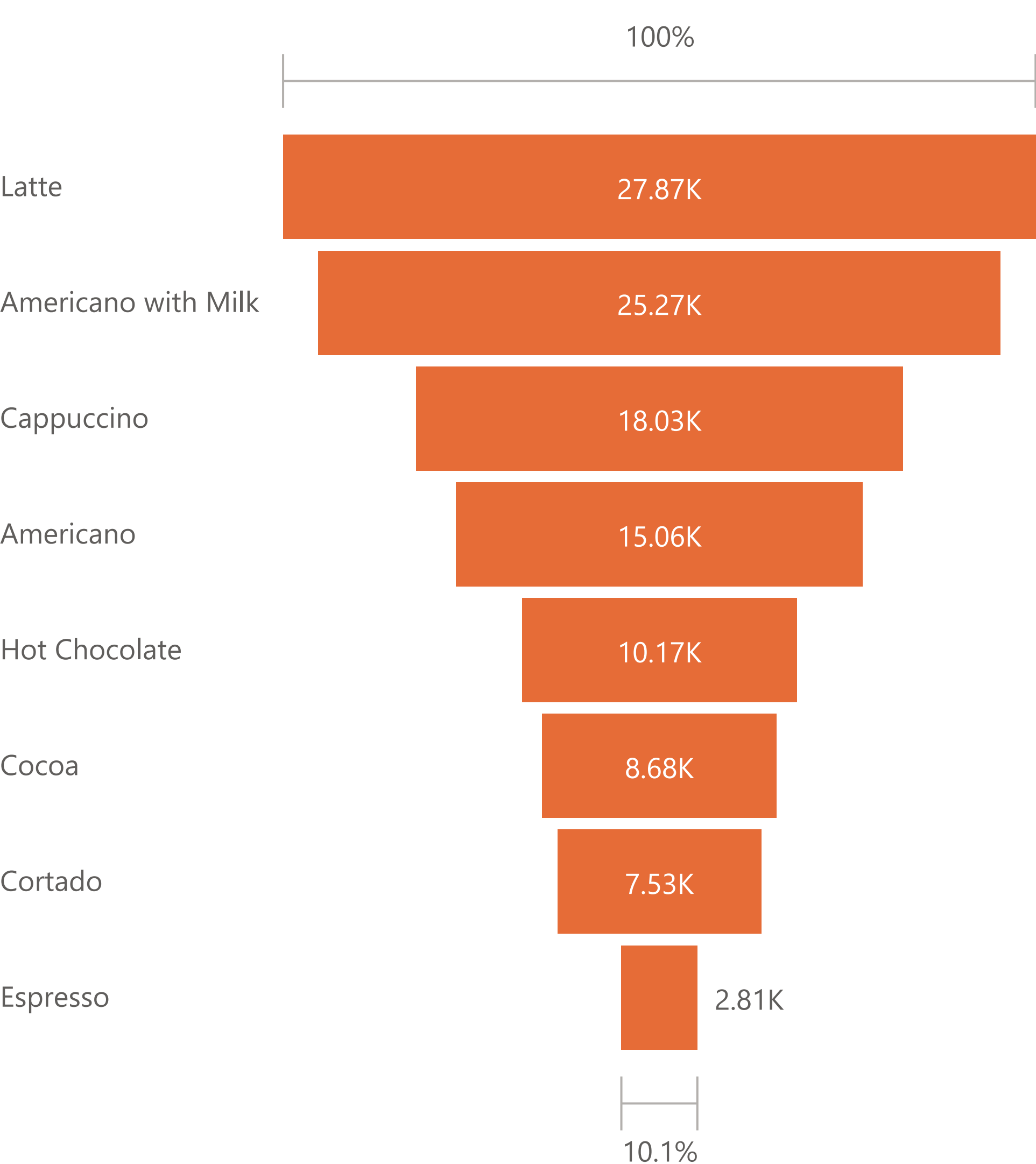


Coffee Sales — Summary and Analysis

An overview of total revenue, sales frequency, and the popularity of different types of coffee beverages based on transactional data.

Revenue by Beverage Type



Total Number of Transactions

3636

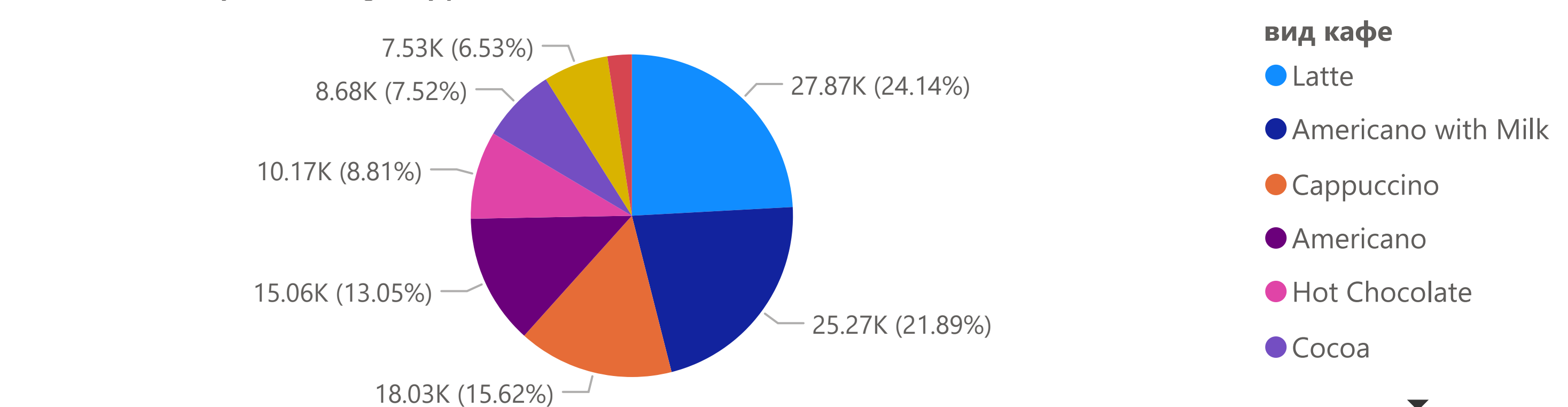
Total Revenue

115.43K

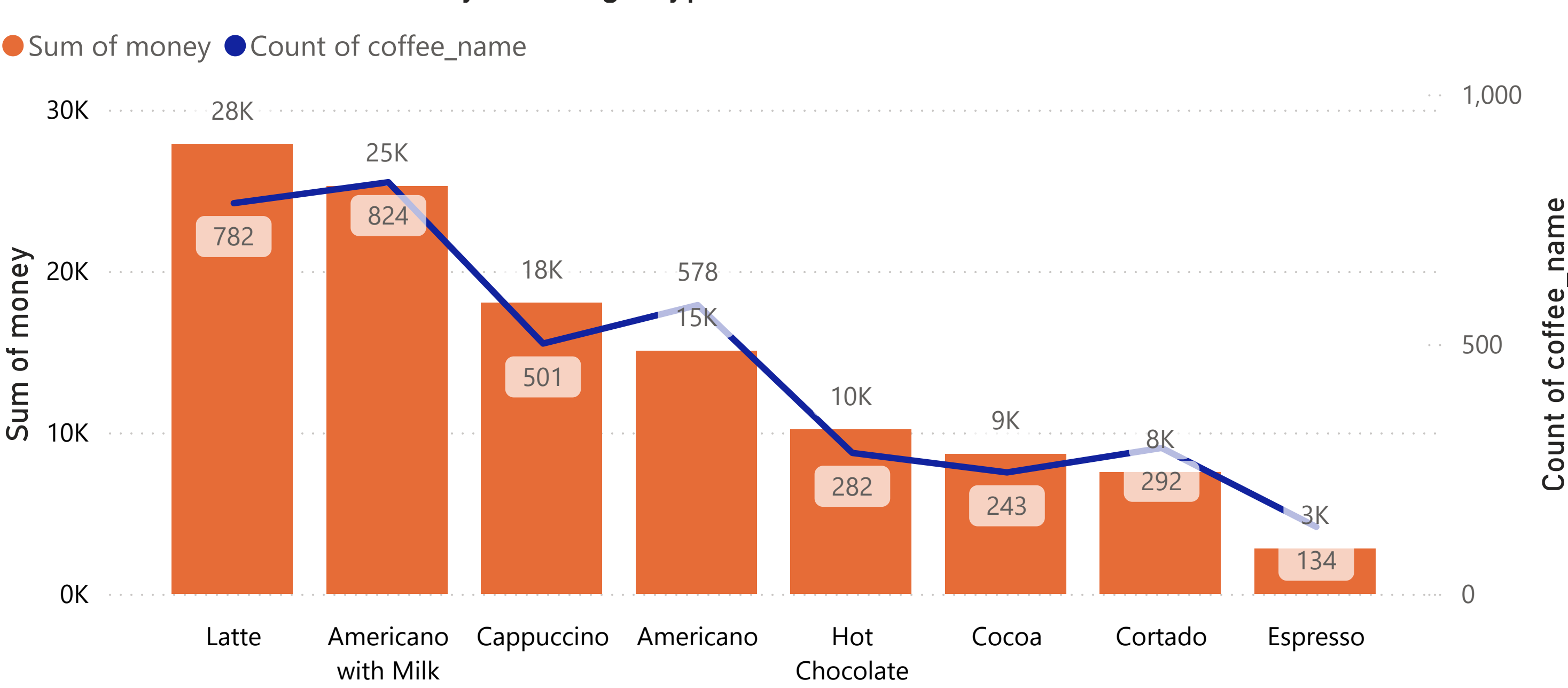
Average Transaction Value

31.75

Sales Count by Beverage Type



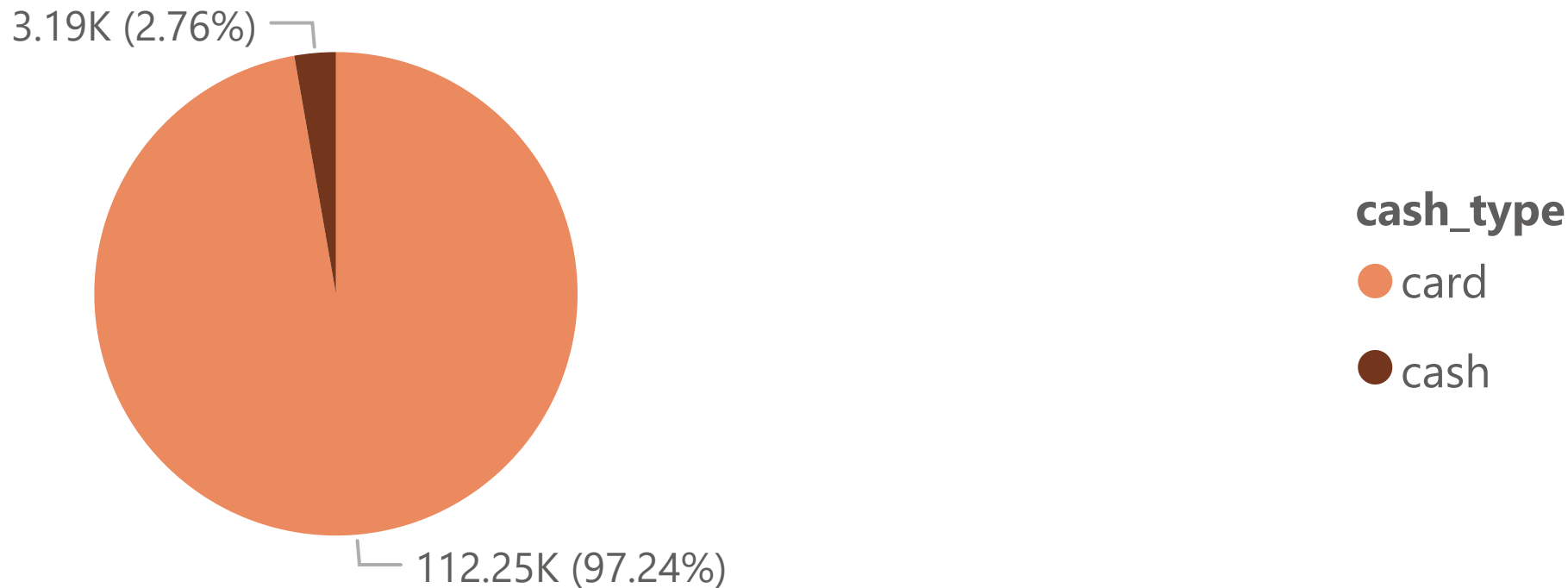
Revenue and Sales Volume by Beverage Type



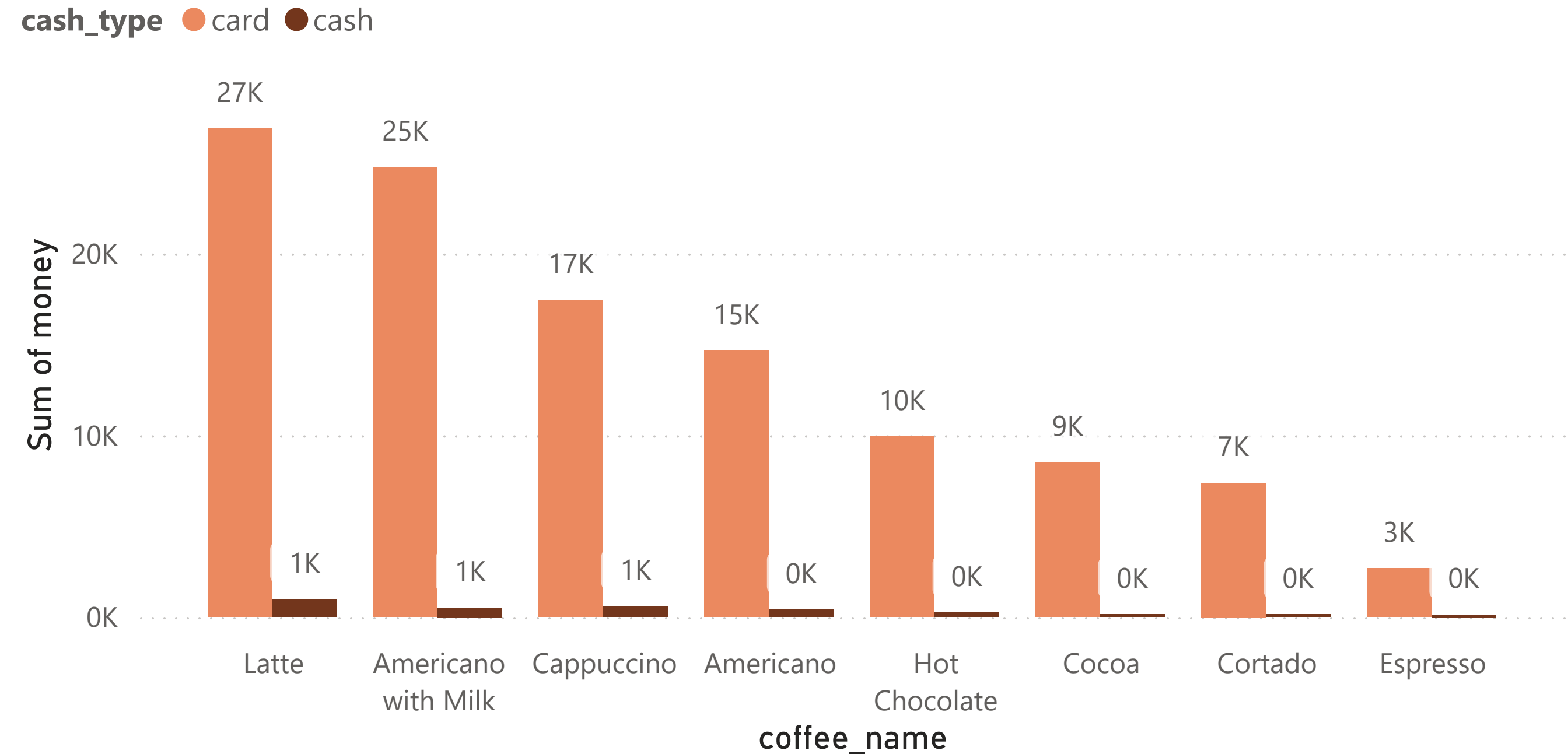
Sales by Payment Method

Compare card vs cash usage, with breakdown by drink and time.

Revenue by Payment Method



Revenue by Beverage Type and Payment Method



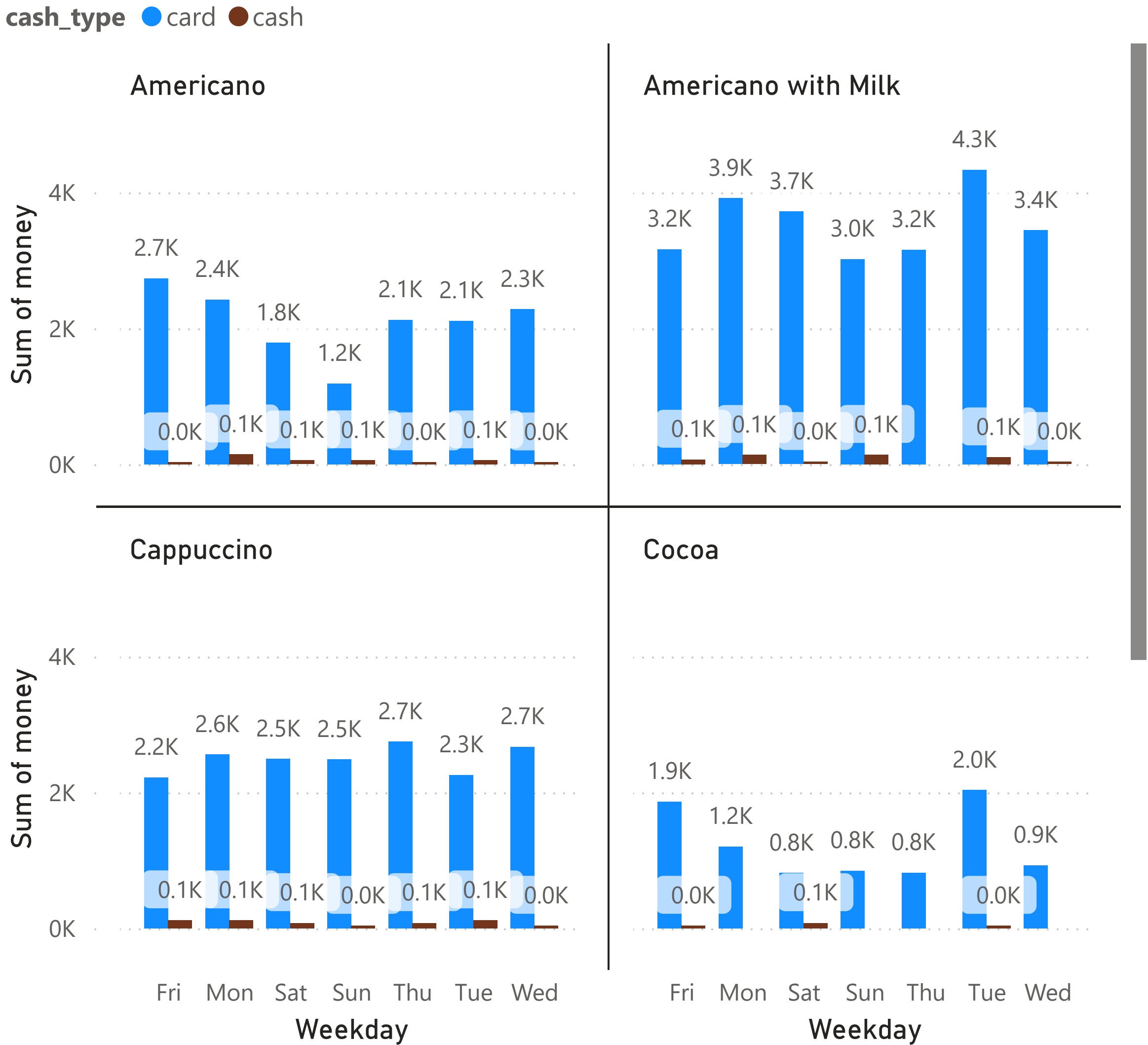
Total Number of Transactions

3636

Total Revenue

115.43K

Revenue by Day of Week, Payment Method, and Beverage Type



Monthly Sales Trends

Revenue trend by month and time period (morning, afternoon, night).

Total Number of Transactions

3636

Total Revenue

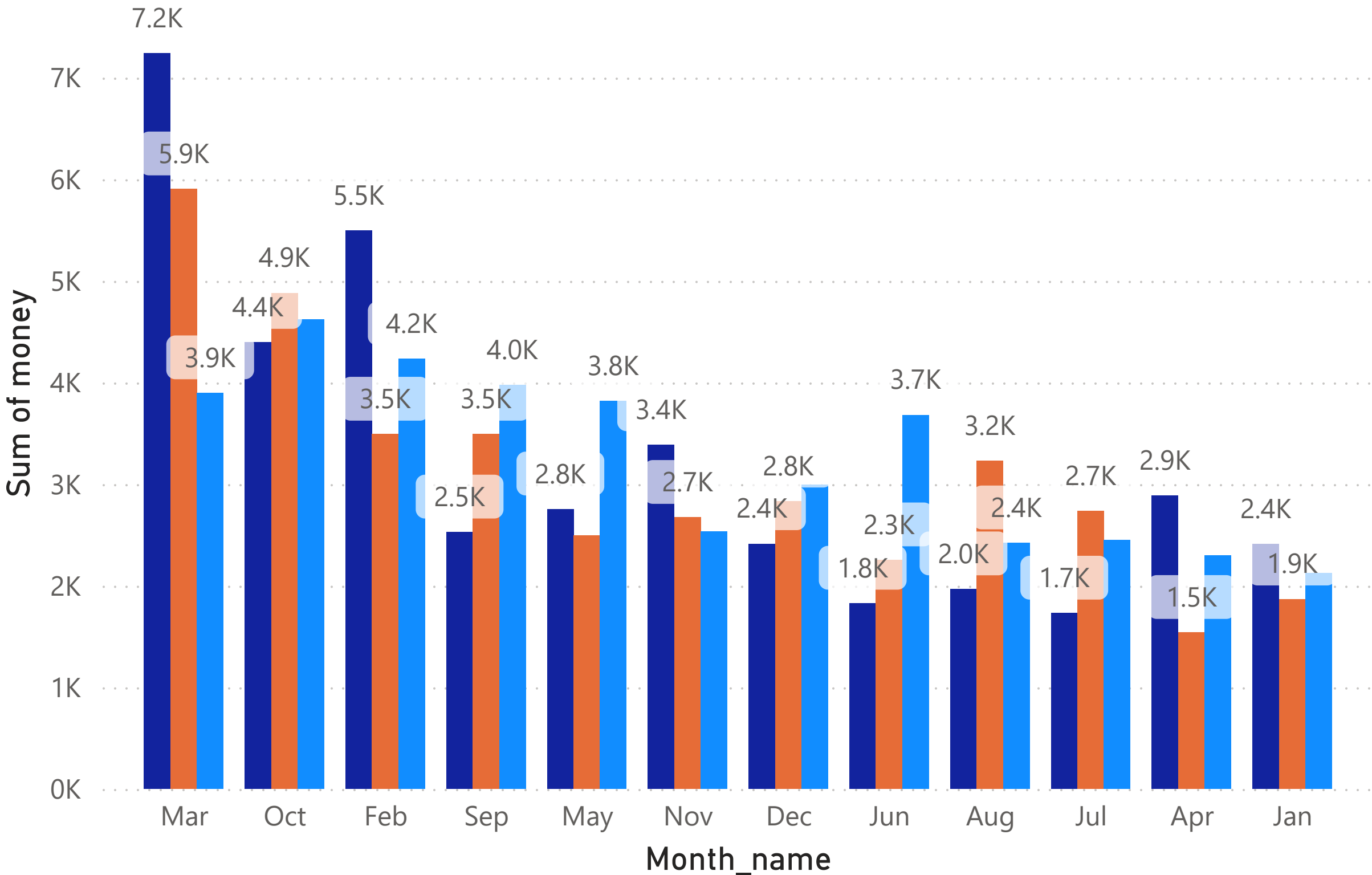
115.43K

Average Transaction Value

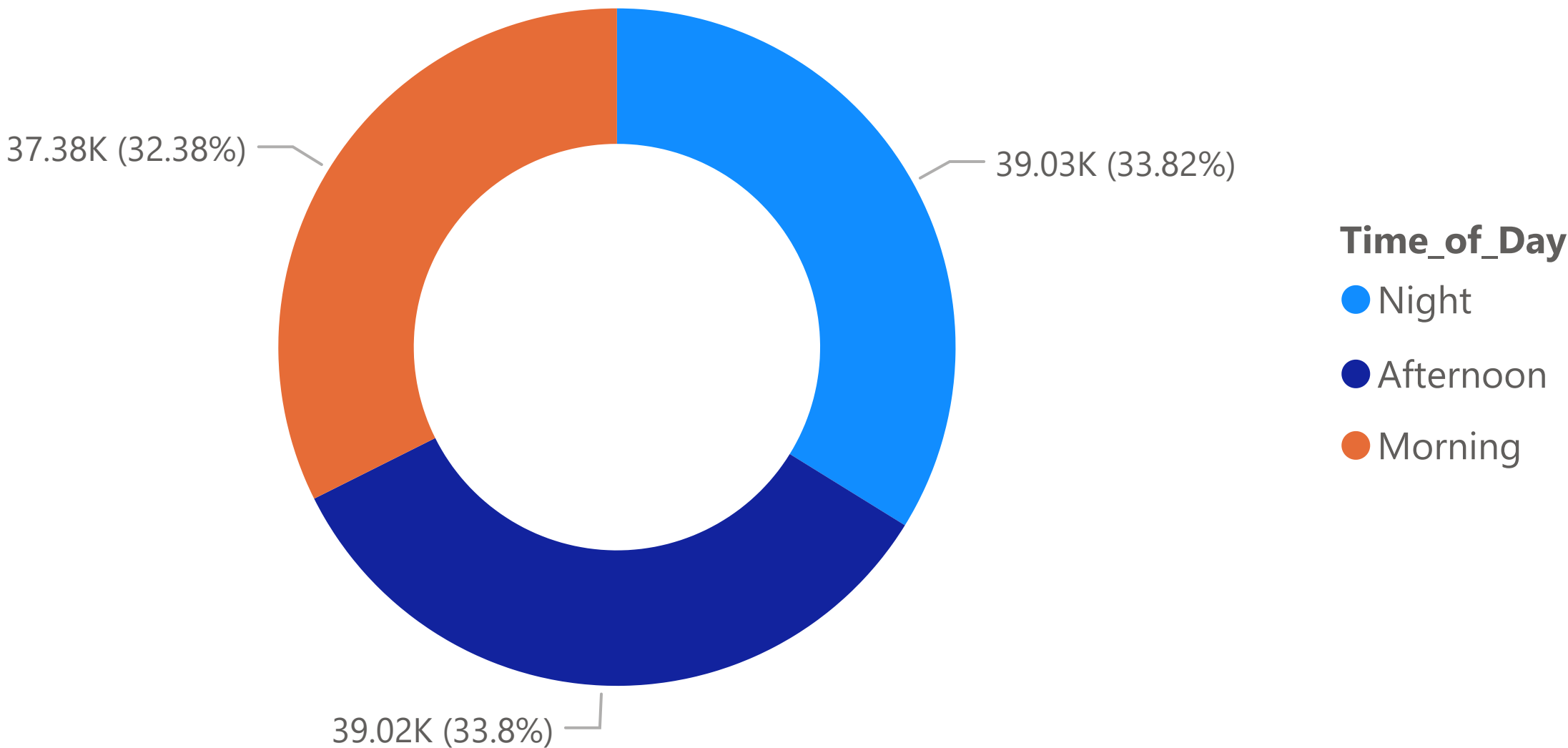
31.75

Revenue by Month and Time of Day

Time_of_Day ● Afternoon ● Morning ● Night

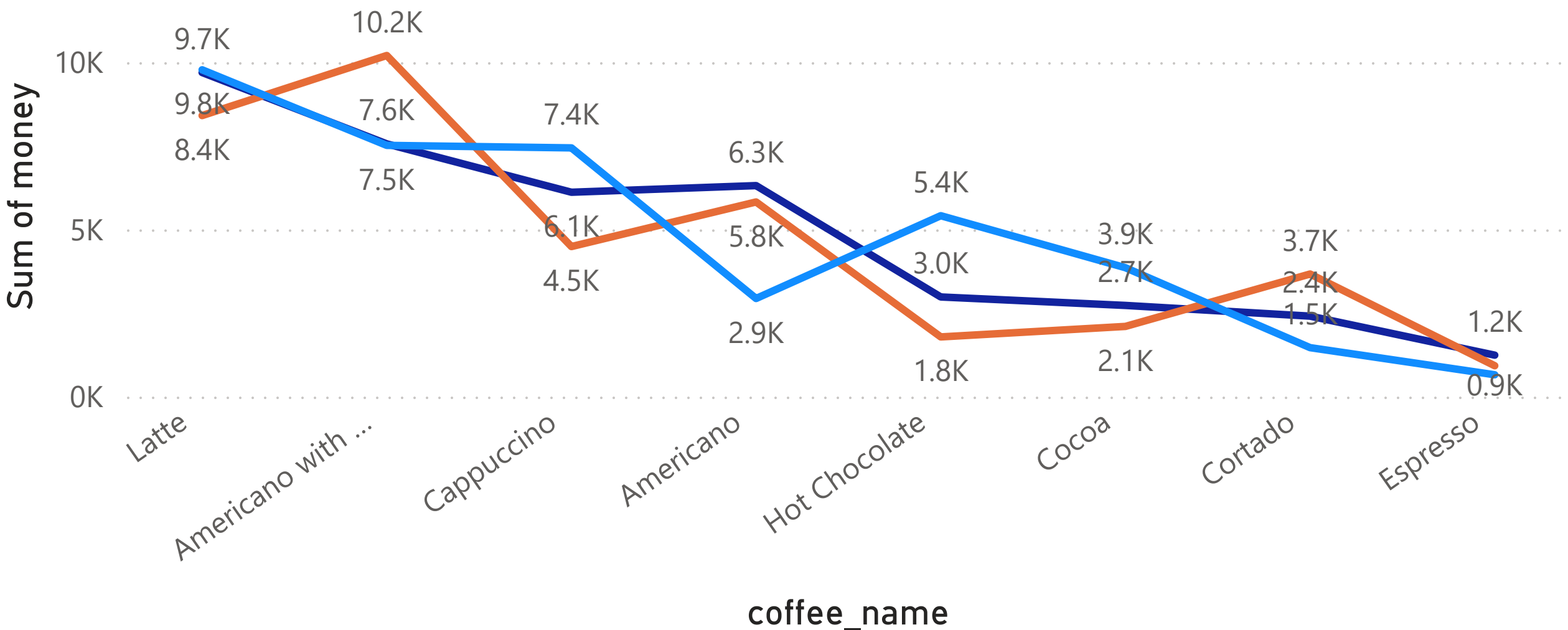


Revenue by Time of Day



Revenue by Beverage Type and Time of Day

Time_of_Day ● Afternoon ● Morning ● Night



Sales Trends by Weekday and Time of Day

Shows when people buy coffee — by weekday, time of day, and drink type.

Total Number of Transactions

3636

Total Revenue

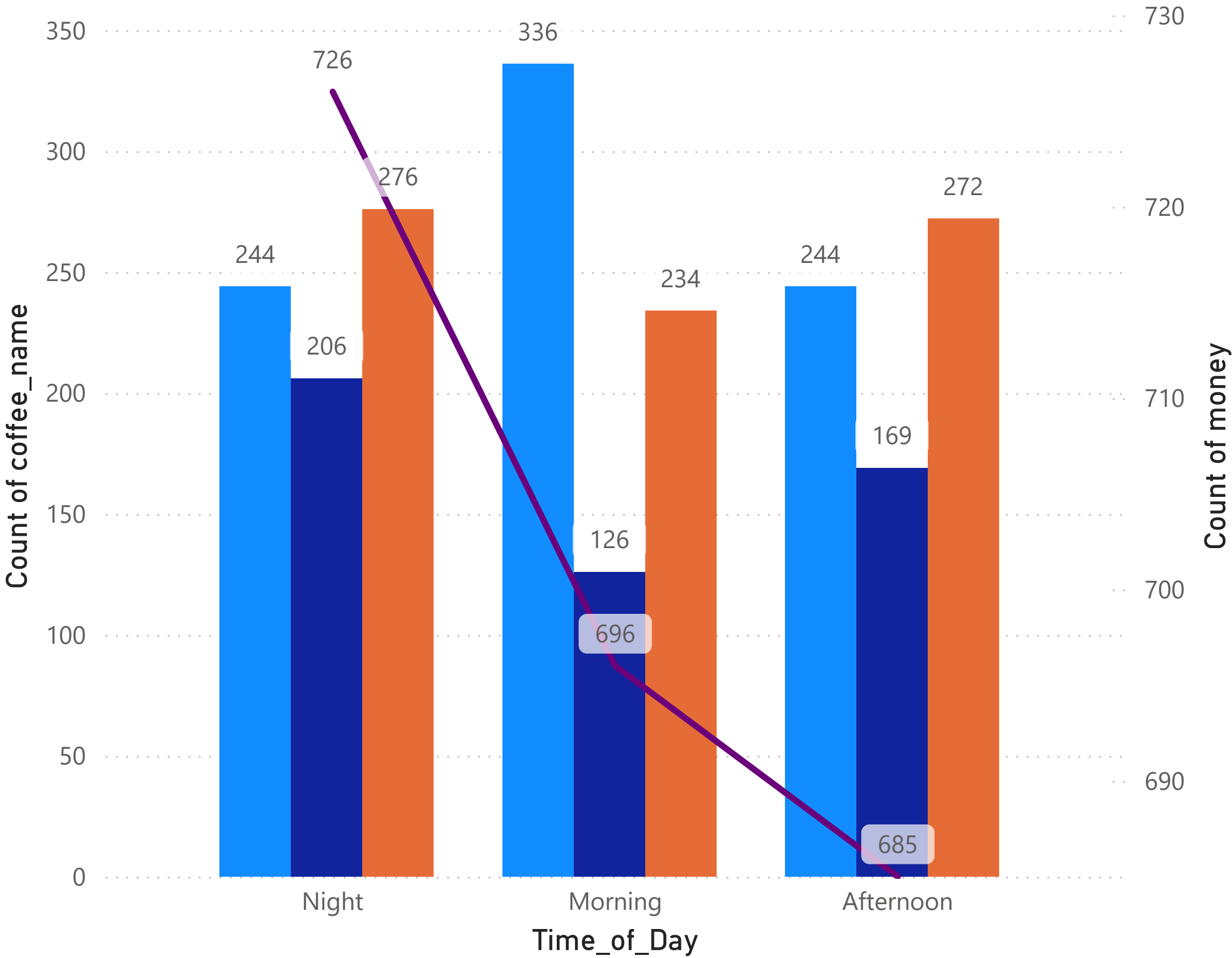
115.43K

Average Transaction Value

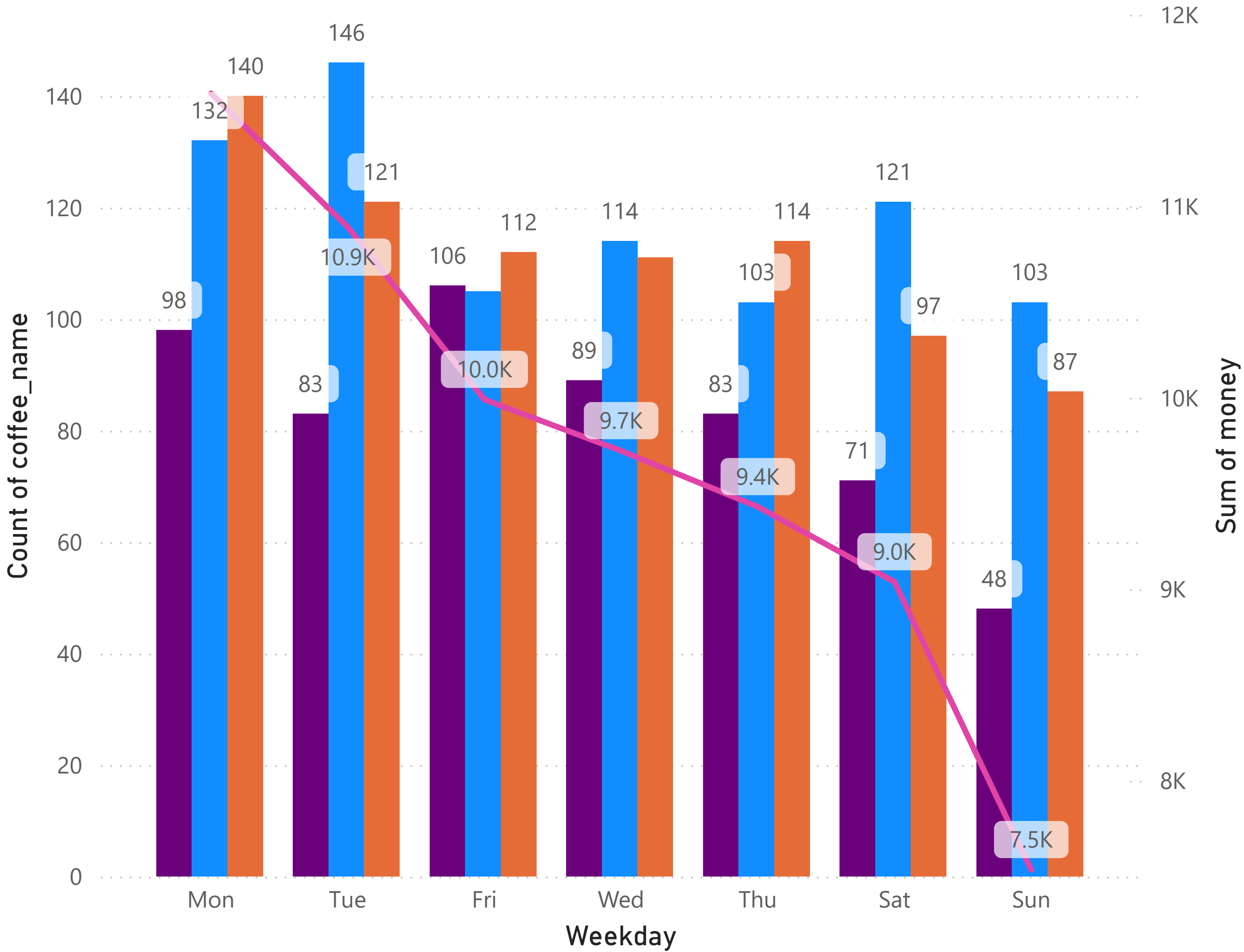
31.75

Sales and Revenue by Time of Day and Beverage Type

coffee_name ●Americano with Milk ●Cappuccino ●Latte ●Count of money



Sales Count and Revenue by Day of Week and Beverage Type



Top 5 Customer Behavior and Patterns

Total Number of Transactions

3547

Total Revenue

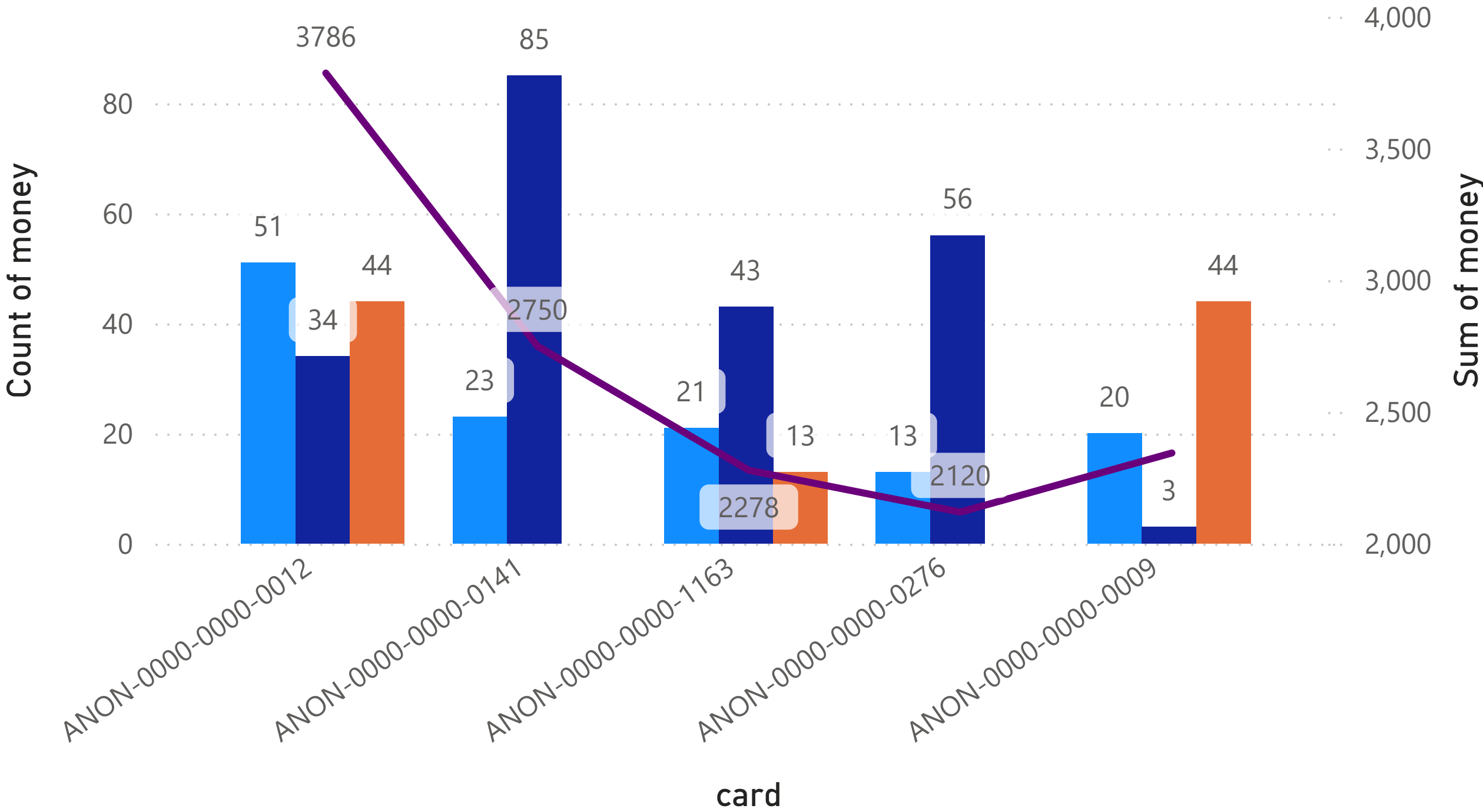
112.25K

Average Transaction Value

31.65

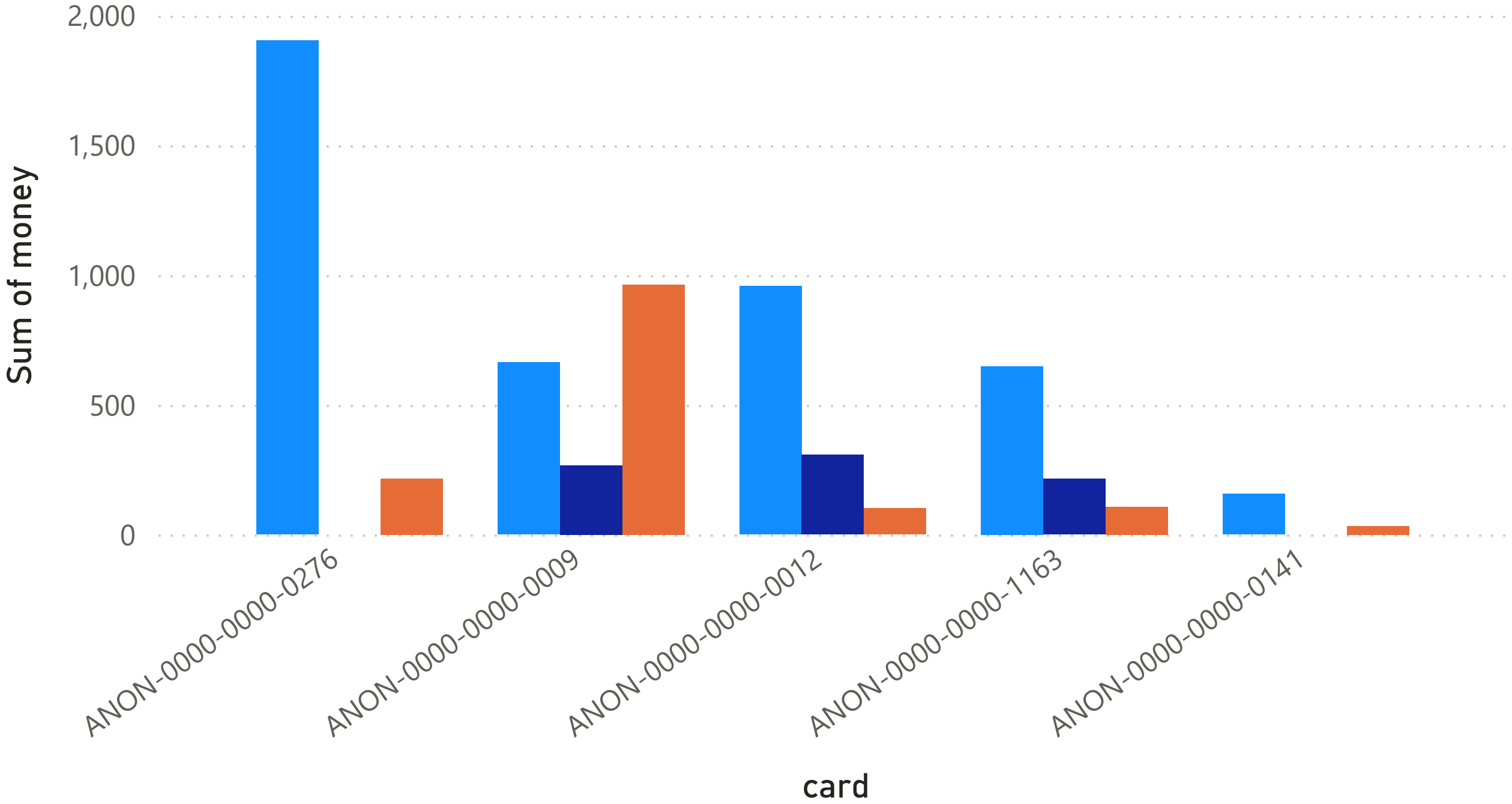
Revenue and Count by Card and Time of Day

Time_of_Day ● Afternoon ● Morning ● Night ● Sum of money



Revenue by Card and Beverage Type

coffee_name ● Americano with Milk ● Cappuccino ● Latte



Key influencers Top segments

What influences card to be

ANON-0000-0000-0009

?

When...

coffee_name is Latte

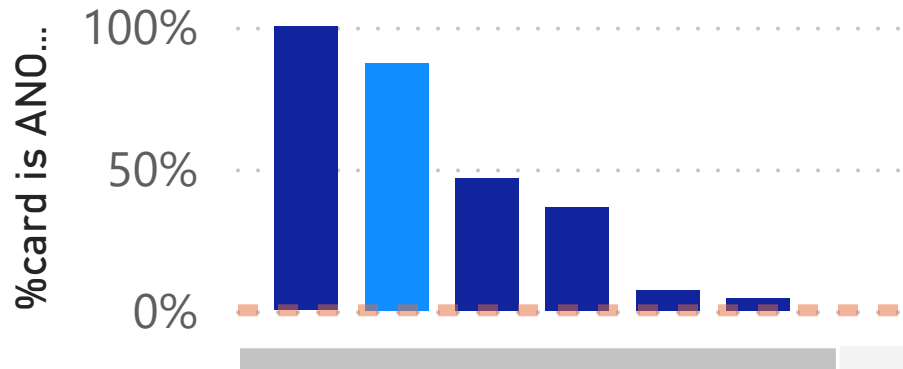
coffee_name is Hot Chocolate

...the likelihood of card being ANON-0000-0000-0009 increases by

5.94x

4.95x

← card is more likely to be ANON-0000-0000-0009 when coffee_name is Latte than otherwise (on average).



Only show values that are influencers