



Coffee Shop Sales Dashboard – Key Insights Report

Overall Performance Metrics

- **Total Sales:** \$698,812.33
- **Total Footfall:** 149,116 visitors
- **Average Bill per Person:** \$4.6864
- **Average Orders per Person:** 1.4383

These figures suggest moderate spending behavior, with customers generally making more than one order per visit.

Sales by Time of Day

Chart: Quantity Ordered Based on Hours (6 AM to 8 PM)

- Peak hours are **8 AM to 10 AM**, indicating strong demand during **morning rush hours** (commuter coffee demand).
- Demand drops significantly post-11 AM and remains relatively stable with a downward trend after 6 PM.

Morning is the most critical time for business. A targeted promotion during this time could further increase traffic and revenue.

Category-wise Revenue Distribution

Chart: % Distribution Based on Revenue

- **Coffee:** 39% (highest contributor)
- **Drinking Chocolate:** 28%
- **Bakery:** 12%
- Other minor contributors: Tea (10%), Flavours, Branded products, etc.

Coffee dominates the sales, followed by Drinking Chocolate and Bakery. These should remain focal points in inventory planning and marketing.

Size Preference in Orders

Chart: % Size Distribution Based on Orders

- **Regular size:** 31%
- **Large size:** 30%
- **Small size:** 9%
- **Not defined:** 30%

Most orders are for regular and large sizes. The high percentage of "Not Defined" may point to data entry issues or POS configuration gaps.

Top 5 Products by Sales

1. **Barista Espresso** - \$91,406.20
2. **Brewed Chai Tea** - \$77,081.95
3. **Gourmet Brewed Coffee** - \$70,034.60
4. **Hot Chocolate** - \$72,416.00
5. **Brewed Black Tea** - \$47,932.00

 *Barista Espresso is the top performer. Tea variants (Chai & Black) also appear, showing a diverse preference among customers.*

Store Performance: Footfalls & Sales

Chart: Footfalls and Sales Over Various Store Locations

- **Highest Footfall:** Astoria (50,599), followed by Hell's Kitchen and Lower Manhattan.
- **Highest Sales:** Hell's Kitchen (\$236,511.17), followed by Astoria and Lower Manhattan.

 *Despite having slightly fewer visitors, Hell's Kitchen drives the highest revenue, suggesting higher average bill value or more premium sales.*

Orders by Weekday

- **Peak Orders:** Friday (21,701) and Thursday (21,654)
- **Lowest Orders:** Saturday (20,510) and Sunday (21,096)

 *Weekdays perform better than weekends, possibly due to regular commuters and office-goers. Consider weekend promotions to boost those days.*

Additional Strategic Observations

1. **Data Quality Issues:**
 - "Not Defined" size represents 30% of orders — this anomaly should be investigated.
2. **Upselling Opportunities:**
 - Large and regular sizes are popular. Introduce bundles or loyalty programs for large-size drinks.
3. **Time-based Promotions:**
 - Target promotions around 8 AM – 10 AM and after 6 PM to fill low-demand slots.
4. **Top Product Promotion:**
 - Boost visibility of bestsellers like Barista Espresso and Brewed Chai Tea, especially in low-performing locations.

Recommendations

1. **Review Data Completeness:** Address undefined size data to improve accuracy and decision-making.
2. **Time-Sensitive Campaigns:** Launch early morning combos or evening snack packs.
3. **Location-Specific Strategy:** Leverage Hell's Kitchen's customer base to test new offerings or premium items.
4. **Weekend Engagement Plans:** Run targeted campaigns on Saturday and Sunday to drive footfall.