Coffee Shop
Sales Analysis
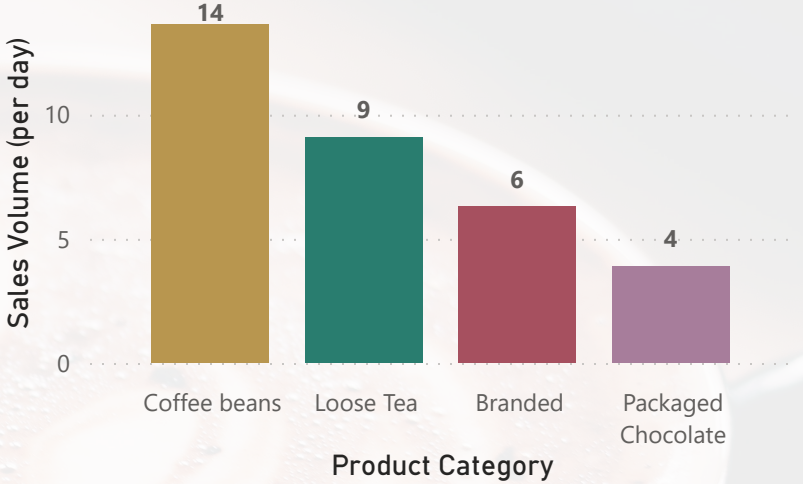
Sales Revenue by Month
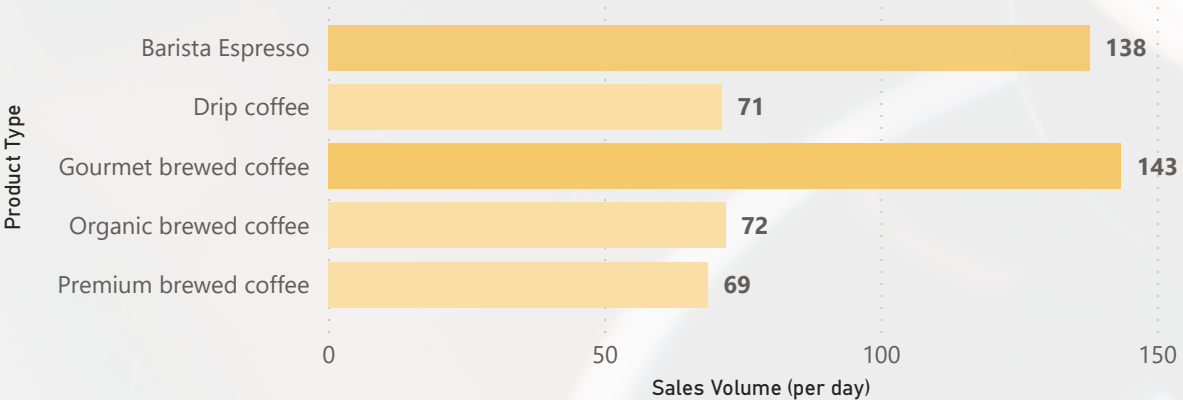
Total Revenue

- January: 451
- February: 421
- March: 546
- April: 657
- May: 866
- June: 920

(Y-axis: 0, 500, 1.000)

Month
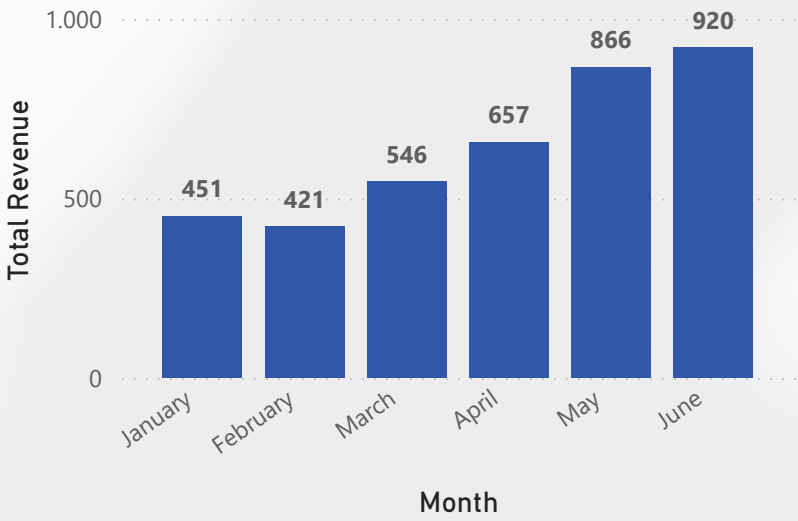
Sales Revenue by Product Category

Product Category
- Coffee — 1,49K (38,63%)
- Tea — 1,09K (28,11%)
- Bakery — 0,45K (11…)
- Drinking Choc… — 0,4K (10,36%)
- Coffee beans — 0,22K (5,7…)
- Branded — (1,2%)
- Loose Tea — 0,05K
- Flavours
- Packaged Cho…
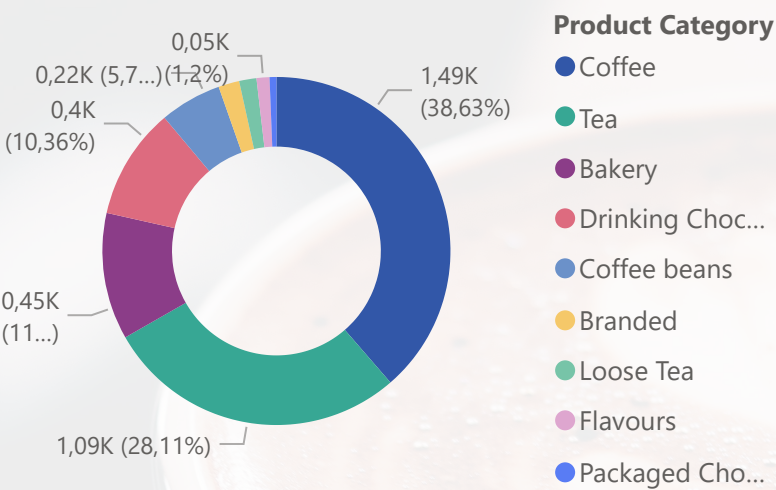
Sales Volume (per day) of Non-Beverage Products by Category

Sales Volume (per day)

- Coffee beans: 14
- Loose Tea: 9
- Branded: 6
- Packaged Chocolate: 4

Product Category

Sales Volume by Coffee Type

Product Type

- Barista Espresso: 138
- Drip coffee: 71
- Gourmet brewed coffee: 143
- Organic brewed coffee: 72
- Premium brewed coffee: 69

Sales Volume (per day)

Sales Volume of Beverages by Time of Day (per day Analysis)

Sales Volume (per day)

Time: 6:00 πμ, 8:00 πμ, 10:00 πμ, 12:00 μμ, 2:00 μμ, 4:00 μμ, 6:00 μμ, 8:00 μμ
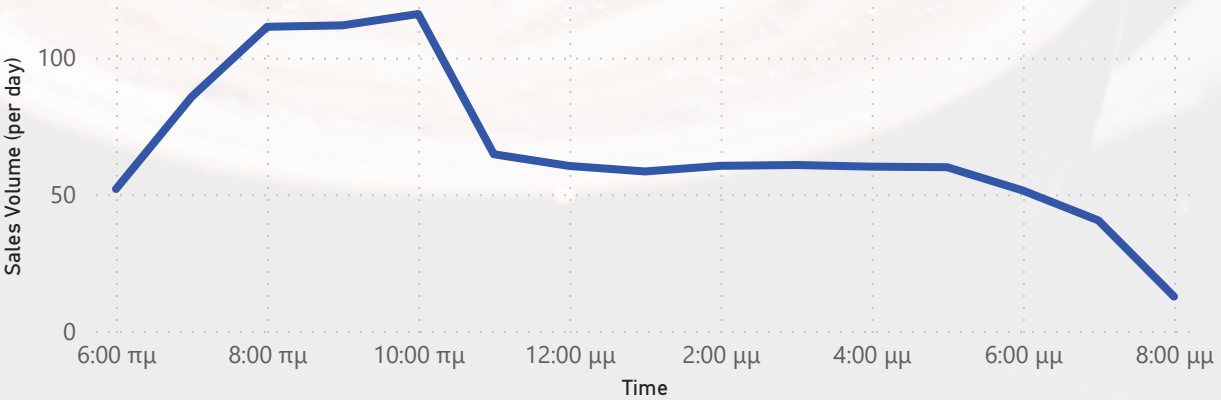
Interpretation

The **column chart** on the left illustrates an increasing trend in total sales revenue over time. The **donut chart** displays that Coffee and Tea are the product categories contributing the most to the total revenue, together representing approximately 67% of the total revenue. The **column chart** on the right represents the daily sales volume of non-beverage items, providing valuable information for inventory management. The **bar chart** displays the daily sales volume of coffee by type, with types Barista Espresso and Gourmet Brewed Coffee being the top sellers. The **line chart** illustrates the workload of beverage preparation by hour. It clearly shows that the peak hours are from 8 am to 10 am with more than 100 beverage orders per hour.

Store Location

- ☐ Astoria
- ☐ Hell's Kitchen
- ☐ Lower Manhattan