

COFFEE SALES ANALYSIS



Sales Trends by Day of Week/Hour of Day

- **Sales Variation by Hour of the Day:**

Peak Hours: The hours with the highest total sales are between **9 AM** and **11 AM**, with sales gradually increasing from 6 AM and peaking around **10 AM**.

Sales and Units Sold Based on Hour of Day



- **Sales Variation by Day of the Week:**

Consistent Sales: Sales are relatively consistent throughout the week, however, they are slightly higher on weekdays compared to weekends.

Footfall and Sales Based on Day of Week



Total sales revenue for each month

January: \$81.68 K

February: \$76.15 K

March: \$98.83 K

April: \$118.94 K

May: \$156.73 K

June: \$166.49 K



Sales variation across different store locations

- **Total Sales:** While Hell's Kitchen has the highest total sales, the differences in total sales between the three locations are relatively small.
- **Number of Transactions:** Hell's Kitchen also has the highest number of transactions, indicating high transactional activity.
- **Average Transaction Value:** Lower Manhattan has the highest average transaction value, suggesting that customers in that location tend to spend more per transaction on average.



Some Key Metrics

On average, each person placed approximately 1.4 orders.

On average, each person spends approximately \$4.69 per transaction.

13%
CMGR

\$ 698.81 K
Total Sales

\$4.69
Avg. Bill / Person

1,49,116
Total Footfall

1.44
Avg. Order/ Person

Month	No. of Transactions	% M/M Growth
January	17,314	N.A
February	16,359	-5.52%
March	21,229	29.77%
April	25,335	19.34%
May	33,527	32.33%
June	35,352	5.44%

Top Selling Products based on Quantity Sold and Total Revenue

Top 5 Best-Selling Products by Total Sales:

1. Ethiopian: \$42 K
2. Jamaican Coffee River: \$39 K
3. Sustainably Grown Organic: \$39 K
4. Brazilian: \$38 K
5. Latte: \$36 K

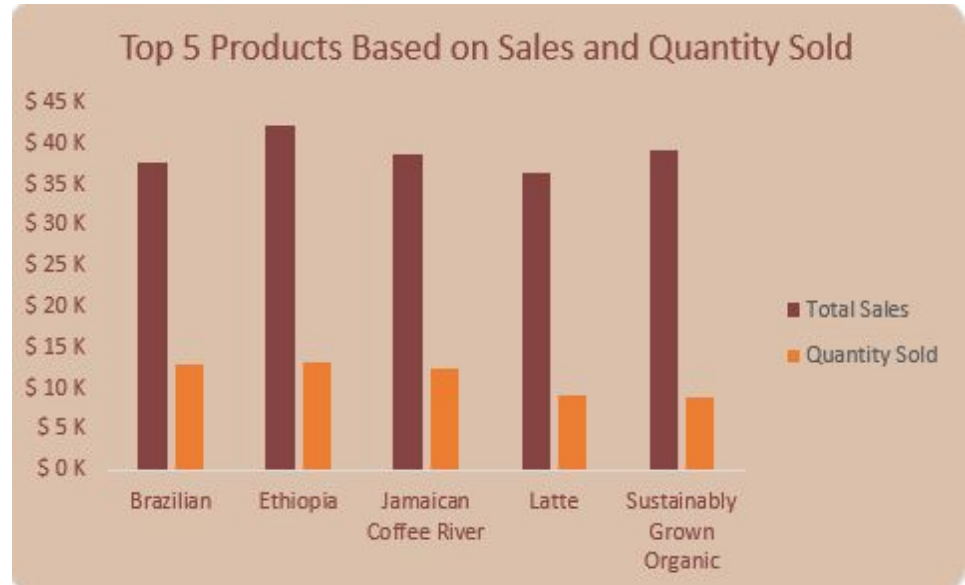
Analysis:

-> **Ethiopian coffee** is the best-selling product both in terms of total sales revenue and quantity sold, indicating its popularity among customers.

-> **Brazilian coffee** follows closely behind in terms of quantity sold, while Jamaican Coffee River and Sustainably Grown Organic have similar total sales revenue.

-> **Latte** ranks lower in terms of quantity sold but still performs well in terms of total sales revenue.

Top 5 Product	Total Sales	Quantity Sold
Brazilian	\$ 38 K	13,012
Ethiopia	\$ 42 K	13,271
Jamaican Coffee River	\$ 39 K	12,431
Latte	\$ 36 K	9,099
Sustainably Grown Organic	\$ 39 K	9,003
Grand Total	\$ 194 K	56,816



Sales Variation by Product Type and Product Category

Analysis

- Coffee and Tea are the top-selling product categories, with coffee contributing the most to total sales.
- Among product types, Barista Espresso and Brewed Chai tea are the highest-selling types, followed by Hot chocolate and Brewed herbal tea.
- Drinking Chocolate and Bakery products also contribute significantly to total sales, indicating a diverse range of products sold.

Product Category	Total Sales
Coffee	\$ 269.95 K
Tea	\$ 196.41 K
Bakery	\$ 82.32 K
Drinking Chocolate	\$ 72.42 K
Coffee beans	\$ 40.09 K
Branded	\$ 13.61 K
Loose Tea	\$ 11.21 K
Flavours	\$ 8.41 K
Packaged Chocolate	\$ 4.41 K

Conclusion

- Coffee and tea are the main revenue drivers, but other categories like drinking chocolate and bakery products also play a significant role in total sales.
- Within each category, specific product types vary in popularity and contribute differently to total sales, highlighting the importance of understanding customer preferences and market demand for effective sales strategies.

Product Type	Total Sales
Barista Espresso	\$ 91.41 K
Brewed Chai tea	\$ 77.08 K
Hot chocolate	\$ 72.42 K
Gourmet brewed coffee	\$ 70.03 K
Brewed Black tea	\$ 47.93 K
Brewed herbal tea	\$ 47.54 K
Premium brewed coffee	\$ 38.78 K
Organic brewed coffee	\$ 37.75 K
Scone	\$ 36.87 K

End of Presentation



ANY QUESTIONS?