


A top-down view of a golden-brown croissant and a yellow cup of coffee with a dark, bubbly foam on top, both resting on a light-colored wooden surface with a vertical grain. The croissant is on the left, and the coffee cup is on the right. The text 'COFFEE SALES REVIEW' is overlaid in the center in a large, white, bold, sans-serif font.

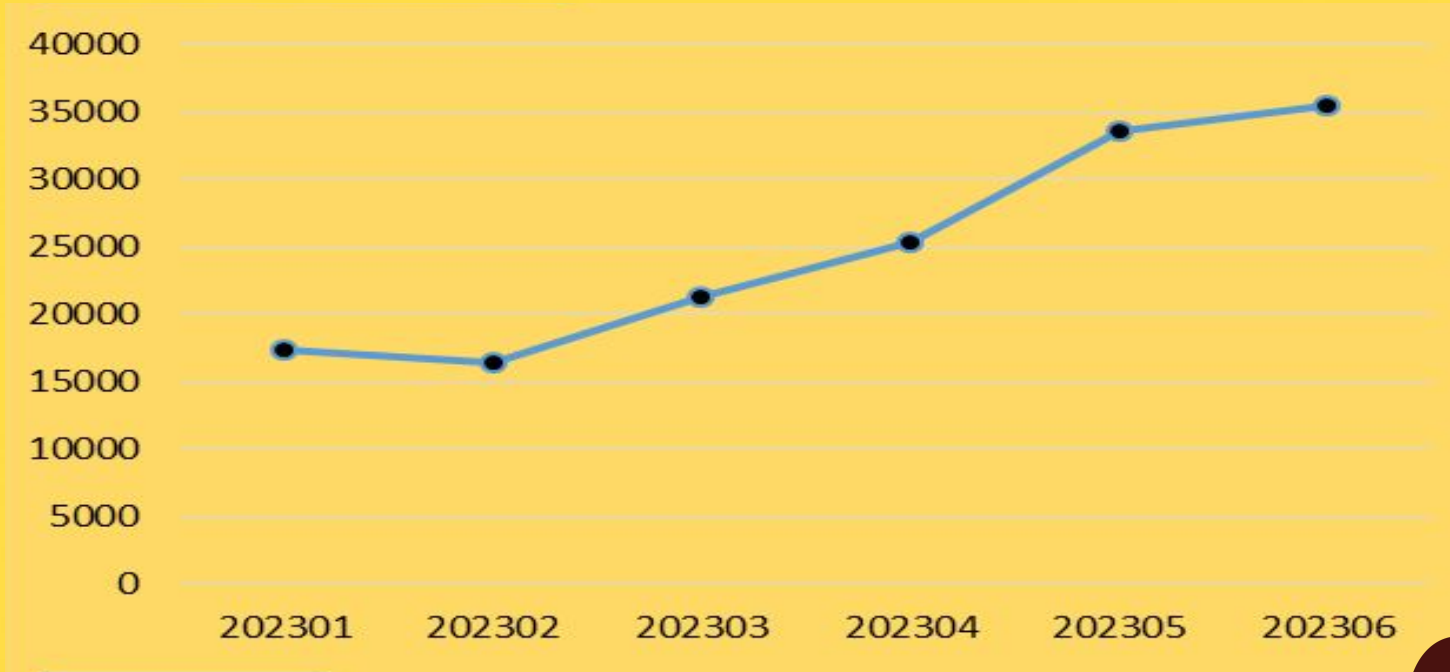
COFFEE SALES REVIEW

ELISA MACAMO

WHAT TO EXPECT?

1. Overall Sales Performance (Jan–June)
 2. Revenue Contribution by Month
 3. Sales by Time of Day (Monthly Breakdown)
 4. Top Product Categories by Sales
 5. Top 15 Revenue-Generating Products
 6. Sales Performance by Store Location
 7. Sales Timing Across Locations
 8. Key Findings
 9. Recommendations
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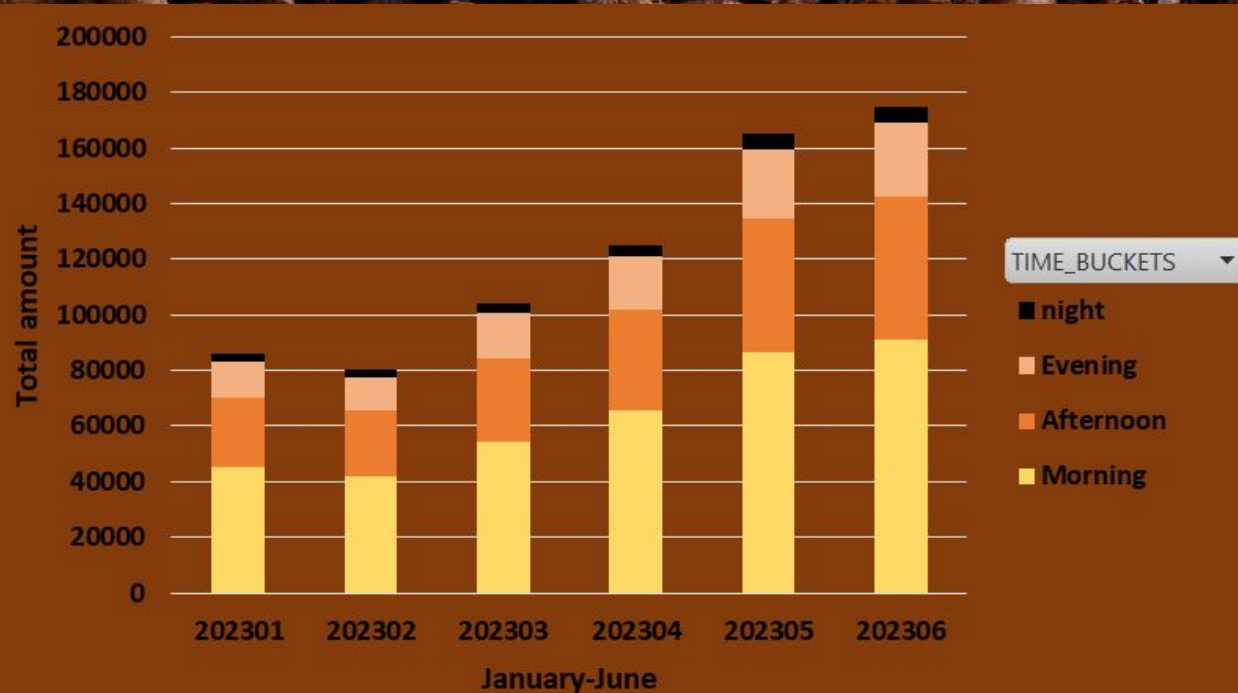
Overall Sales Performance Jan-June



- Sales showed steady growth, peaking in June!
- Sales volume increased sharply between April and June.

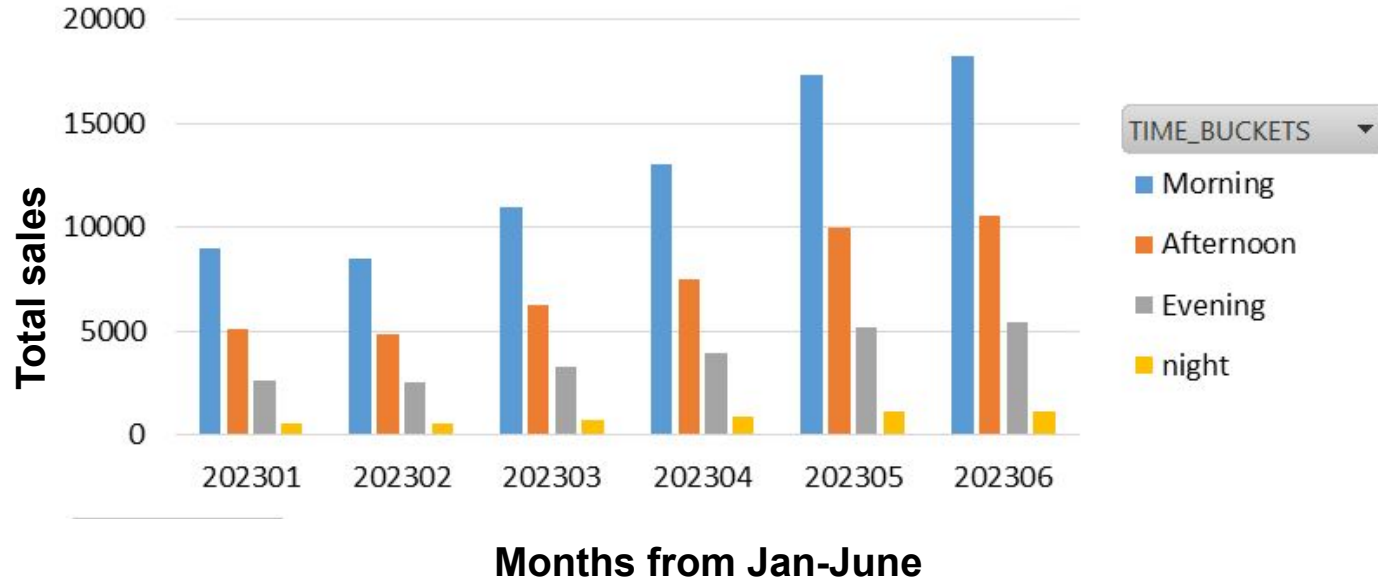


Revenue contribution by month



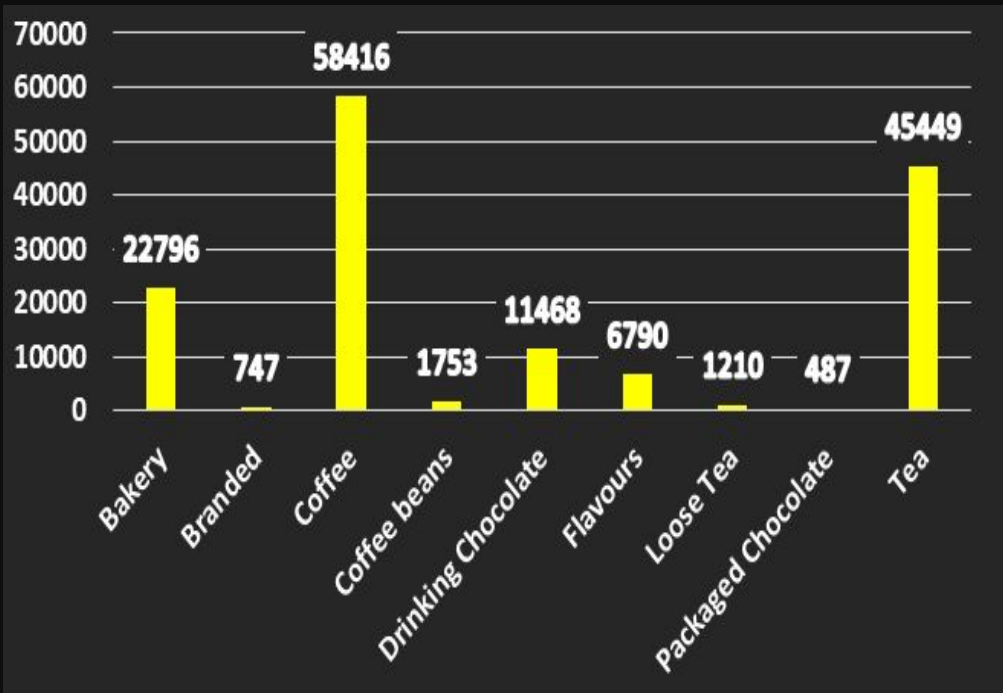
- June generated the highest revenue share.
- Highest revenue was generated in the morning and afternoon.

Sales By Time Of Day- Monthly Breakdown



Morning and Afternoon sales dominated every month

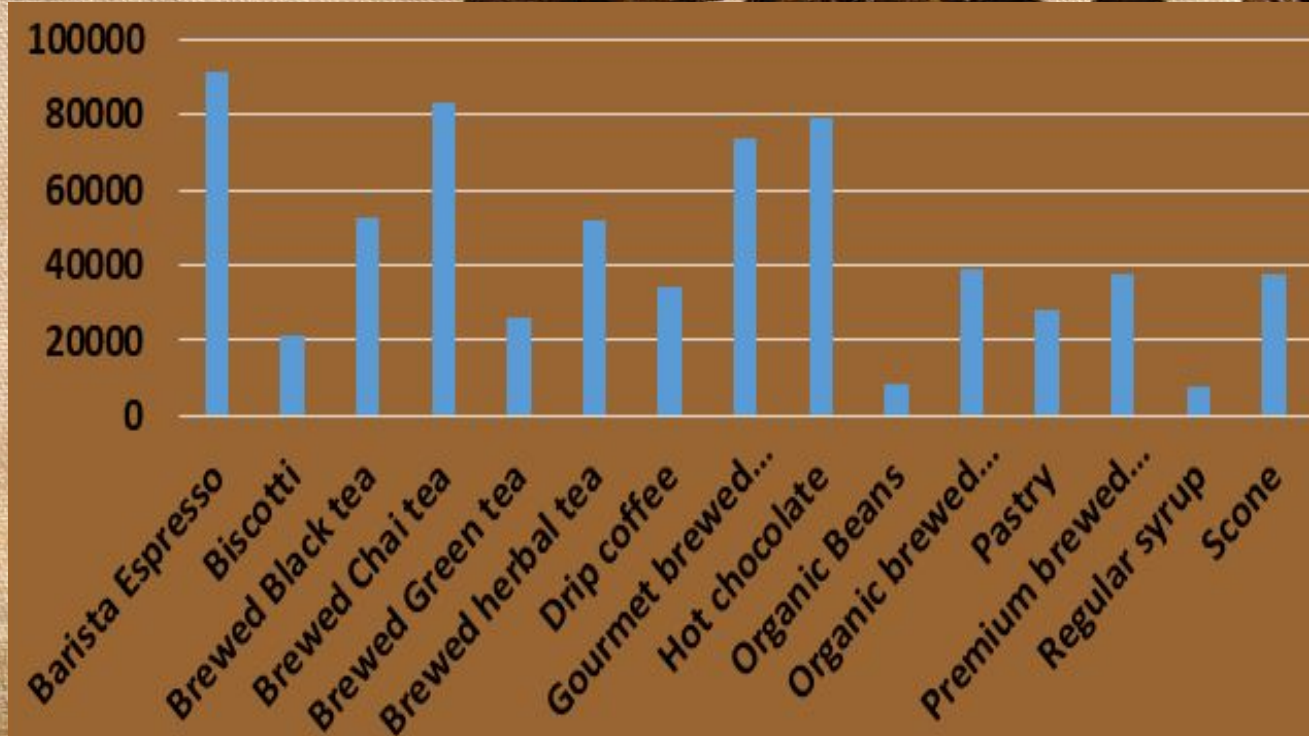
Top Product Categories By Sales



- Beverages were the highest-selling category

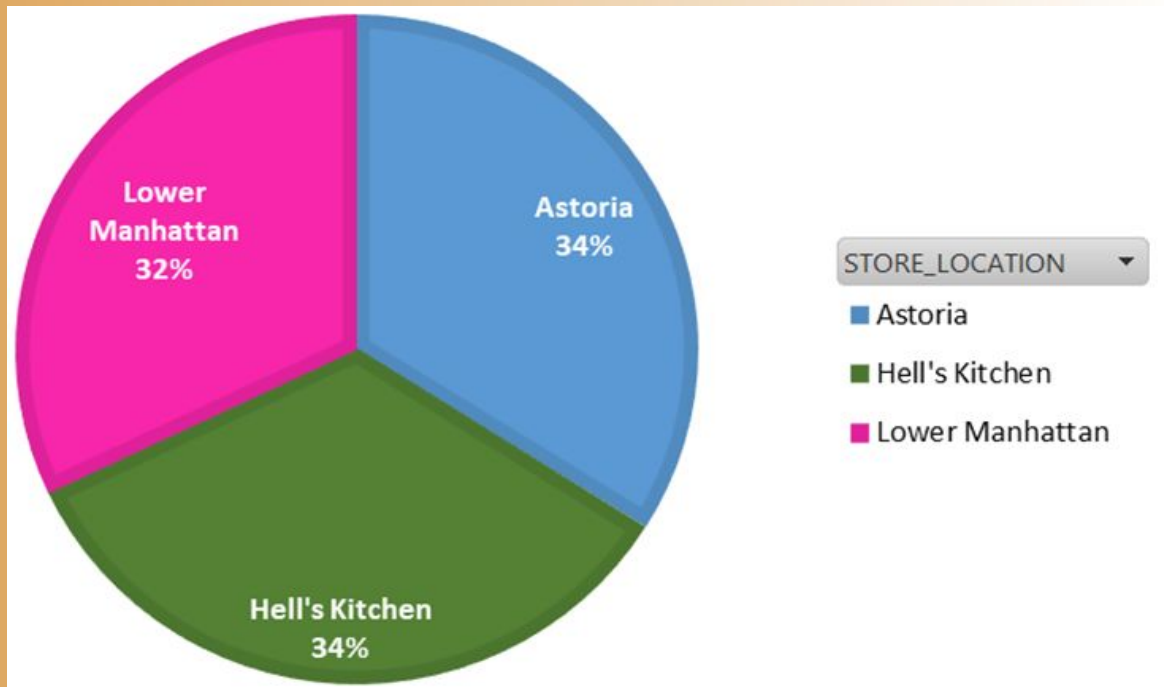
Top 15 Revenue-Generating Products

- Espresso led the product revenue ranking.

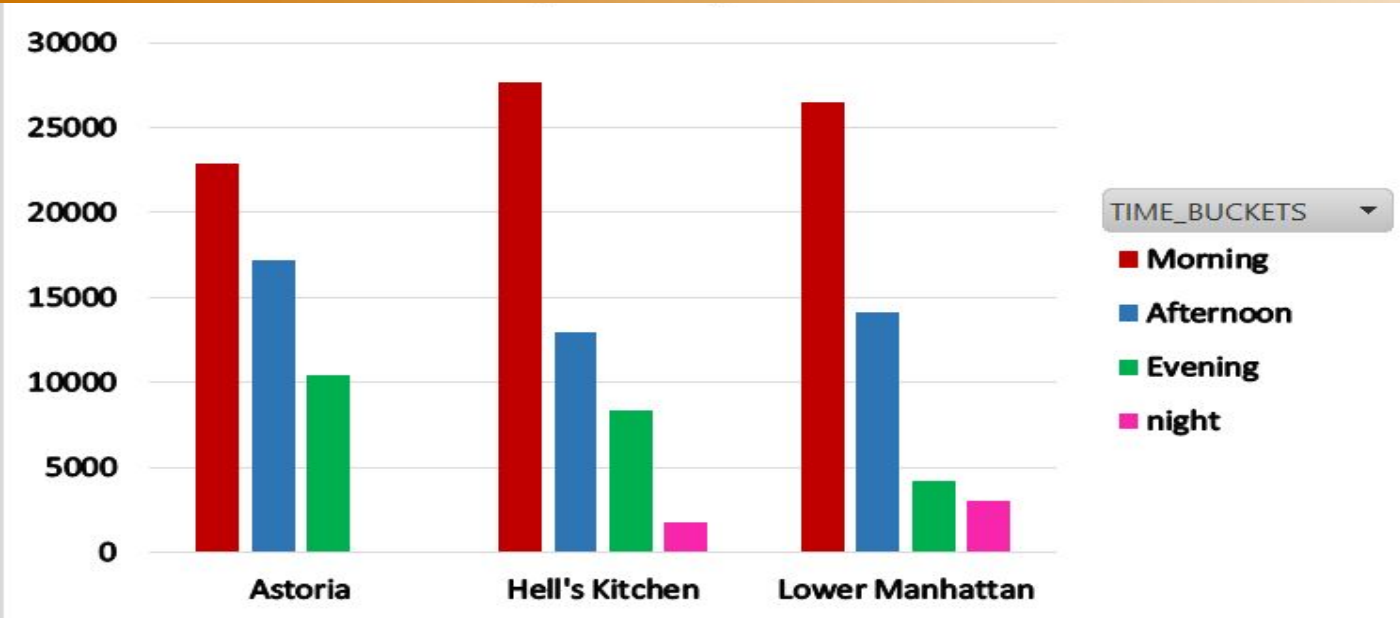


Sales Performance By Location

- Astoria and Hell's kitchen significantly performed the same.



Sales Timing Across locations

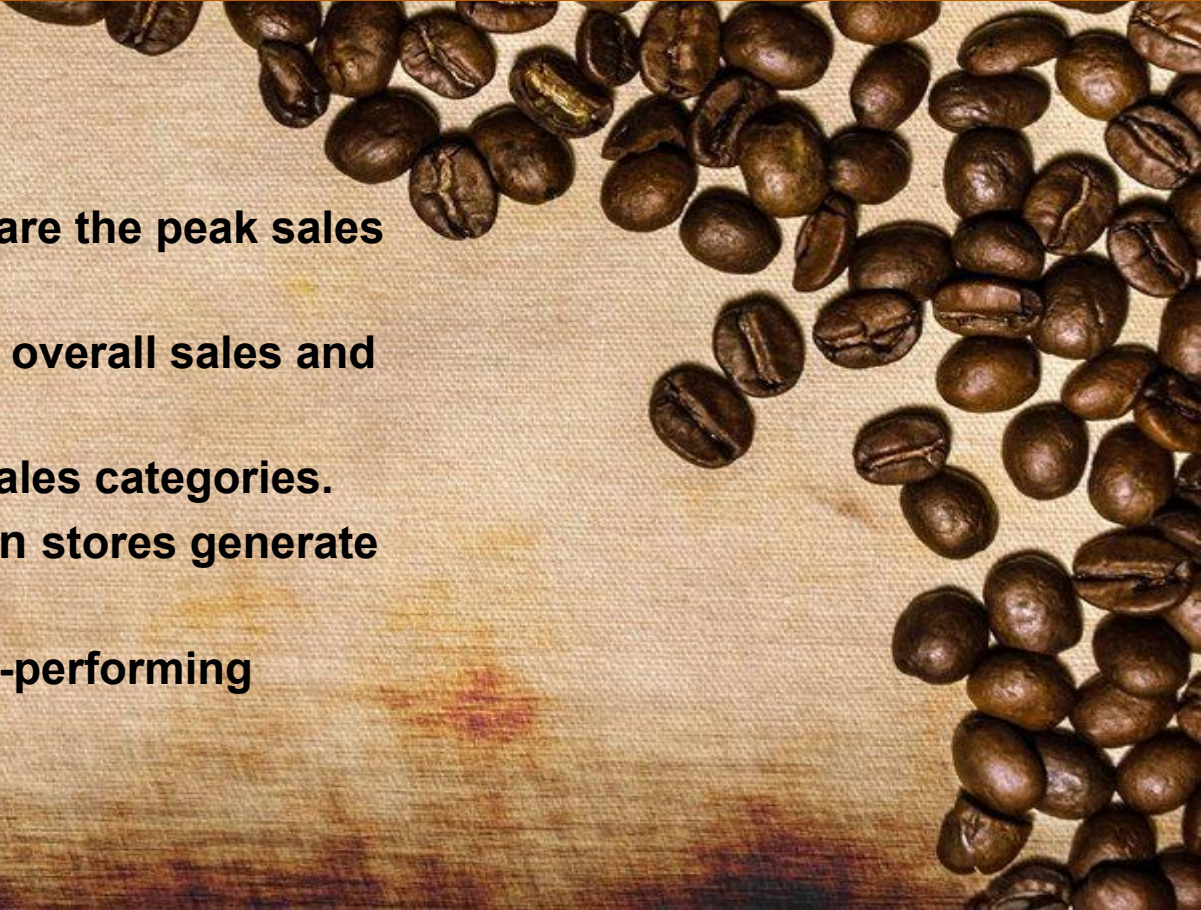


- Morning sales were stronger in suburban stores.



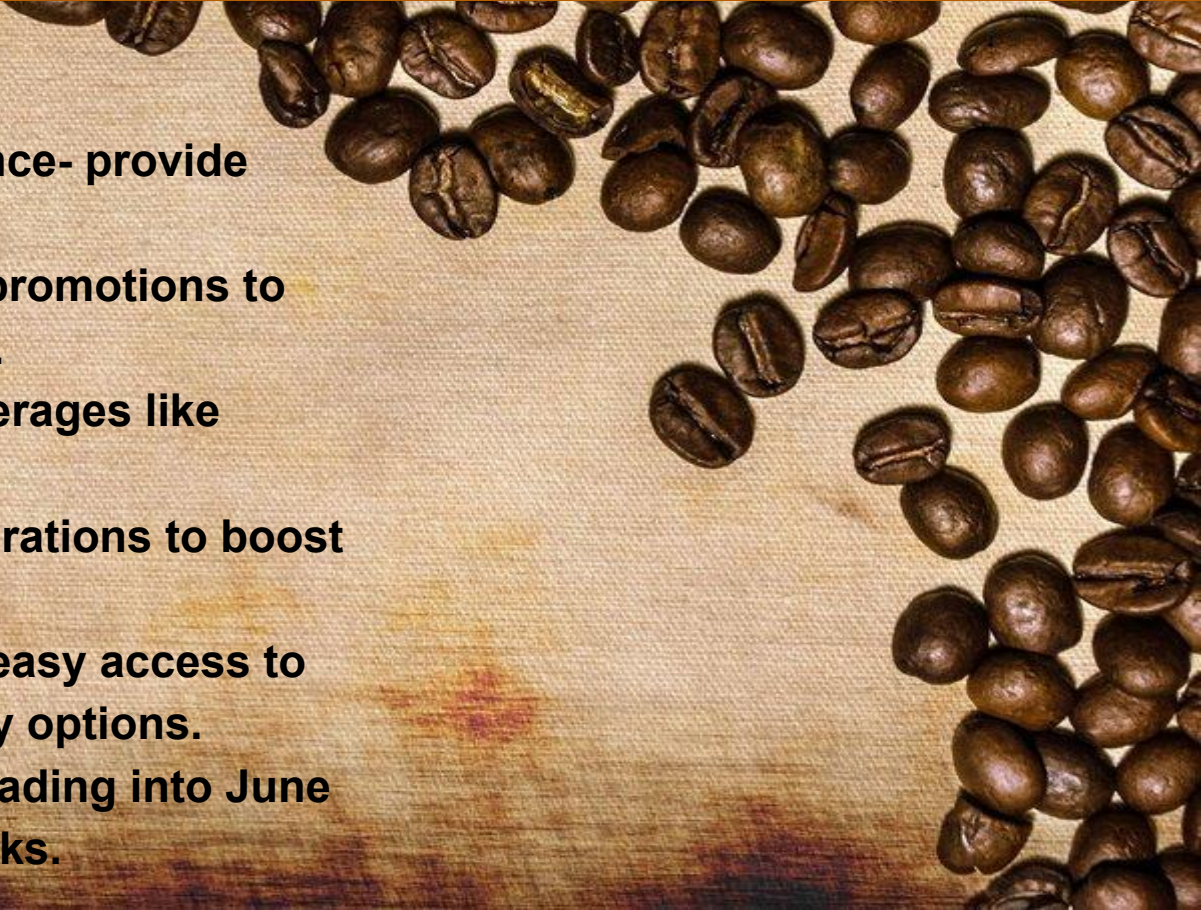
Findings

- **Mornings and Afternoons are the peak sales period across all months.**
- **June achieved the highest overall sales and revenue.**
- **Beverages dominate the sales categories.**
- **Astonia and Hell's kitchen stores generate the most revenue.**
- **Espresso is one of the top-performing products.**



Recommendations

- **Prioritise customer experience- provide Wi-Fi and sitting areas.**
- **Launch targeted afternoon promotions to maximize peak period sales.**
- **Stock up on top-selling beverages like Espresso and Cappuccino.**
- **Analyze suburban store operations to boost morning sales further.**
- **Create online platforms for easy access to customers and offer delivery options.**
- **Plan seasonal campaigns leading into June to capitalize on revenue peaks.**



**THANK
YOU**

