

# COFFEE SHOP ANALYSIS

by Mashaba MA

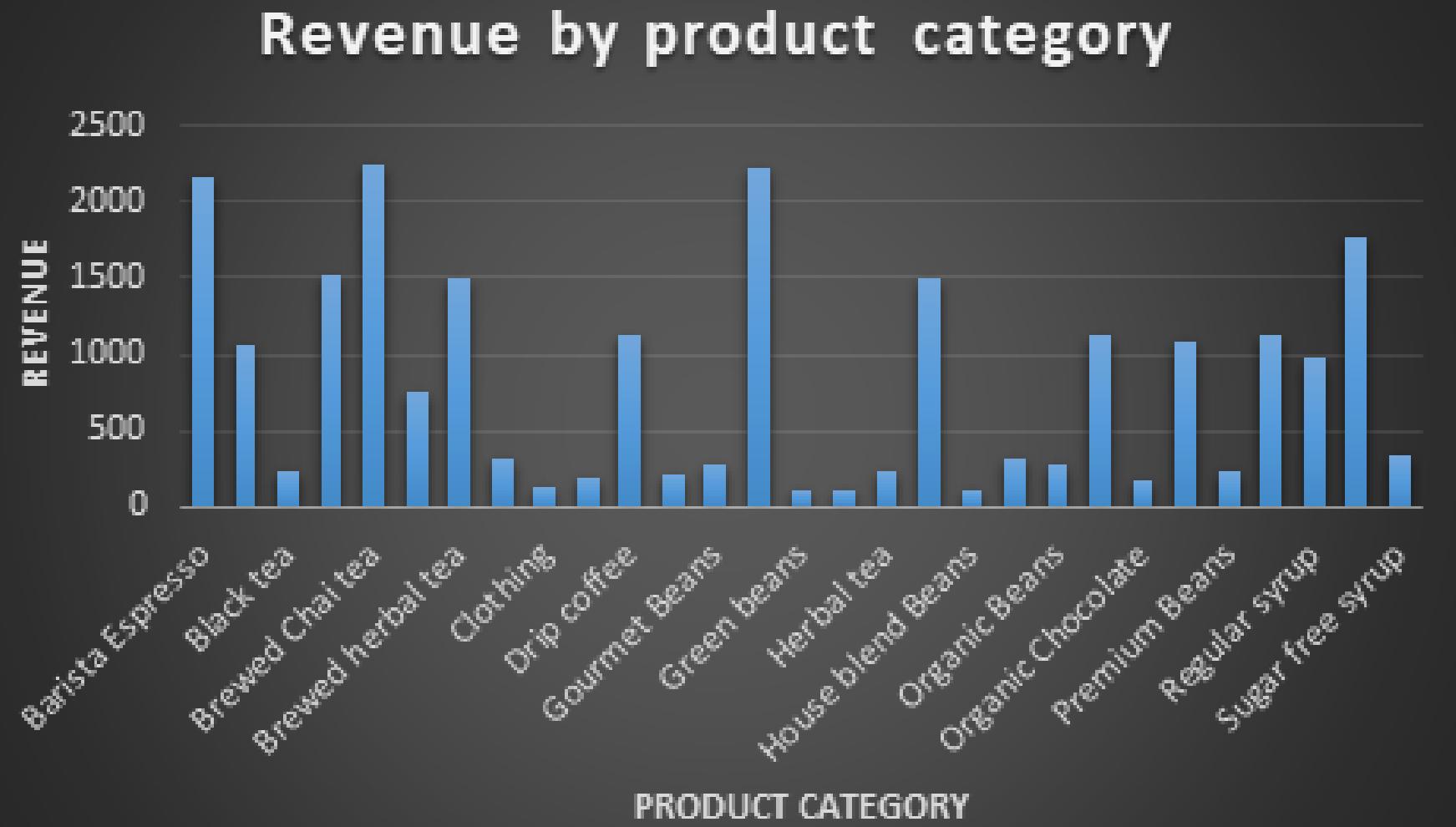


# Agenda

- Product category
- Sales trends
- Location distribution
- Product performance
- Recommendations



# Product category

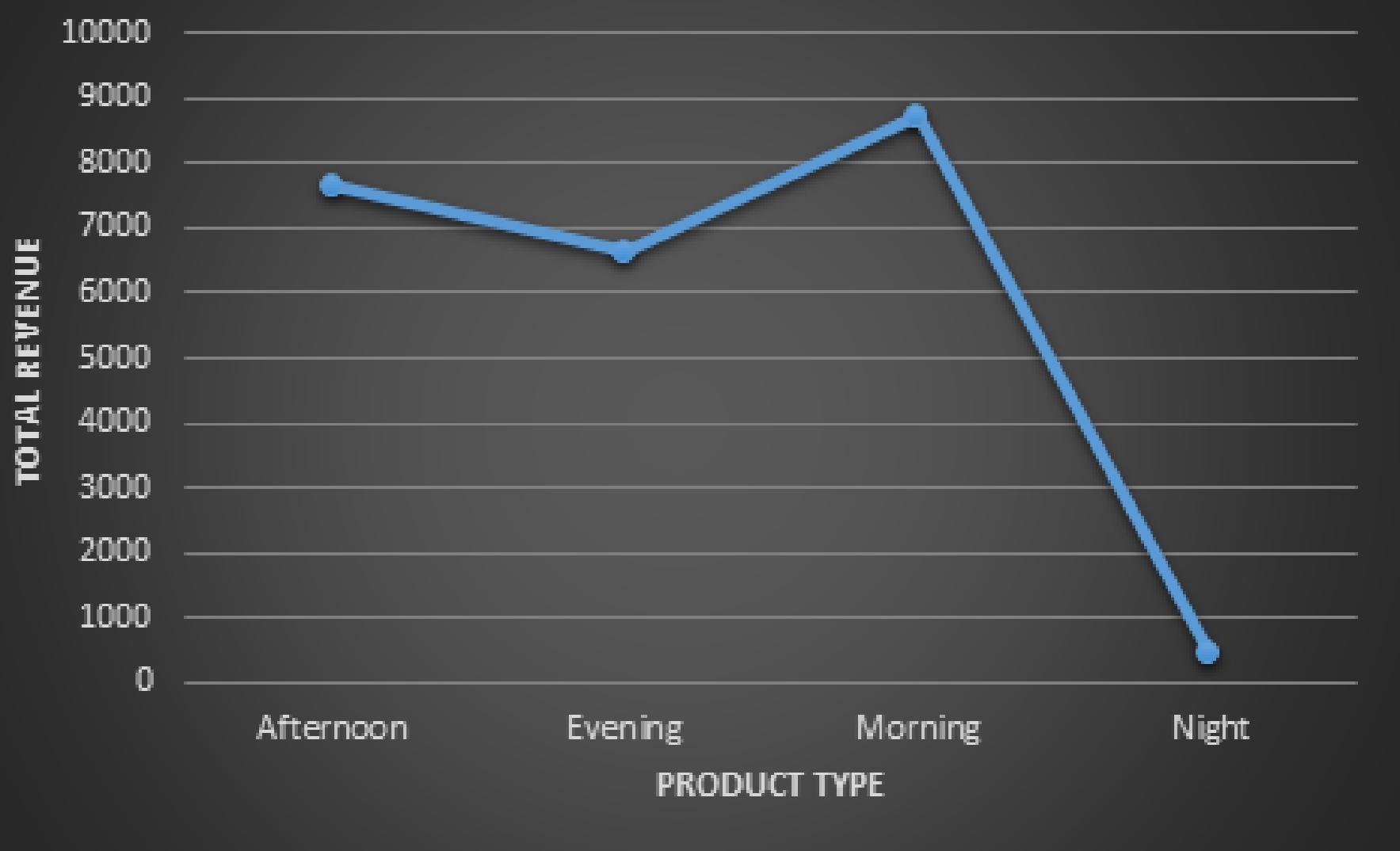


## Key insights

Categories like Barista Espresso, Drip Coffee, Brewed Chai Tea, and Premium Beans lead the chart, each contributing over R2,000 in revenue. Other categories such as Clothing, Sugar Free Syrup, and Green Beans also make notable contributions, while items like Organic Beans and Organic Chocolate bring in comparatively less.

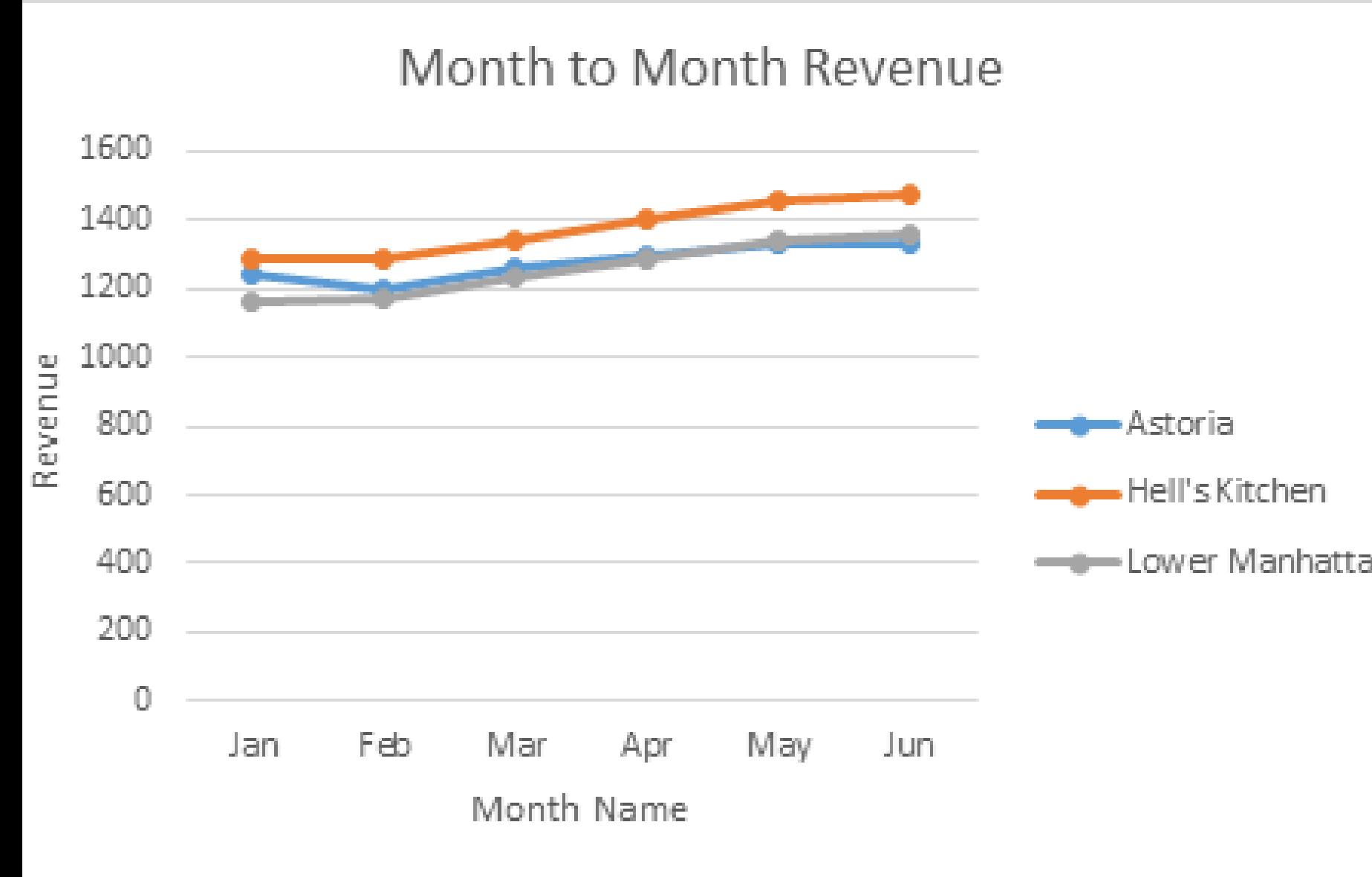
# Sales Trends

## Peak sales interval



### Key Insights

Revenue fluctuates throughout the day. Sales begin to climb in the morning, peak at 1:00 PM, then gradually decline, suggesting midday is the most lucrative window for transactions.

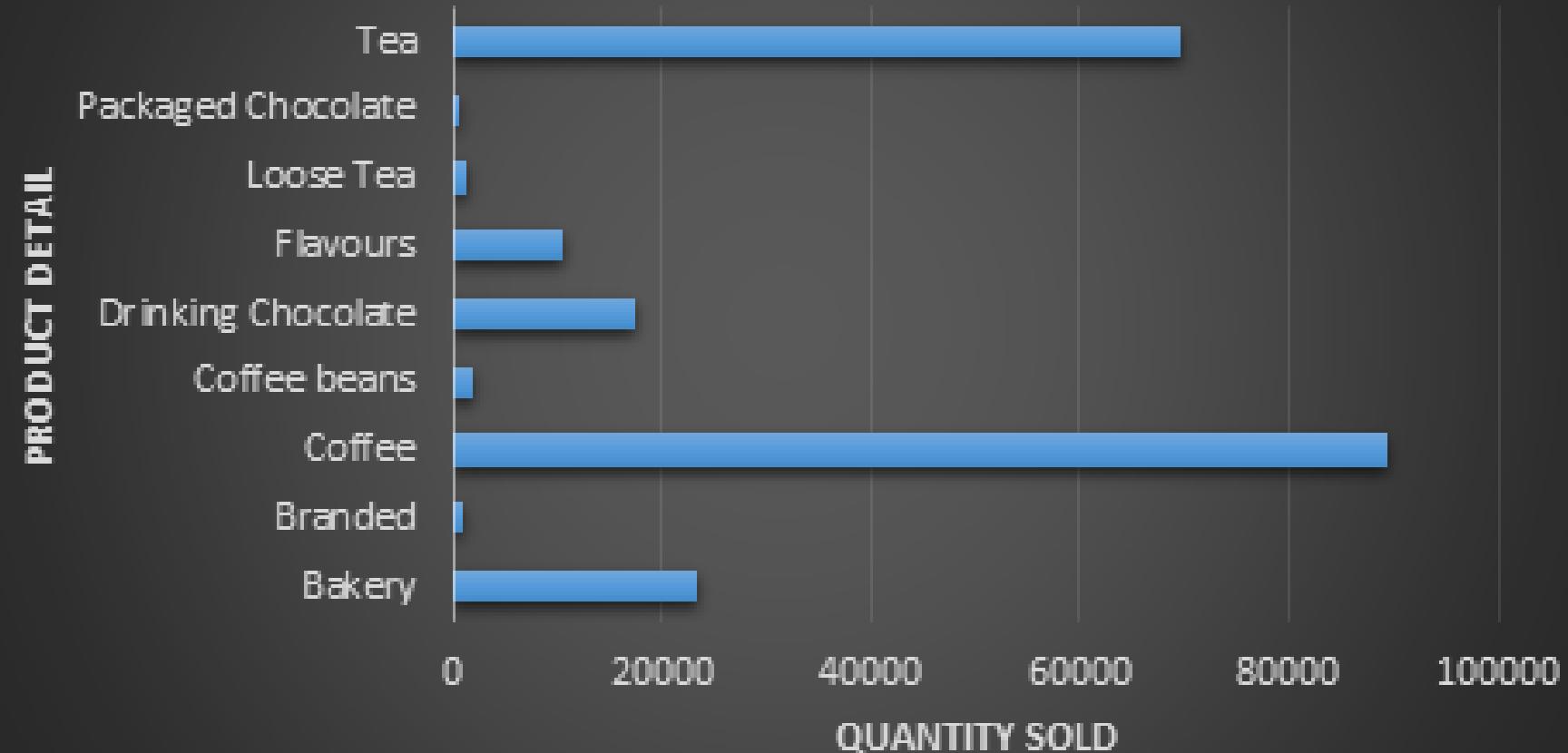


### key insights

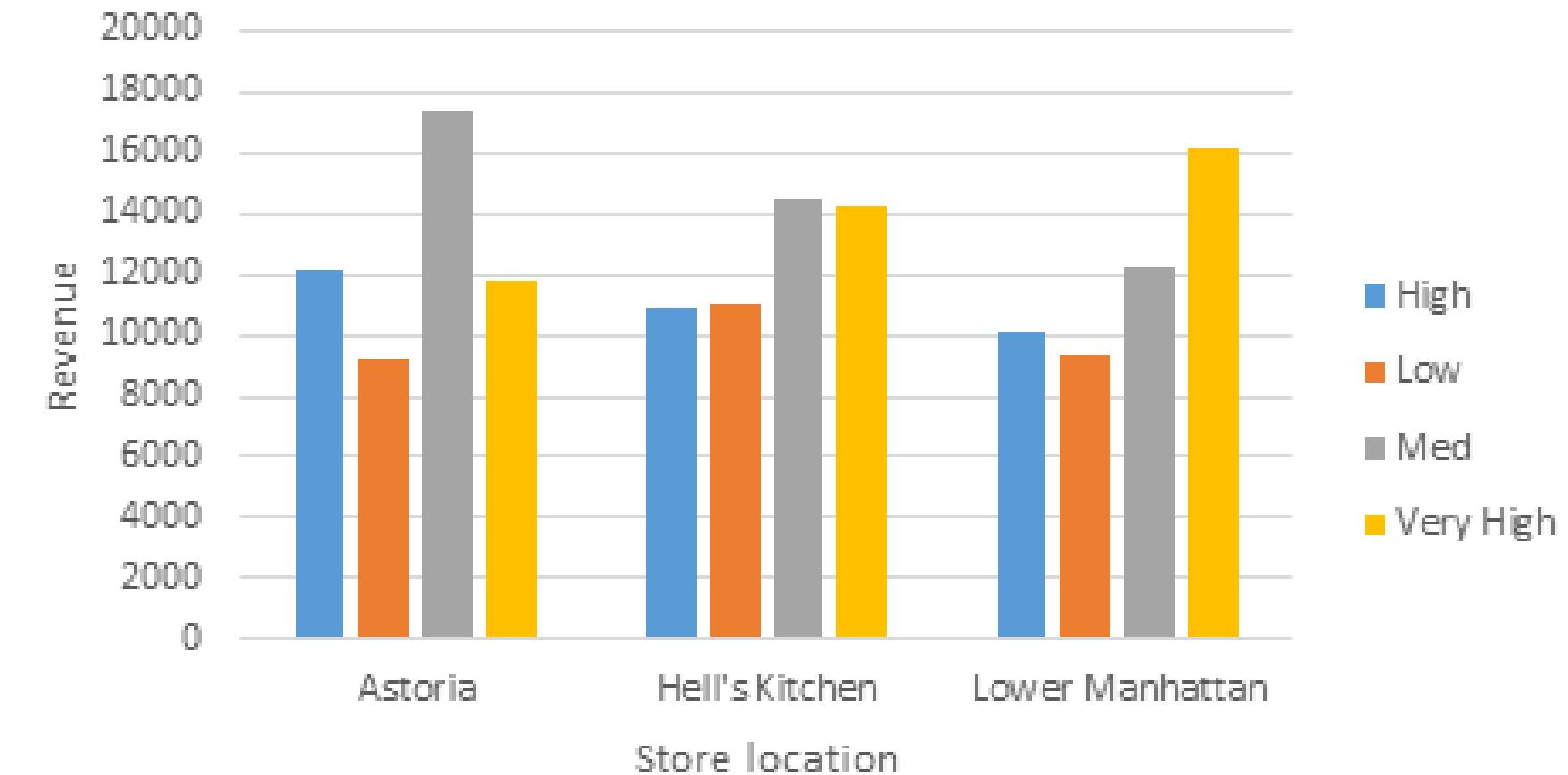
- Hell's Kitchen consistently logs the highest count of revenue entries, suggesting it processes the most transactions.
- Astoria follows with a moderate and steady pace.
- Lower Manhattan maintains the lowest count but exhibits gradual growth.

# PRODUCT PERFORMANCE

## Best selling Product Detail



## Total sales per store by spend bands



### Key insights

Coffee leads significantly, indicating it's the most in-demand item, followed by Tea. Other categories—such as Packaged Chocolate, Loose Tea, Flavours, and Drinking Chocolate—trail behind, with comparatively lower sales volumes.

### Key insights

- Very High spend customers contribute the largest share of sales across all locations, especially in Astoria and Hell's Kitchen.
- Medium and High spend bands follow closely behind.
- Low spend transactions are the least frequent in all locations.

# Location distribution

## Revenue breakdown per store



### Key Insights

While all three stores show comparable performance in units sold, Hell's Kitchen leads slightly in both total sales and number of revenue entries. This visualization offers a clear side-by-side assessment of store productivity, helping identify which branch is the most consistently active across multiple metrics.

# Recommendations

- Promote low-sellers during slow hours via combo deals or in-store banners
- Target campaigns during low revenue slots (2–4 PM, if observed)
- Increase stock for best-sellers before peak hours (7–9 AM, 12–1 PM)
- Bundle products (e.g., hot drink + pastry) to increase basket size
- Loyalty programs offering free drinks after 10 purchases or during off-peak



# THANK YOU

