

A close-up, high-resolution photograph of dark brown, roasted coffee beans. The beans are piled together, showing their characteristic oval shape and the deep crease down the center. The lighting creates highlights and shadows, emphasizing the texture and glossy surface of the beans. This image serves as the background for the entire page.

# SUGGESTIONS

1. **Increase profitability:** Focus on products with higher profit margins.
2. **Expand product range:** Introduce new and enticing products to cater to diverse customer preferences.
3. **Tiered pricing:** Introduce different price points for various product sizes or customizations.
4. **Enhanced ambiance:** Create a welcoming and comfortable atmosphere to encourage longer stays and increased spending.
5. **Loyalty programs:** Reward repeat customers with discounts or exclusive offers.
6. **Reduce wait times:** Streamline order-taking and preparation processes to improve customer satisfaction.
7. **Identify best-selling items:** Focus marketing efforts and product placement on top-performing items.
8. **Analyze customer behavior:** Understand customer preferences and buying patterns to tailor product offerings and promotions.
9. **Analyze the performance of different store locations:** Identify best practices and replicate them across all locations.
10. **Track the impact of marketing campaigns:** Measure the effectiveness of promotions in increasing average order value.