



Welcome back, Cyril!



CAFE SALES REPORT

Item

All

Date

1/1/2023

12/31/2023

Overview

Best & Worst

DAILY AND MONTHLY TRENDS

Days

Orders **peak** from **Thursday** to **Monday**, covering end-week to early-week.

Months

Orders are **highest** in **March** and **October**, during seasonal shifts.

SALES PERFORMANCE

Channels

Sales are **highest in-store**, with **digital wallets** as the **top** payment method.

Category

Drinks drive the **highest** revenue among all item categories.

Total Revenue



83,864

Units Sold



28,709

Total Orders



9,520

Average Order Value



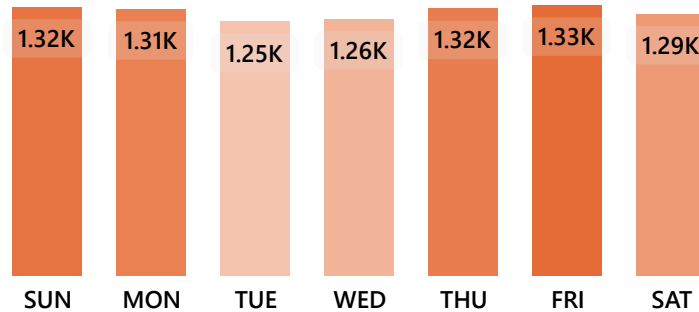
8.81

Revenue per Item

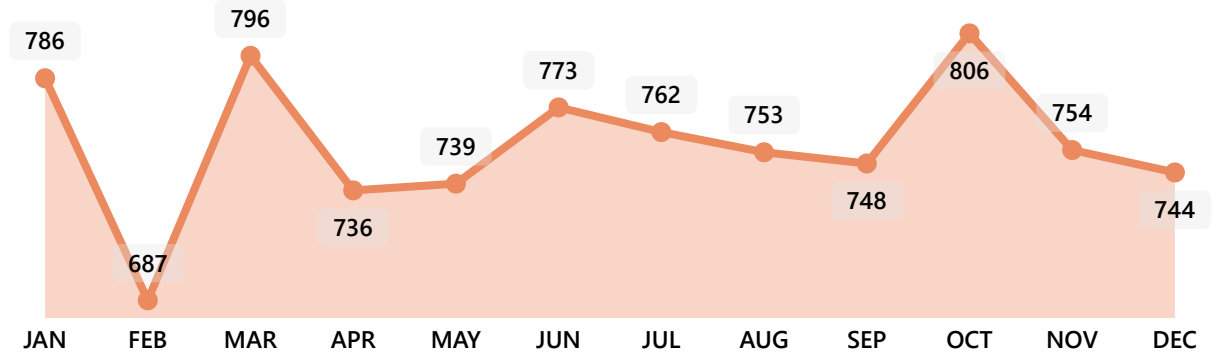


2.92

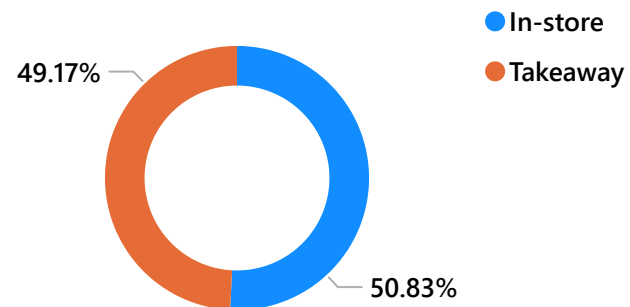
Daily Trend for Total Orders



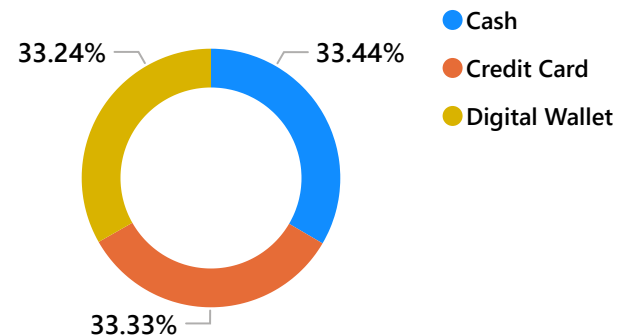
Monthly Trend for Total Orders



% of Sales by Location

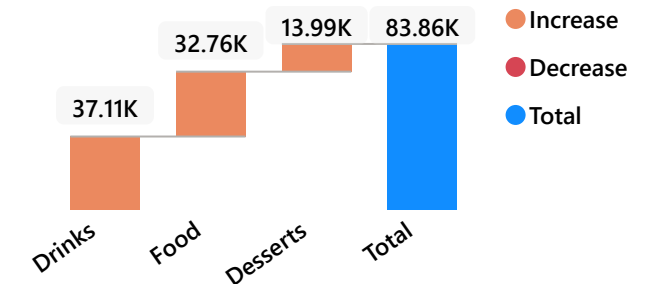


% of Sales by Payment Method



Revenue by Item Category

Drinks: tea, smoothie, juice, coffee. Food: salad, sandwich. Desserts: cake, cookie.





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Best & Worst

BEST SELLERS

Revenue

Salad generates the **highest** revenue.

Quantity

Coffee has the **highest** number of items sold.

Bulk-Sold

Coffee is the **most** frequently purchased in bulk.

WORST SELLERS

Revenue

Cookie generates the **lowest** revenue.

Quantity

Smoothie has the **lowest** number of items sold.

Bulk-Sold

Smoothie is the **least** purchased in bulk.

Total Revenue



83,864

Units Sold



28,709

Total Orders



9,520

Average Order Value



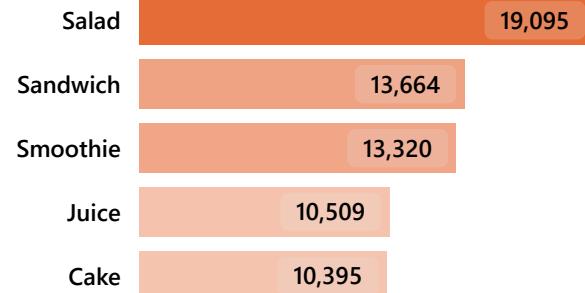
8.81

Revenue per Item



2.92

Top 5 Items by Revenue



Top 5 Items by Quantity

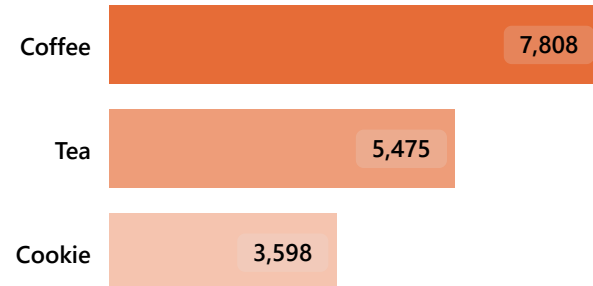


Top 5 Bulk-Sold Items

Bulk orders consist of items purchased in quantities of 4 or 5 per transaction.



Bottom 3 Items by Revenue



Bottom 3 Items by Quantity



Top 5 Bulk-Sold Items

Bulk orders consist of items purchased in quantities of 4 or 5 per transaction.

