

Coffee Shop Sales Analysis

Transaction Patterns and Revenue Insights





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Introduction

- Data-driven analysis of Bright Coffee Shop performance
- Identifies key revenue drivers and top-performing stores
- Highlights seasonal and time-based sales trends
- Provides insights for staffing and promotional strategies

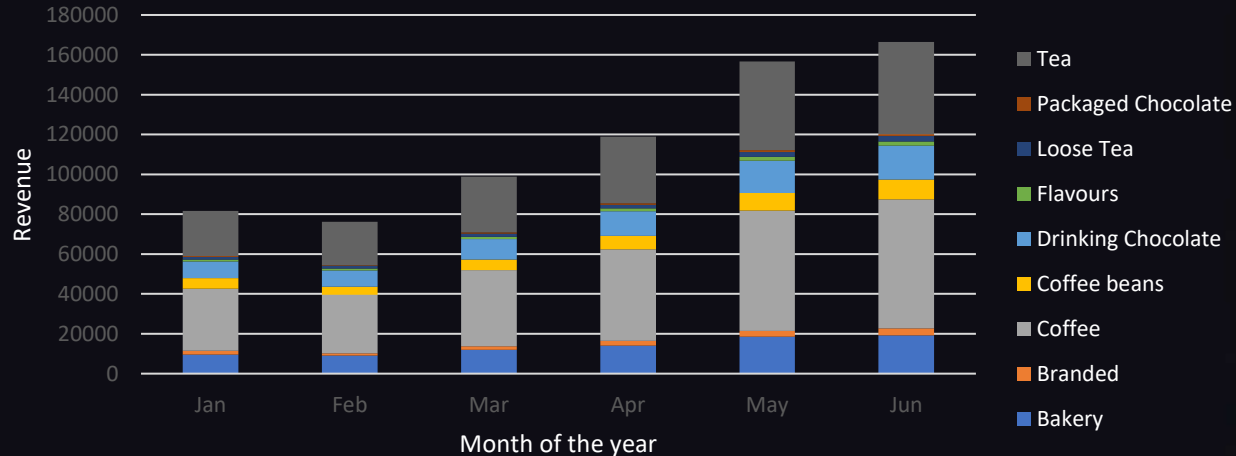




Executive Summary

Coffee Leads revenue growth across all months.
Tea & Drinking Chocolate provide steady support.
Bakery & Branded items remain consistent but minor contributors.
Total Revenue peaks mid year

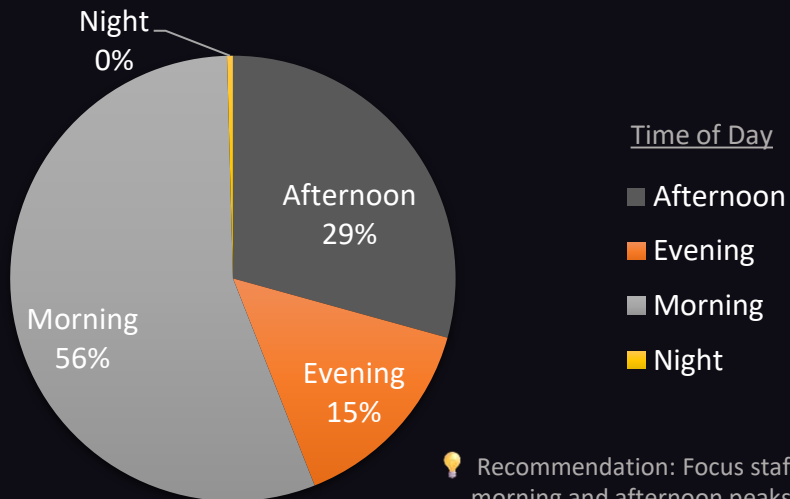
Summary – Monthly Revenue by Product Category



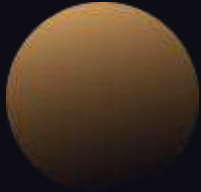


Time of Day Analysis

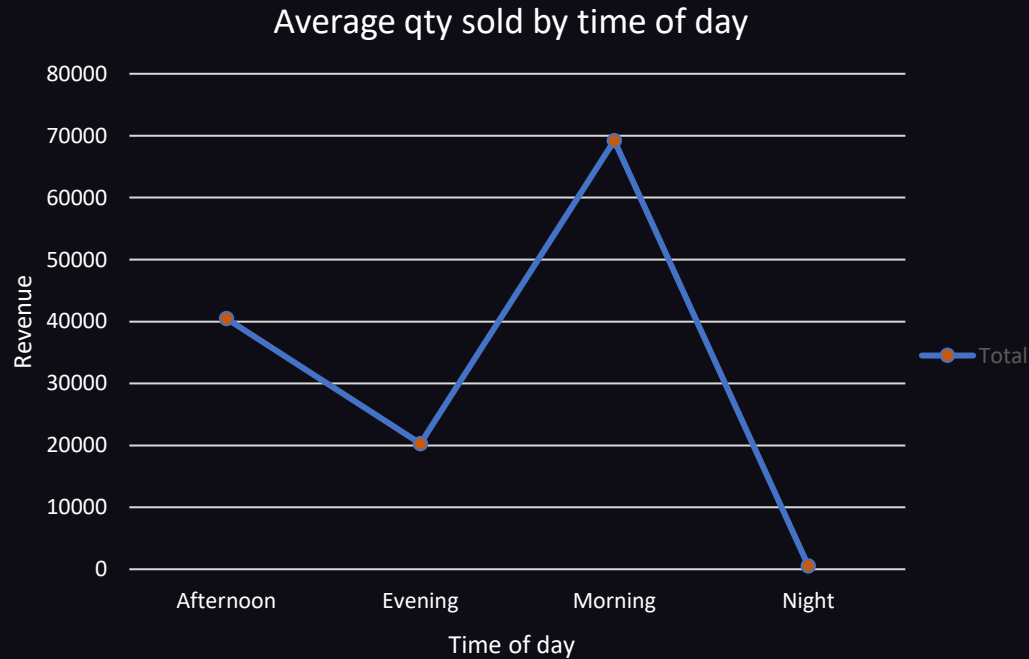
Morning drives the majority of sales (56%), showing strong customer demand for coffee and specialty beverages. Afternoon accounts for 29% — steady performance from midday orders and quick beverage purchases. Evening contributes 15%, indicating lower post-work traffic. Night sales are negligible (0%), confirming minimal late-hour activity..



💡 Recommendation: Focus staffing and promotions during morning and afternoon peaks to maximize efficiency and sales impact



Average Items per Transaction – Time of Day Analysis



➤➤➤ Average Items per Transaction – Time of Day Analysis

Morning dominates sales activity, showing the highest average quantities sold.

Evening and night transactions are minimal, suggesting limited demand after peak hours

Afternoon sales remain moderate, often driven by quick beverage purchases.

Beverages average 1- 2 units per transaction, while speciality drinks (hot chocolate, chai) often exceed this.

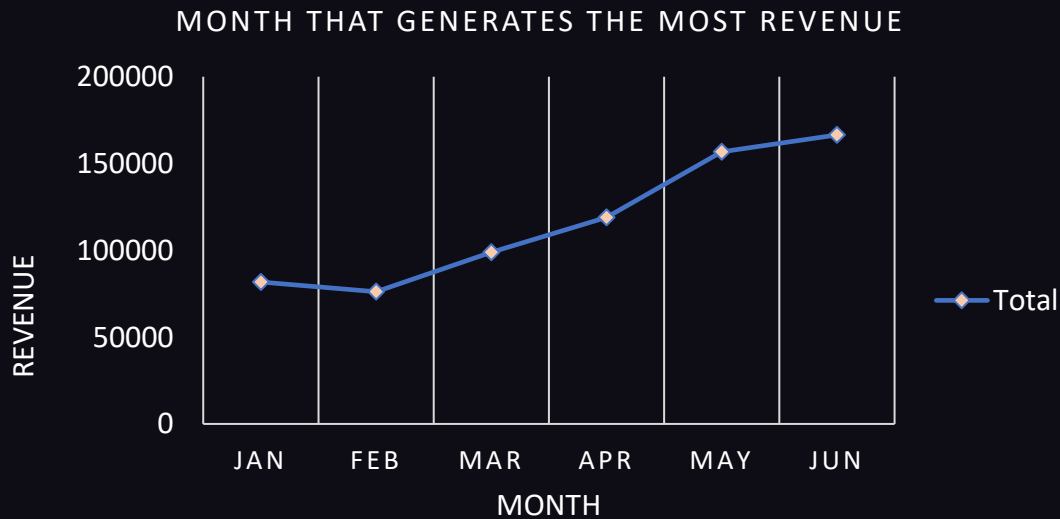
💡 **recommendation:** Optimize morning staffing and stock levels; consider evening promotions to boost off-peak sales.





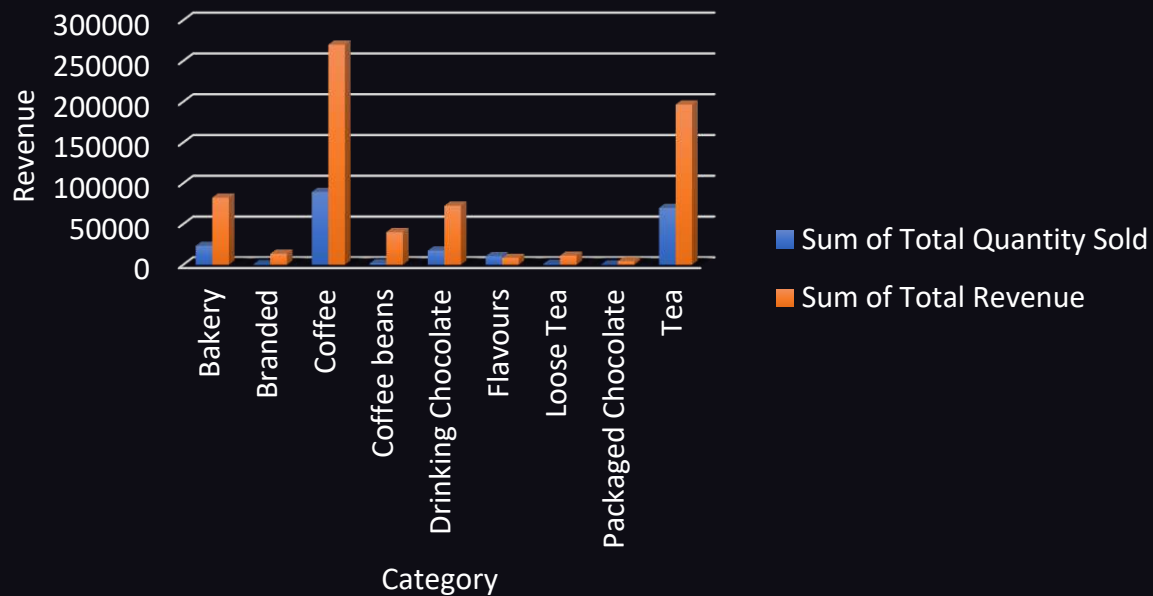
Overall Revenue & Quantity Trends

Revenue shows a steady upward trend from January to June.
Highest revenue achieved is in June, indicating strong Winter performance.
This suggests growing demand toward mid-year and opportunities for seasonal promotions.





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

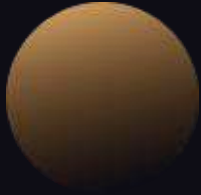
Chai tea performs well in morning segments with higher average quantities per transaction compared to other beverage categories.



03

Revenue by Product Type

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

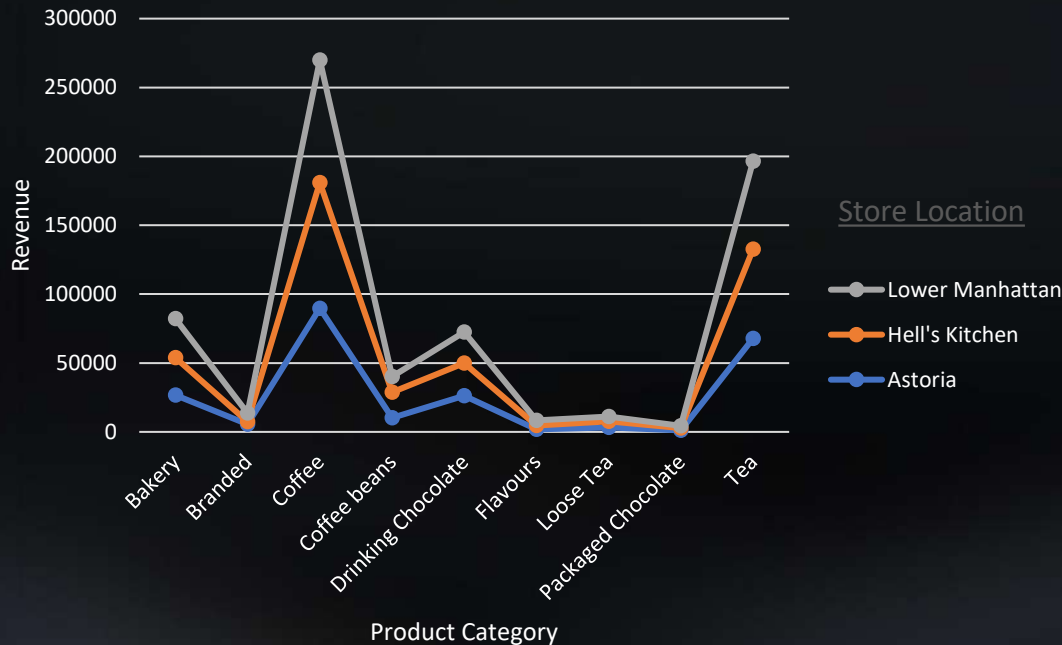


Performance by Store Location

REVENUE BY STORE LOCATION



Product mix by location



Product Category Performance

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

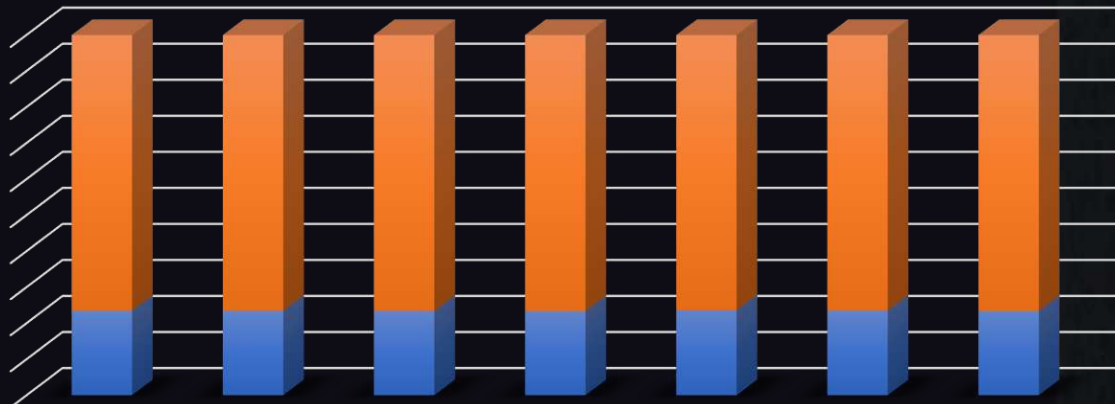
Lower Manhattan Beverage Preferences

Lower Manhattan follows closely with strong performance in Coffee and Packaged Tea sales. Astoria shows lower overall revenue but maintains steady sales across most categories..

Recommendation: Focus marketing and promotions on **high-margin beverage categories** and replicate **Hell's Kitchen strategies** across other branches.



Transactions by Day of week



	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

Transaction by Day of Week

1

Monday to Friday

consistent and strong performance, with Wednesday and Thursday peaking slightly in both revenue and quantity sold

2

Weekend Sales

(Saturday & Sunday) dip moderately, indicating lower customer traffic.

3

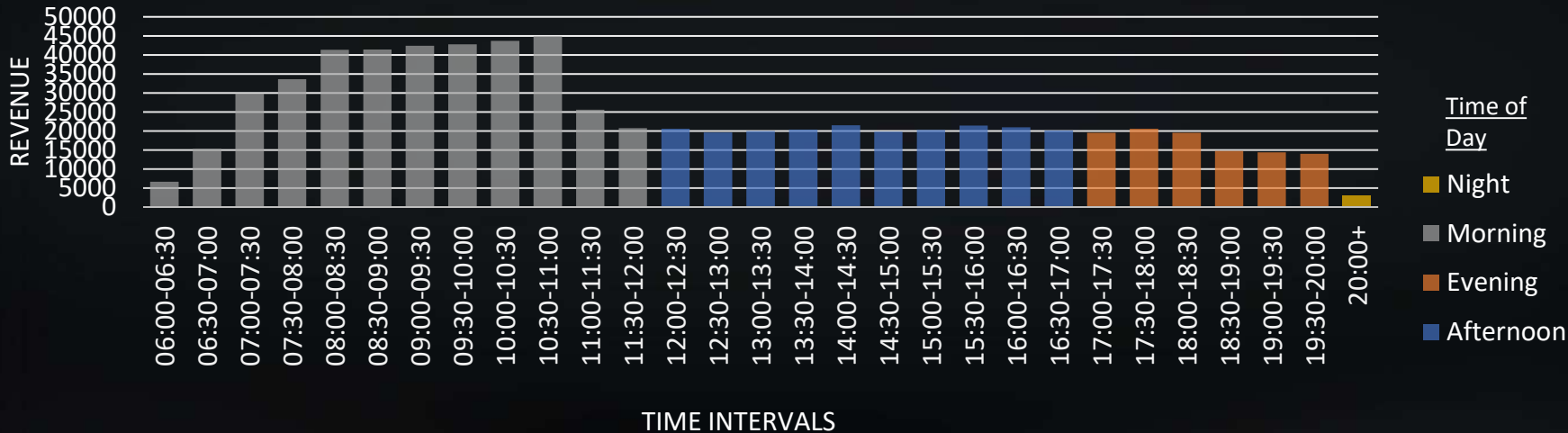
Average weekday revenue

exceeds 100K, while weekends average below 98K.

💡 Recommendation: Maintain weekday staffing levels and introduce weekend promotions to boost foot traffic and revenue.



►►► Day and time preferences



Morning Rush Hour Patterns ←

01

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

Product Popularity by Timeframe ←

03

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

02 ↓

Weekend Shopping Behaviors

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

►►► Strategic Recommendations

High

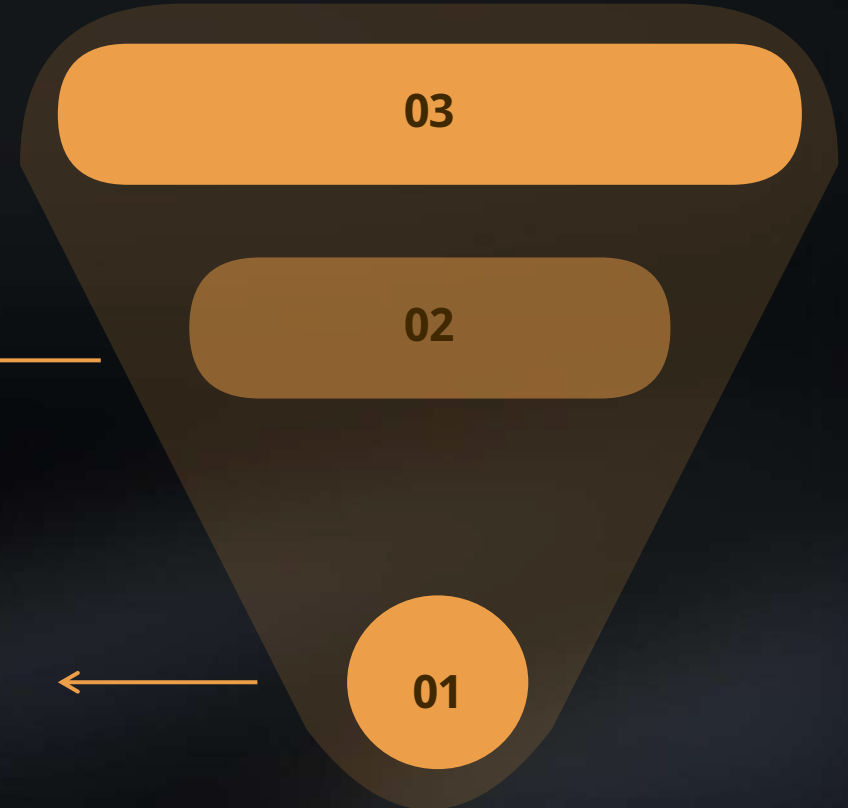
Expand high-performing categories like espresso and cold brew. Promote underperforming days (e.g., Monday) with loyalty offers..

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 !