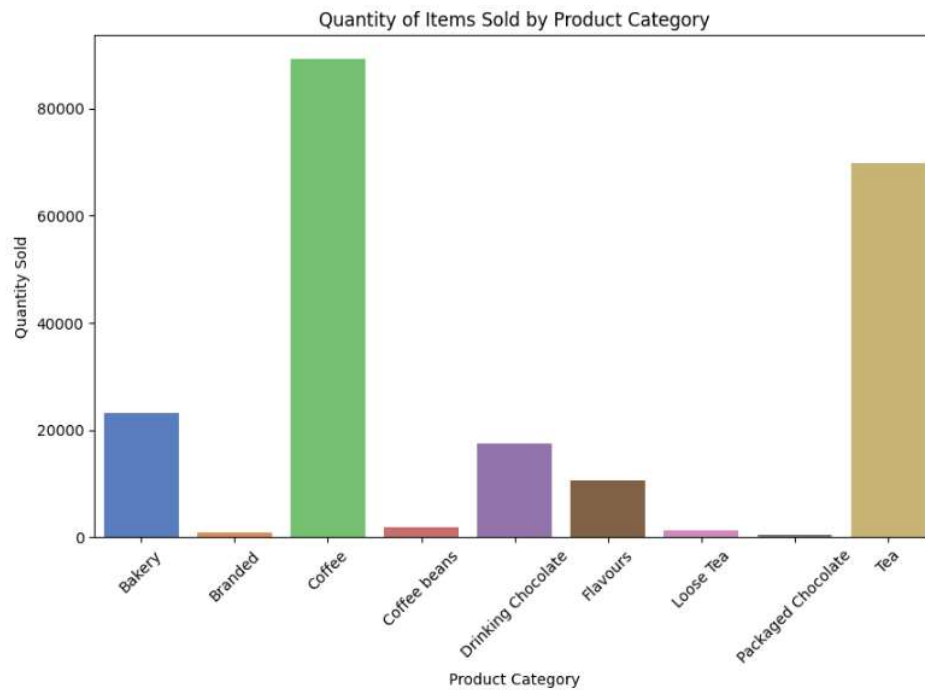


## Sales Performance by Product Category



## Key Highlights

Top Sellers: Coffee and Tea dominate sales

Moderate Performers: Bakery and Drinking Chocolate show solid demand

Low Performers: Packaged Chocolate, Branded, Coffee Beans, Loose Tea lag behind

## Top Performing Categories

### Coffee

- Strong customer demand
- Opportunity for premium or specialty variants

### Tea

- Broad appeal
- Potential for expanding flavoured and wellness teas

Action: Prioritize marketing and inventory for both categories

## **Mid-Tier Categories**

### **Bakery**

- Consistent demand
- Could benefit from seasonal or themed product launches

### **Drinking Chocolate**

- Good base for winter/holiday promotions

Action: Promote via bundles or upselling tactics

## **Underperforming Categories**

- **Coffee Beans, Loose Tea, Packaged Chocolate, Branded Products**
- Low visibility or customer interest
- Risk of overstock and underperformance

### **Action Steps:**

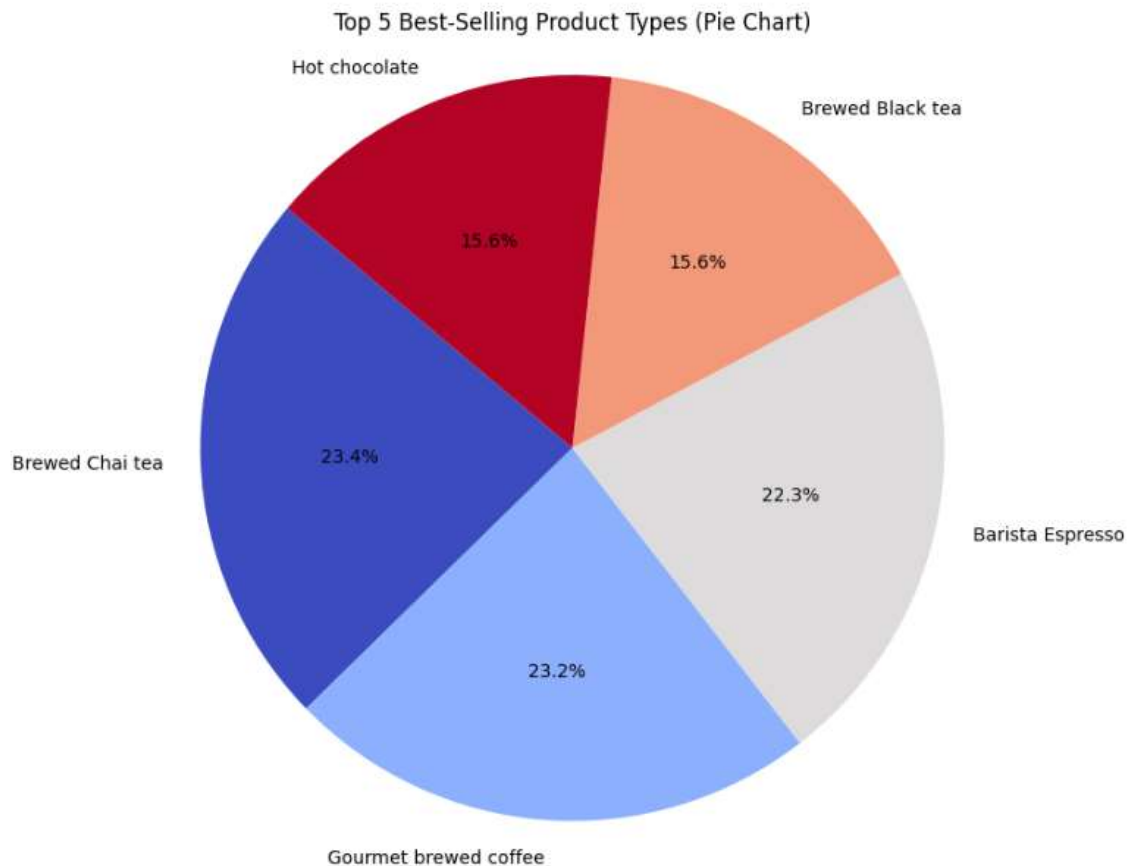
- Improve shelf placement
- Bundle with high-performers
- Run trial or sampling campaigns

## **Strategic Recommendations**

- **Invest in Leaders:** Expand Coffee & Tea offerings
- **Boost Mid-Tiers:** Promotions & bundles for Bakery, Drinking Chocolate
- **Reassess Low Performers:** Improve visibility or consider SKU reduction
- **Customer Feedback:** Use surveys to guide product development

## **Next Steps**

- Launch category-specific promotions
- Evaluate in-store placement & digital presence
- Monitor results and adjust quarterly



## Key Insights

### 1. Top-Selling Product Types:

- **Brewed Chai Tea** leads in quantity sold, slightly ahead of **Gourmet Brewed Coffee**
- Both products indicate strong customer demand for **freshly prepared beverages**

### 2. Strong Coffee Category Presence:

- Three out of the top five products are coffee-based: **Gourmet Brewed Coffee**, **Barista Espresso**, and likely **Hot Chocolate** (often sold in cafes alongside coffee products)
- **Barista Espresso** follows closely, signaling a preference for espresso-style beverages

### 3. Tea is a Major Contender:

- **Brewed Chai Tea** and **Brewed Black Tea** rank highly, confirming strong interest in tea-based drinks
- Chai tea, in particular, may benefit from flavor variety and cultural appeal

### 4. Hot Chocolate Holds Its Own:

- Though not a tea or coffee product, **Hot Chocolate** maintains comparable sales to Brewed Black Tea, indicating seasonal or comfort-driven consumption

## Recommendations

### 1. Double Down on Brewed Beverages:

- Maintain and expand offerings of **freshly brewed chai and gourmet coffee**
- Introduce **limited-edition flavors**, e.g., seasonal spice chai or flavored lattes

### 2. Maximize High-Demand Items:

- Prioritize these items in menu placement, marketing materials, and loyalty programs
- Consider combo deals (e.g., hot drink + bakery item) using best-sellers

### 3. Differentiate Espresso Options:

- Given strong sales for **Barista Espresso**, explore customization (extra shots, flavors, plant-based milks).
- Highlight barista expertise and product freshness

### 4. Capitalize on Hot Chocolate Appeal:

- Target winter promotions or family-friendly segments.
- Offer gourmet or "adult" versions (e.g., dark chocolate, chili hot chocolate).

### 5. Drive Loyalty Through Tea Fans:

- Tea drinkers are consistent; consider a **tea subscription**, tasting flights, or educational events