

Hourly and Daily Sales Variations are as Follows

Hourly Sales:

Sales at highest peak b/w 8 AM - 10 AM, mostly highest at 10 AM-\$88,673.39 and this trend is repeating almost daily

Sales gradually starts decreasing in the afternoon and drops at max after 7 PM.

The lowest sales occur at 8 PM-\$2,935.64.

Daily Sales:

Monday has the highest sales revenue of \$101,677.28, followed by Friday \$101,373.00 and then Thursday \$100,767.78.

Saturday and Sunday have slightly lower sales, maybe due to weekends people often avoid beverages as they don't have to sit for work

Total Sales Revenue by Month

June has the highest sales revenue of \$166,485.88, followed by May \$156,727.76 and April \$118,941.08.

February has the lowest sales \$76,145.19, likely due to fewer days in the month.

Sales Variation Across Different Store Locations

Hell's Kitchen has the highest sales revenue of \$236,511.17, then comes Astoria \$232,243.91 and then Manhattan \$230,057.25.

There is no huge difference in Sales based on locations So Sales are fairly balanced across all locations.

Sales Variation by Product Category

Coffee is the highest revenue generating category with \$269,952.45 revenue followed by Tea \$196,405.95.

Bakery products generate revenue of \$82,315.64 and Drinking Chocolate generates revenue of \$72,416.00. - So this category can be called as fair performing category

Packaged Chocolate and Flavours have the lowest sales generating revenue of \$4,407.64 and \$8,408.80 respectively.

Best-Selling Products by qty and revenue are given below

By Quantity Sold:

Morning Sunrise Chai -9,157 units

Latte-9,099 units

Earl Grey-9,095 units

Peppermint-9,067 units

Sustainably Grown Organic-9,003 units

By Revenue:

Sustainably Grown Organic-\$39,065.10
Latte-\$36,369.75
Dark Chocolate-\$35,785.70
Cappuccino-\$33,639.25
Ethiopia-\$32,551.50

Average Sales/per order/Person is \$4.69

Thank You