

Insights_Summary – Retail Beverage Sales & Operational Performance Dashboard

1. Overview

This analysis examines six months of retail beverage sales data (Jan–Jun) to evaluate **revenue performance, customer footfall, and operational efficiency** across multiple store locations.

The goal is to uncover time-based demand patterns and product mix opportunities to support **staffing optimization and margin growth**.

2. Key Findings

- **Total Revenue:** \$698.8K generated from 149K customers (**average bill** of \$4.7).
- **Peak Hours:** Morning period between 7 AM – 10 AM accounts for the highest sales and traffic, suggesting pre-work consumption behavior.
- **Category Performance:**
- **Coffee** and **Bakery** items contribute ~60% of total revenue.
- Other categories such as **Tea** and **Smoothies** represent emerging growth areas.
- **Store Performance:**
- **Hell's Kitchen** and **Astoria** lead in both sales and footfall.
- **Lower Manhattan** shows lower throughput, indicating potential process or location challenges.
- **Customer Order Mix:**
- 61% of orders are **Regular** or **Large** sizes, indicating strong upsell potential.
- Average order quantity remains stable across **weekdays**.

3. Operational Insights

- **Morning peaks** drive queue congestion and longer wait times during high-volume hours.
- **Staffing schedules** remain evenly distributed across the day, causing underutilization in off-peak periods.
- Promotional efforts and product visibility are not aligned with the most profitable time slots.

4. Recommendations

1. **Reallocate Staff** — Increase morning staff coverage (7–10 AM) by **20–25%** and reduce midday staffing by equivalent hours.
2. **Product Strategy** — Prioritize high-margin SKUs (Coffee, Bakery) for targeted promotions and inventory focus.
3. **Operational Efficiency** — Implement hourly monitoring dashboards to track sales velocity and staffing alignment.

4. **Customer Engagement** — Offer loyalty incentives for off-peak visits (**2–5 PM**) to balance store traffic.

5. Projected Outcomes

- **Operational Efficiency:** **+10–12%** improvement expected through shift realignment.
- **Labor Cost Reduction:** **~15%** reduction in idle hours.
- **Revenue Uplift:** **+8–10%** from optimized product mix and time-based promotions.
- **Customer Satisfaction:** Potential rise in repeat visits through improved morning throughput and off-peak incentives.

6. Conclusion

The **Retail Beverage Sales Dashboard** provides an integrated, data-driven view of sales behavior, category contribution, and operational performance.

By aligning staffing, promotions, and product availability with real demand patterns, management can enhance both **profitability and customer experience** without increasing overhead.

Data Note

This report is based on anonymized transactional data from the **Cleaned_Retail_Beverage** dataset, aggregated by time, product, and location.

All figures and patterns are representative of real retail operations but do not reference proprietary data.