

# Coffee Shop Sales Analysis

Transaction Patterns and Revenue Insights





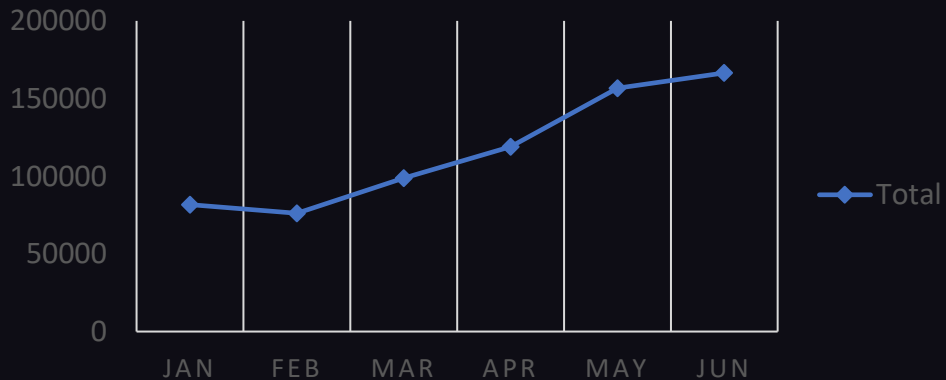
# Executive Summary

- Espresso drinks and cold brews are top revenue drivers.
- Hell's Kitchen store outperforms others in both revenue and quantity.
- Peak sales occur during weekday mornings (7–10 AM) - Seasonal spikes in June–August.
- Opportunities exist to optimize staffing and promotions during slow periods

01

## Overall Revenue & Quantity Trends

### MONTH THAT GENERATES THE MOST REVENUE



# ➤➤➤ Average quantity per transaction



## Transaction Quantity Patterns

Analysis shows varied purchase quantities across product categories, with beverages averaging 1-2 units and specialty items showing higher volumes per transaction.



## Product Category Comparison

Tea transactions average 2 units, coffee varies between 1-2 units, and specialty items like hot chocolate consistently show higher quantities per purchase.

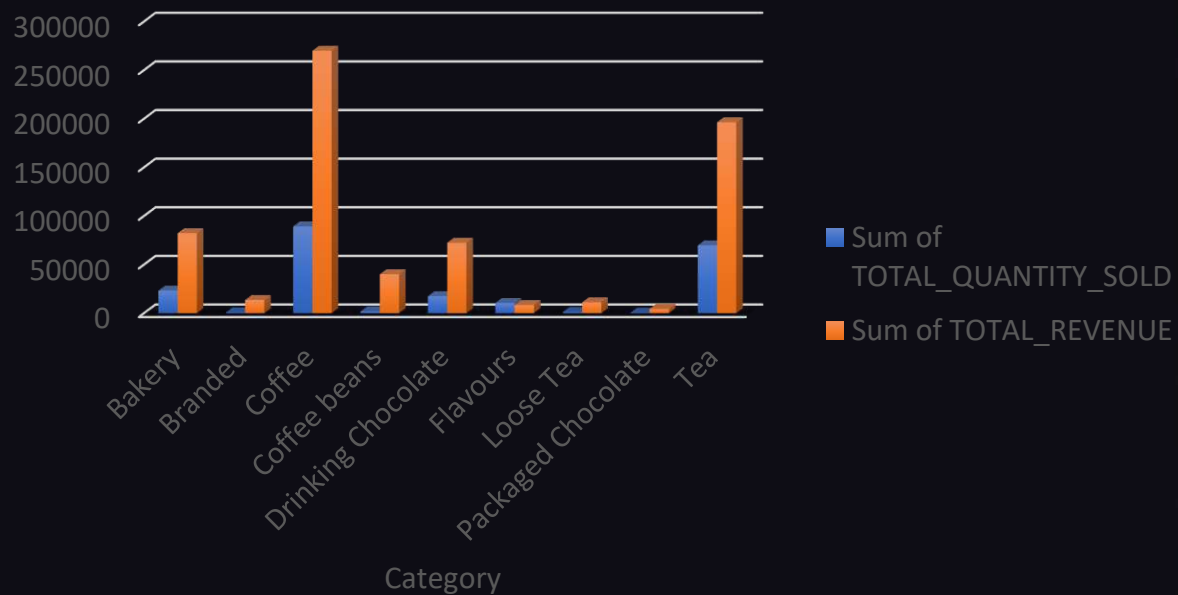


## Morning Purchase Behavior

Early morning transactions in Lower Manhattan demonstrate consistent multi-unit purchasing patterns, particularly for premium beverages like chai and specialty coffees.

## 02

## Performance by Product Category



# Product category performance



01

## Coffee Category Performance

Coffee dominates with multiple varieties including gourmet brewed and drip options, showing strong transaction volumes in morning dayparts.



02

## Tea Sales Analysis

Chai tea performs well in morning segments with higher average quantities per transaction compared to other beverage categories.



03

## Revenue by Product Type

Hot beverages generate consistent revenue with specialty drinks commanding premium prices over standard offerings.

# Revenue distribution analysis

## Product Revenue Breakdown

Analysis of revenue distribution across different product categories, showing tea, coffee, and chocolate contributions to total sales.

## Time-Based Revenue Patterns

Examination of revenue fluctuations during morning hours, focusing on the 7:00-7:30 timeframe and customer purchasing behaviors.

## Location Sales Performance

Revenue analysis for the Lower Manhattan location, highlighting product preferences and transaction values specific to this store.



03

## Performance by Store Location

REVENUE BY STORE LOCATION





# Product mix by location

1

## Lower Manhattan Beverage Preferences

Morning customers in Lower Manhattan favor tea and coffee, with chai tea generating higher revenue per transaction than standard drip coffee.

2

## Product Category Performance

Tea products show strong sales with higher average prices, while bakery items appear in fewer transactions but maintain consistent purchase quantities.

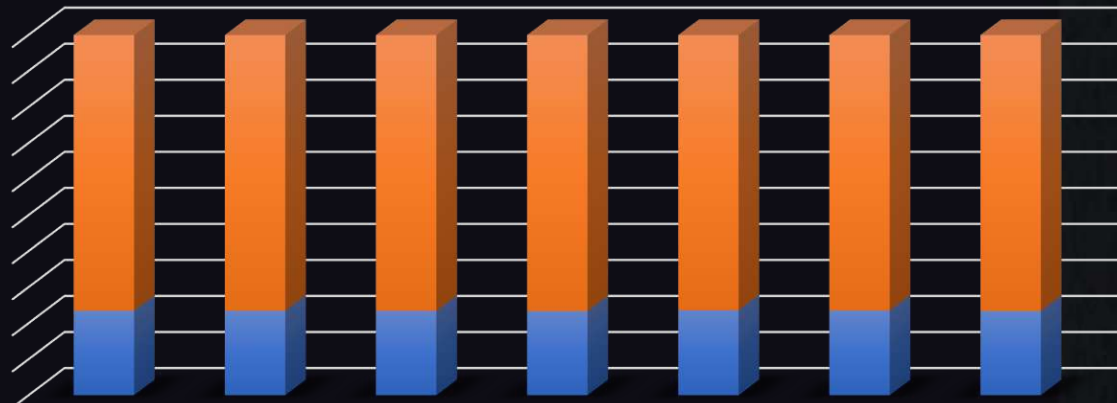
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## Time-Based Product Demand

Early morning sales indicate customer preference for caffeine options, with specialty beverages commanding premium prices during the 7:00-7:30 timeframe.

# 04

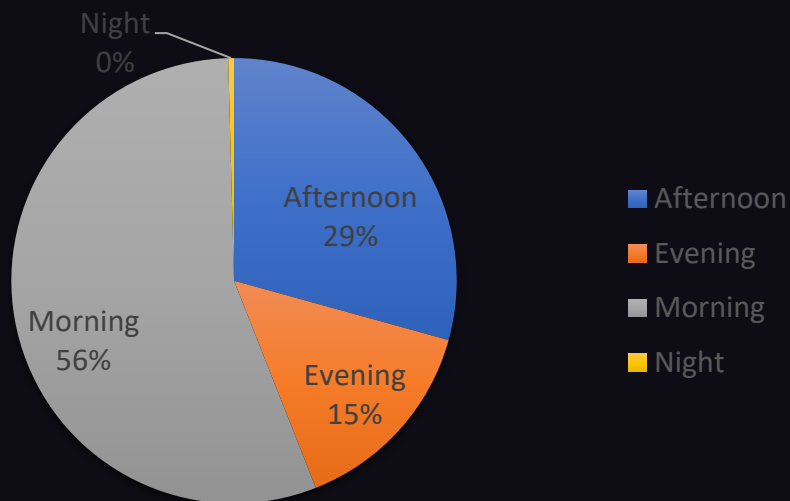
## Day of Week Analysis



	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Revenue	98330,31	101677,28	99455,94	100313,54	100767,78	101373	96894,48
Quantity sold	30182	31231	30449	30625	31162	31207	29614

# 04

## Time of Day Analysis



# ►►► Day and time preferences

## Morning Rush Hour Patterns

Data shows early morning transactions focus on caffeinated beverages like chai and coffee, indicating customer preference for energy-boosting drinks during morning hours.



## Weekend Shopping Behaviors

Sunday morning purchases reveal balanced selection between coffee and specialty drinks, with customers often buying multiple items per transaction.



## Product Popularity by Timeframe

Between 7:00-7:30 AM, brewed chai tea generates highest revenue, while dark chocolate drinks command premium pricing compared to standard coffee options.



# Transaction patterns by time

1

## Morning Rush Patterns

Analysis of transaction volumes during morning hours reveals peak times and popular product combinations that drive early day revenue.

2

## Hourly Sales Distribution

Tracking sales across 30-minute time buckets shows how customer preferences and purchasing behaviors shift throughout operating hours.

3

## Weekday vs Weekend Trends

Comparison of transaction patterns between workdays and weekends highlights different customer behaviors and product preferences by day type.



# Product type popularity



## Coffee Leads Morning Sales

Analysis shows coffee products, especially drip and gourmet brewed varieties, are the most popular morning beverages based on transaction volume.



## Tea Category Performance

Brewed chai tea demonstrates strong popularity with multiple purchases per transaction, indicating customer preference for specialty tea options.



## Complementary Product Pairings

Bakery items like scones frequently accompany beverage purchases, suggesting effective cross-category merchandising opportunities during morning daypart.

# ►►► Strategic Recommendations

**High**  
Expand high-performing categories like espresso and cold brew. Promote underperforming days (e.g., Monday) with loyalty offers..

**Medium**  
Optimize staffing during peak hours and reduce during lulls.  
Tailor promotions by store — focus on boosting Lower Manhattan's performance..

**Low**  
increase average transaction value





**Thanks !**