

A high-quality photograph of a coffee shop setting. In the center, a white ceramic cup filled with dark coffee sits on a matching saucer. A silver spoon with a single white sugar cube is positioned above the cup. To the left, a small white pitcher is partially visible. The background is a dark, textured surface covered with a generous amount of dark brown coffee beans. The overall lighting is soft and focused on the coffee cup.

Coffee Shop Sales Analysis Report

How do sales vary by day of the week and hour of the day?

- **By Day of Week:** Footfall is fairly consistent throughout the week, with slight peaks on **Monday to Friday**, especially **Friday**.
- **By Hour of Day:** Sales peak between **8 AM to 10 AM**, which are likely morning coffee hours. After 11 AM, order quantity drops significantly.

Are there any peak times for sales activity?

- Yes, **peak hours are 8 AM to 10 AM**, as seen in the "Quantity Ordered Based on Hours" chart. This suggests a strong **morning rush** for beverages.



What is the total sales revenue for each month?

Month	Total Sales Revenue
January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$118,941.08
May	\$156,727.76
June	\$166,485.88
Total	\$698,812.33

➤ **June** had the **highest revenue**, while **February** had the **lowest**.



How do sales vary across different store locations?

- **Hell's Kitchen:** \$236,511.17 (highest)
- **Astoria:** \$232,243.91
- **Lower Manhattan:** \$230,057.25

What is the average price/order per person?

- **Avg Order/Person** = 1.44 orders
- **Avg Bill/Person** = \$4.69



Which products are the best-selling in terms of quantity and revenue?

➤ **By Revenue:**

- **Barista Espresso** = \$91,406.20
- **Brewed Black Tea** = \$77,081.95
- **Hot Brewed Chocolate** = \$72,416.00
- These are the **top-selling hot beverages**.

➤ **By Quantity:** Morning peak times and high revenue for espresso suggest **coffee-related products are bestsellers**.



How do sales vary by product category and type?

➤ By Category (Sales %):

- **Coffee** = 39%
- **Coffee beans** = 28%
- **Bakery** = 12%
- **Branded** = 10%

➤ **Coffee and coffee-related products dominate the sales**, followed by bakery items.

