**Coffeeshop analysis report**

**1. Executive Summary**

This report provides an in-depth analysis of the coffee shop's performance using data from the dashboard. It highlights key trends, product popularity, customer behavior, and offers actionable insights to improve sales and operational efficiency.

**2. Key Metrics Overview**

| Total Sales | $698,81K |

| Average Spend per Customer | $4.69 |

| Total Footfall | 149,116 |

| Average Order Size | 1 item |

| Total Number of Transactions | 214,470 |

**Observation: The average spend per customer is relatively low, indicating room for upselling or cross-selling strategies.**

**3. Hour-wise Sales Trends**

- Peak Hours: 8 AM – 10 AM

- Secondary Peak: Around 3 PM

- Lowest Sales:After 5 PM

**Insights:**

- Morning rush hours are crucial for revenue generation.

- Consider introducing afternoon specials or promotions to boost midday traffic.

- Evaluate if extending evening hours would be beneficial or if targeted marketing could increase footfall during off-peak times.

**4. Store Location Performance**

| Location | Total Sales | Transaction Count |

| Astoria | $232.24K | 50,599 |

| Hell’s Kitchen | $236.51K | 50,735 |

| Lower Manhattan | $230.06K | 47,782 |

**Insights:**

- All stores perform similarly.

- Hell’s Kitchen slightly outperforms others — investigate reasons and replicate strategies elsewhere.

**5. Top 5 Products by Sales**

1. Barista Espresso – 25%

2. Brewed Black Tea – 22%

3. Gourmet Brewed Coffee – 20%

4. Brewed Chai Tea – 13%

5. Not Defined – 20%

**Insights:**

- Barista Espresso leads as the most popular product.

- "Not Defined" category represents a significant portion — ensure accurate tracking of all products.

**6. Product Size Distribution**

**| Size | % of Sales |**

| Large | 30%

| Regular | 31%

| Small | 9%

| Not Defined| 30%

**Insights:**

- Large and Regular sizes dominate sales.

- Small size is underperforming — consider reducing inventory or adjusting pricing.

- Address the "Not Defined" issue to improve data quality.

**7. Day-wise Performance**

- Highest Sales Day:Monday ($102,000)

- Lowest Sales Day:Saturday ($96,000)

**Insights:**

- Monday shows strong performance despite not having the highest footfall — explore why.

- Saturday has the lowest sales and footfall — consider weekend-specific promotions.

**8. Category-wise Revenue Contribution**

**| Category | Revenue |**

| Coffee | $269,95K |

| Tea | $196,41K |

| Bakery | $82,32K |

| Drinking Chocolate | $72,42K |

| Others | Varies |

**Insights:**

- Coffee and Tea are top contributors.

- Bakery and Drinking Chocolate have high average prices but lower volume — opportunity to boost sales.

- Other categories contribute minimally — reevaluate their role in the menu.

**9. Recommendations**

✔️ Upselling Opportunities

- Promote larger sizes (Large & Regular)

- Bundle drinks with bakery items

- Increase average order value through combo deals

✔️ Time-Based Strategies

- Optimize staffing and promotions during peak hours (8–10 AM)

- Introduce happy hour-style promotions for afternoons and evenings

✔️ Product Mix Optimization

- Expand coffee and tea offerings

- Improve visibility and promotions for Bakery and Drinking Chocolate

- Reassess underperforming categories like Branded goods or Packaged Chocolate

✔️ Day-Specific Marketing

- Analyze why Monday performs well and apply similar tactics to weekends

- Run Saturday/Sunday exclusive offers to attract more customers

**10. Final Thoughts**

Your coffee shop is performing strongly overall, especially in terms of coffee and tea sales. With minor adjustments in operations, promotions, and data tracking, there is significant potential to further grow revenue and enhance customer experience.