

# Coffee shop

From bean to cup, perfection in every pour

OCTOBER 2025

# **coffee shop performance analysis**

**content:**

- Overall Revenue Growth, Decline or Stability**
- Sales per Day, Week and Months**
- Location Performances**
- Time Based Analysis**

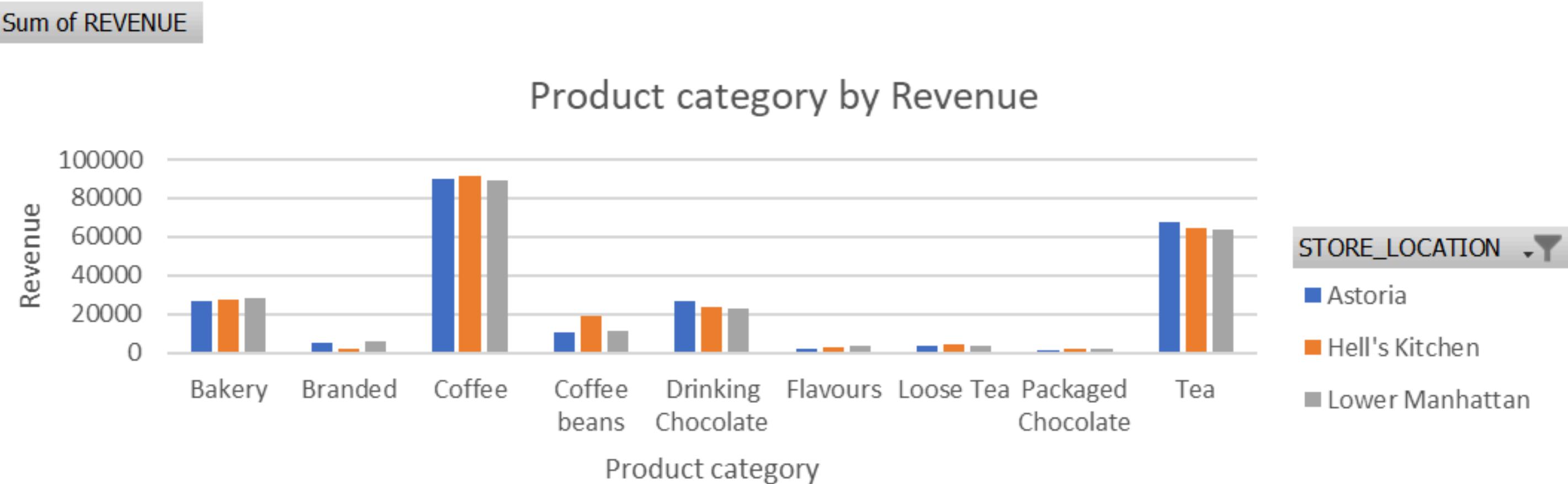
# **Introduction:**

## **Purpose:**

- Focuses on understanding sales patterns**
- Identify growth and improve sales strategies**
- insights helping identify best-selling products and areas for business improvement**

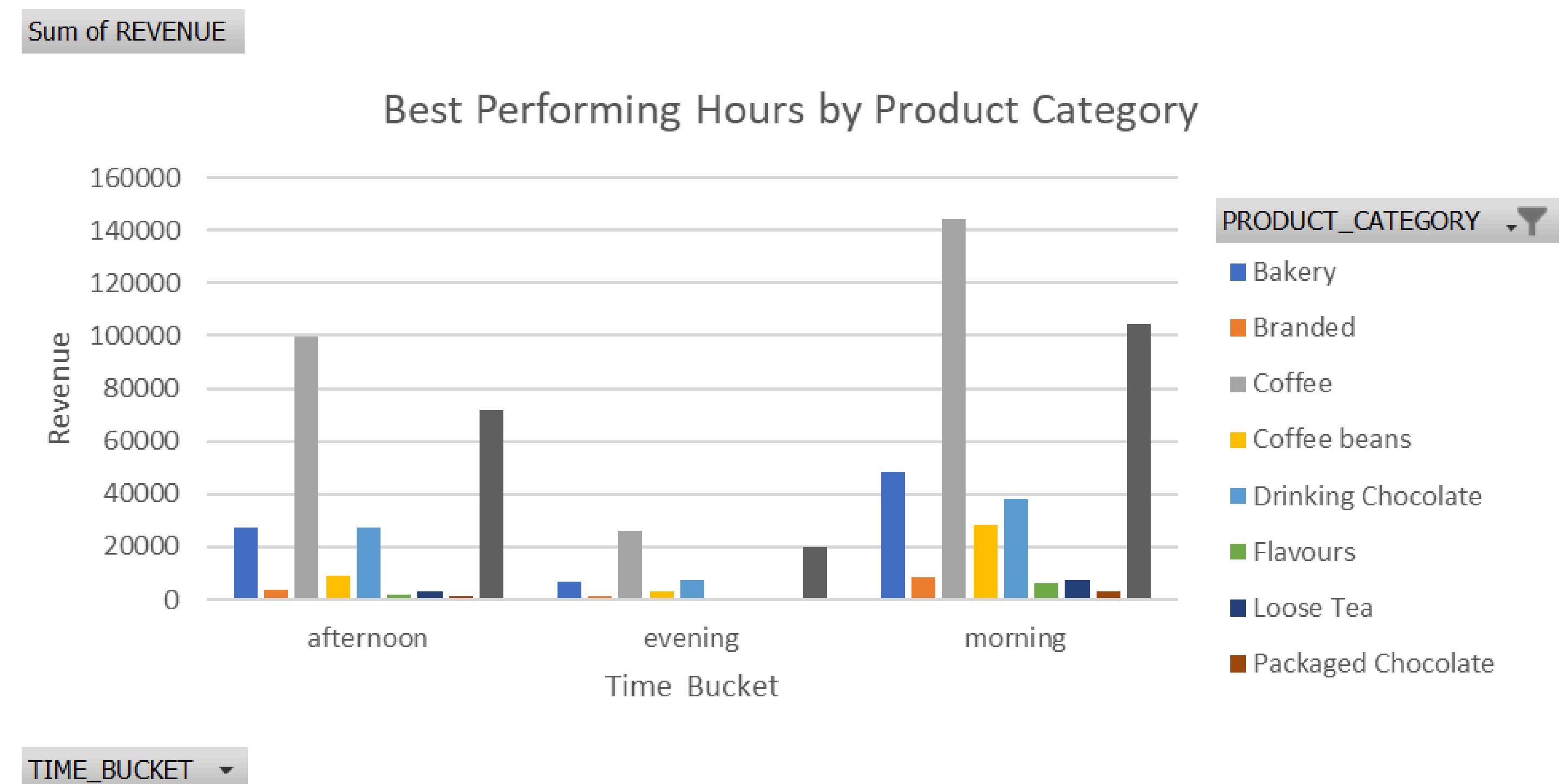
# Revenue

- .Coffee generates the highest revenue, with each store location achieving over R80,000 in coffee sales
- .Hell's kitchen has top total revenue among all three locations.



# hourly Performance

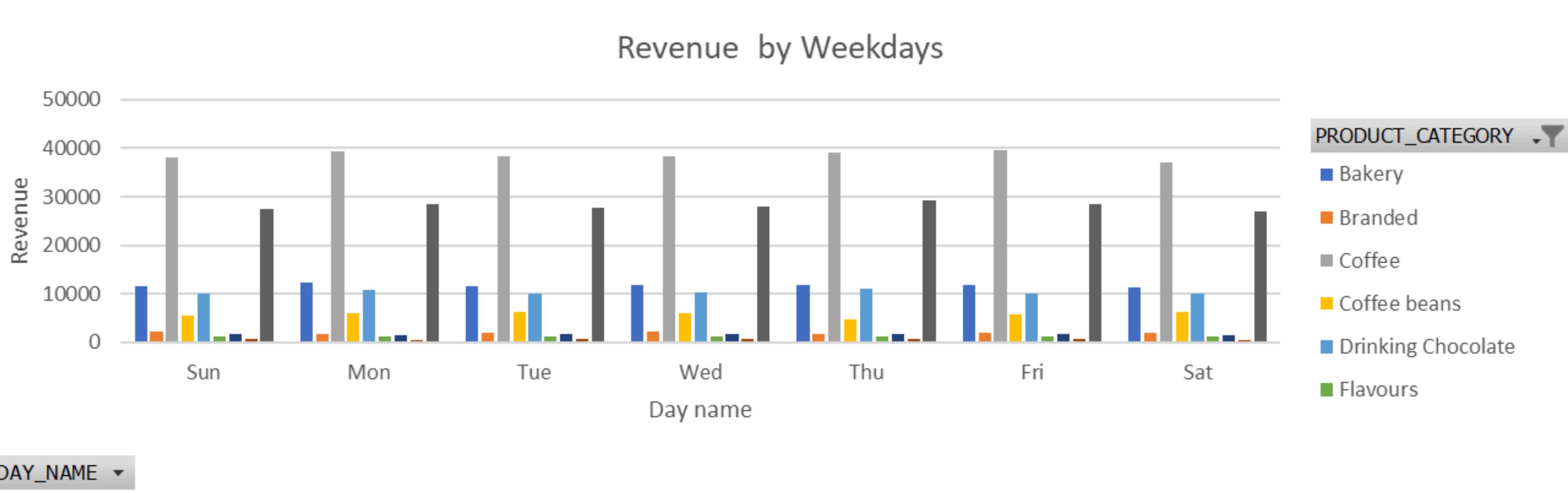
- .Morning by far the busiest time and profitable time with coffee being the best selling product in the morning .
- .Evening indicating that sales drops in the evening with the lowest sales accross all products.



# Daily Revenue

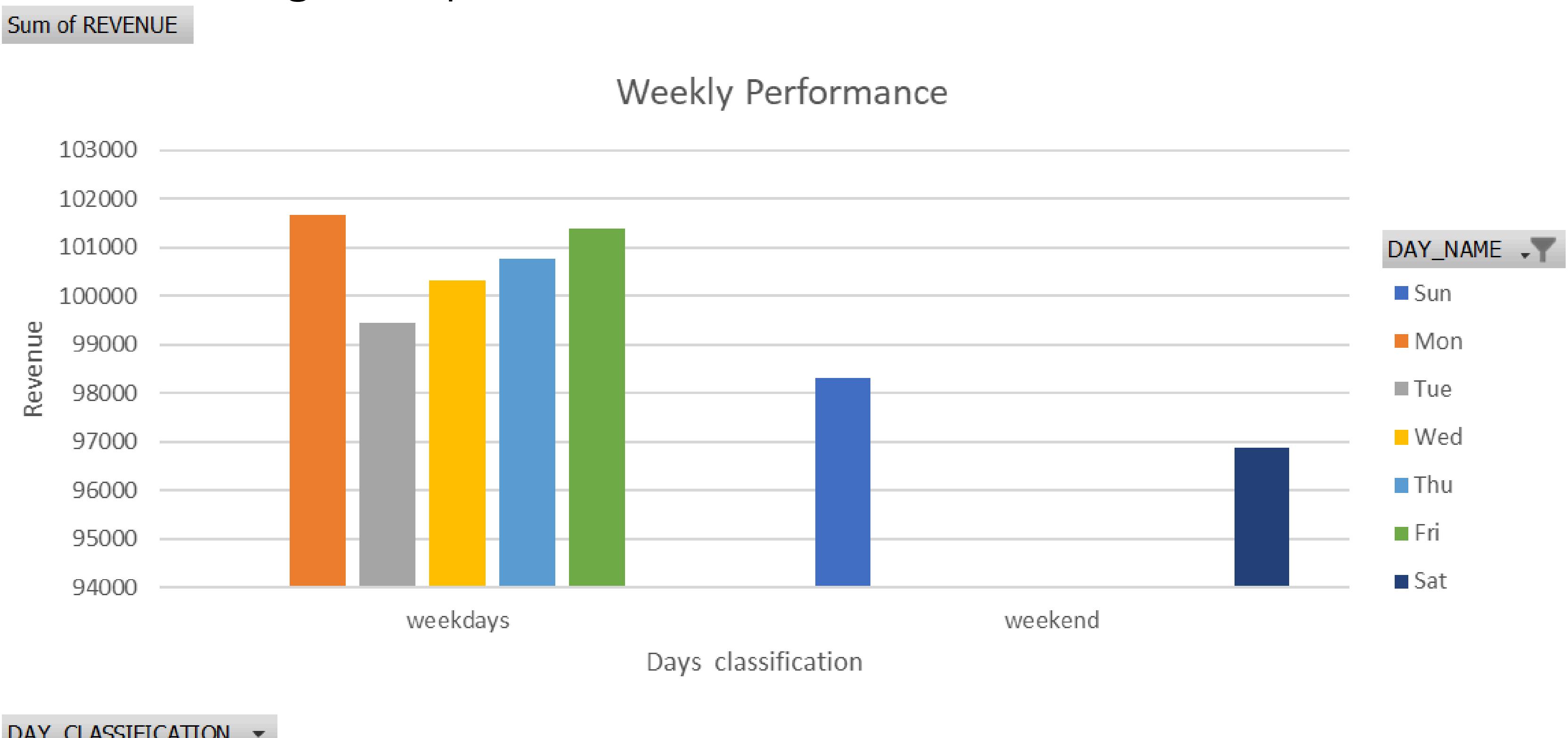
.Strong and consistent weekdays,Revenue from Monday-Friday is very stable while on Saturday and Sunday there is a noticeable small drop .

.As always coffee bringing more revenue than all the category combined every single day.



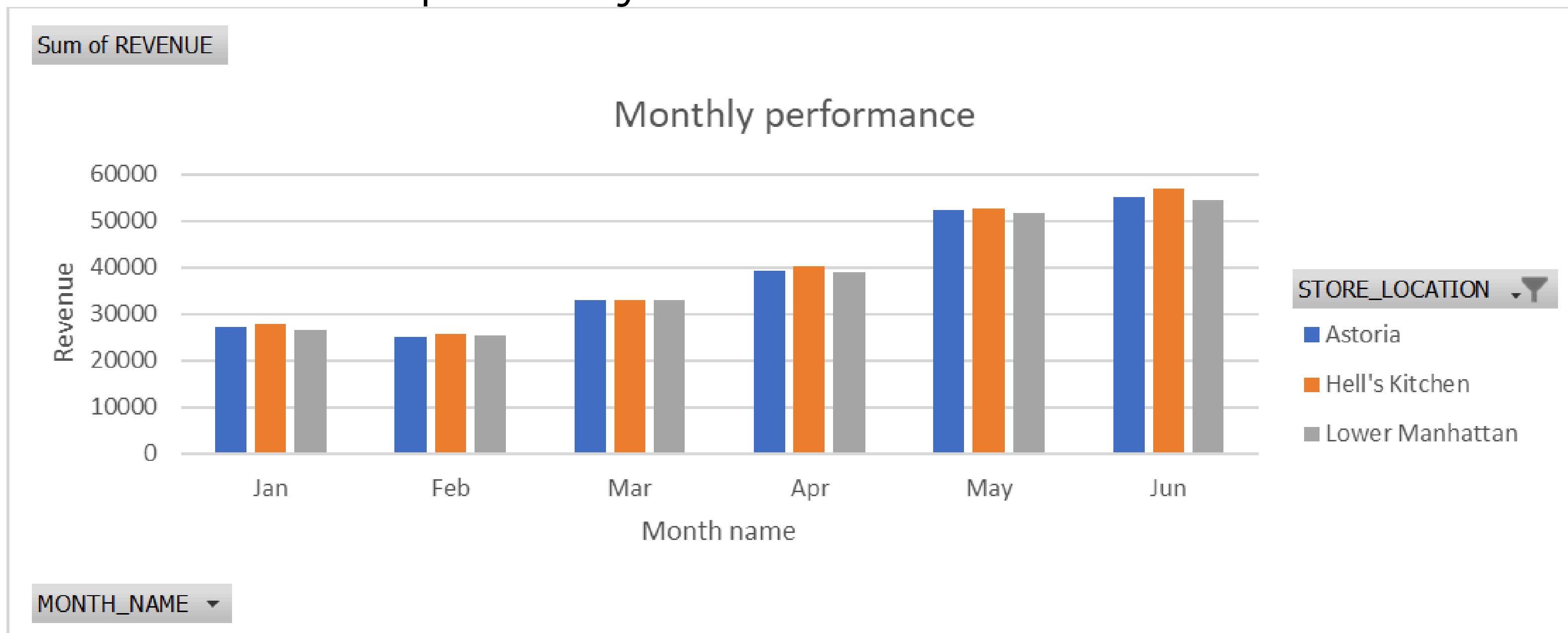
# Weekly insights

- .Weekdays performed very good and generated more revenue than weekend suggesting higher customer traffic during weekdays .
- .Weekends showing lower performance of the week.



# Monthly Trends

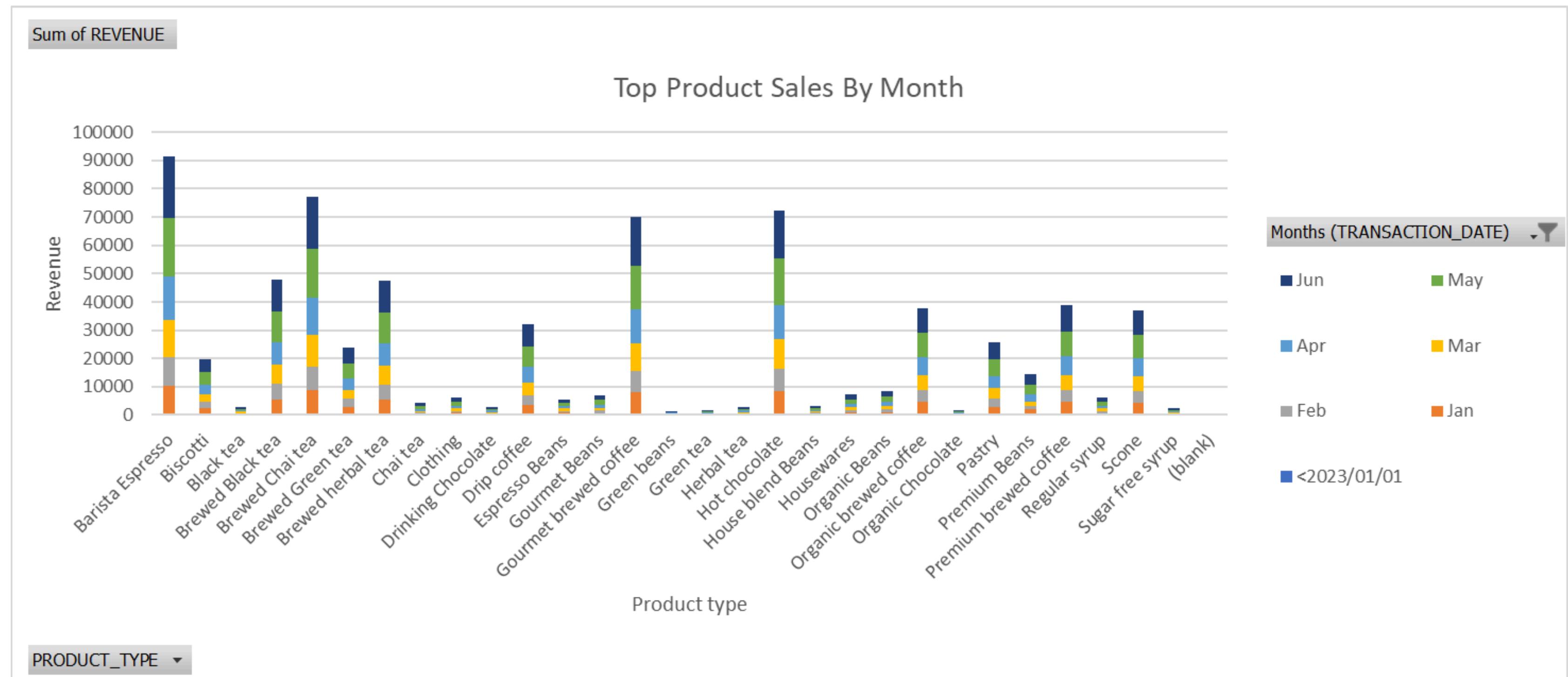
- .All month show consistent month-over-month growth.
- .All locations starting low in january and rising steadily to june .
- .January is the the weakest month across all the stores with june being the best performed month.
- .Hell's Kitchen with the top monthly revenue.



# Monthly Sales Per Product

Coffee-related items and two beans-related items dominating overall sales.

Barista espresso is the top product type in June with the highest revenue, with Brewed Chai tea as second from the chart.



# Conclusion

The coffee shop's sales demonstrate consistent growth and stability, supported by clear trends in customer preferences, peak sales times, and strong weekly and monthly performances. These insights highlight the shop's solid market position and provide growth.

## Strategic Recommendations

- Promote premium products & combo deals
- Increase visibility of low-performing products "beans, branded items"
- Extend peak-hour service & add loyalty rewards
- Standardize processes & track metrics consistently
- Plan promotions & leverage feedback for improvement