

# Coffee Shop Sales Analysis

## Sales Overview

Total Sales: \$118,941.08

Total Footfall: 25,335

Avg Bill per Person: \$4.69

Avg Order per Person: \$1.44

## Key Findings

1. Coffee and Tea are the highest revenue-generating products.
2. Monday, Friday, and Thursday are the busiest sales days.
3. Morning hours (7 AM - 10 AM) have peak sales.
4. Sales decline significantly after 7 PM.
5. Hell's Kitchen leads in total revenue among store locations.

## Recommendations

1. Introduce premium coffee blends and seasonal tea flavors.
2. Launch weekend-exclusive combos to boost sales.
3. Promote bakery and drinking chocolate as add-ons.
4. Extend morning offers and loyalty programs.
5. Implement evening promotions to improve late-hour sales.