

# Coffee Shop Analysis Sales Summary

This dashboard provides a sales analysis of a coffee shop with key metrics and visual insights into its performance. Here a summary of the key findings:

## Key Performance Indicators (KPIs)

- **Total Sales:** \$698,812.33
- **Total Footfall:** 149,116 customers
- **Average orders per Persons:** 1.44

## Sales and Footfall Trends

- **Sales by Hour:** peak sales occur around **7 AM – 9 AM**, with a decline after **10 AM**.
- **Orders on Weekdays:** the Bar graph indicates a relatively consistent order volume on different weekdays.

## Category & Order Size Distribution

- **Category Sales Distribution:**
  - The highest- selling category is **Coffee-based drinks (39%)**.
  - Other major contributors include bakery items (12%), tea (10%), and packaged chocolate (5%).
- **Order Size Distribution:**
  - Regular-Sized Orders (31%) are the most popular.
  - Large and undefined sized make up **30% each**, while small orders account for **9%**.

## Top products & Locations

- **Top 5 Products by Sales:** Specific product details are not visible, but the bar graph indicates significant sales contribution from a few key items.
- **Sales by Location:** The coffee shop experiences strong footfall and sales across multiple locations, with some outperforming others.

## Conclusion

The coffee shop sees its highest traffic and sales during morning hours, with coffee-based drinks being the top seller. Regular-Sized orders are the most common, and the business maintains a steady flow across different locations. Optimising marketing and promotions during non-peak hours could enhance overall revenue.