

# Coffee Shop Sales & Revenue Analysis

Rahil Pancholi

## Business Case: What Are We Analyzing?

Our goal is to analyze the sales performance of a coffee shop chain to identify key trends, best-selling products, peak sales periods, and store-wise performance. By examining revenue, customer behavior, and operational insights, we aim to optimize stock management, improve marketing strategies, and maximize profitability.

## Analysis & Findings

### What is the total revenue generated?

The total revenue generated from all sales transactions is \$698,812.33.

This figure represents the overall business performance across multiple store locations.

### Which store has the highest revenue, and how much did it generate?

The Hell's Kitchen store generated the highest revenue, totaling \$236,511.17.

This suggests that this location has strong customer demand and possibly better sales strategies.

### Which store performed the worst in terms of revenue?

The Lower Manhattan store had the lowest revenue, making \$230,057.25.

The sales gap between stores is relatively small, indicating similar market conditions.

### What is the best-selling product?

The most sold product is Ethiopia Coffee, with 13,271 units sold.

This indicates a strong customer preference for high-quality coffee products.

**Which product category had the highest sales?**

The Coffee category was the most popular, with 89,250 units sold.

Coffee sales dominate other categories, reinforcing the core business focus.

**What is the most popular size purchased?**

The Regular size is the most frequently bought by customers.

This size may offer the best balance of price and portion size for customers.

**In which month did sales peak, and how much revenue was generated?**

Sales were highest in June, generating \$166,485.88.

This may be due to seasonal demand, special promotions, or increased foot traffic.

**What is the busiest sales hour?**

The highest number of purchases occurs at 10 AM.

This suggests a strong morning coffee rush, making it a critical sales period.

**On which day of the week are sales the highest?**

The busiest sales day is Monday.

This indicates that customers prefer starting their week with coffee, making it an ideal day for promotions.

**What is the average order value (AOV)?**

On average, each transaction generates \$4.69.

This metric helps understand customer spending behavior and pricing strategy effectiveness.

## **Recommendations & Action Plan**

**Stock Optimization:** Ensure sufficient supply of Ethiopia Coffee and other top-selling items, especially during peak hours.

**Operational Adjustments:** Increase staffing levels during 10 AM rush hours to improve service efficiency.

Store Performance Boost: Implement targeted marketing efforts for Lower Manhattan to enhance sales and customer engagement.

Pricing & Promotions: Consider special offers on Monday mornings to capitalize on the busiest day.

Menu Strategy: Leverage the popularity of Regular-sized coffee to introduce bundled offers or premium up sell options.

## **Conclusion: Key Takeaways**

This analysis highlights strong revenue generation and key sales trends across store locations. The Hell's Kitchen store performs best, while Lower Manhattan requires targeted strategies for improvement. Morning sales dominate, especially at 10 AM on Mondays, making them crucial business hours.

By implementing these insights, the coffee shop chain can further enhance sales performance, customer experience, and operational efficiency.