

# Executive Summary – Coffee Shop Sales Analysis

## Project Overview

This project presents a comprehensive analysis of coffee shop sales performance using an interactive dashboard. The objective is to evaluate **sales trends, customer behavior, product performance, time-based demand, and store-level efficiency** to support data-driven business decisions. The analysis consolidates transactional data into clear KPIs and visual insights that highlight both revenue drivers and optimization opportunities.

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## Overall Performance Snapshot

- **Total Sales:** \$698,812.33
- **Total Footfall:** 149,116 customers
- **Average Bill per Person:** \$4.69
- **Average Orders per Person:** 1.44

These metrics indicate **high customer volume with modest ticket size**, suggesting a business model driven by frequent, lower-value transactions rather than premium pricing.

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## Time-Based Demand Insights

- **Peak ordering hours:** 8 AM – 10 AM
- Sales increase sharply in the morning, reaching the highest quantity ordered around **9–10 AM**, indicating strong **breakfast and commute-time demand**.
- A gradual decline is observed after 11 AM, with relatively stable performance during mid-day hours and a steep drop post 6 PM.

### Business implication:

Morning hours are critical for staffing, inventory planning, and promotional focus.

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## Category Sales Distribution

- **Coffee** is the dominant revenue driver, contributing the largest share of total sales.
- **Tea** is the second-highest category, demonstrating strong demand beyond traditional coffee offerings.
- **Bakery and Drinking Chocolate** contribute moderately.
- **Packaged and flavored products** generate minimal revenue.

**Business implication:**

The product mix is heavily beverage-centric, with opportunities to:

- Bundle bakery items with high-selling drinks
  - Reassess low-performing packaged products
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**Product-Level Performance****Top-performing products:**

1. Barista Espresso
2. Brewed Chai Tea
3. Hot Chocolate
4. Gourmet Brewed Coffee
5. Brewed Black Tea

Espresso-based and specialty beverages clearly outperform others, reinforcing customer preference for **core café offerings**.

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**Order Size Analysis**

- **Regular and Large sizes** dominate order volume.
- **Small sizes** have significantly lower demand.

**Business implication:**

Customers prefer higher-volume purchases, but data standardization is needed to improve size-level analysis accuracy.

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**Store Location Performance**

- **Hell's Kitchen** records the highest sales and footfall.
- **Astoria** and **Lower Manhattan** perform closely, with slightly lower engagement.

All locations show consistent performance, suggesting stable operations across regions with **Hell's Kitchen as the flagship store**.

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**Weekday vs Weekend Trends**

- **Friday** records the highest number of orders.
- **Monday–Thursday** show consistent demand.
- **Saturday** has the lowest order volume.

### Business implication:

Contrary to expectations, weekdays outperform weekends, indicating a strong **office and commuter-driven customer base**.

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### Key Business Insights

- Revenue is driven primarily by **morning demand and beverage sales**.
  - Customer purchasing behavior favors **regular-to-large order sizes**.
  - Weekday demand exceeds weekend demand.
  - Espresso and tea-based drinks are the strongest products across locations.
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### Recommendations

- Optimize staffing and inventory for **morning peak hours**.
  - Introduce **bundled offers** combining beverages and bakery items.
  - Clean and standardize order size data to enhance reporting accuracy.
  - Explore **weekend promotions** to improve Saturday performance.
  - Focus marketing efforts on **top-performing products and high-traffic locations**.
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### Conclusion

This dashboard provides actionable insights into customer behavior, product performance, and operational efficiency. By leveraging these findings, stakeholders can improve revenue optimization, enhance customer experience, and strengthen strategic decision-making across store locations.