COFFEE PRESENTATION

THE ANALYSIS FOR
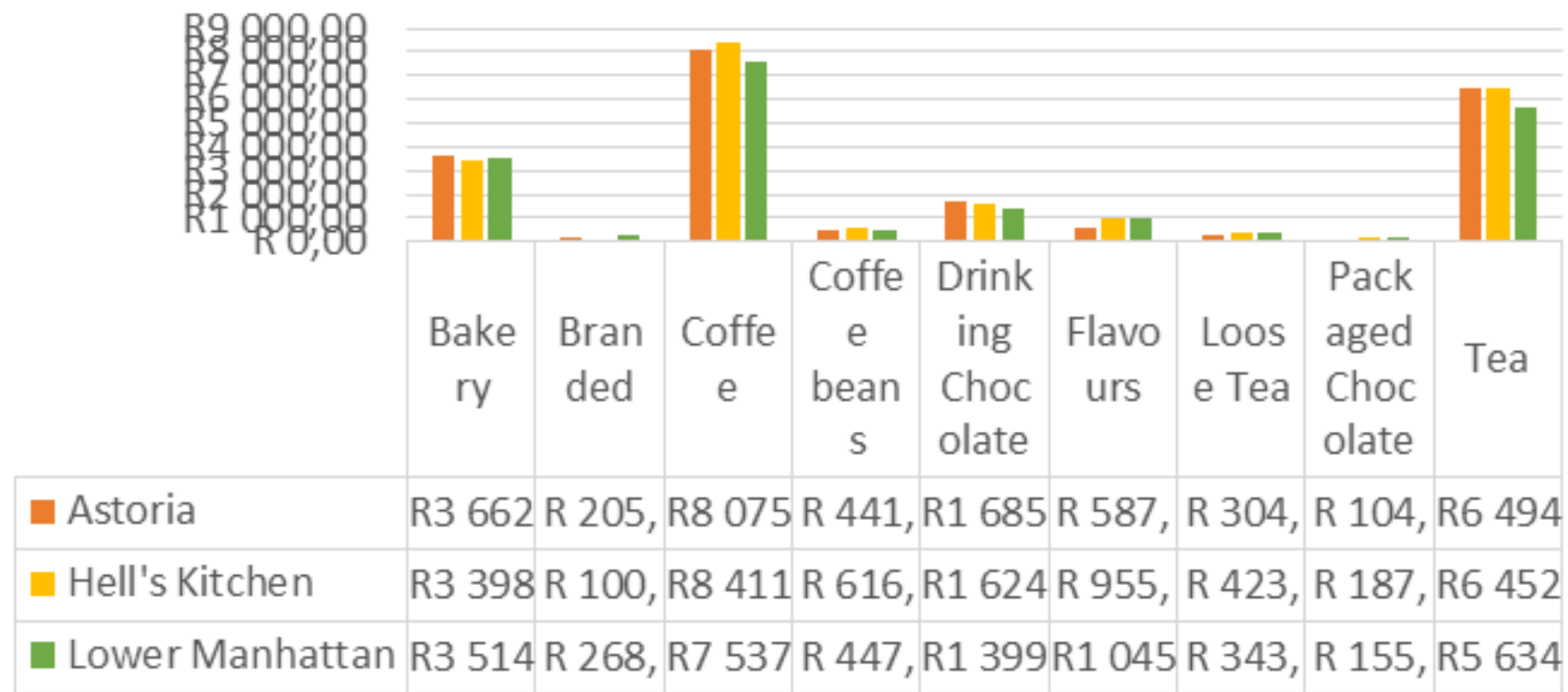# COFFEE
SHOP

<u>Introduction</u>

This presentation provides an overview of key insights from the coffee shop data analysis. The graphs highlight trends in sales, customer preferences, and product performance, helping us understand which items drive revenue, when customer activity is highest, and how purchasing patterns vary. These insights can guide better decision-making to improve operations and boost profitability.

Comparing Revenue Perfomance of product Categories Across Multiple Stores

Count of REVENUE

REVENUE COUNT PER PRODUCT CATERGORY PER SRORE

	Bakery	Branded	Coffee	Coffee beans	Drinking Chocolate	Flavours	Loose Tea	Packaged Chocolate	Tea
Astoria	R3 662	R 205,	R8 075	R 441,	R1 685	R 587,	R 304,	R 104,	R6 494
Hell's Kitchen	R3 398	R 100,	R8 411	R 616,	R1 624	R 955,	R 423,	R 187,	R6 452
Lower Manhattan	R3 514	R 268,	R7 537	R 447,	R1 399	R1 045	R 343,	R 155,	R5 634

PRODUCT_CATEGORY

BRANDED COFFEE AND PACKAGED CHOCOLATE ARE THE TOP REVENUE DRIVERS.
- **LOOSE TEA AND DRINKING CHOCOLATE HAVE THE LOWEST REVENUE.**

- **SUGGESTS TARGETED PROMOTIONS FOR LOW-PERFORMING CATEGORIES TO BOOST OVERALL REVENUE.**
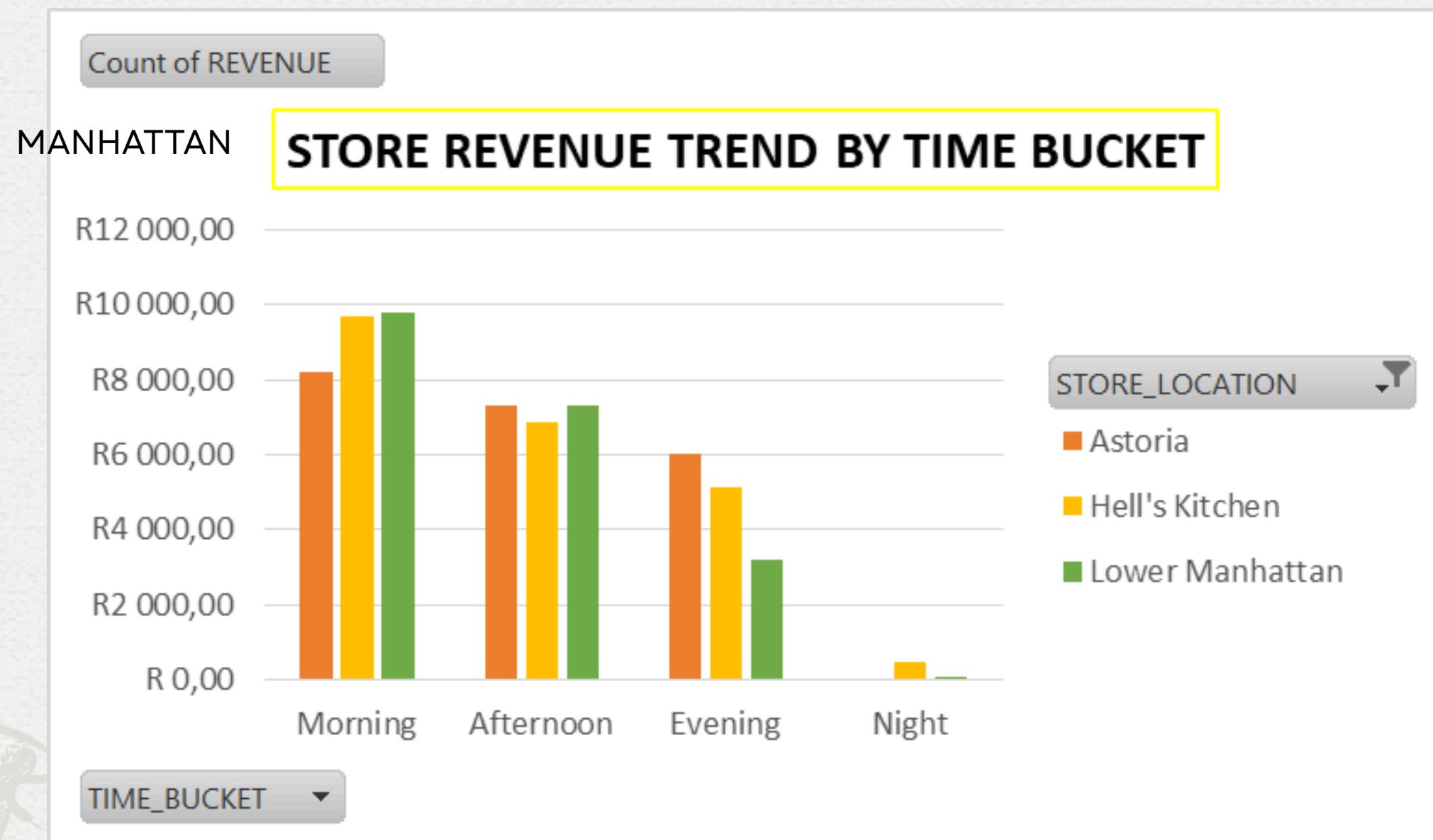
- HELL'S KITCHEN LEADS SLIGHTLY IN KEY CATEGORIES.
  ;
- THE OTHER STORES FOLLOW SIMILAR TRENDS

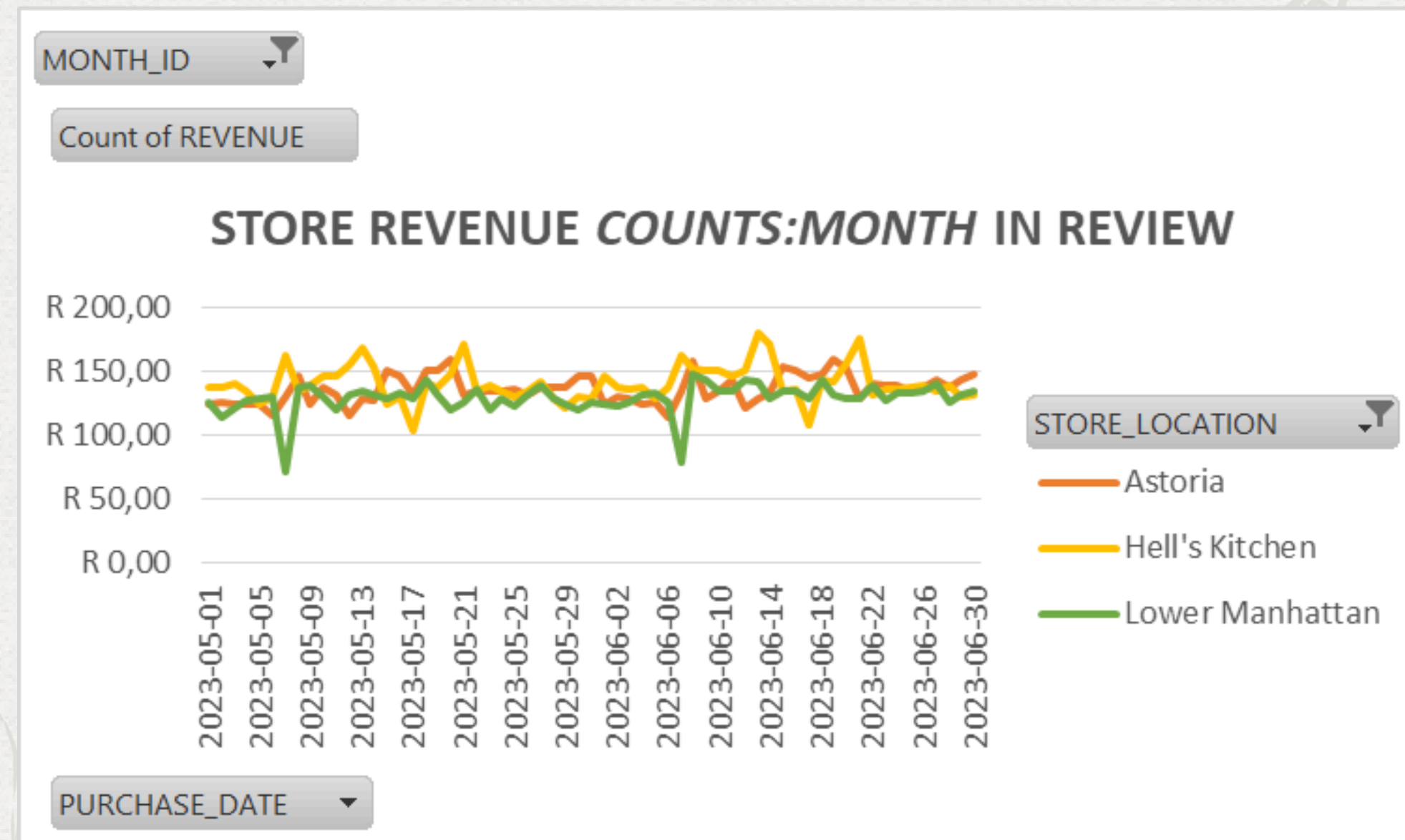# STORE REVENUE TRENDS ACROSS DIFFERENT TIMES OF DAY

- Morning time bucket generates the highest revenue across all stores.

- Afternoon sales are moderate but noticeably lower than morning.
- • Evening revenue is lower, and night sales are minimal (less than R20,000).

- • **Store Comparison**:
- • Hell's Kitchen has the highest morning revenue and is the only store with sales at night.
- Lower Manhattan performs the weakest during night hours.
- OVERALL NIGHT AND EVENING SALES ARE LOW

Count of REVENUE

MANHATTAN

STORE REVENUE TREND BY TIME BUCKET

STORE_LOCATION
- Astoria
- Hell's Kitchen
- Lower Manhattan

TIME_BUCKET

MONTHLY PERFOMANCE REIEW OF STORE REVENUE COUNTS ACROSS ALL LOCATIONS

- **ASTORIA* HAS MODERATE VARIABILITY.**

- **HELL'S KITCHEN* SHOWS HIGHER FLUCTUATIONS.**

- **LOWER MANHATTAN MAINTAINS STABILITY.**

- **REVENUE DROPS TO R0,00 ON THE 9TH AND 22ND, INDICATING POSSIBLE ISSUES OR EVENTS.**

- **ALL LOCATIONS FOLLOW SIMILAR REVENUE PATTERNS, SUGGESTING COMMON INFLUENCES.**

A SLIGHT INCREASE IN REVENUE IS OBSERVED AT THE MONTH'S END, LIKELY DUE TO PROMOTIONS OR HIGHER CUSTOMER TRAFFIC.

Fradel Coffee

THANK YOU.

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