



Roasted Coffee Co. – Unlocking Growth with Analytics

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About the client - Roasted Coffee Chain



Basic information

- ❑ Client currently has 3 **cafes** all located in City of New York
- ❑ For the past months Roasted has been expanding sales rapidly
- ❑ The company currently does not maintain a dedicated in-house analytics team.

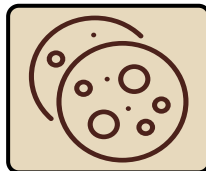


**Roasted Coffee Co.
seeks to uncover
missed revenue
opportunities and
optimize store
performance through
data-driven
strategies.**



Optimizing Store Operations

Are current store opening hours aligned with customer behavior and potential demand?



Product-Level Insights

Which products and categories drive growth — and how do price, time of day, and bundling impact sales?



Actionable Recommendations

What concrete steps can Roasted take to boost profitability through smarter promotions and operational adjustments?

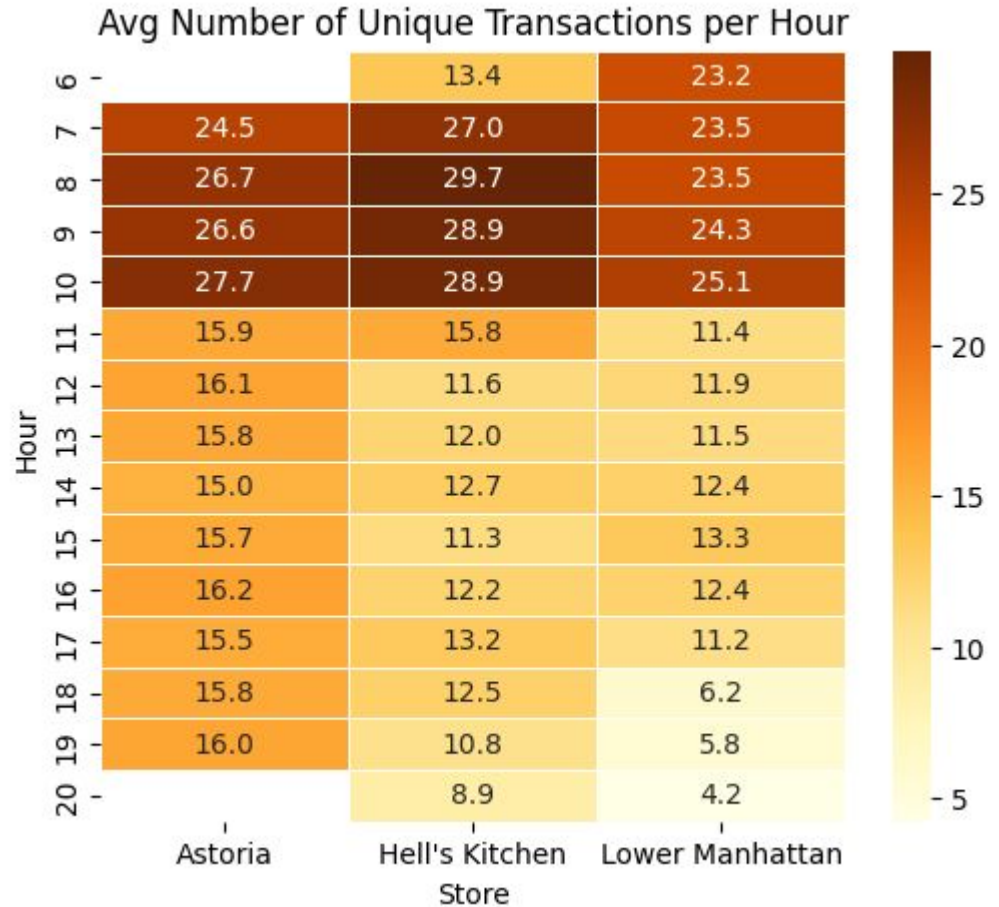
Project Scope

Morning Rush Is Real — And Consistent Across All Locations

Transaction and sales volume peak consistently between **8:00–11:00 AM**, confirming a critical revenue window that must be fully leveraged.



43% Morning hours (8–11 AM) account for 43% of daily sales across stores.



We Don't Fully Capture Morning Demand — Yet



Astoria

Opens at 11 during
first week of each
month



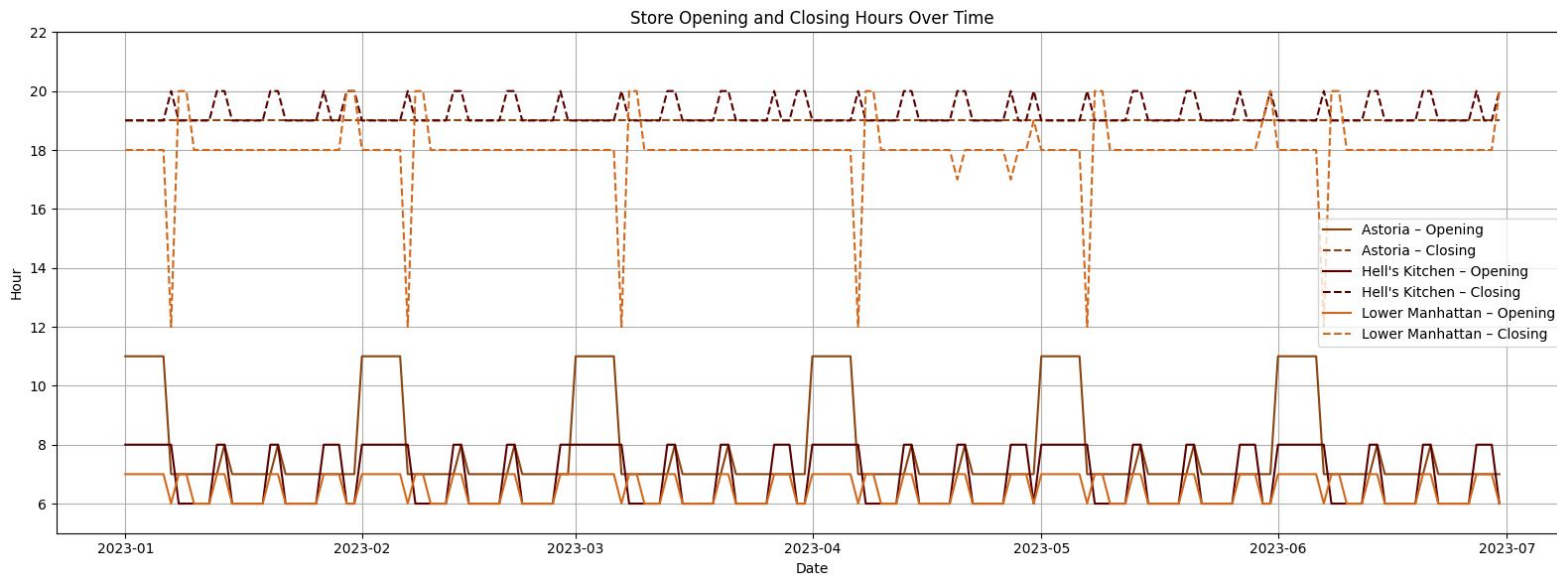
Hell's Kitchen

Opens at 8 am half
the dates -
skipping 6-7 am
rush



Lower Manhattan

Opens at 7 am half
the dates -
skipping 6 -
district importance



**So What Could We
Do About It?
How would we
recommend to
adjust opening
hours based on
the analysis.**



Astoria

- Standardize opening to **7 AM every day**, regardless of day of month.
- Estimated **10% increase** in monthly sales.



**Hell's
Kitchen**

- Adjust opening time to **7 AM for the 8 AM days**.
- Estimated **12% increase** in sales on currently delayed-opening days.



**Lower
Manhattan**

- Standardize opening to **6 AM every day**, with reduced evening hours
- Estimated **10% increase** in daily revenue with optimized hours.

And When We Do Open Early... We Know What They Buy



37%

Most of sales come from coffee.



27%

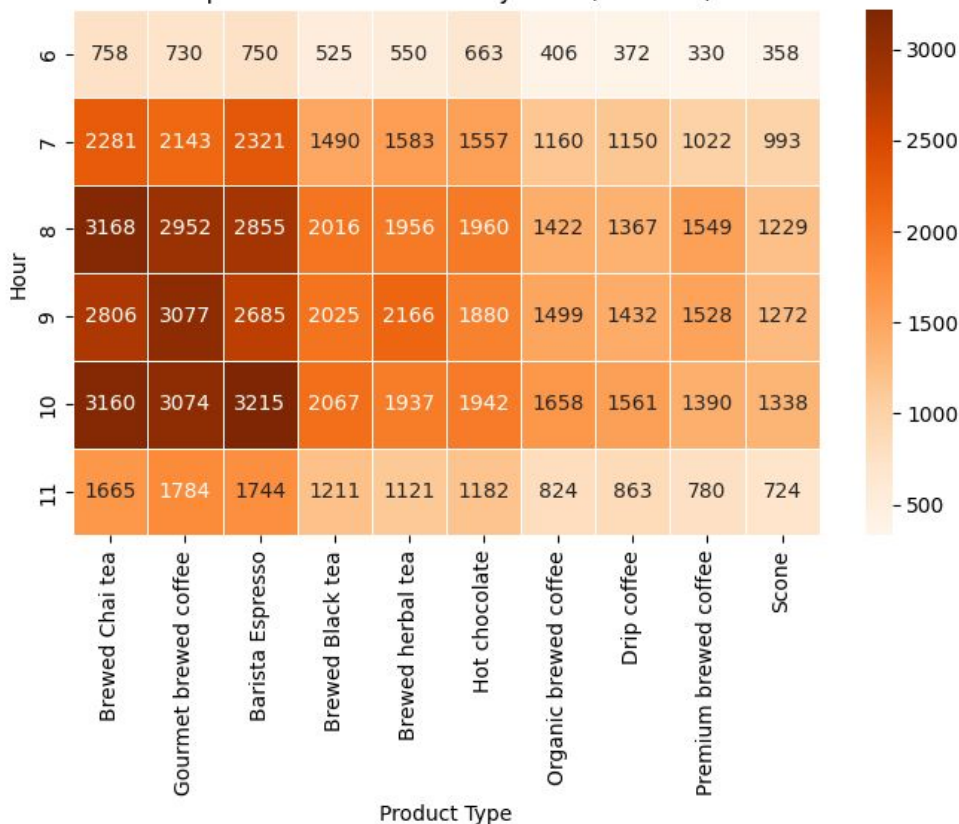
But tea has the highest volume of single product sold.



11%

Baked goods with only three product types offered have 11%.

Top 10 Product Demand by Hour (6-11 AM)



**So can we
bundled smarter?
We have two pair
of complementary
products and
some multibuy
possibilities**

Antecedent	Consequent	Support	Confidence	Lift
Barista Espresso	Regular syrup	4%	30%	7.13
Regular syrup	Barista Espresso	4%	99%	7.13
Barista Espresso	Scone	2%	12%	1.35
Scone	Barista Espresso	2%	19%	1.35



**Barista Espresso +
Regular Syrup**



**Barista Espresso +
Scone**



**The highest one
transaction volume
was on tea.**

RECOMMENDATIONS

Create **combo offers** pairing best-sellers with lower-performing items to increase average basket value.



Run **trial campaigns** to test new flavors or limited-time baked goods.



Introduce **volume-based discounts** for tea and test similar offers on coffee.

