

Coffee Shop Sales Report ☕

Executive Summary

The coffee shop generated **\$616,909 in total sales** with a total **footfall of 131,802 customers**. On average, each customer spent **\$4.69 per bill** and placed **1.44 orders per person**. The data reveals strong sales in coffee and beverages, consistent weekday performance, and peak sales during morning hours.

1. Sales & Customer Overview

- **Total Sales:** \$616,909
 - **Total Footfall:** 131,802
 - **Average Bill per Person:** \$4.69
 - **Average Orders per Person:** 1.44
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2. Time-based Trends

- **Peak Ordering Hours:** Between 8 AM – 10 AM, when quantities ordered are at their highest (~\$20,000).
 - **Decline in Orders:** After 11 AM, sales stabilize at lower levels throughout the day, with another dip towards evening (after 6 PM).
 - **Insight:** Morning time is the busiest, suggesting a strong preference for coffee as a morning beverage.
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3. Category Distribution (Based on Sales)

- **Coffee:** 38% (largest revenue driver)
 - **Hot Chocolate:** 27%
 - **Bakery Products:** 12%
 - **Chai Tea:** 6%
 - **Others (Flavours, Loose Tea, Branded, etc.):** 17% combined
 - **Insight:** Coffee and Hot Chocolate dominate the market, indicating high demand for warm beverages. Bakery items complement beverage sales well.
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4. Size Distribution (Based on Orders)

- **Large:** 34%
- **Regular:** 32%

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- **Small:** 28%
 - **Not Defined:** 6%
 - **Insight:** Customers prefer large and regular sizes, showing an inclination towards bigger portions.
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5. Store Location Performance (Footfall)

- **Astoria:** 38,869
 - **Hell's Kitchen:** 38,617
 - **Lower Manhattan:** 36,608
 - **Insight:** All locations have nearly equal footfall, showing consistent brand performance across branches.
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6. Top 5 Products (By Sales)

1. Barista Espresso – \$69,863
 2. Hot Chocolate – \$56,823
 3. Brewed Chai Tea – \$58,101
 4. Gourmet Brewed Coffee – \$52,916
 5. Brewed Black Tea – \$35,594
- **Insight:** Espresso and Hot Chocolate are the highest contributors, highlighting a balance between strong coffee and sweeter alternatives.
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7. Weekday Ordering Trends

- **Highest Orders:** Monday (19,270) and Friday (19,343)
 - **Lowest Orders:** Saturday (18,189) and Sunday (18,663)
 - **Insight:** Weekday sales are stronger than weekends, suggesting customers purchase more on workdays.
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Key Insights & Recommendations

- Focus on staffing and inventory between 7–10 AM to manage peak demand.
- Promote high-margin items like Espresso and Hot Chocolate through combos with bakery products.

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- Maintain weekday offers, while running weekend promotions to improve Saturday and Sunday sales.
- Encourage upselling to large sizes, as they already dominate the order mix.
- Since footfall is consistent across outlets, focus on uniform customer experience rather than location-specific campaigns.

Conclusion

The coffee shop's stronghold lies in coffee, hot chocolate, and morning sales peaks. By leveraging targeted promotions, enhancing weekend engagement, and capitalizing on large-size orders, the shop can further boost profitability and customer loyalty.