



COFFEE PRESENTATION



THE ANALYSIS FOR

COFFEE

SHOP



Introduction

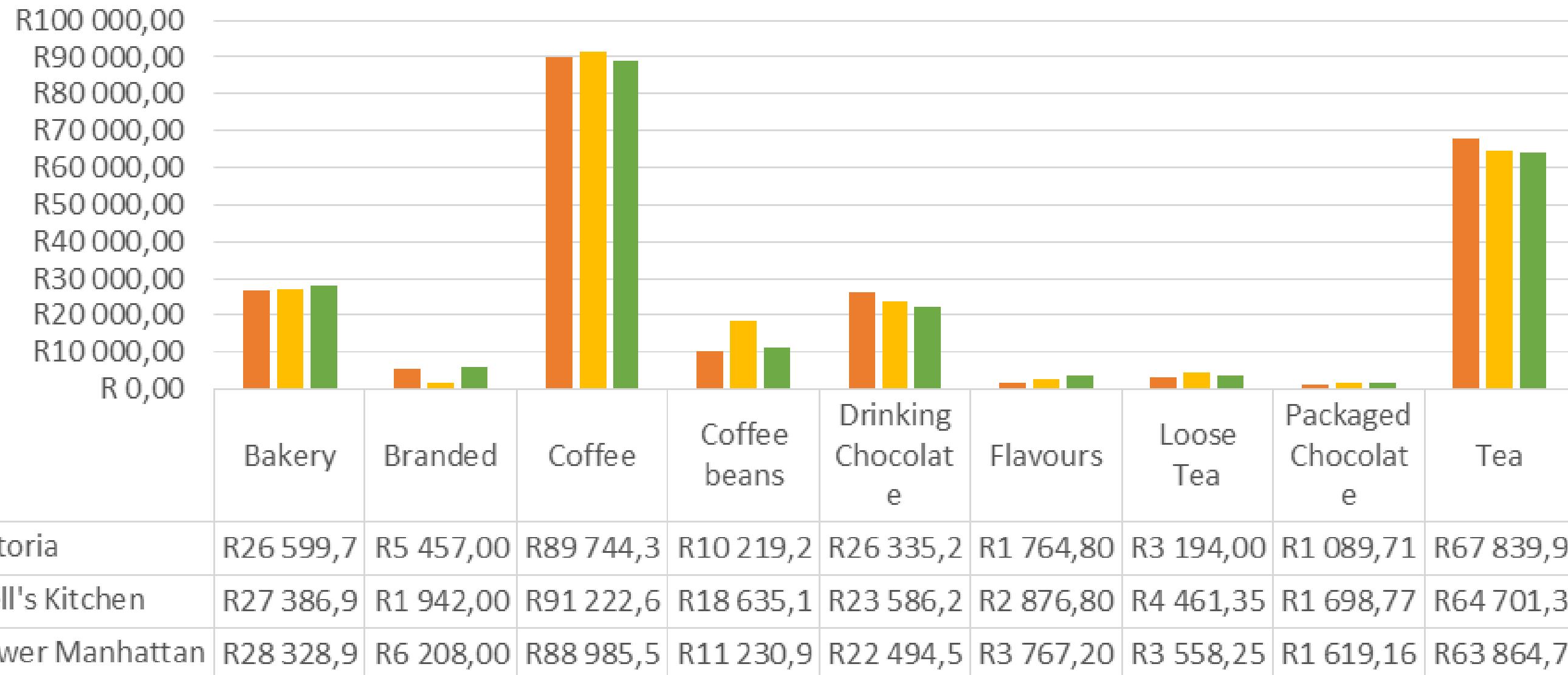
This presentation provides an overview of key insights from the coffee shop data analysis. The graphs highlight trends in sales, customer preferences, and product performance, helping us understand which items drive revenue, when customer activity is highest, and how purchasing patterns vary. These insights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



Comparing Revenue Performance of product Categories Across Multiple Stores

Sum of REVENUE

REVENUE BY PODUCT CATERGORY



PRODUCT_CATEGORY ▾



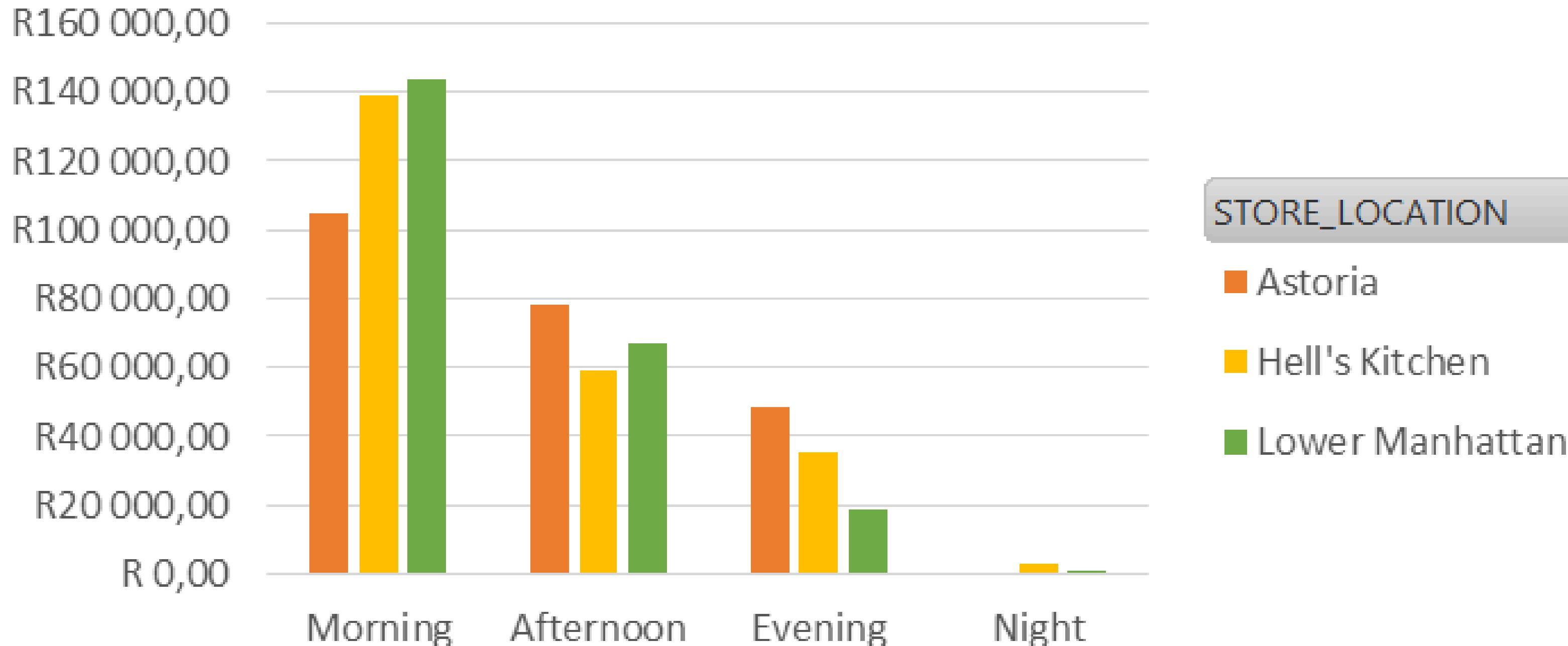
INSIGHTS

- 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 in slight categories
- While the other stores follow similar trend.



Store revenue trends across different times of the day

REVENUE TREND BY TIME BUCKET





INSIGHTS

- 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
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- OVERALL NIGHT AND EVENING SALES ARE LOW

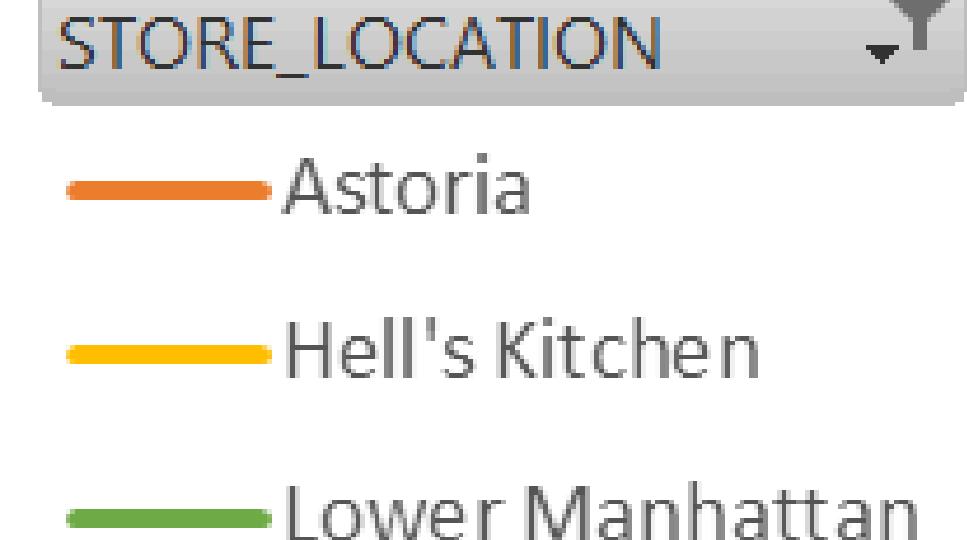
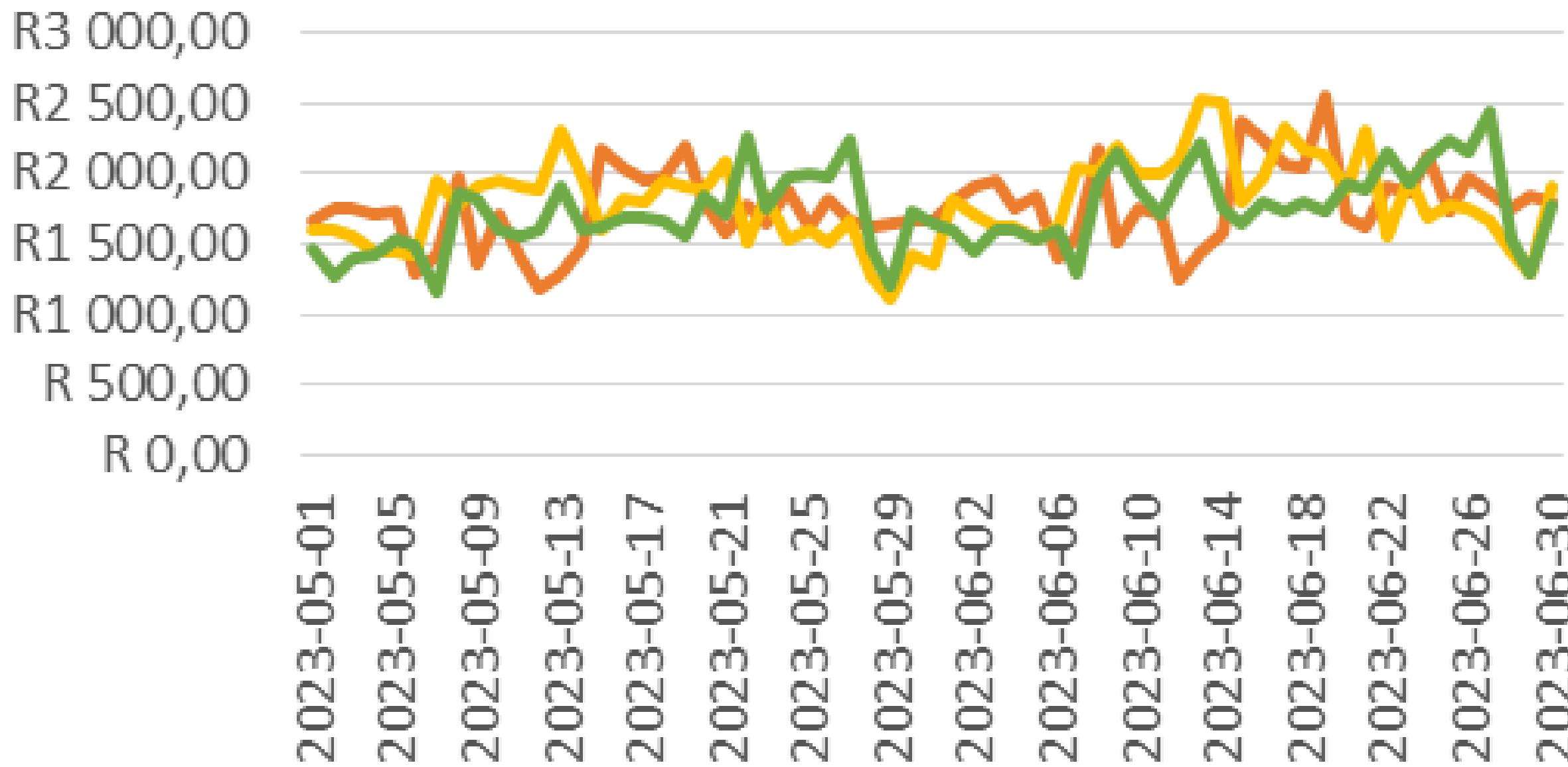


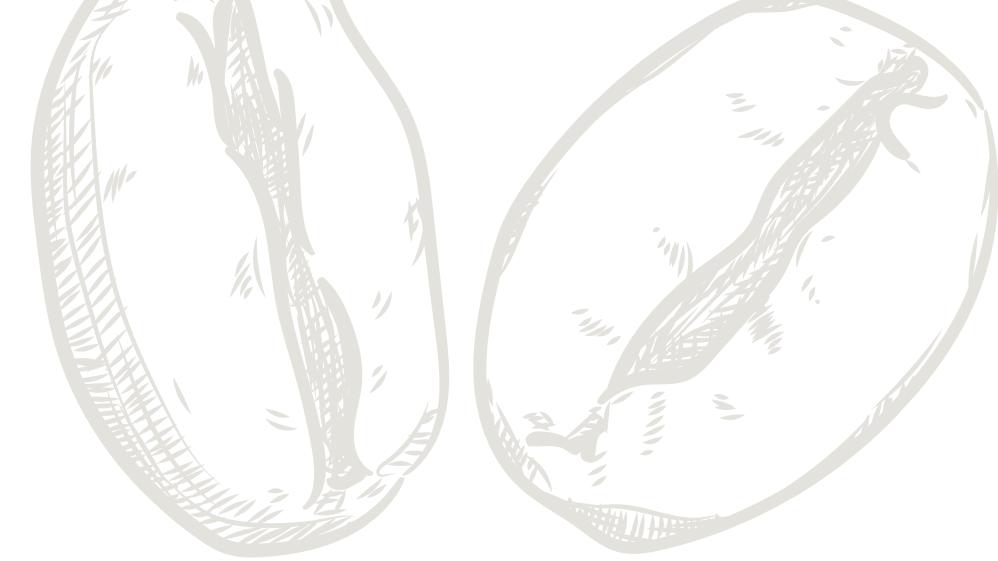


MONTHLY PERFORMANCE REVIEW OF STORE REVENUE COUNTS ACROSS ALL LOCATIONS

Sum of REVENUE

MONTH IN REVIEW





INSIGHTS

- 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.





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THANK YOU

