



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



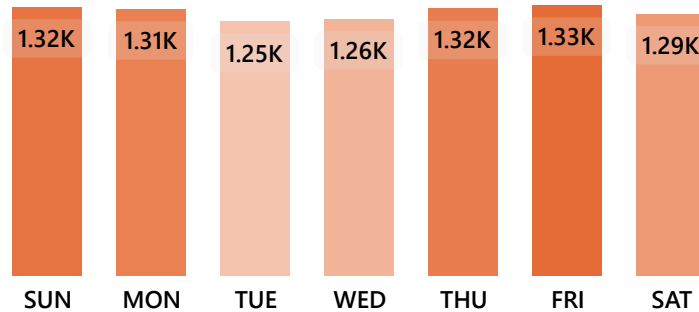
8.81

Revenue per Item

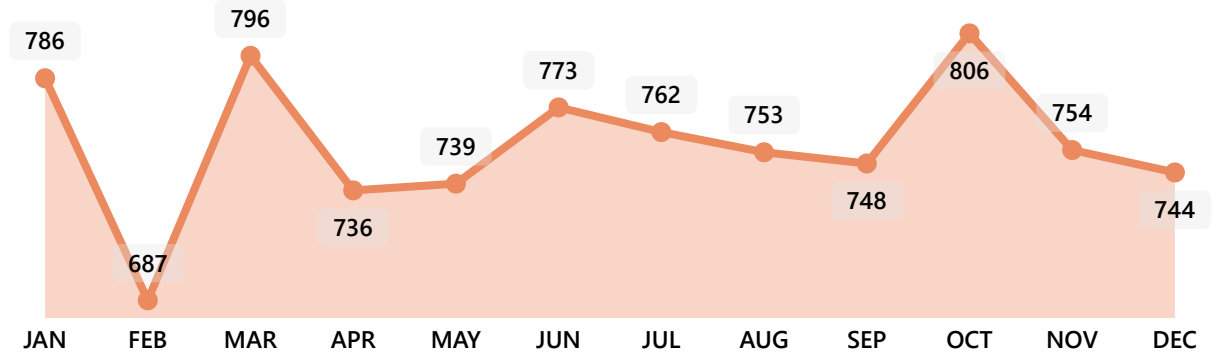


2.92

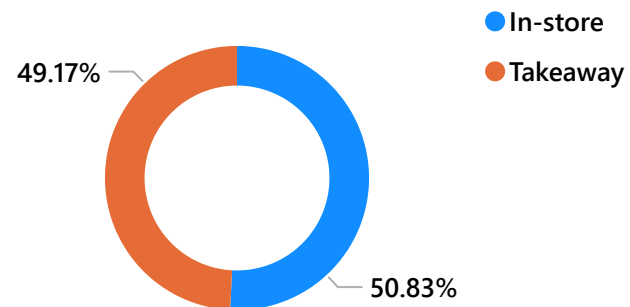
### Daily Trend for Total Orders



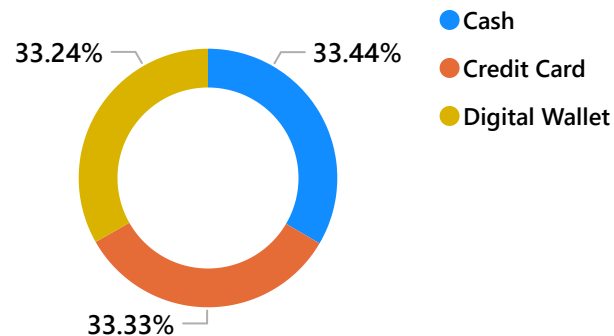
### Monthly Trend for Total Orders



### % of Sales by Location

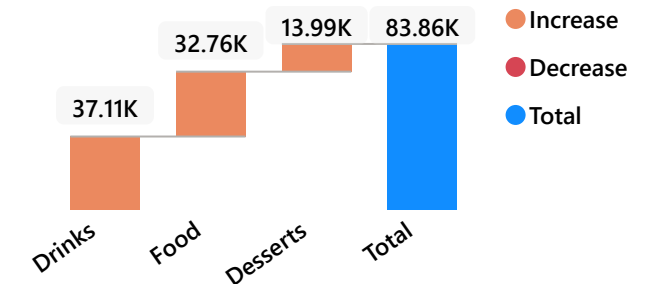


### % of Sales by Payment Method



### 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



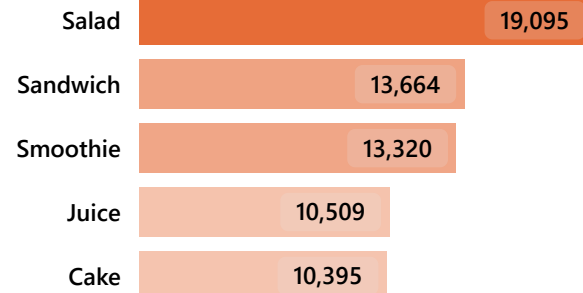
8.81

Revenue per Item



2.92

### Top 5 Items by Revenue



### Top 5 Items by Quantity

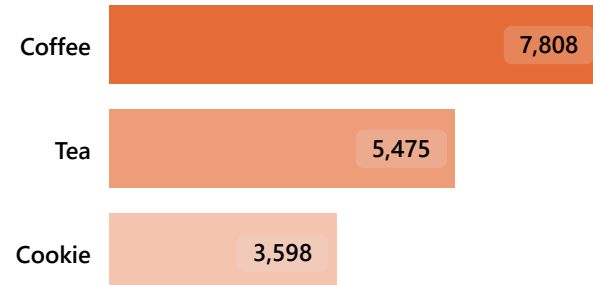


### Top 5 Bulk-Sold Items

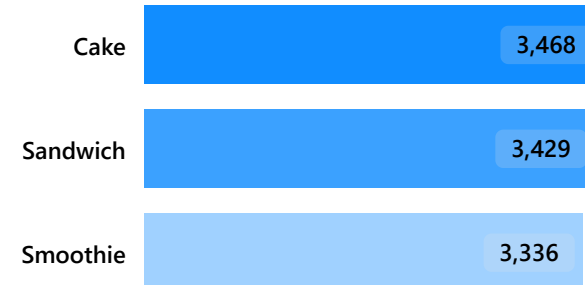
Bulk orders consist of items purchased in quantities of 4 or 5 per transaction.



### 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.

