"Sips & Insights"
Exploring Maven Coffee Shop Trends

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Problem Statement

A coffee shop wants to boost its performance and better serve its customers. The challenge is figuring out how to extract the right insights from transaction data to identify key sales trends and top products that can guide smarter business strategies.

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Objectives

This analysis provides valuable insights for the operations, marketing, and customer services teams at Maven Coffee Shop.

With focus on:

1-Understand Sales Performance.

2-Identify Top and underperforming Products.

3-Explore customer preferences.

4-Analyze peak traffic times.

5-Uncover sales gaps and patterns.

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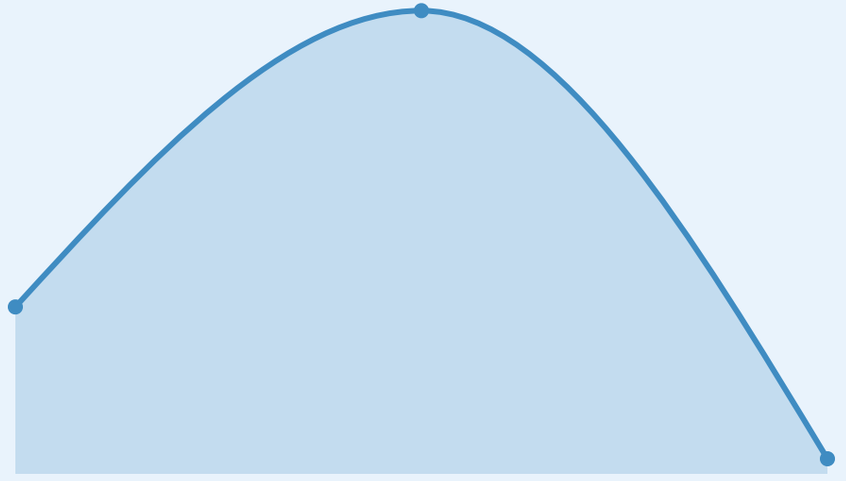
Data Summary

January 2023
Earliest Transaction Date

June 2023
Latest Transaction Date

$699K
Total Revenue by Location

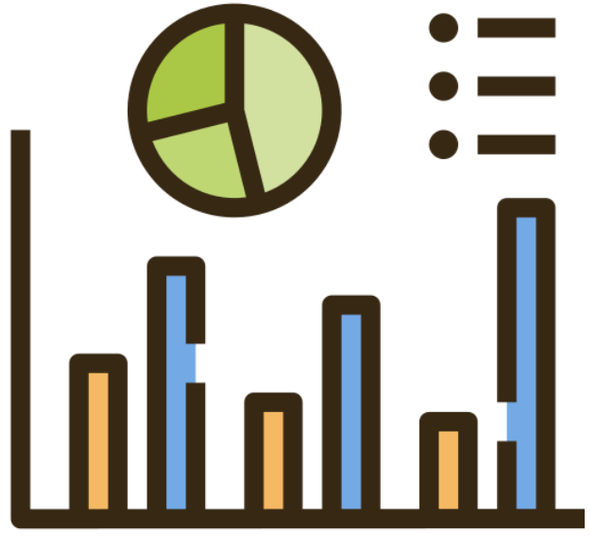


149K
Number of Transaction ID

$699K
Total Revenue

9
Number of Product Category

81K
Total Quantity



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Overall Revenue by the Day and Time

Total Revenue by Month	Total Quantity by Month	Total Transactions by Month
$166.5K	50942	35352

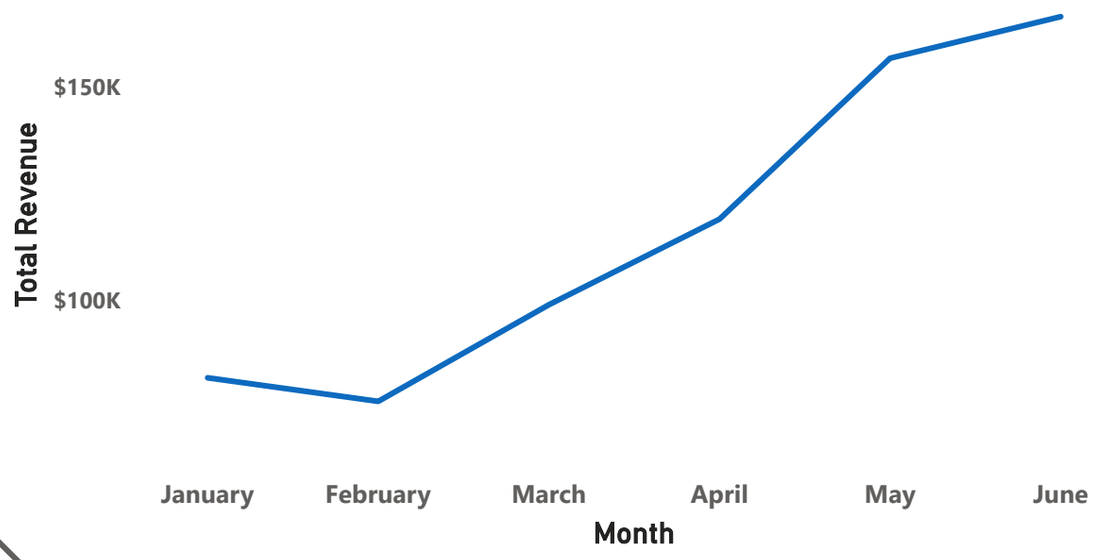
Product Category

All

Store Location

Astoria | Hell's Kitchen | Lower Manhattan

Revenue by Month



Revenue by Store Location

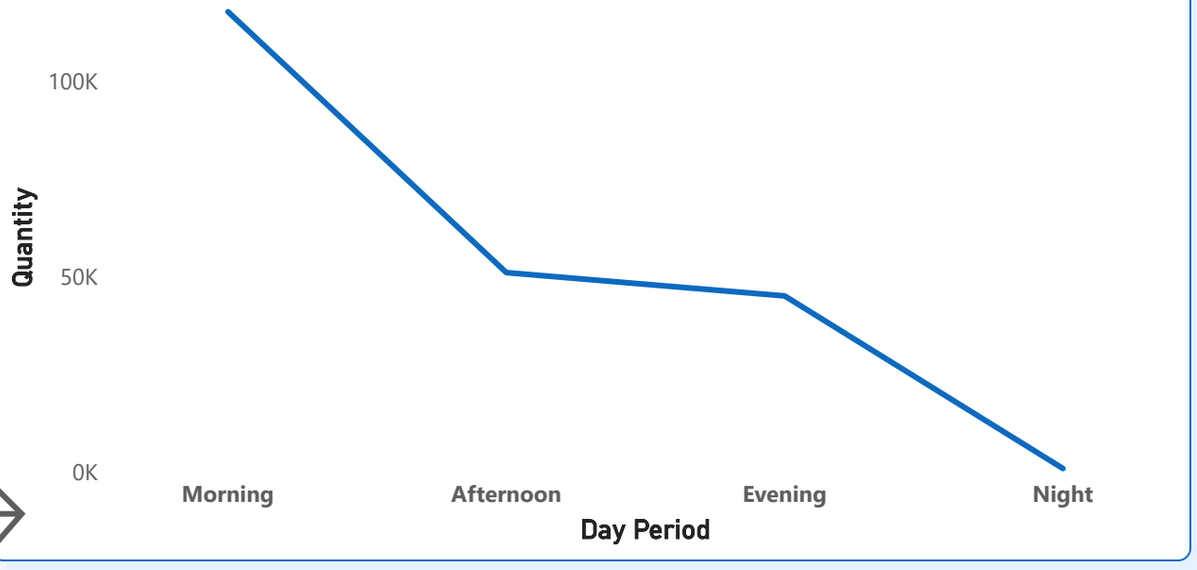
Peak Time

Quantity by Days and Hour

Hour

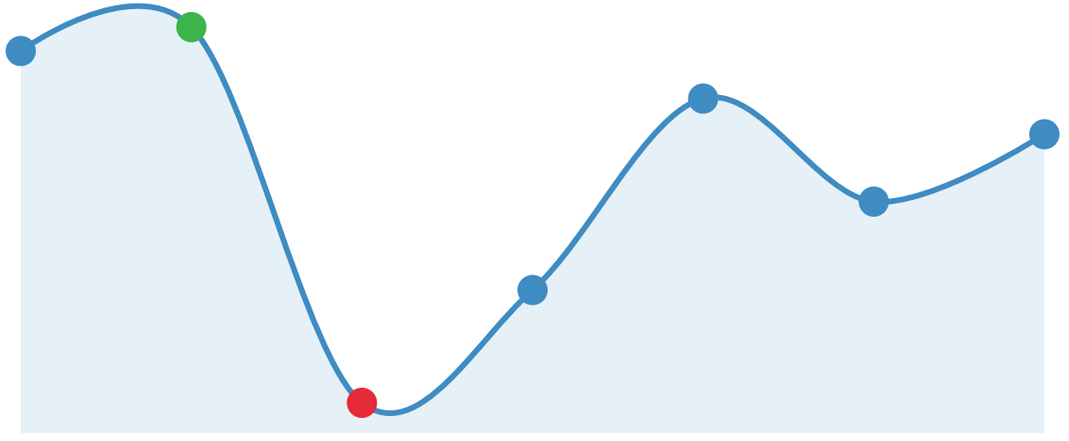
days	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Monday	993	3K	4K	4K	4K	2K	2K	2K	2K	2K	2K	2K	2K	1K	117
Friday	1K	3K	4K	4K	4K	2K	2K	2K	2K	2K	2K	2K	2K	1K	115
Thursday	1K	3K	3K	3K	4K	2K	2K	2K	2K	2K	2K	2K	2K	1K	87
Wednesday	1K	3K	4K	4K	4K	2K	2K	2K	2K	2K	2K	2K	2K	1K	116
Tuesday	721	3K	4K	4K	4K	2K	2K	2K	2K	2K	2K	2K	1K	1K	203
Sunday	1K	3K	4K	4K	4K	2K	2K	2K	2K	2K	2K	2K	2K	1K	106
Saturday	881	3K	3K	3K	4K	2K	2K	2K	2K	2K	2K	2K	1K	1K	136

Quantity Sold by Day Period



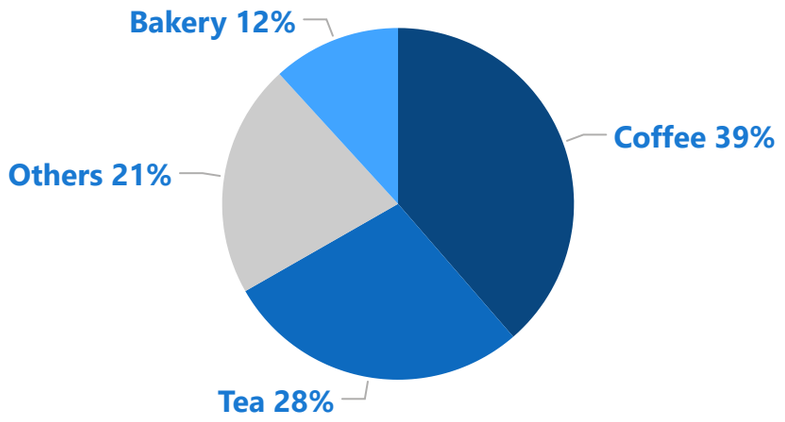
$699K

Total Revenue by Day

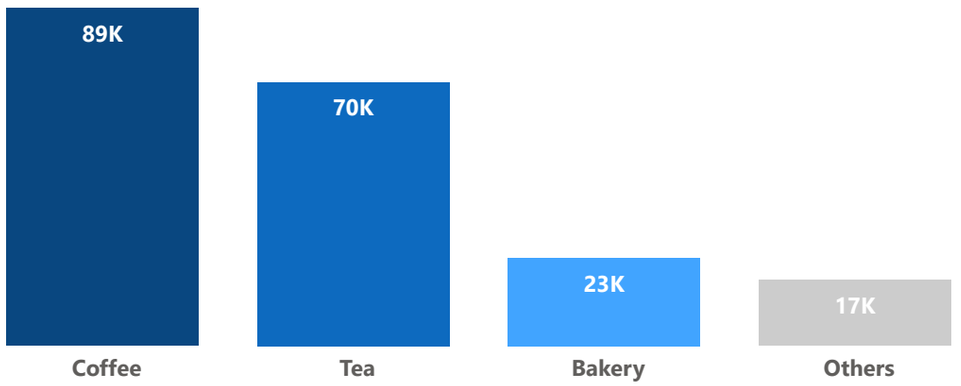


Best Sellers by Volume and Revenue

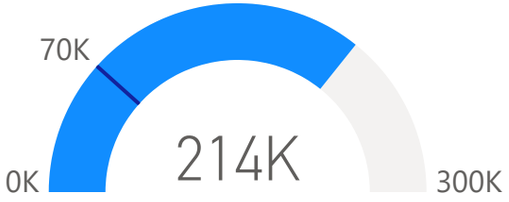
% Revenue of Top3 Categories



Total Quantity of Top3 Categories

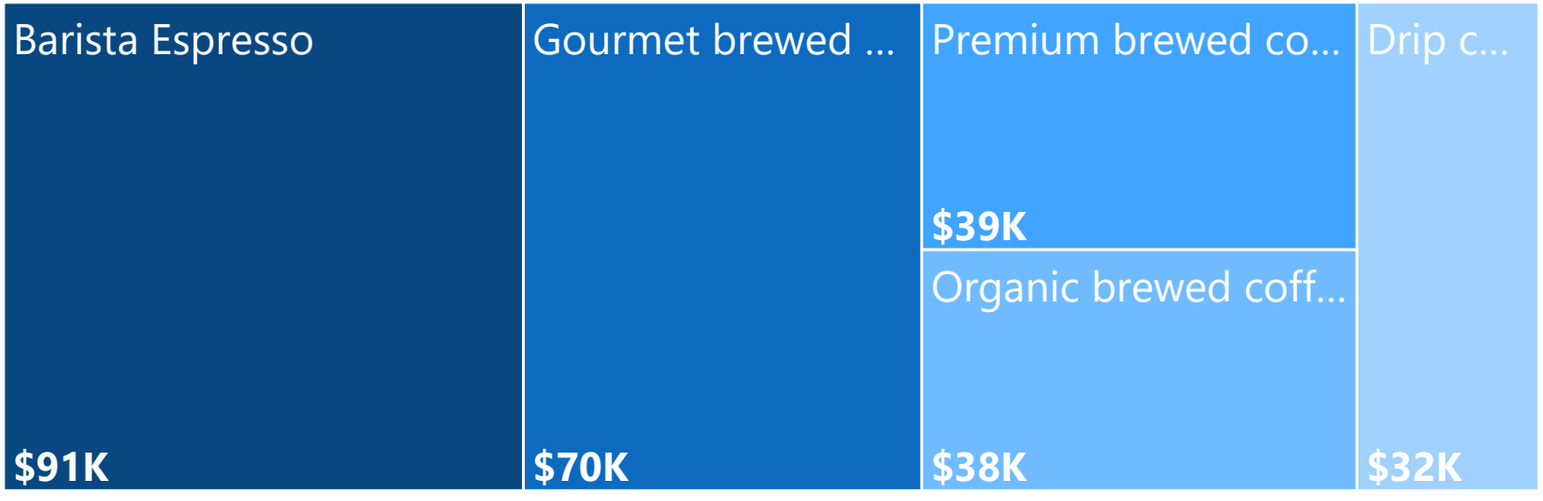


Quantity by Product Category



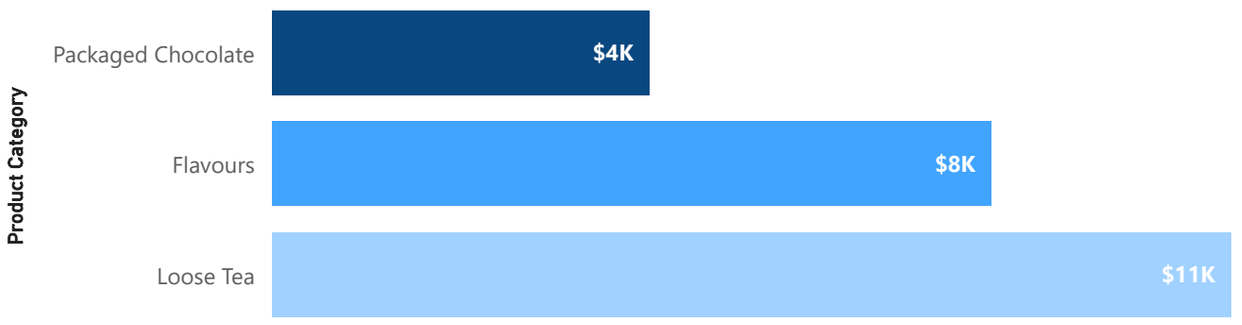
AVG Revenue by Product Category

Total Revenue of Coffee by Product Type

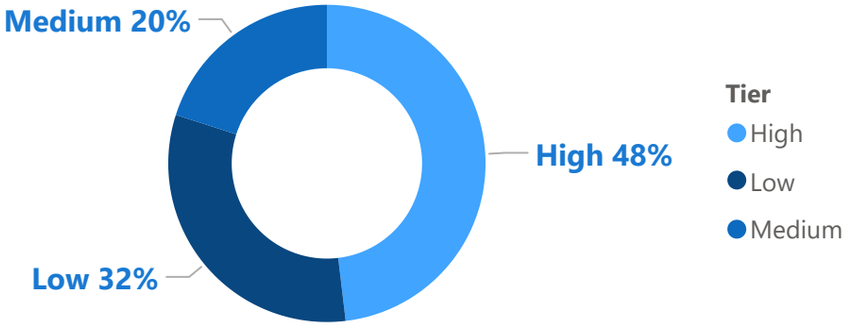


Sales Gaps & Products Tier Insights

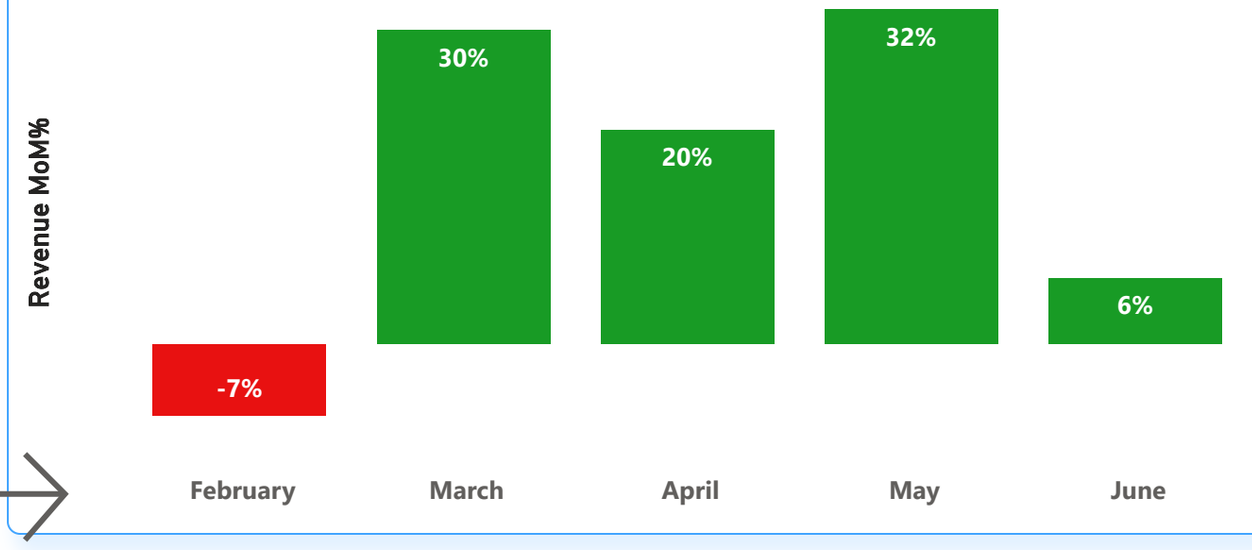
Total Revenue of Unperformed Product Category



Total Revenue by Tier



Revenue MoM% by Month



$5

Average of Revenue

164K

Total Quantity

119K

Number of product_id

Regional Product Preferences

Total Revenue of Store Locations

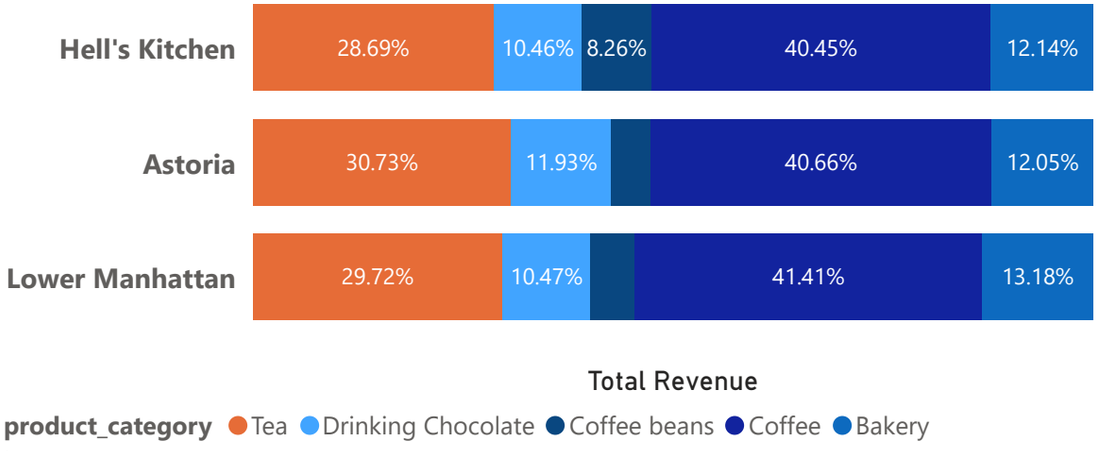
Store Locations

- Astoria
- Hell's Kitchen
- Lower Manhattan

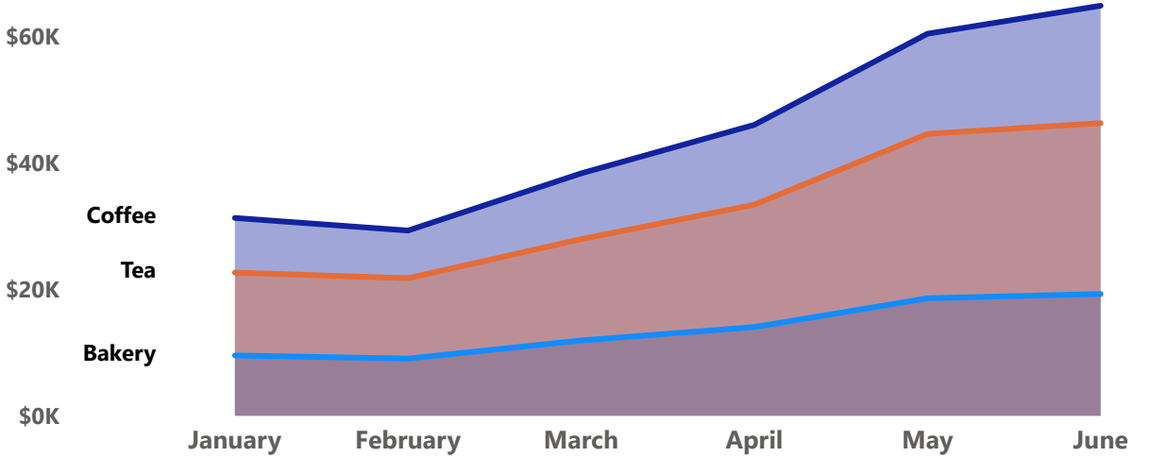
Tier

- High
- Low
- Medium
- Medium

Total Revenue by Store Location and Product Category



Total Revenue by Month and Product Category



Recommendations

This Analysis shows clear trends in sales preferences, and peak traffic times.

Based on these insights, the following are recommended:

1-Optimize staffing and inventory during peak hours and high demand locations.

2-Focus marketing campaigns on top performing categories and customer preferences.

3- Boost underperforming products with targeted promotions.

4-Adapt promotions to match local customer preferences.

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1-The data covers only the first half of 2023, which may not capture seasonal variations.

2- Customers feedback was not included in the data.

3- External factors such as market trends, holidays were not considered.

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Thank you