

# Executive Summary:

## Coffee Shop Sales Analysis

This Coffee Shop Sales Analysis Dashboard provides an in-depth exploration of sales trends, customer footfall, and product demand, offering valuable insights for business growth and operational optimization.

### Key Metrics Overview:

- Total Sales: \$698,812.33
- Total Footfall: 149,116 customers
- Average Bill Per Person: \$4.69
- Average Orders Per Person: 1.44

### Store Performance Analysis:

The analysis covers three major store locations: **Astoria, Hell's Kitchen, and Lower Manhattan**. Among them, Hell's Kitchen has the highest revenue, contributing **\$236,511.17 in sales with 50,735 visitors**. Astoria and Lower Manhattan follow closely with sales of \$232,243.91 and \$230,057.25, respectively.

### Product Performance & Category Distribution:

#### The top five products by sales value include:

1. Barista Espresso – \$91,406.20
2. Brewed Chai Tea – \$77,081.95
3. Gourmet Brewed Coffee – \$70,034.60
4. Hot Chocolate – \$72,416.00
5. Brewed Black Tea – \$47,932.00

In terms of category-wise sales distribution, Coffee leads with 39% of total sales, followed by Bakery (28%) and Branded products (12%). Other product categories such as Drinking Chocolate, Flavors, Loose Tea, and Packaged Chocolate contribute marginally.

### Customer Purchase Behavior & Order Trends:

The hourly sales trend indicates that the peak sales period is between **7 AM and 11 AM**, where order volumes are significantly high. After midday, sales gradually decline and remain steady through the afternoon before tapering off in the evening.

Weekday analysis shows that sales remain fairly consistent from **Monday to Friday, with Thursday** experiencing the highest sales (**21,701 orders**). **Sunday and Saturday** see a slight decline in orders, possibly indicating lower customer traffic on weekends.

### Order Size Preferences:

#### Customer order sizes are distributed almost equally:

- Regular size – 31%
- Large size – 30%

- **Not Defined – 30%**
- **Small size – 9%**

This balanced distribution suggests that customers have varied preferences, making it important to maintain inventory accordingly.

#### **Business Impact & Strategic Recommendations:**

This analysis provides valuable insights into customer preferences, peak sales periods, and high-performing products. Based on the findings, the following strategic actions can be considered:

- **Focus marketing efforts during peak sales hours to maximize revenue.**
- **Stock up on high-demand products like Barista Espresso, Chai Tea, and Gourmet Brewed Coffee to ensure consistent supply.**
- **Improve sales on weekends by running promotional campaigns or discounts to attract more customers.**
- **Utilize the strong sales in Hell's Kitchen as a benchmark and explore strategies to boost sales in other locations.**

This data-driven approach will help in making informed business decisions, optimizing inventory, and enhancing customer experience, ultimately driving revenue growth.

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