

# 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*

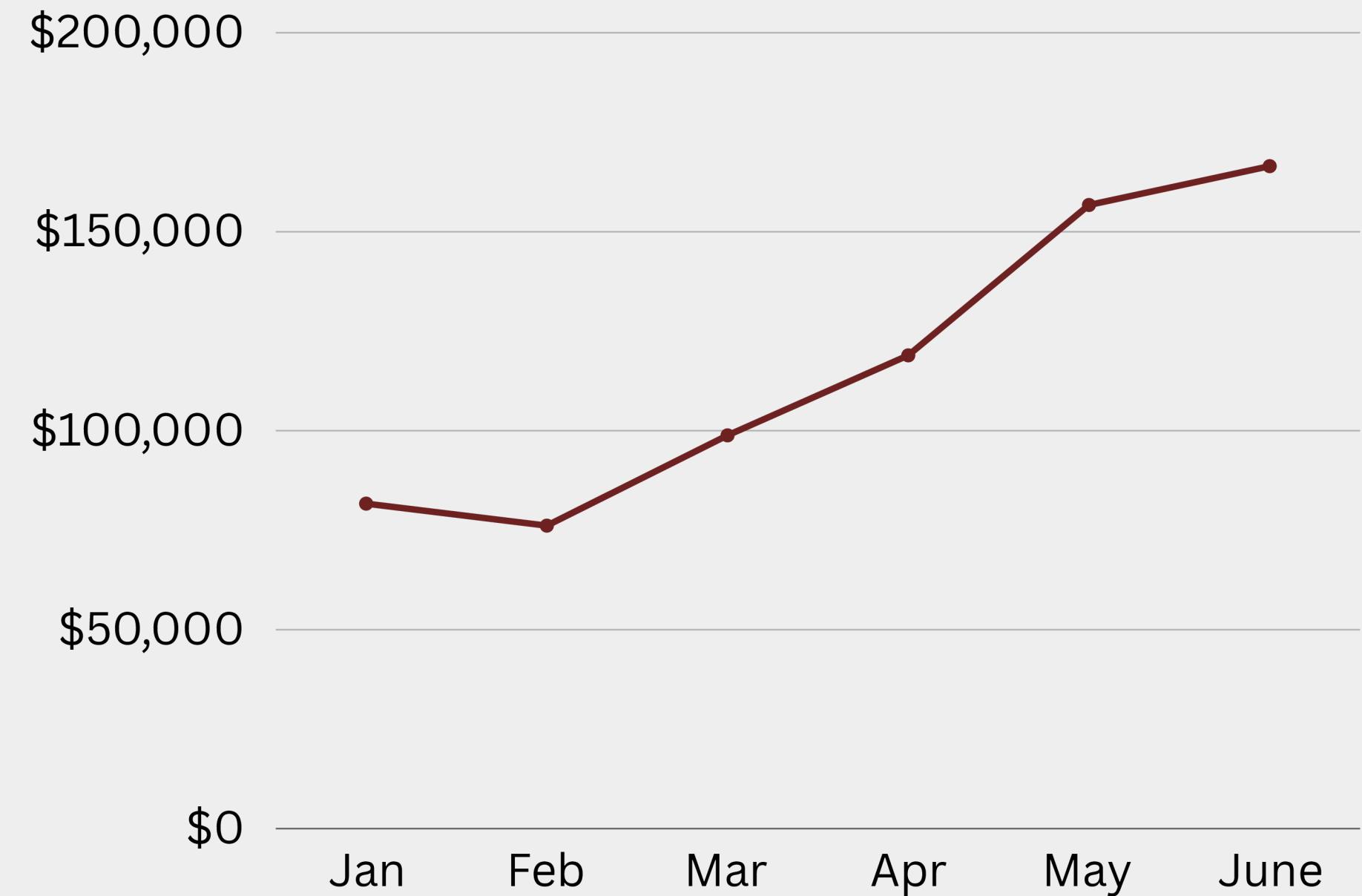
Average order value remains modest, creating an upsell opportunity with combos or premium add-ons



## *Product Leaders*

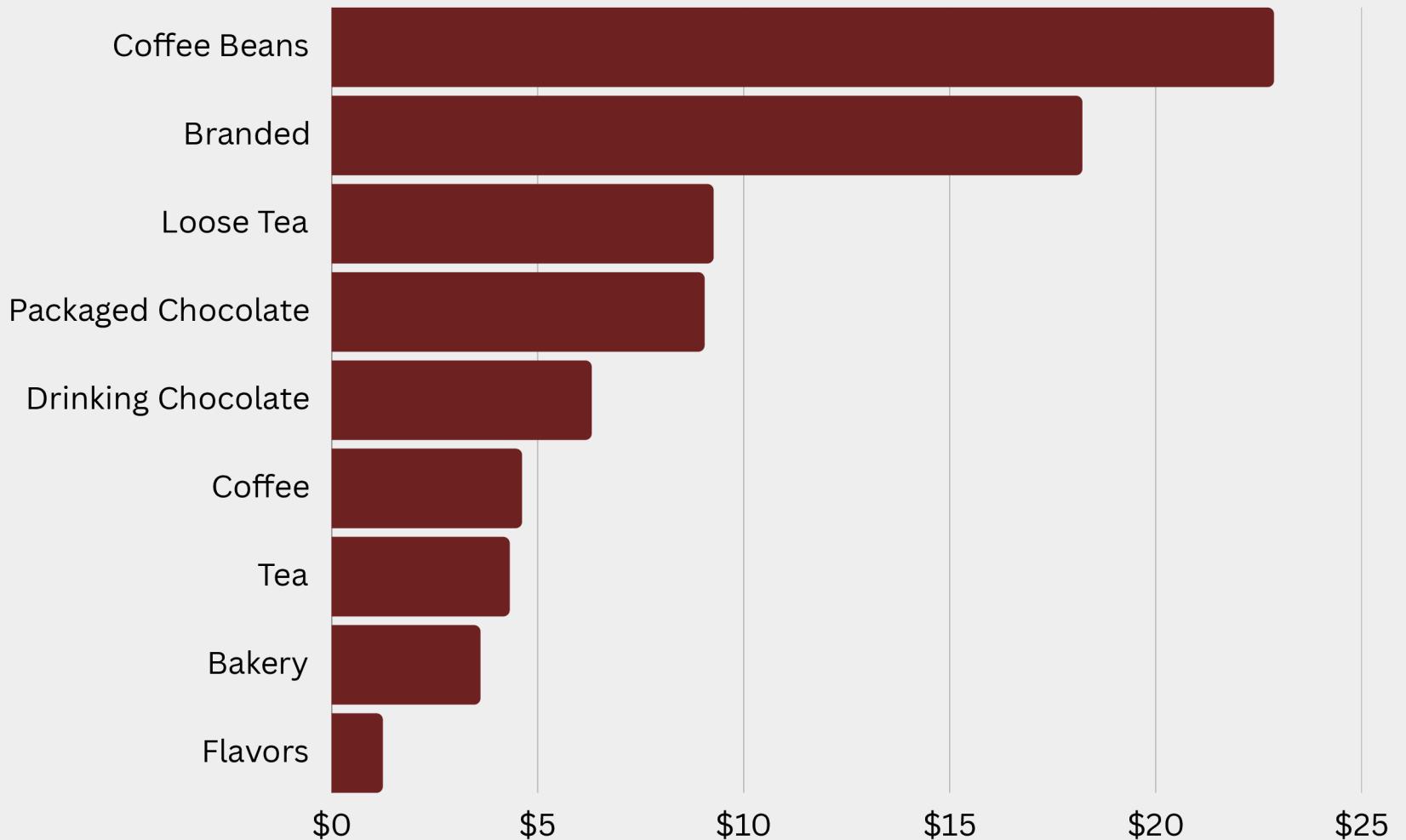
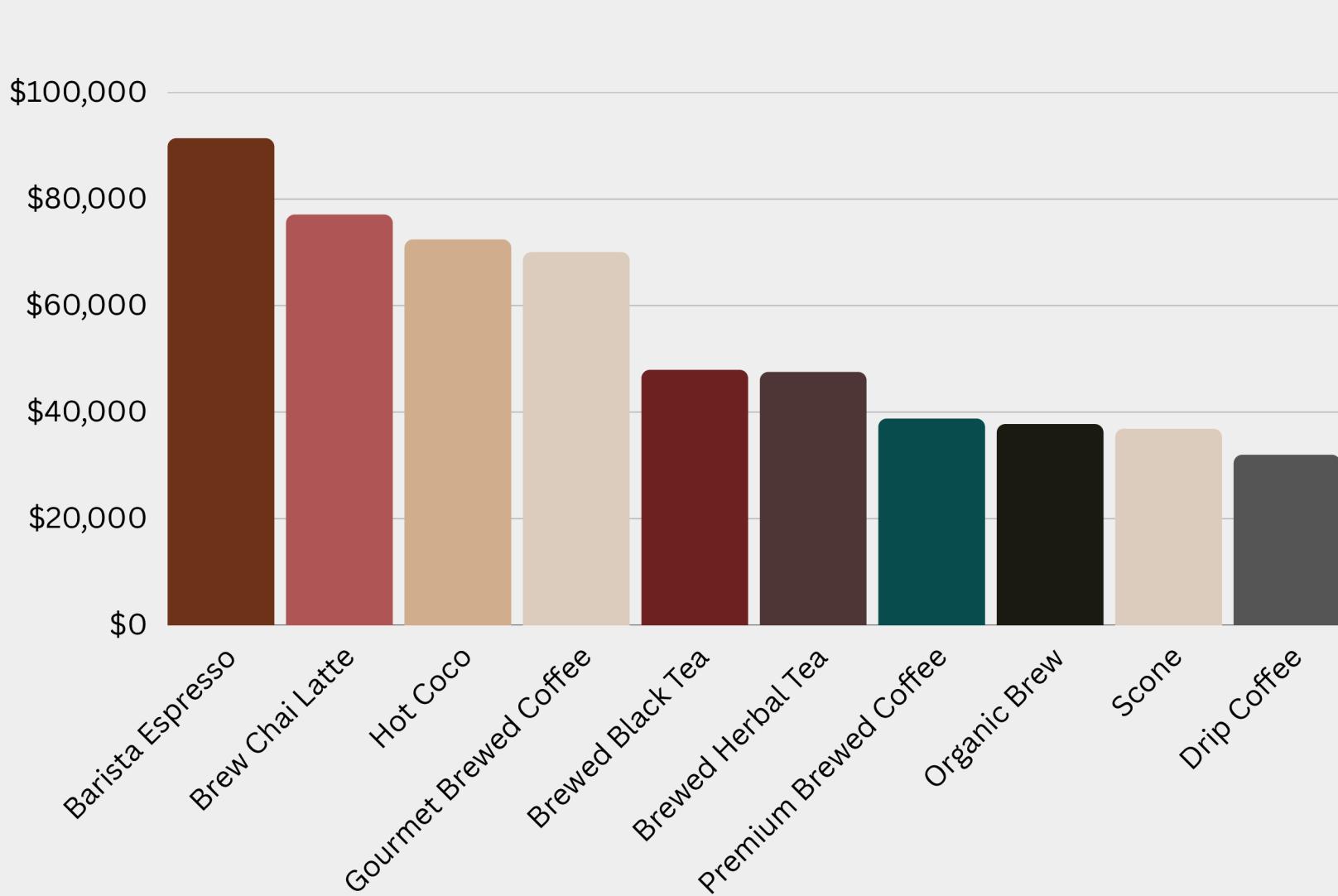
Barista Espresso and Brewed Chai Tea dominate revenue, showing strong customer demand for high-margin drinks

# Revenue Expansion Over Six Months



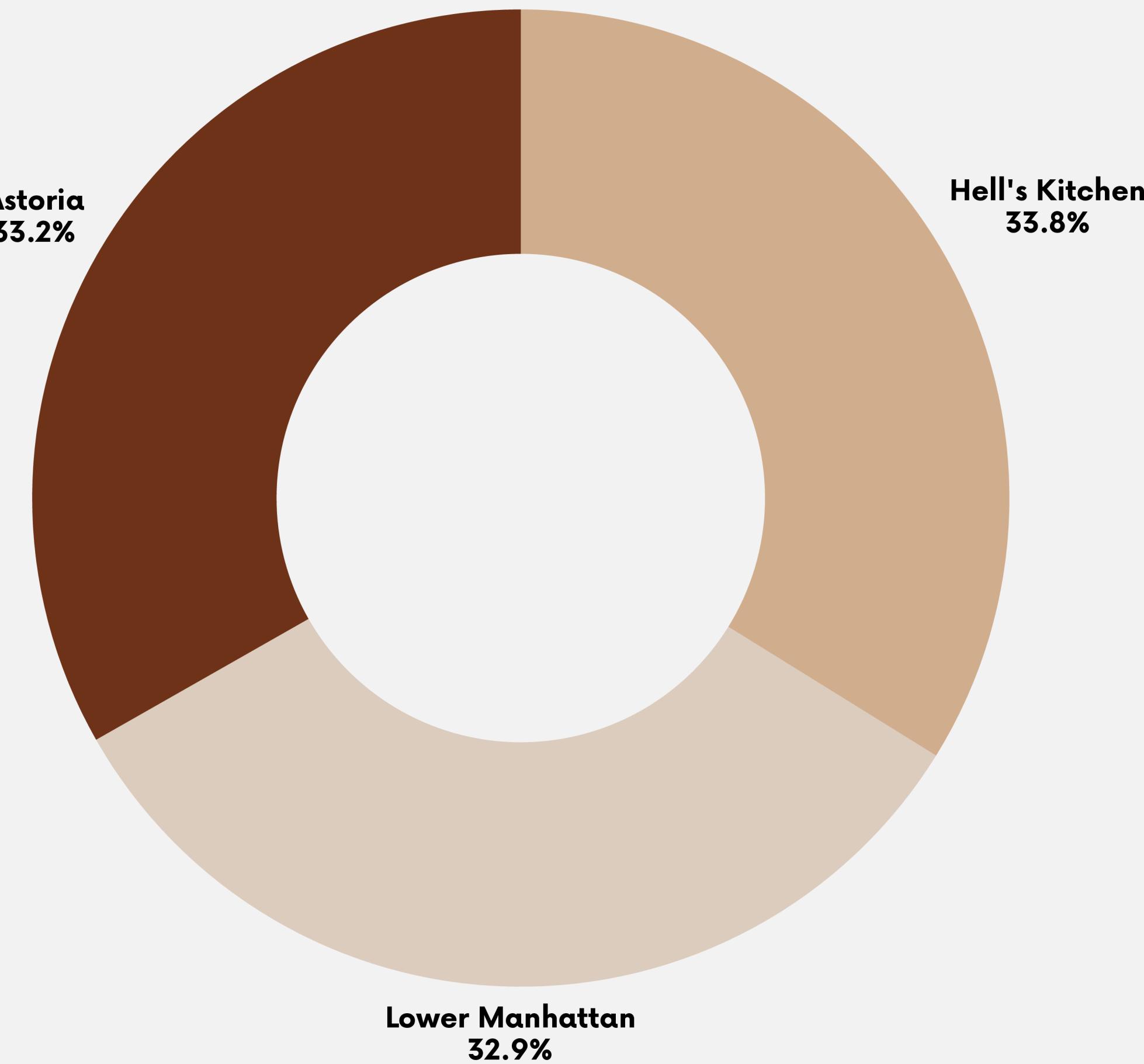
- Revenue doubled in 6 months ( $\$76K \rightarrow \$166K$ ), showing strong growth momentum
- Quick recovery from February dip highlights resilient and loyal demand
- Consistent upward trend signals product-market fit and scalability potential

# 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

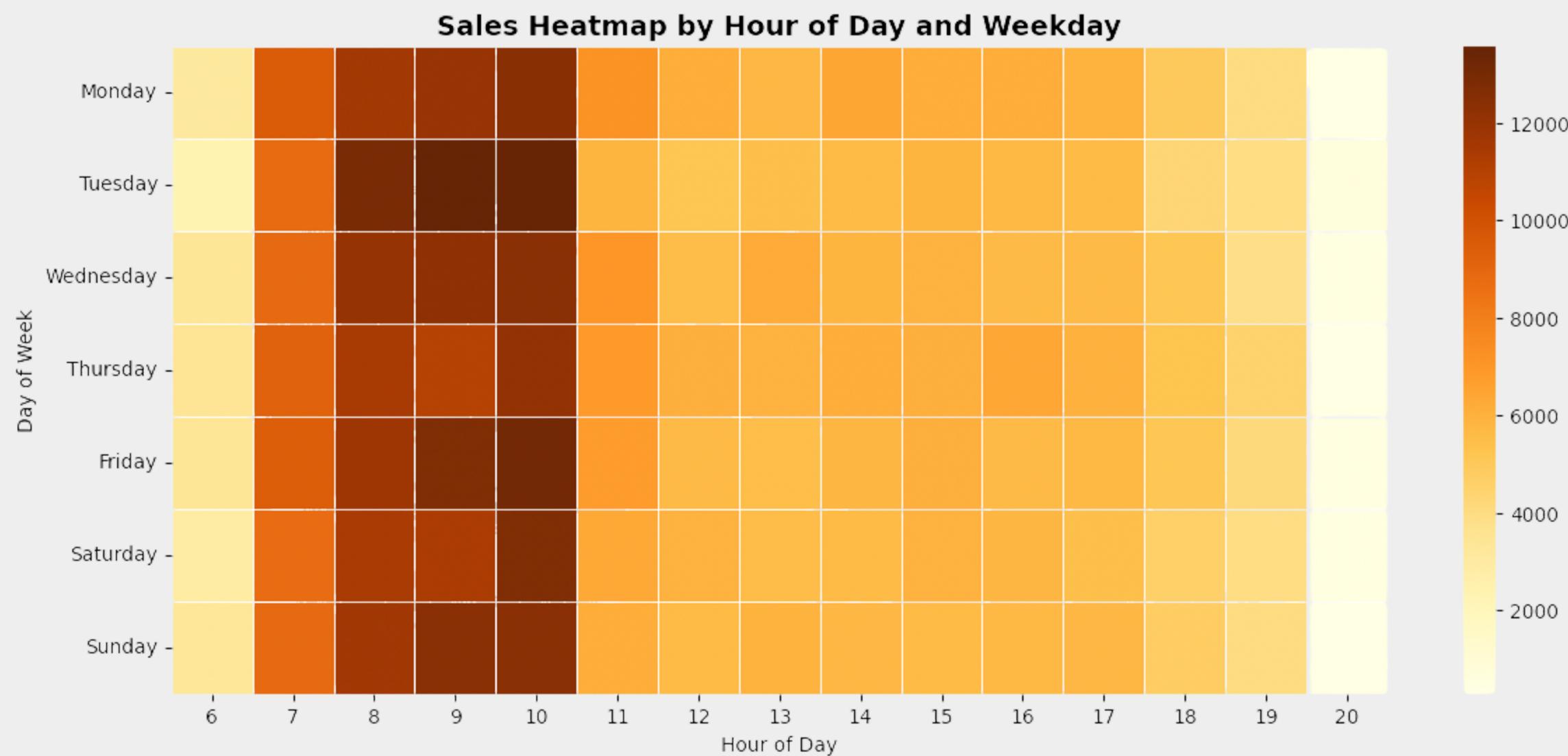


## Sales by Location

- 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*

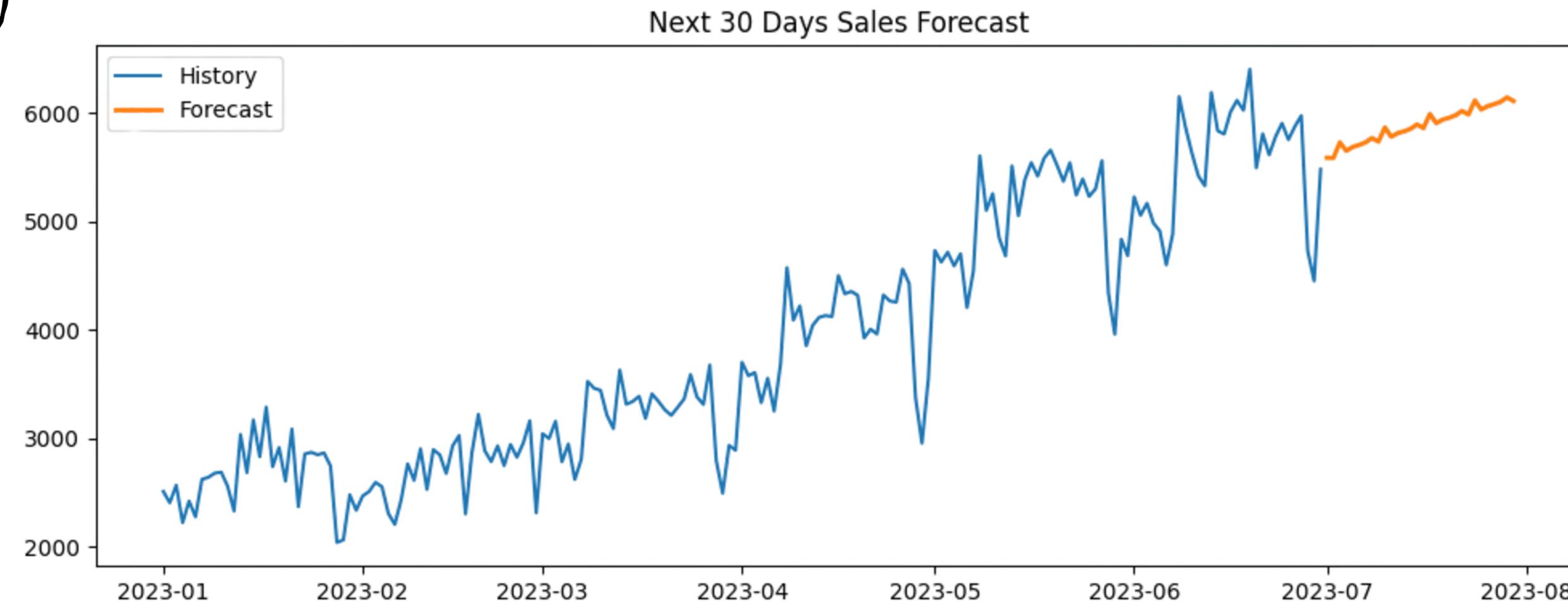
Saturdays sustain higher demand throughout the day → extend staffing and full menu availability

## *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:  
**akaura-blip.github.io/akaura.github.io**

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