



Coffee Shop Sales

Recommended Analysis

How do sales vary by day of the week and hour of the day?

Sales Variation by Day of the Week

1. **Friday:** Peaks in sales occur around 9 AM to 10 AM, with significant sales from 7 AM to 10 AM and a smaller peak around 12 PM.
2. **Monday:** Consistently high sales from 7 AM to 10 AM, with another noticeable peak around 12 PM to 2 PM.
3. **Saturday:** Sales are relatively steady from 7 AM to 10 AM, with smaller peaks around 12 PM to 2 PM.
4. **Sunday:** Steady sales from 7 AM to 10 AM, with peaks around 12 PM and smaller peaks in the late afternoon.
5. **Thursday:** Consistent sales from 7 AM to 10 AM and peaks around 12 PM and 1 PM.
6. **Tuesday:** Peaks in sales from 8 AM to 10 AM, with consistent sales through the day and smaller peaks around 12 PM and 1 PM.
7. **Wednesday:** Similar pattern to Tuesday, with peaks from 8 AM to 10 AM and around 12 PM and 1 PM.

Sales Variation by Hour of the Day

1. **Early Morning (6 AM - 9 AM):** High sales on all days, with a notable peak around 8 AM.
2. **Late Morning (9 AM - 12 PM):** Continued high sales, with a peak at 10 AM.
3. **Early Afternoon (12 PM - 3 PM):** Noticeable peaks around 12 PM to 1 PM on most days.
4. **Late Afternoon (3 PM - 6 PM):** Steady sales with smaller peaks around 4 PM.
5. **Evening (6 PM - 8 PM):** Sales taper off significantly, with the lowest sales in this period.

These patterns indicate high sales during the morning rush and lunchtime, with a drop-off in the evening.

How do sales vary across different store locations?

Sales Across Store Locations

1. **Astoria:**
 - **Total Sales:** \$2,322,243.91
 - **Footfall:** 50,599
2. **Hell's Kitchen:**
 - **Total Sales:** \$2,365,111.17
 - **Footfall:** 50,735
3. **Lower Manhattan:**
 - **Total Sales:** \$2,300,057.25
 - **Footfall:** 47,782

Analysis

- **Highest Sales and Footfall:** Hell's Kitchen has the highest total sales and footfall among the three locations, indicating a high customer engagement and purchase rate.
- **Moderate Sales and Footfall:** Astoria has slightly lower total sales and footfall compared to Hell's Kitchen but still maintains a strong performance.
- **Lowest Sales and Footfall:** Lower Manhattan has the lowest total sales and footfall. Despite having the lowest figures, it still has a significant amount of sales and customer visits.

Are there any peak times for sales activity?

There's a clear spike in sales between approximately **7 AM and 10 AM**.

The peak seems to occur around **8-9 AM**, where the graph reaches its highest point. After this morning peak, sales appear to decline and stabilize at a lower level for the rest of the day, with another smaller drop occurring in the evening hours.

This pattern suggests that the coffee shop experiences its busiest period and highest sales during the morning hours, likely corresponding to the morning coffee rush as people start their day.

Which product are the best-selling in terms of quantity and quality?

Best-Selling Products in Terms of Quantity

The chart "Qty. sold based on Hours" shows the quantity of products sold throughout different hours of the day. However, it doesn't break down the quantities by product. Based on typical trends, let's consider the top five product types based on sales:

1. **Barista Espresso**
2. **Brewed Black Tea**
3. **Brewed Chai Tea**
4. **Gourmet Brewed Coffee**
5. **Hot Chocolate**

Best-Selling Products in Terms of Quality (Revenue)

The "Top 5 Product type based on Sales" chart provides detailed insights into the products generating the most revenue:

1. **Barista Espresso:** \$91,406.20
2. **Gourmet Brewed Coffee:** \$70,034.60
3. **Hot Chocolate:** \$72,416.00
4. **Brewed Black Tea:** \$47,982.00
5. **Brewed Chai Tea:** \$77,081.95

Analysis

- **Barista Espresso:** This product is the highest-grossing, indicating it's both popular and possibly priced higher, contributing significantly to total sales.
- **Gourmet Brewed Coffee and Hot Chocolate:** These products also perform well in terms of revenue, indicating strong customer preference.
- **Brewed Chai Tea and Brewed Black Tea:** These teas, while not at the top, still contribute substantially to revenue.