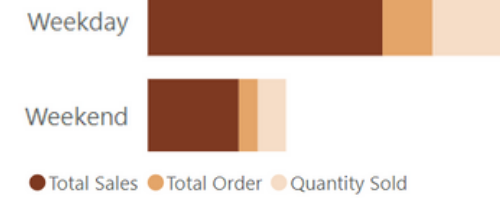




SALES DASHBOARD

JANUARY - JUNE 2023

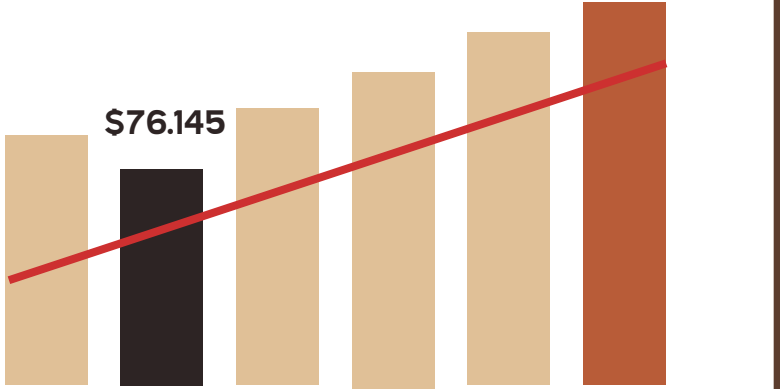
SALES BY CATEGORY



A total of **72%** of sales occur on **weekdays**. This can be associated with customers' tendency to enjoy **coffee** as part of their **daily work routine**.

SALES

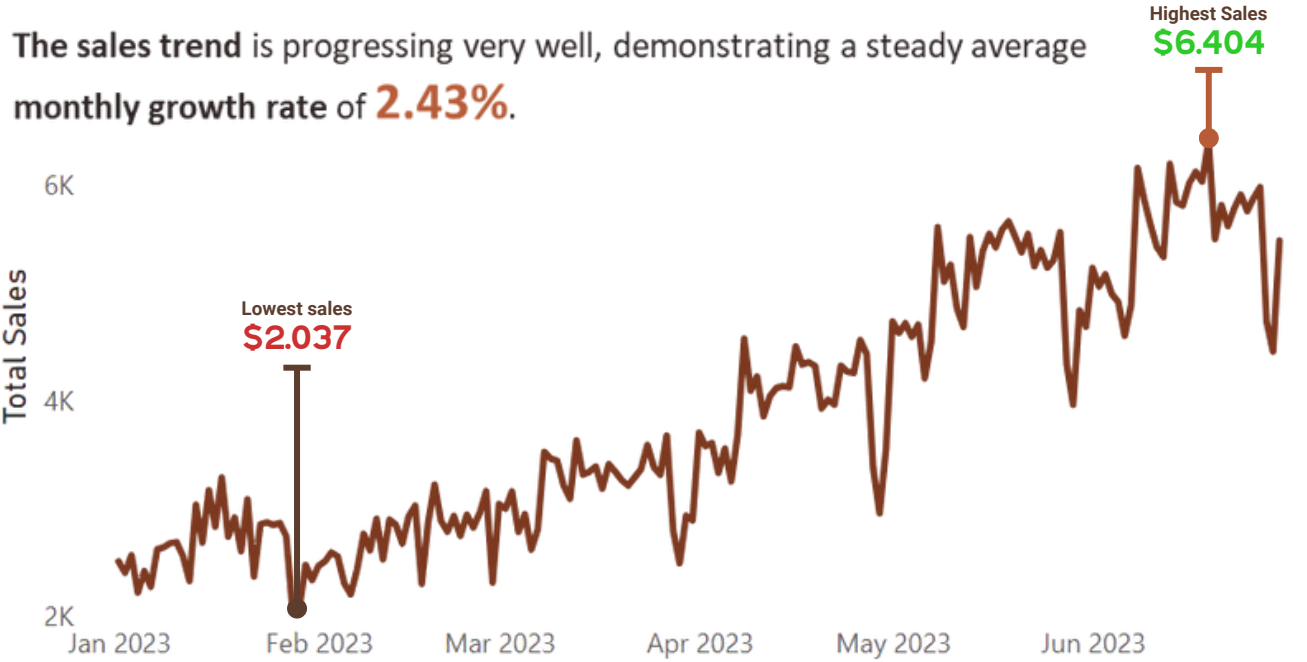
SUMMARY SALES



The total sales amounted to **\$698.8k** with a total of **149k** transactions. The peak occurred in **June** with sales reaching **\$166.49k**, representing **23.8%** of the total sales during that period.

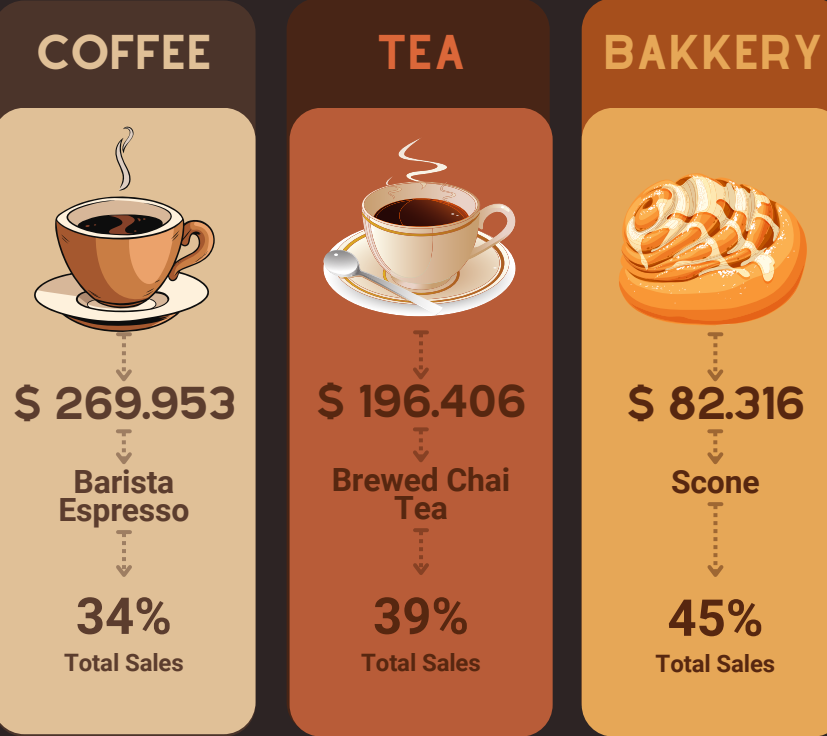
TREND SALES

The sales trend is progressing very well, demonstrating a steady average monthly growth rate of **2.43%**.



The peak in sales on **June 2nd (\$6,404)** marks a **positive trend**, while the **lowest point**, on **February 28th (\$2,037)**, presents an opportunity for strategy improvement. Evaluating growth-supporting factors in June is crucial for maximizing performance during months with lower sales.

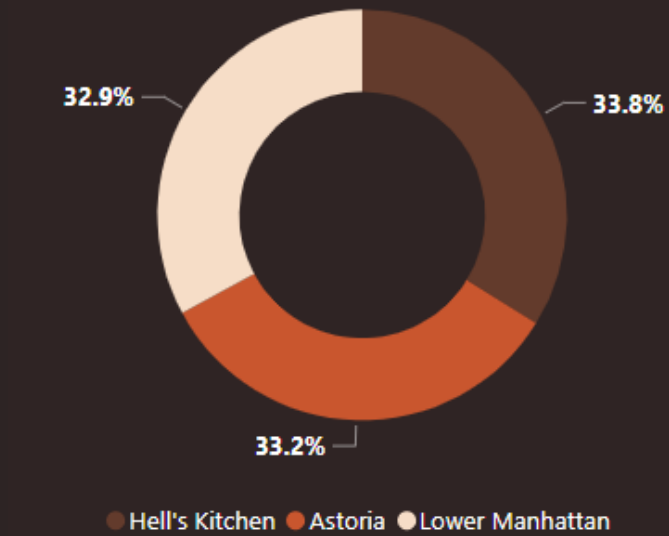
SALES BY CATEGORY



The product category of **coffee** has the highest sales contribution during the given period, reaching **38.6%**. Meanwhile, the **tea** and **bakery** categories follow closely with sales contributions of **28.1%** and **11.8%** respectively. This indicates that the **coffee** category is the **most favored** product among customers, followed by tea and bakery products.

The four categories with the **lowest sales**, namely **Package chocolate**, **branded**, **loose tea**, and **coffee beans**, collectively contribute only **5%**.

SALES BY STORE



Total sales across the three stores are evenly distributed, suggesting a balanced performance. This presents an opportunity to implement strategies that leverage the strengths of each store, ensuring a cohesive and effective business approach.

