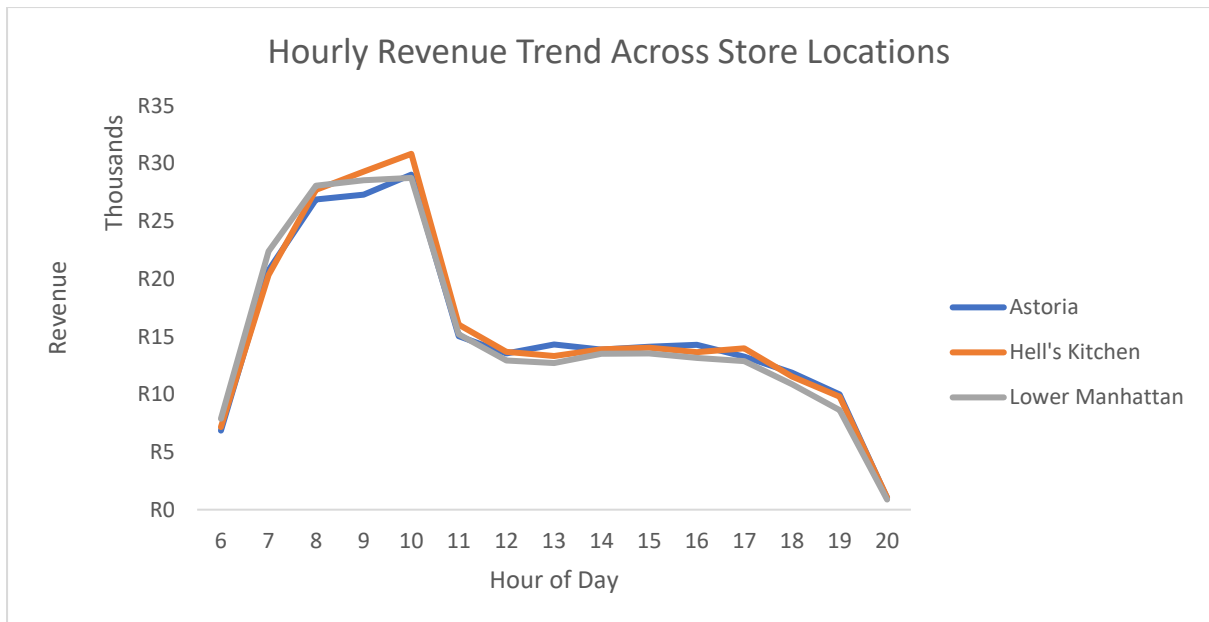## Explanation:

- The Hell's Kitchen store contributes the largest share of the total revenue at 34%
- Astoria and Lower Manhattan stores generate nearly equal revenue shares, indicating balanced performance between the two
- Overall revenue distribution across stores remains consistent, suggesting stable sales patterns across locations

Hourly Revenue Trend Across Store Locations

Explanation:

- Morning rush (7AM-10AM) is the most profitable period across all three stores with revenue peaking around R22K-R30K
- After 11AM sales steadily decline, indicating reduced customer activity during midday and late afternoon
- All three stores follow a similar hourly revenue pattern, suggesting a consistent customer behaviour across locations rather than a store performance specific differences


Total Revenue vs Quantity Sold
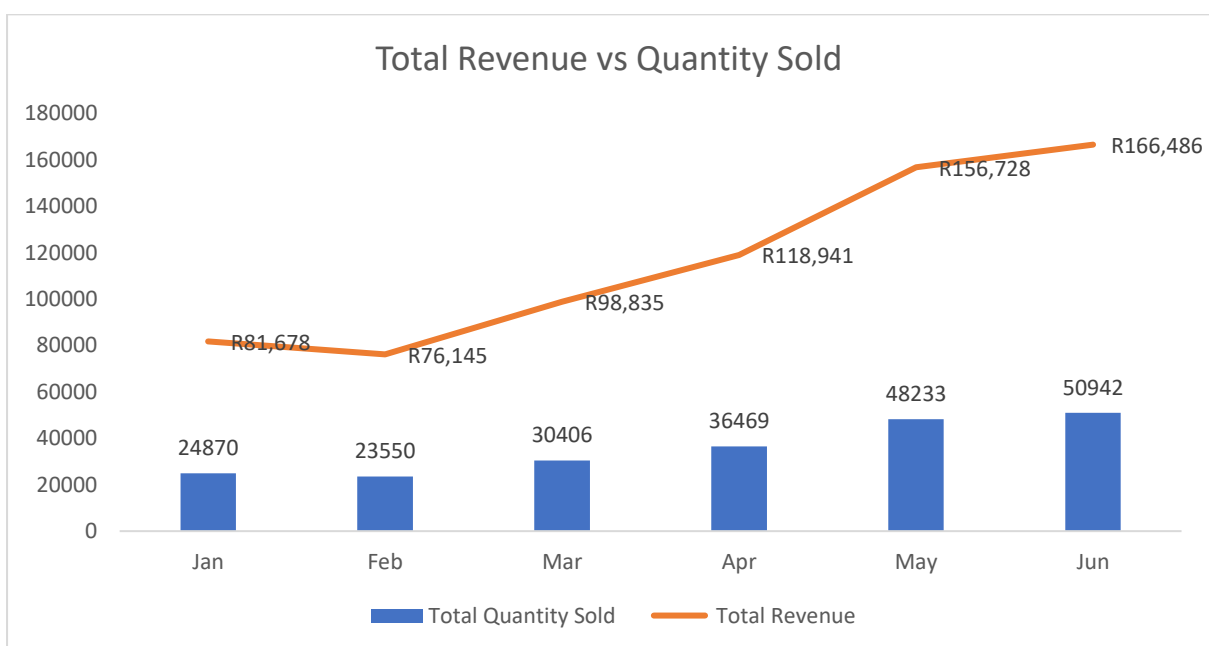
Interpretation:

- June month, May resulted in the total number of sales which produced the highest revenue
- Which make sense since May, and June months are cold, and most people tend to drink more tea and coffee to keep warm
- The least revenue was for the month February
- Total revenue throughout the months is consistent
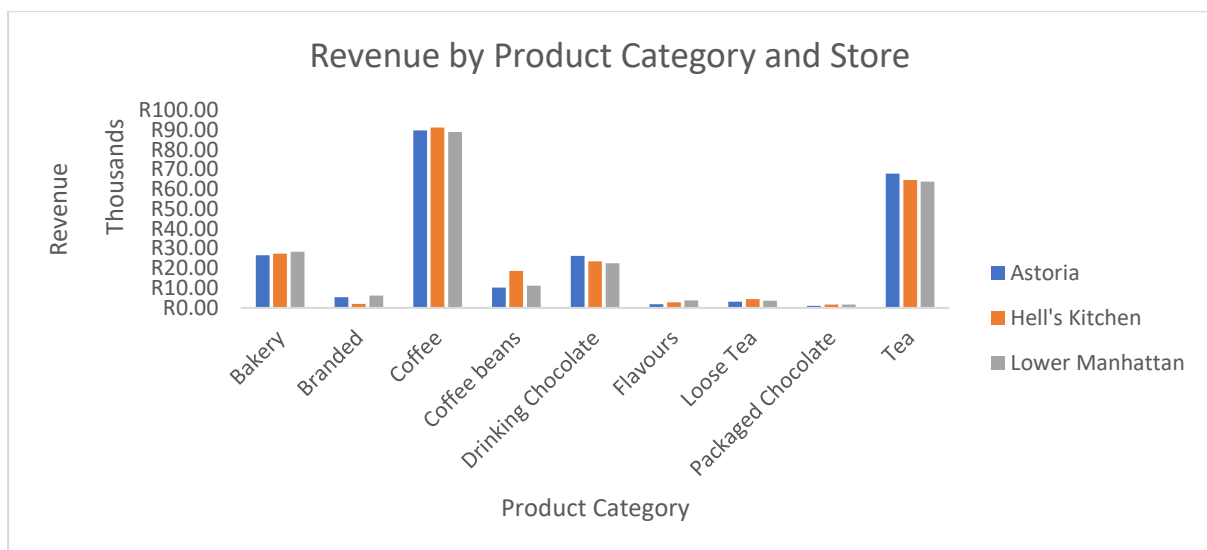
Interpretation:

- Coffee generates the highest revenue across the stores
- Followed by tea as the second highest across the stores
- Which suggest they are key drivers in sales generation for the business
- Bakery, Coffee beans, and Drinking Chocolate generate the least revenue
- Branded, Flavours, and Loose generates the lowest revenue across the stores
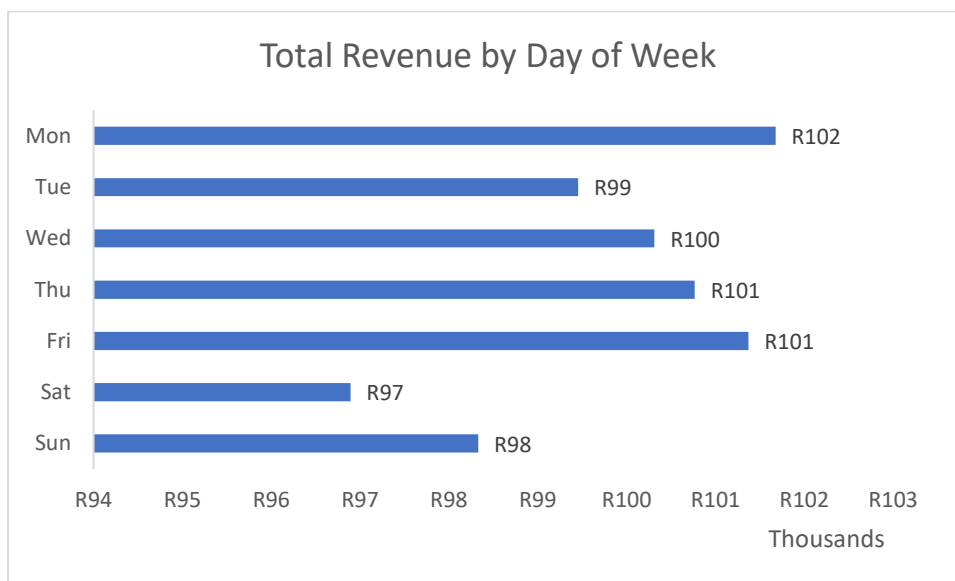
Store Revenue by Time of Day
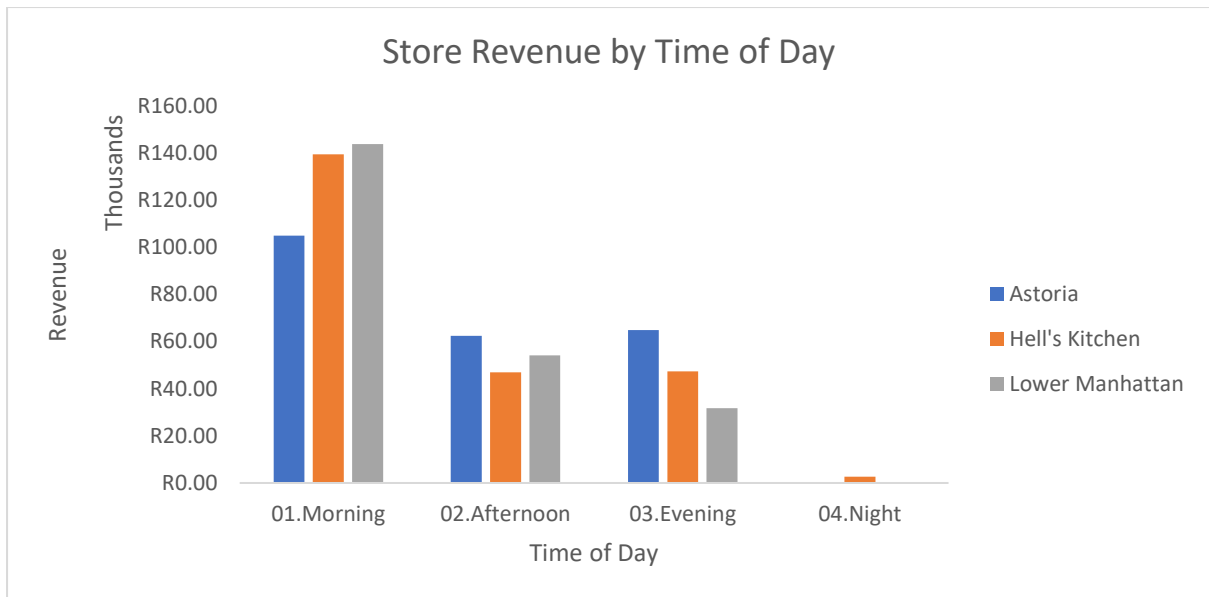
Interpretation:

- During the morning the stores generates the highest revenue
- Lower Manhattan is leading, followed by Hell's Kitchen, and then Astoria
- Afternoon, and evening sales are consistent
- During the night sales are the lowest across stores

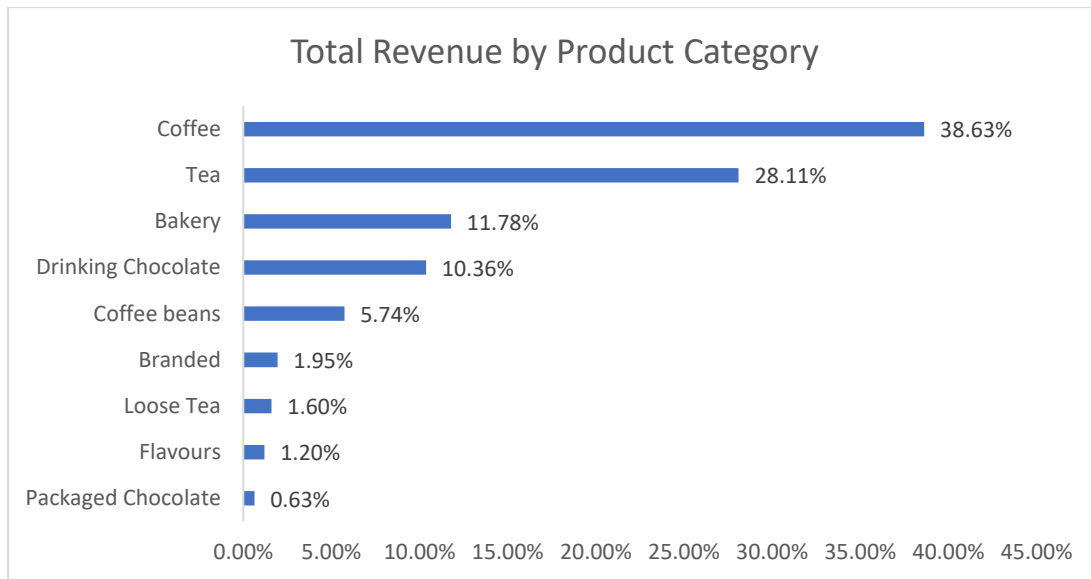Store Revenue by Month
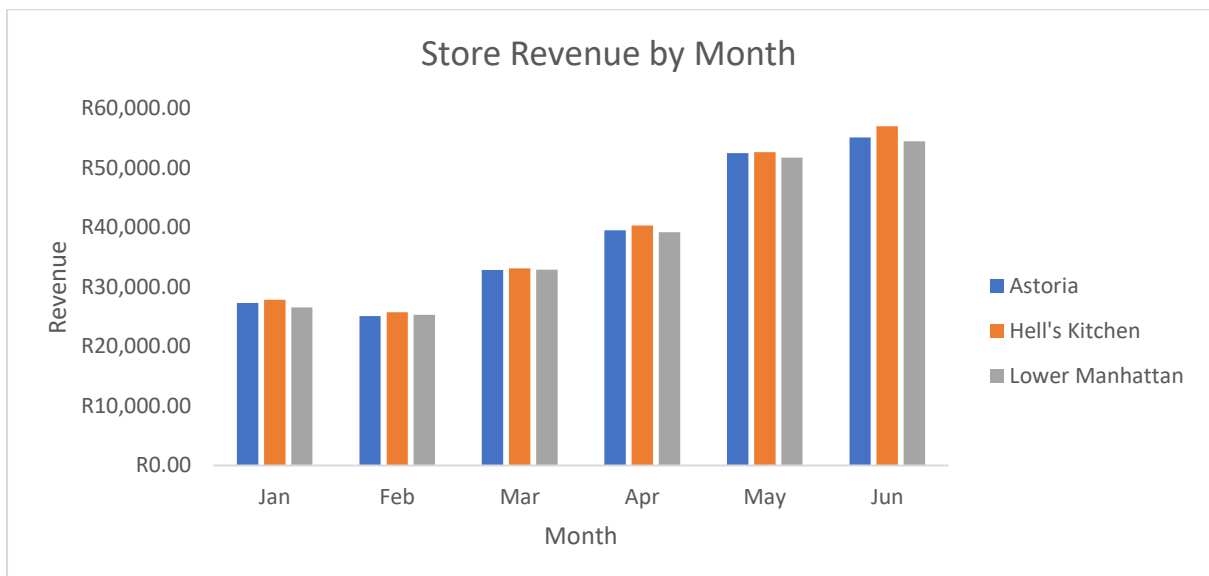
Interpretation:

- June month generates the highest revenue across stores

- With Hell's Kitchen leading, followed by Astoria, and then Lower Manhattan
- May month is the second revenue generator across stores
- Which is supported by Tea, and Coffee which are highest contributors of sales
- April, March, February, and January months are the least revenue generator

Total Revenue by Day of Week

Day	Revenue
Mon	R102
Tue	R99
Wed	R100
Thu	R101
Fri	R101
Sat	R97
Sun	R98

(X-axis: R94, R95, R96, R97, R98, R99, R100, R101, R102, R103 — Thousands)

Interpretation:

- Monday generates the highest revenue
- Weekdays are performing well in terms of sales
- And weekends (Saturday and Sunday) are slightly less performing

Total Revenue by Product Category

Category	Percentage
Coffee	38.63%
Tea	28.11%
Bakery	11.78%
Drinking Chocolate	10.36%
Coffee beans	5.74%
Branded	1.95%
Loose Tea	1.60%
Flavours	1.20%
Packaged Chocolate	0.63%

Interpretation:

- Coffee and Tea generate highest revenue
- Which suggest they are key driver products sales generated
- Bakery, and Drinking Chocolate contributes slightly
- Coffee beans, Branded, Loose Tea, Flavours, Packaged Chocolate are performing the worst