DreamAnalytics Consulting Group

To: Sofia

From: Chris Moreira, Meron Gedrago, Diego Rodriguez

Date: Nov 6, 2025

Subject: Coffee Sales Analysis & Recommendations

Context Statement

The intended audience for this report is Sofia, a manager of a busy neighborhood café, a 35-year-old professional overseeing daily operations, including sales, inventory, staffing, and promotions. Sofia is business-savvy but not a data expert, and prefers insights that are actionable and easy to interpret. The dataset provided covers daily coffee transactions from March 2024 to March 2025, including drink type, price, and time of purchase. From this dataset, we had two key questions: (1) How do coffee sales vary across different times of day and days of the week? (2) Which types of drinks contribute the most to overall sales? The answers to these questions are intended to inform decisions around staffing schedules, inventory management, and promotional planning, ultimately helping the café capitalize on sales opportunities and improve operational efficiency.
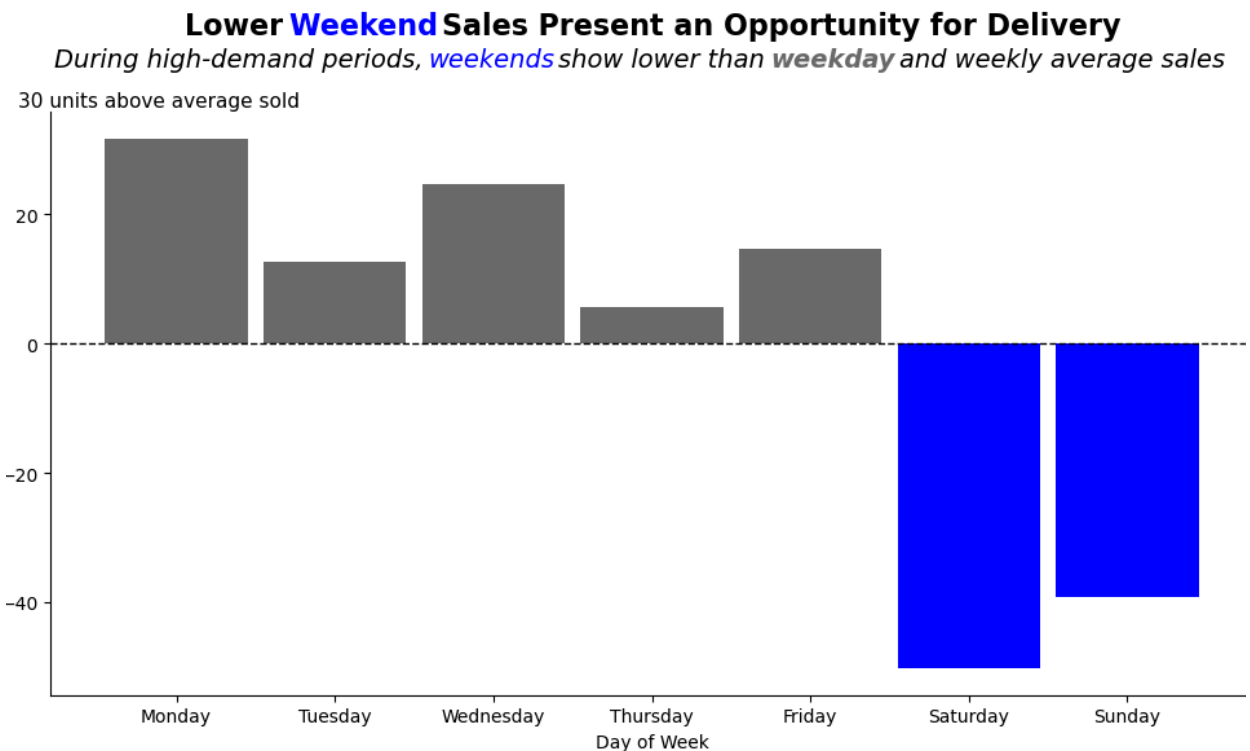
Main Takeaways

Understanding when and what kind of drinks are being sold is a crucial step in engaging with strategies that will improve sales and streamline operations. Here, we bridge this gap by analyzing one year of daily café transactions to identify patterns in drink sales on these dimensions. The goal is to provide clear, actionable recommendations to help you optimize operations and increase revenue. Key findings reveal that weekend sales are below average during high-demand periods, milk-based drinks are consistently popular, and caffeinated beverages dominate morning sales. Based on these insights, we recommend:

1. Introducing weekend delivery options to improve weekend sales
2. Developing seasonal promotions around milk-based drinks to boost revenue
3. Implementing a loyalty program to incentivize afternoon non-caffeinated beverage purchases

Following these holistic recommendations will help the café better align staffing, inventory, and promotions with sales patterns, maximizing profitability in the upcoming year.
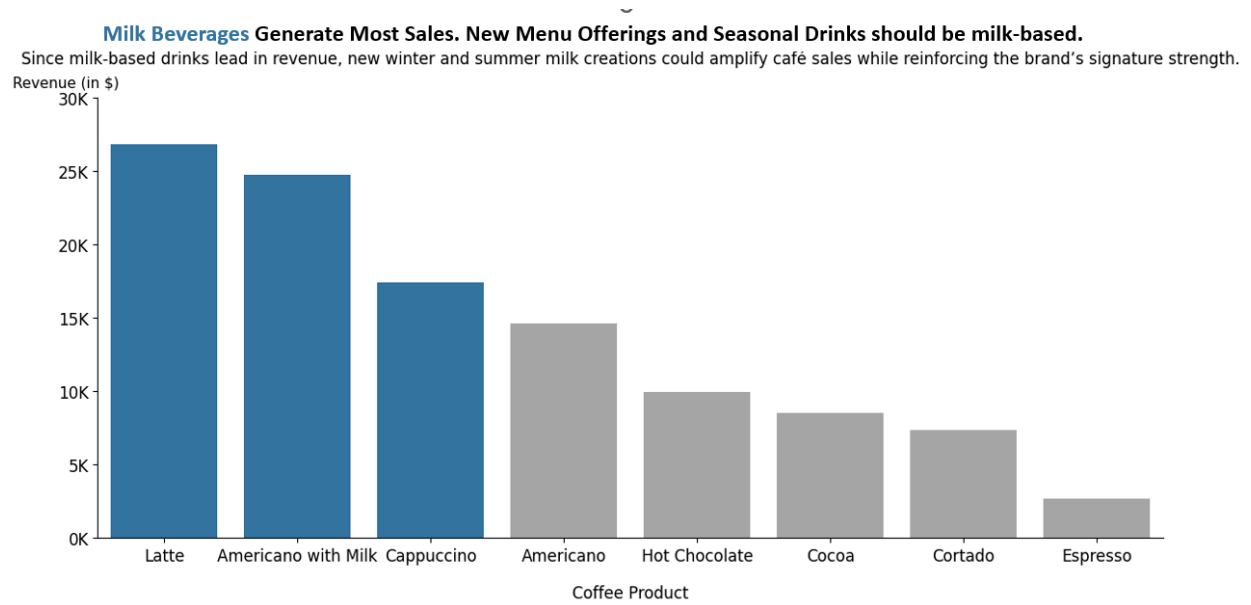

Cafes in mid-sized towns are heavily affected by walk-in orders. The sales data confirm this assumption by analyzing high demand periods during peak months of the year (February and October). We can identify the high gap between weekday demand and weekend demand. The phenomenon is likely driven by lower activity in downtown areas where common customers are not traveling to work or passing by the store to grab their daily coffee**.**
We recommend that you offer deliveries on weekends while ensuring adequate staffing for in-person service on weekdays to increase coffee sales during high-demand periods. Weekend deliveries can reach these customers, which could lead to capturing untapped demand and increasing overall sales. In addition, the new strategy also ensures there is proper week staffing for both in-person service and delivery, ensuring consistent service quality.

Lower Weekend Sales Present an Opportunity for Delivery
During high-demand periods, weekends show lower than weekday and weekly average sales

Besides, customers' preferences should be core in day to day operations. By analyzing sales data, we observed that the top three revenue-generating products (Lattes, Americanos with Milk, and Cappuccinos) are all milk-based. These outperform the remaining product offerings in sales. **Here it's possible to strengthen the cafe brand by offering new seasonal drinks centered around premium milk-based beverages.** This customer preference makes milk-based items (Latte variants, Chai, or Flat whites) an opportunity to further improve sales with offers that clients
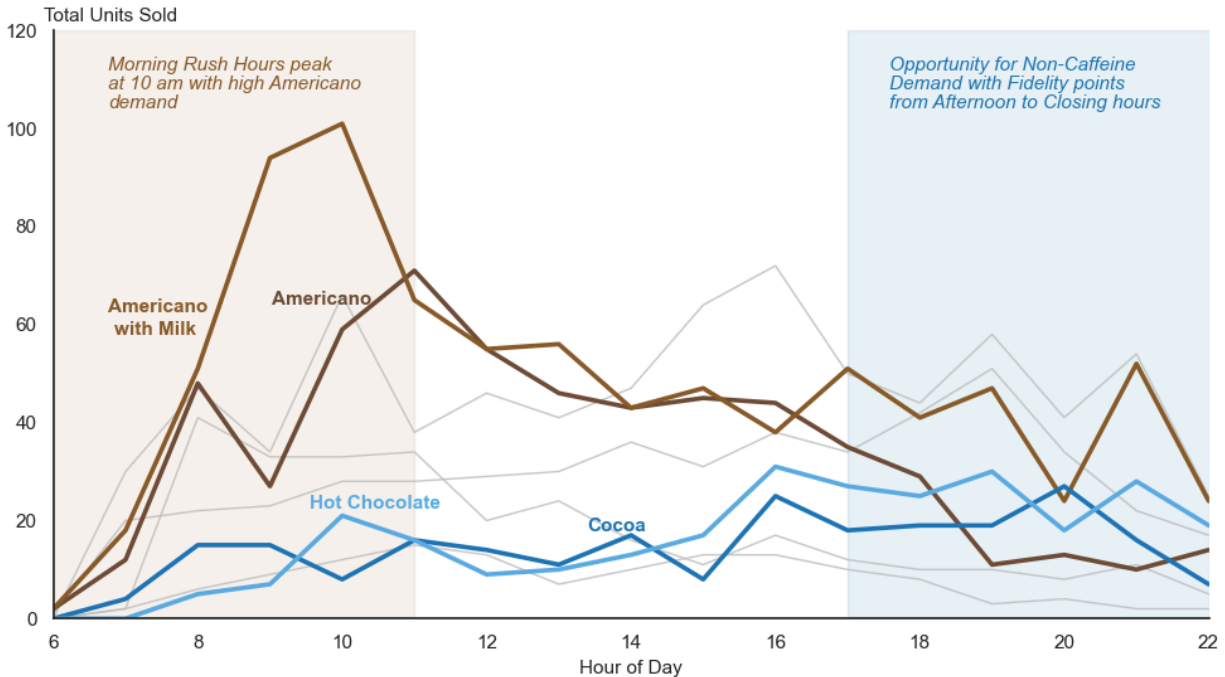
enjoy. In addition, a catered menu demonstrates to customers that the business values them and adapts to customer's taste preferences.

Milk Beverages Generate Most Sales. New Menu Offerings and Seasonal Drinks should be milk-based.
Since milk-based drinks lead in revenue, new winter and summer milk creations could amplify café sales while reinforcing the brand's signature strength.

Of course, dynamics can vary greatly on a given day, and your data confirms this. In your daily operations, we observe a strong increase in demand for caffeine-based drinks, especially Americanos, during the morning rush hours. However, non-caffeine drinks such as Cocoa and Hot Chocolate gain more traction throughout the day. **Due to the nature of your business, a good strategy that can boost sales is a loyalty system.** You can introduce a rewards program, where morning purchases earn credits redeemable in the afternoon. From this incentive program, you can smooth out daily demand, increase product turnover, and encourage repeat visits. This approach will help you balance inventory, keep staff workload steadier across shifts, and turn your busiest hours into a driver of all-day sales.

Morning Caffeine Rush Is a Great Opportunity for Promotions and Fidelity Strategies
Establishing a Purchase Points System to Boost Non-Caffeine Sales in the Afternoon.

Total Units Sold

Morning Rush Hours peak at 10 am with high Americano demand

Opportunity for Non-Caffeine Demand with Fidelity points from Afternoon to Closing hours

Americano with Milk

Americano

Hot Chocolate

Cocoa

Hour of Day

Reflection

After receiving the feedback, we made several key revisions to strengthen the structure, clarity, and tone of our memo. First, we revised the introduction to clearly define the problem before presenting findings or recommendations. We framed the issue in a way that connects directly to the café owner's needs by emphasizing how a lack of insight into customer purchasing patterns could lead to missed opportunities in staffing, inventory, and promotions. This framing helps the reader understand why the analysis is both relevant and valuable for her sales objective.

In the body of the memo, we adjusted the flow to ensure each section builds logically from the previous one. Instead of opening with bold recommendations, we now begin each section by summarizing the insight from the previous visualization, posing a natural follow-up question, and then walking the reader through the analysis before offering conclusions. This change makes our recommendations feel more grounded and credible.

Finally, we refined our tone to be confident yet realistic. We replaced language that sounded overly strong or exaggerated with more measured phrasing to maintain professionalism and trustworthiness. We also updated the visuals to make color meanings and patterns clearer, ensuring the figures are intuitive and easy to interpret.

Code and Process

We collaborated on GitHub, where we stored the project data, code, and a README file with instructions. All project materials can be found in a GitHub repository linked [here](#).