

CAFÉ SALES ANALYTICS AND BUSINESS INSIGHTS



SALES TRENDS, CUSTOMER INSIGHTS,
AND GROWTH OPPORTUNITIES AT
MAVEN ROASTERS (NYC CAFÉS)

Analysis Overview



- **Dataset:** 149,116 transactions across 3 NYC café locations (Jan-Jun 2023)
- **Goal:** Turn raw POS data into actionable insights for growth and efficiency
- **Focus Areas:** Revenue trends, customer behavior, location performance, and key product drivers

Key Findings At A Glance



Revenue Growth

Sales nearly doubled from January (\$81.6K) to June (\$166.5K), showing strong early-year momentum



Location Share

All three stores performed closely, with Hell's Kitchen only slightly ahead



AOV: \$4.69

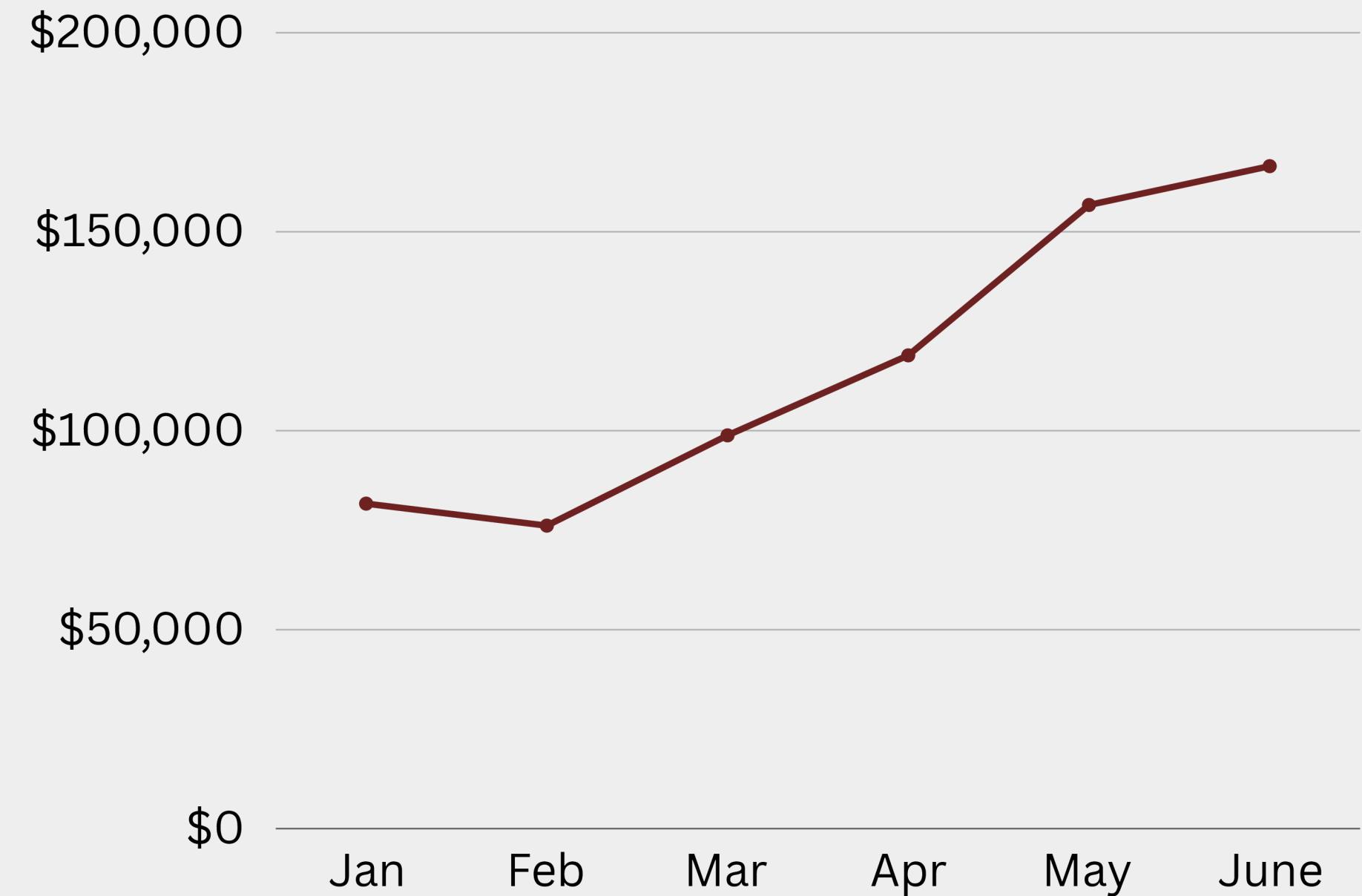
Average order value remains modest, creating an upsell opportunity with combos or premium add-ons



Product Leaders

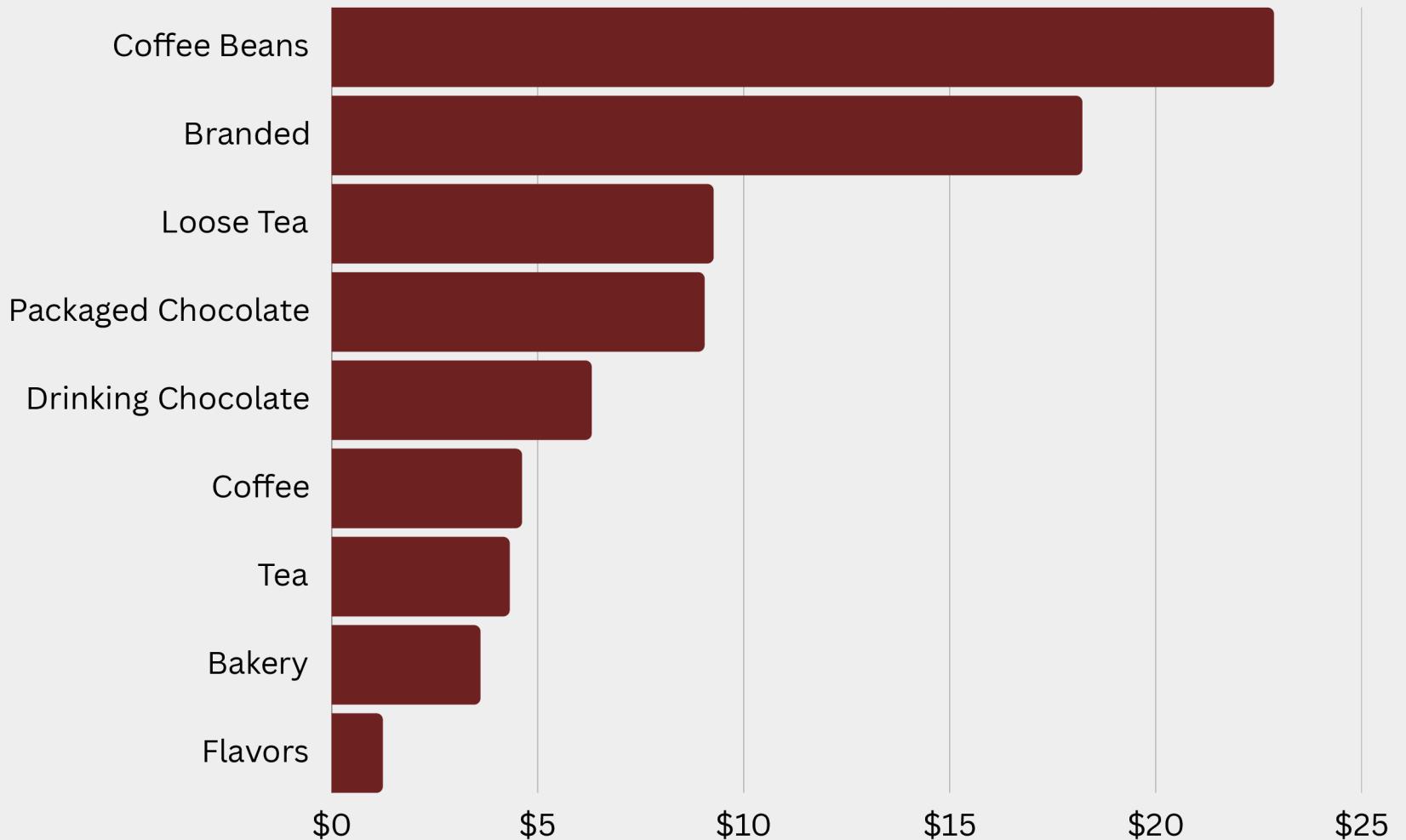
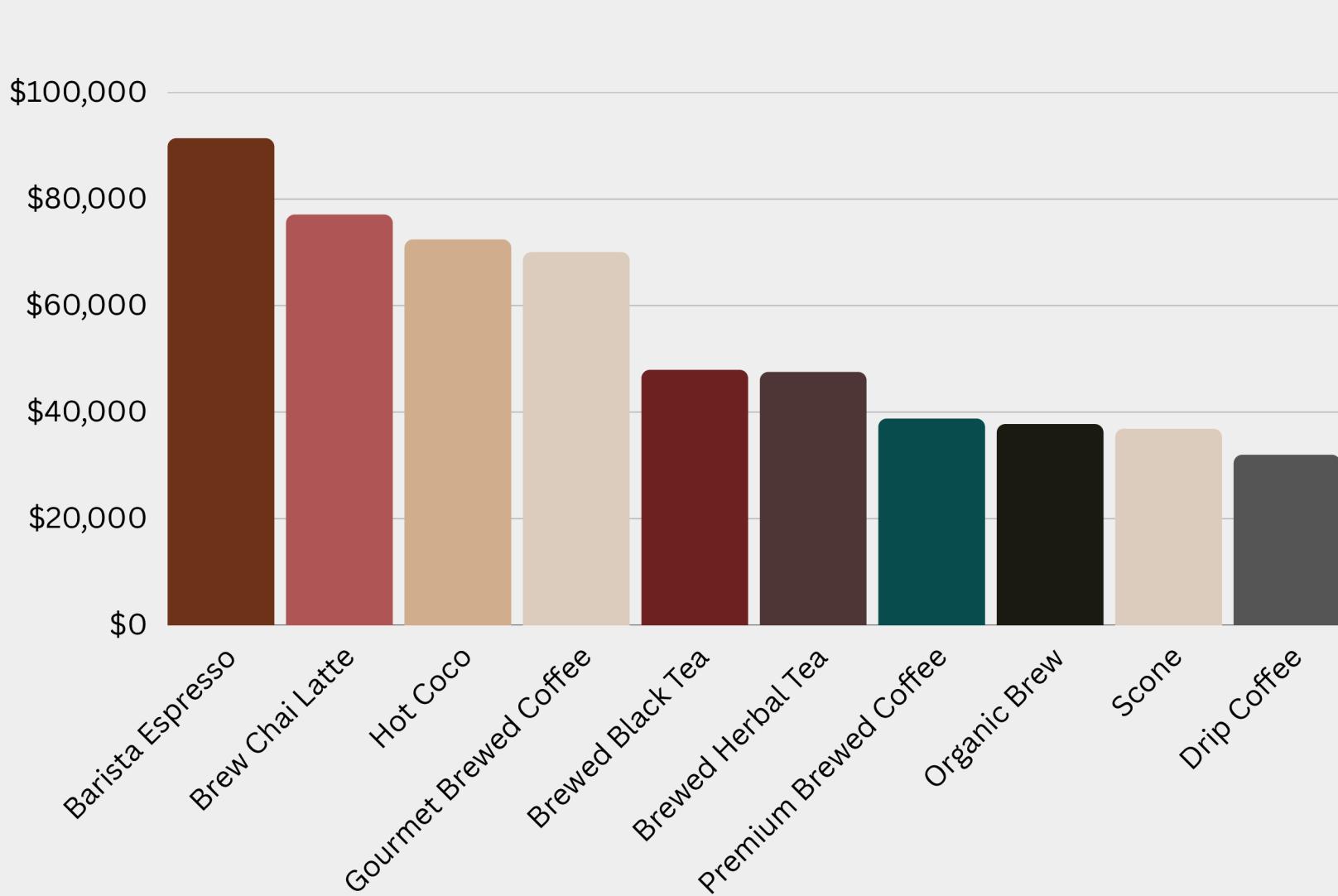
Barista Espresso and Brewed Chai Tea dominate revenue, showing strong customer demand for high-margin drinks

Revenue Expansion Over Six Months



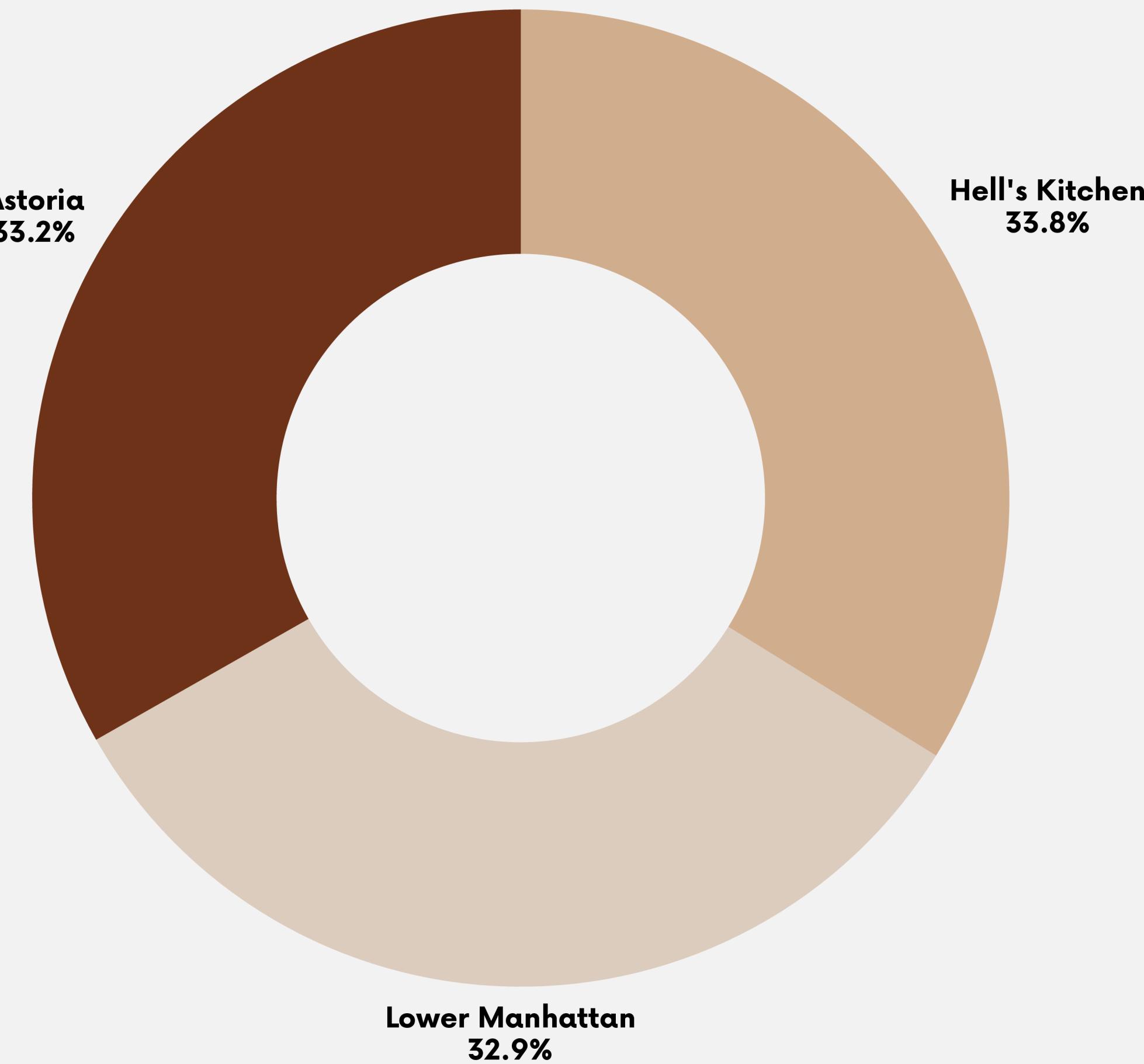
- Revenue doubled in 6 months ($\$76K \rightarrow \$166K$), showing strong growth momentum
- Quick recovery from February dip highlights resilient and loyal demand
- Consistent upward trend signals product-market fit and scalability potential

Product Performance & Revenue Drivers



- Espresso is the clear leader – top revenue driver
- Chai Tea & Hot Chocolate also rank high, showing demand beyond coffee
- Specialty teas (black, herbal, chai) together make up a strong revenue stream
- Bakery (scones) contributes but at a smaller scale compared to beverages
- Drip coffee underperforms, suggesting customers prefer premium options

- Retail products dominate ticket size – Coffee beans (\$22.87) & branded items (\$18.22)
- Packaged tea & chocolate outperform drinks in average value, strong upsell opportunity
- Coffee & tea drinks have lower order values, reflecting everyday staple purchases
- Bakery drives traffic but remains low-margin
- Flavours are the lowest-value add-ons, minimal impact

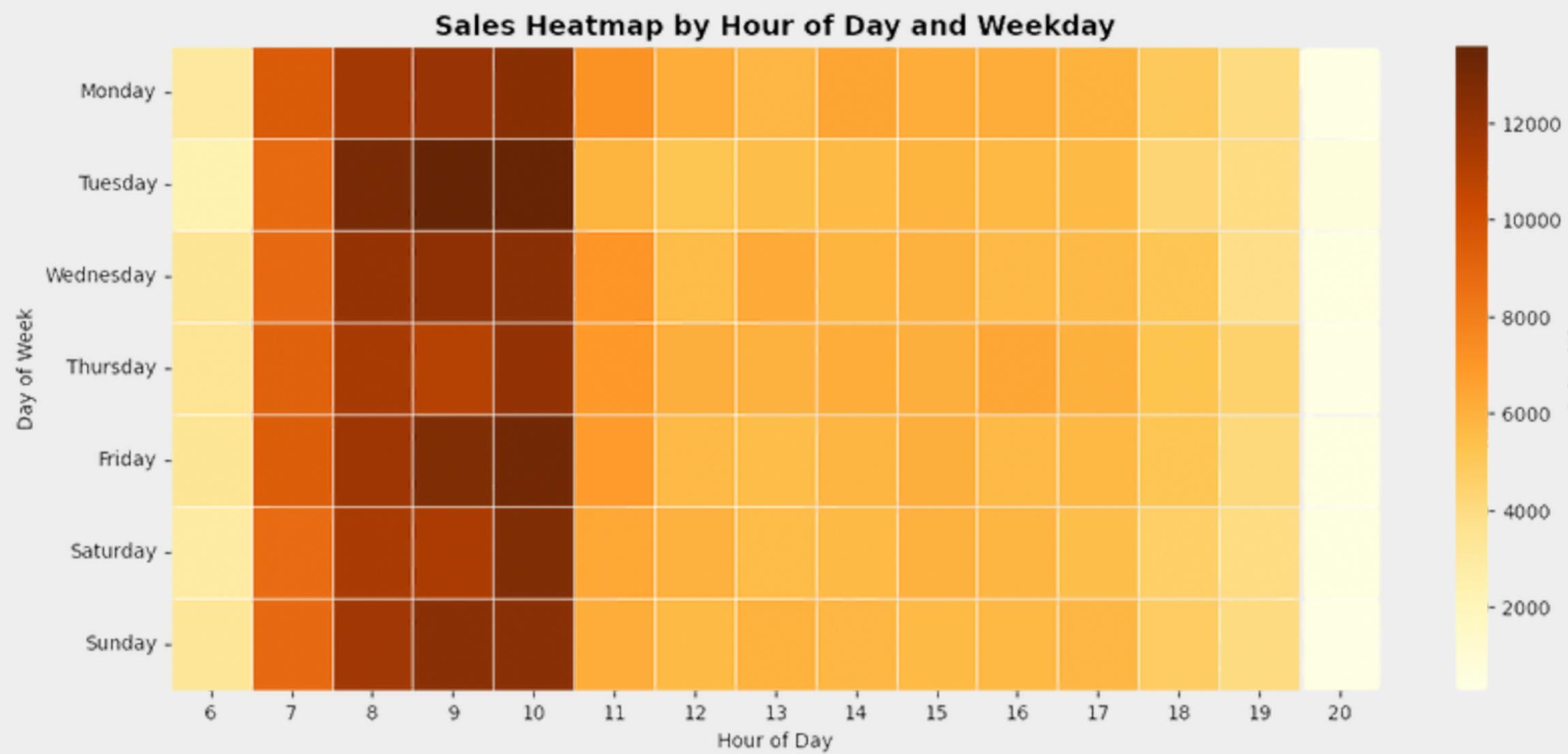


Sales by Location

- Performance is balanced — all three locations (Hell's Kitchen, Astoria, Lower Manhattan) contribute almost equally, each capturing ~33% of total sales
- Hell's Kitchen leads slightly at 33.8%, suggesting marginally higher foot traffic or stronger local demand
- Lower Manhattan lags marginally (32.9%), but the difference is minimal, showing consistency across markets

With sales distributed evenly, growth strategies can be applied across all locations, while localized promotions (e.g., boosting Lower Manhattan's evening sales) can help capture incremental gains.

Consumer Behaviour Patterns



Peak Demand

Sales consistently spike between 8am-10am across weekdays → opportunity to upsell breakfast bundles

Afternoon Plateau

Steady but lower demand from 2pm-5pm → run targeted promos (e.g., “happy hour” coffee + pastry deals)

Weekend Advantage

Saturdays sustain higher demand throughout the day → extend staffing and full menu availability

Operational Efficiency

Reduce staffing in late evenings when demand is minimal, reallocating labor to busier shifts

Short-Term Sales Forecast (Next 30 Days)



Historical sales data covers Jan–Jun 2023; forecast starts July 1.

Average daily sales projected at ~\$5.7K, a +3.9% increase vs June.

Peak demand expected on July 7 → prepare staffing and inventory.

Forecast built using a proven model (MAPE ~9.7%), giving confidence in short-term planning.



RECOMMENDATIONS

Maximize High-Value Products

Feature Coffee Beans and Branded items at checkout; add a “Take-home” add-on on POS.
Offer a beans + drink bundle (5–10% off).
Target: lift average ticket by \$0.75–\$1.25

Monetize Morning Peak (8-10 am)

Breakfast bundle: espresso or chai + pastry; pre-batch espresso shots for speed.
Add one barista during peak in high-volume stores.
Target: pastry attach rate $\geq 25\%$, wait time under 3 minutes.

Optimize Operations

Same-day bakery markdown at 7:30 pm; last-hour drink upsell signage.
If revenue per labor hour $< \$60$ for 4 consecutive weeks, test earlier close on Tue–Thu.
Target: cut bakery waste by 20–30%

Leverage Customer Feedback

Deploy short surveys each season to gather insights on products and service.
Use findings to refine menu, pricing, and customer experience.



Thank you!

Explore more work at:
<https://akaura-blip.github.io/>

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