Coffee Shop
Sales Analysis
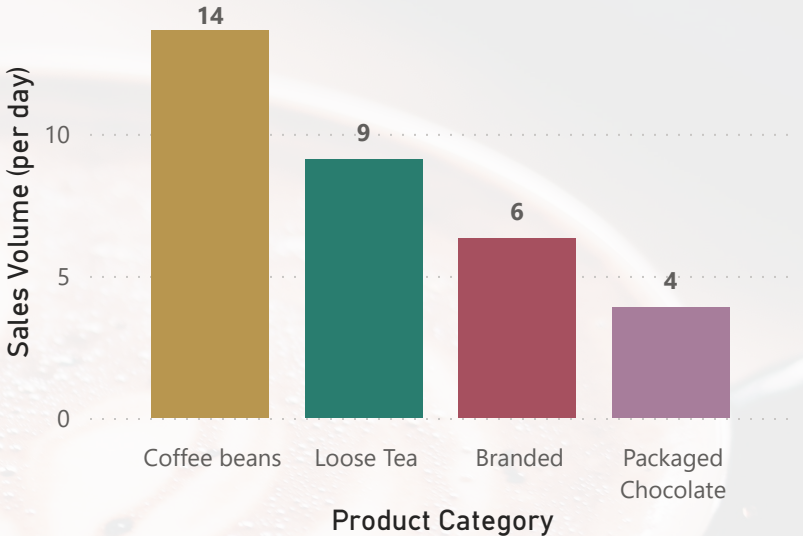
Sales Revenue by Month
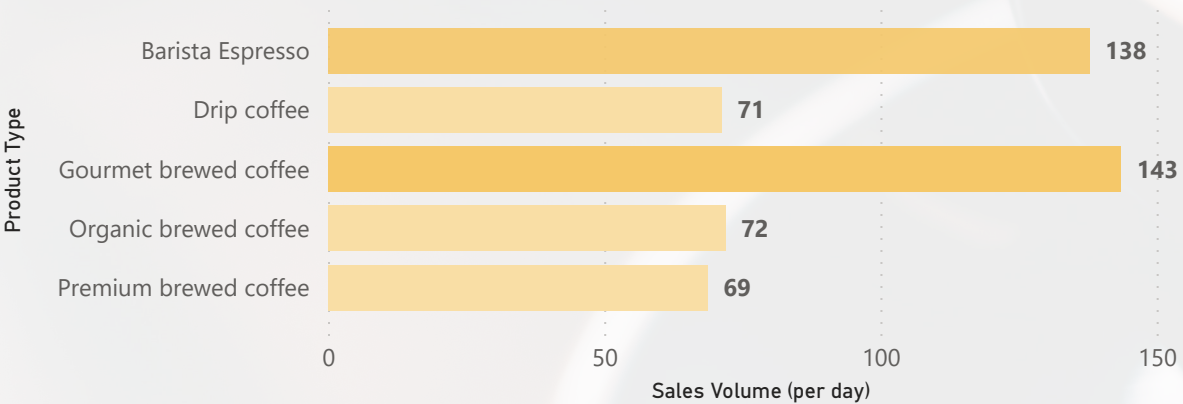
Total Revenue

1.000

500

0

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

Month
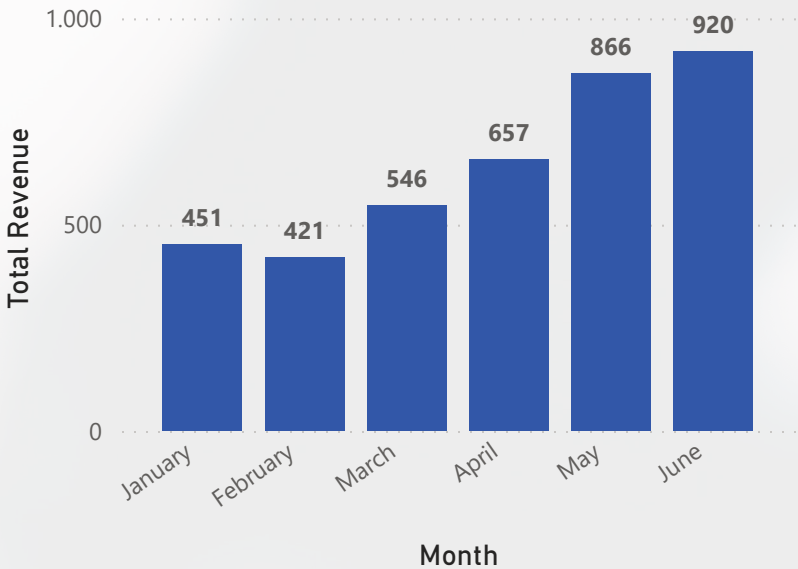
Sales Revenue by Product Category

Product Category
- ● Coffee
- ● Tea
- ● Bakery
- ● Drinking Choc...
- ● Coffee beans
- ● Branded
- ● Loose Tea
- ● Flavours
- ● Packaged Cho...

1,49K (38,63%)
1,09K (28,11%)
0,45K (11...)
0,4K (10,36%)
0,22K (5,7...) (1,2%)
0,05K
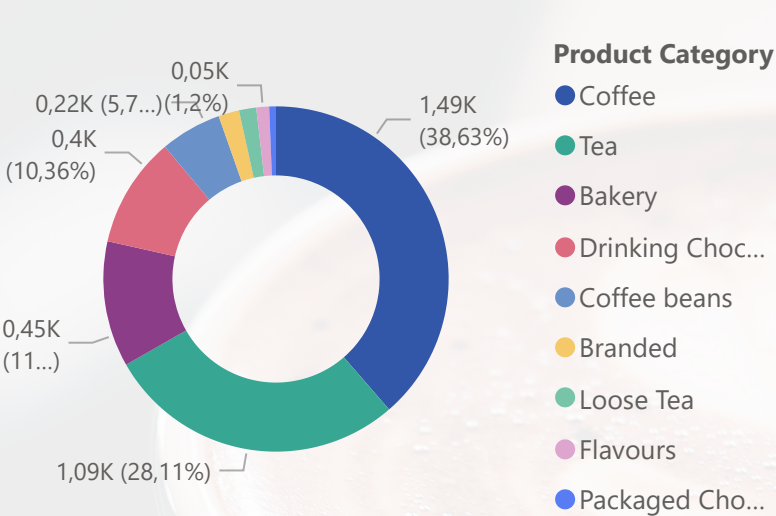
Sales Volume (per day) of Non-Beverage Products by Category

Sales Volume (per day)

10

5

0

14 — Coffee beans
9 — Loose Tea
6 — Branded
4 — Packaged Chocolate

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

0   50   100   150

Sales Volume (per day)

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

Sales Volume (per day)

100

50

0

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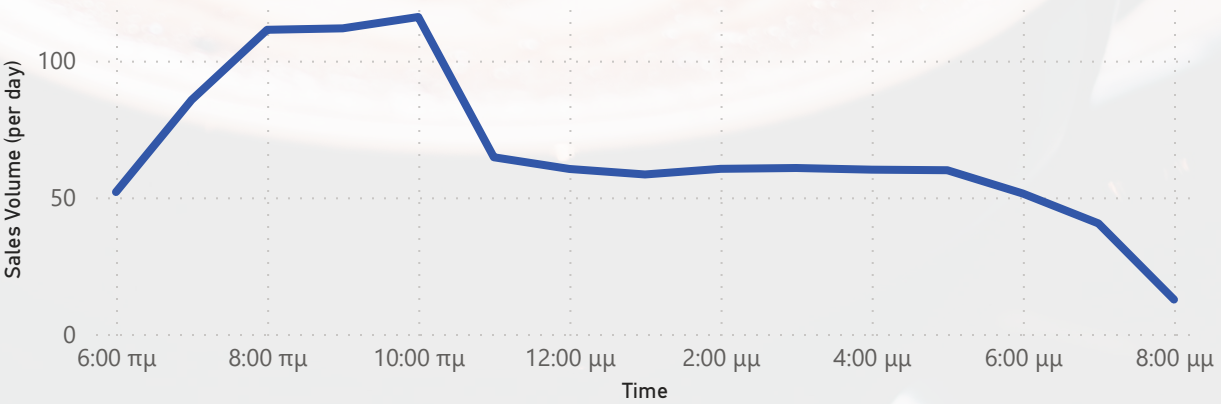
Time

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.