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

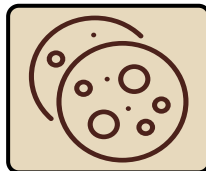- ❏ The company currently does not maintain a dedicated in-house analytics team.

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

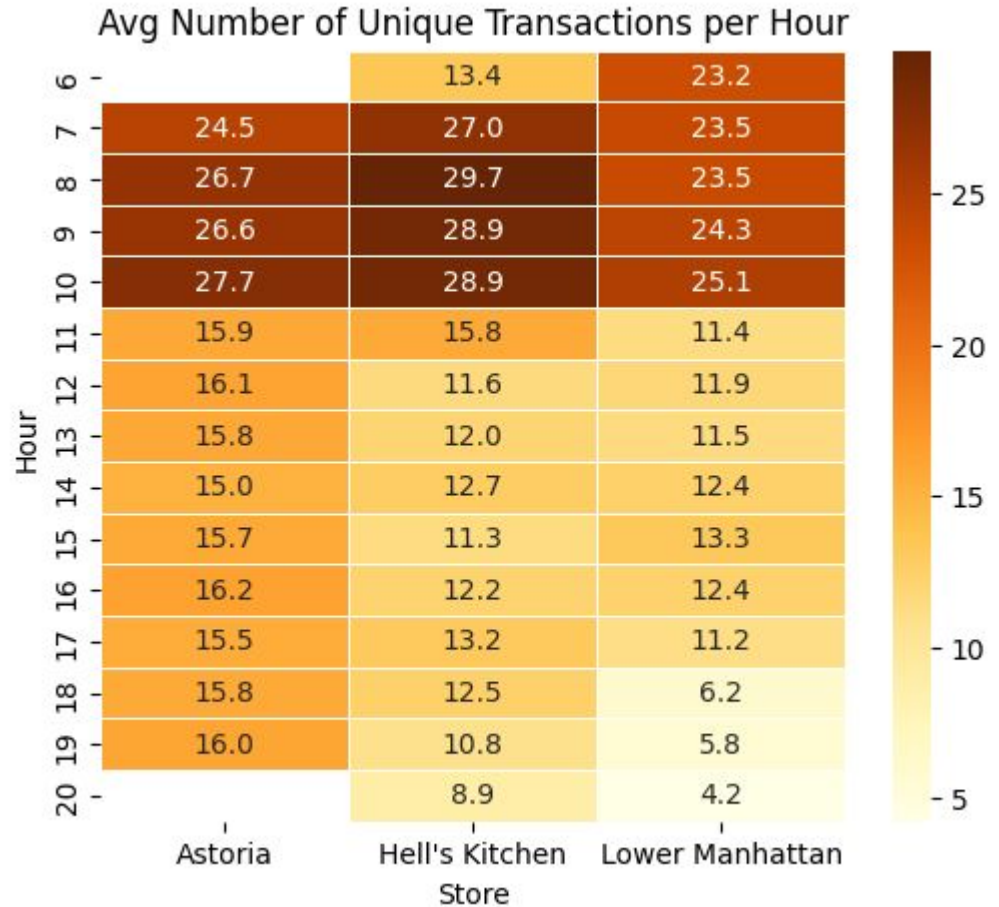What concrete steps can Roasted take to boost profitability through smarter promotions and operational adjustments?

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.

Avg Number of Unique Transactions per Hour

Hour	Astoria	Hell's Kitchen	Lower Manhattan
6		13.4	23.2
7	24.5	27.0	23.5
8	26.7	29.7	23.5
9	26.6	28.9	24.3
10	27.7	28.9	25.1
11	15.9	15.8	11.4
12	16.1	11.6	11.9
13	15.8	12.0	11.5
14	15.0	12.7	12.4
15	15.7	11.3	13.3
16	16.2	12.2	12.4
17	15.5	13.2	11.2
18	15.8	12.5	6.2
19	16.0	10.8	5.8
20		8.9	4.2

Store

We Don't Fully Capture Morning Demand — Yet

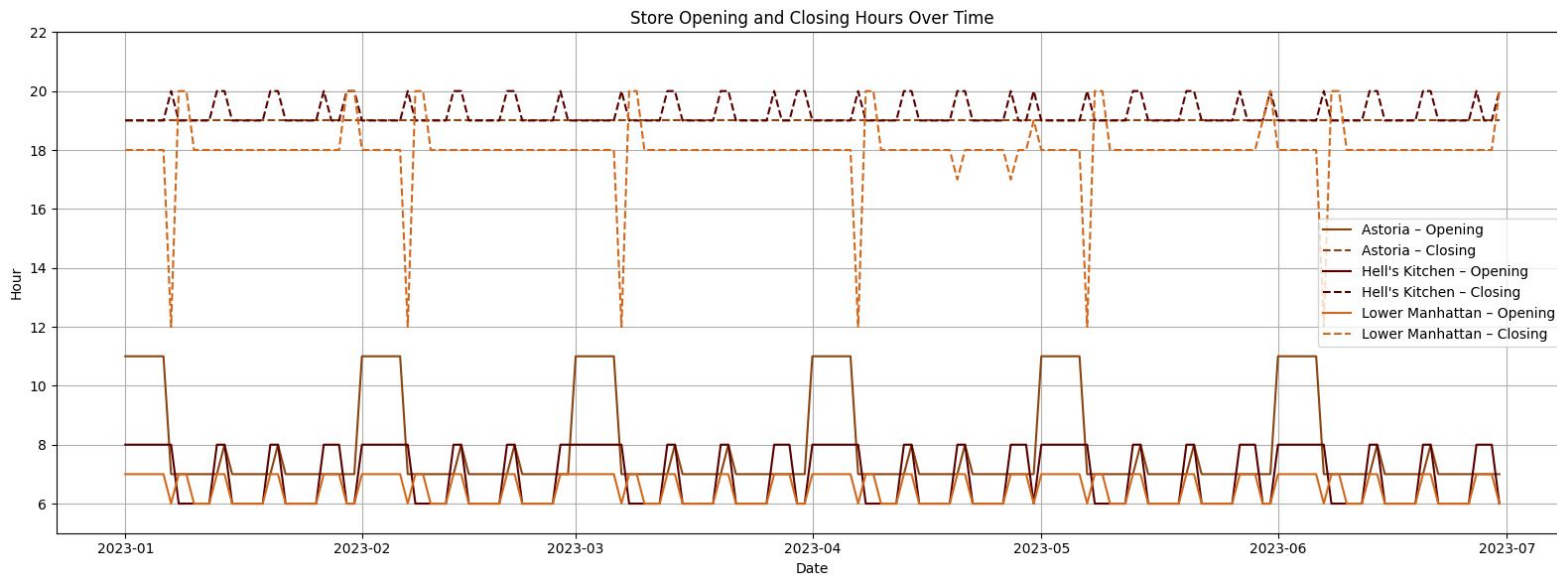**Astoria**
Opens at 11 during first week of each month

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

Store Opening and Closing Hours Over Time

Astoria – Opening
Astoria – Closing
Hell's Kitchen – Opening
Hell's Kitchen – Closing
Lower Manhattan – Opening
Lower Manhattan – Closing

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
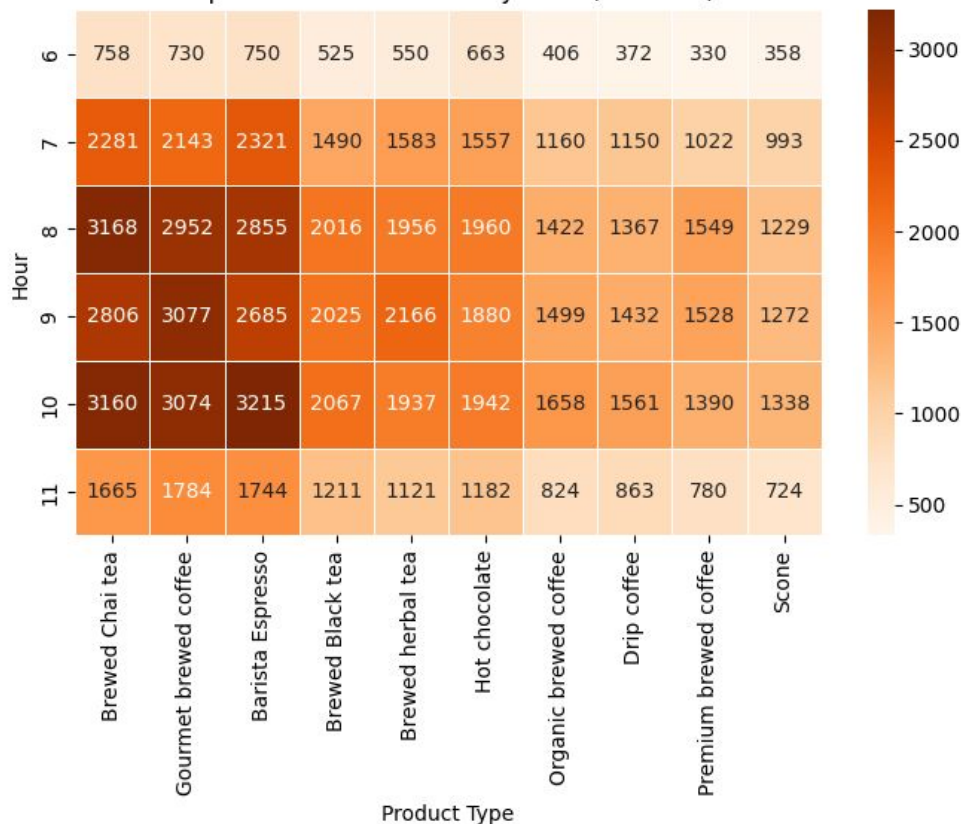
37% Most of sales come from coffee.

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)

Hour	Brewed Chai tea	Gourmet brewed coffee	Barista Espresso	Brewed Black tea	Brewed herbal tea	Hot chocolate	Organic brewed coffee	Drip coffee	Premium brewed coffee	Scone
6	758	730	750	525	550	663	406	372	330	358
7	2281	2143	2321	1490	1583	1557	1160	1150	1022	993
8	3168	2952	2855	2016	1956	1960	1422	1367	1549	1229
9	2806	3077	2685	2025	2166	1880	1499	1432	1528	1272
10	3160	3074	3215	2067	1937	1942	1658	1561	1390	1338
11	1665	1784	1744	1211	1121	1182	824	863	780	724

Product Type

So can we bundled smarter? We definitely can, have two pairs 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.

Thank you!

GitHub Repository