

Executive Summary: Coffee Shop Analysis

Objective

The Coffee Shop Analysis provides a comprehensive overview of sales, transactions, and customer behavior across three key locations: Astoria, Hell's Kitchen, and Lower Manhattan. This analysis aims to identify trends and insights to drive informed decision-making for maximizing revenue and enhancing customer satisfaction.

Key Highlights

1. Revenue Growth by Month:

- The analysis showcases a steady increase in revenue from January to June, highlighting growth momentum and seasonal trends. The highest revenue was recorded in **June**, indicating a potential opportunity for further marketing efforts during summer months.

2. Transactions by Product Category:

- **Coffee** and **Tea** dominate as the most popular product categories, followed by **Bakery** and **Drinking Chocolate**.
- Specialized categories like **Flavours** and **Packaged Chocolate** contribute marginally, indicating a niche market.

3. Top-Selling Products:

- **Brewed Chai Tea** and **Gourmet Brewed Coffee** lead in revenue and transactions, reinforcing their popularity among customers.
- **Barista Espresso** and **Hot Chocolate** also performed well, suggesting a preference for premium and warm beverages.

4. Transactions by Days of the Week:

- Peak transactions occur on **Friday and Thursday**, reflecting higher footfall towards the end of the week.
- Transactions dip significantly on **Saturday**, potentially due to shifting customer preferences or external factors.

5. Transactions by Hours:

- The busiest hours for transactions are between **8 AM and 12 PM**, aligning with typical coffee consumption habits during morning hours.
- A noticeable decline occurs after **2 PM**, suggesting an opportunity to create afternoon-specific promotions.

6. Performance Metrics:

- **Average Transactions:** 74,737.37
- **Average Revenue:** ₹4.68 million

- These metrics demonstrate robust performance across the analyzed locations.

7. **Location-Based Insights:**

- Performance varies slightly across locations, allowing for tailored marketing and operational strategies in Astoria, Hell's Kitchen, and Lower Manhattan.

Strategic Recommendations

1. **Promote High-Performing Products:**

- Enhance marketing for **Brewed Chai Tea** and **Gourmet Brewed Coffee**, leveraging their strong revenue contributions.

2. **Boost Off-Peak Sales:**

- Introduce afternoon promotions and weekend deals to stimulate sales during low-transaction periods.

3. **Expand Premium Offerings:**

- Consider diversifying premium beverage options, given the strong performance of **Barista Espresso** and **Hot Chocolate**.

4. **Leverage Location Insights:**

- Tailor campaigns and promotions based on the unique behavior of each location's customer base.

5. **Optimize Store Hours:**

- Focus resources on peak transaction hours to maximize efficiency and customer experience.

Conclusion

This analysis provides actionable insights into customer preferences, peak periods, and revenue drivers, enabling the coffee shop to strategically enhance operations and profitability. By implementing the recommendations, the coffee shop can sustain growth and maintain a competitive edge.