Executive Summary

This report presents a time-based sales performance analysis of Afficionado Coffee Roasters. The objective was to identify demand patterns across hours, days, and store locations to support operational planning and policy-level decision-making.

The analysis indicates that sales activity is concentrated during morning hours, particularly between 7 AM and 10 AM. Weekly patterns show stronger performance toward the end of the week, while mid-week demand remains comparatively lower.

Location-based comparisons reveal disparities in store-level revenue contributions. These findings provide actionable guidance for workforce allocation, supply chain optimization, and targeted promotional initiatives.

By aligning staffing levels and inventory planning with identified demand peaks, operational efficiency can be improved while minimizing unnecessary overhead costs.

This data-driven approach supports informed retail performance management and sustainable business growth.