

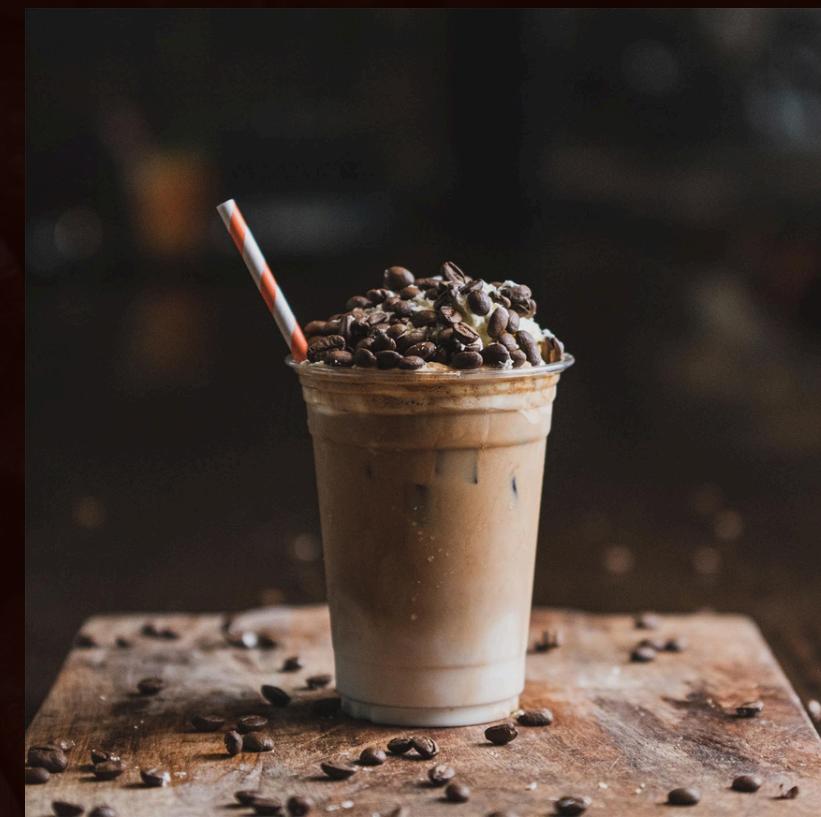
INSIGHTS
COFFEE SHOP
ANALYSIS



Overall Sales Performance-



- The coffee shop has made overall \$698,812.33 in sales in this period.
- There were total 149,116 total customer visits (footfall) in this period.
- The average order value is \$4.69 and average bill value is \$1.40.





Comprehensive Analysis-





- The busy period stretches between 8am to 10am with demand hitting highest between 9am to 10am followed by gradual reduction.
- When analyzing sales data, it is seen that there is a slight decrease of sales in February, followed by a steady upward trend in subsequent months.



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- From a weekly perspective, Monday records the highest sales, while Saturday tends to see the lowest sales.
 - The Hell's Kitchen has the highest sales followed by Astoria and lower Manhattan.



- The top selling product is Barista Espresso followed by Chai Tea and Hot chocolate.
- Coffee generates 45% of revenue making it largest contributor while Packaged Chocolate generates 1% of revenue indicating at the lowest revenue.



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Thank You

A large, white, serif font "Thank You" centered on the slide. Above the word "You", there is a thin, orange outline of a coffee cup with a small stem and a circular base.