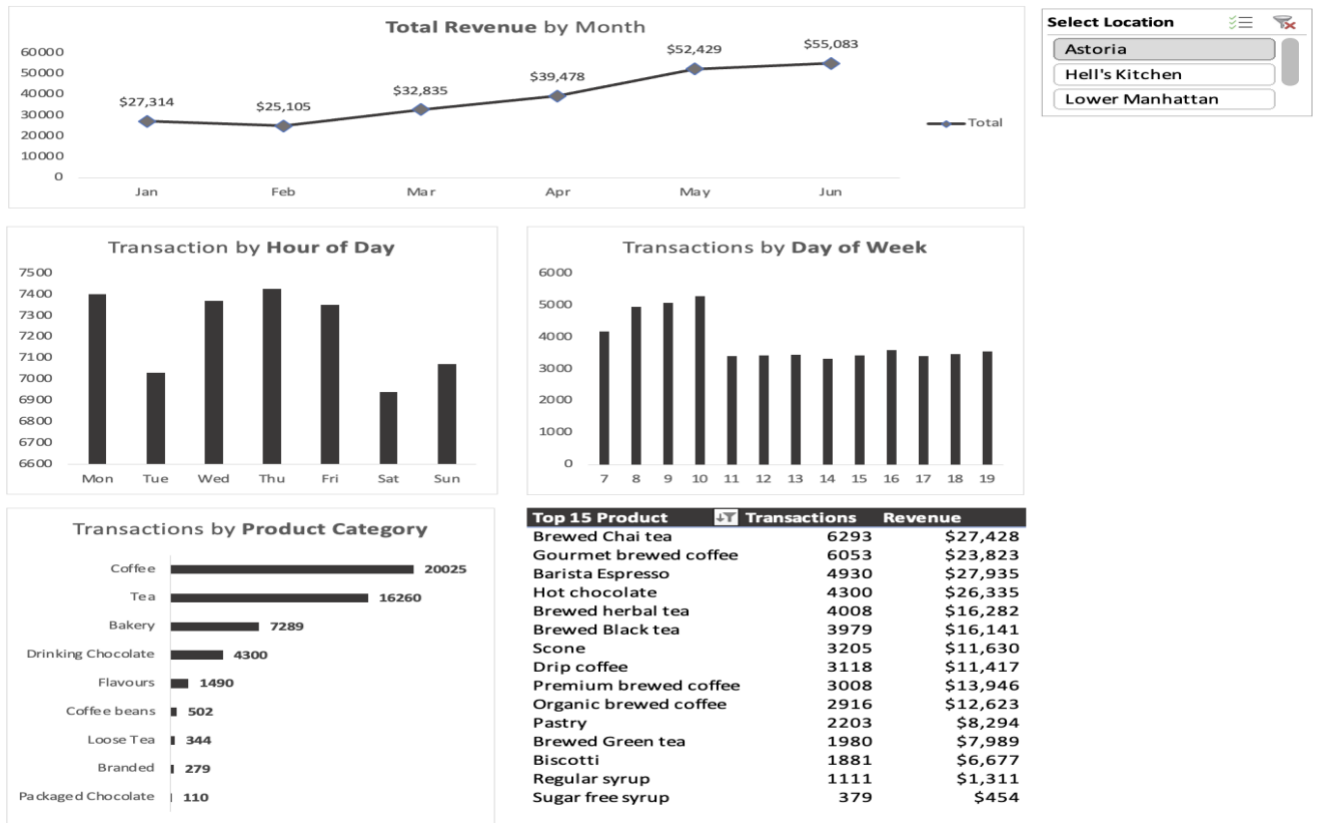


## Coffee Sales Dashboard Analysis – Astoria



### Key Observations

#### 1. Revenue Trend (Monthly)

- Consistent growth from Jan (\$27,314) to Jun (\$55,083). More than 100% increase over 6 months.
- Biggest jumps between Feb to Mar and Apr to May.
- Indicates success in marketing, new product launches, or seasonal demand.

#### 2. Transactions by Hour of Day

- Peak hours: 9 AM to 11 AM, tapering off after 12 PM.
- Friday and weekends show lower volume.
- Morning rush is dominant, likely officegoers or breakfast crowd.

#### 3. Transactions by Day of Week

- High activity from Monday to Wednesday.
- Drops significantly after Thursday.
- Lowest on weekends (Sat & Sun).
- Indicates B2B or commuter-heavy customer base (office workers, not weekend cafe-goers).

#### 4. Top Product Categories

Category	Transactions
Coffee	20,025
Tea	16,260

**Coffee & tea** are the dominant categories, focus remains beverage driven.

#### 5. Top Products (by Revenue and Transactions)

- Barista Espresso has the highest revenue per transaction.
- Chai tea and hot chocolate surprisingly high — diversity of non-coffee drinkers.

#### Insights & Patterns

##### Product Performance

- **Chai Tea**, **Hot Chocolate**, and **Barista Espresso** are top drivers, consider promotional bundles.
- Some low-revenue products (**Sugar-Free Syrup**, **Packaged Chocolate**) have marginal impact, may need rationalization.

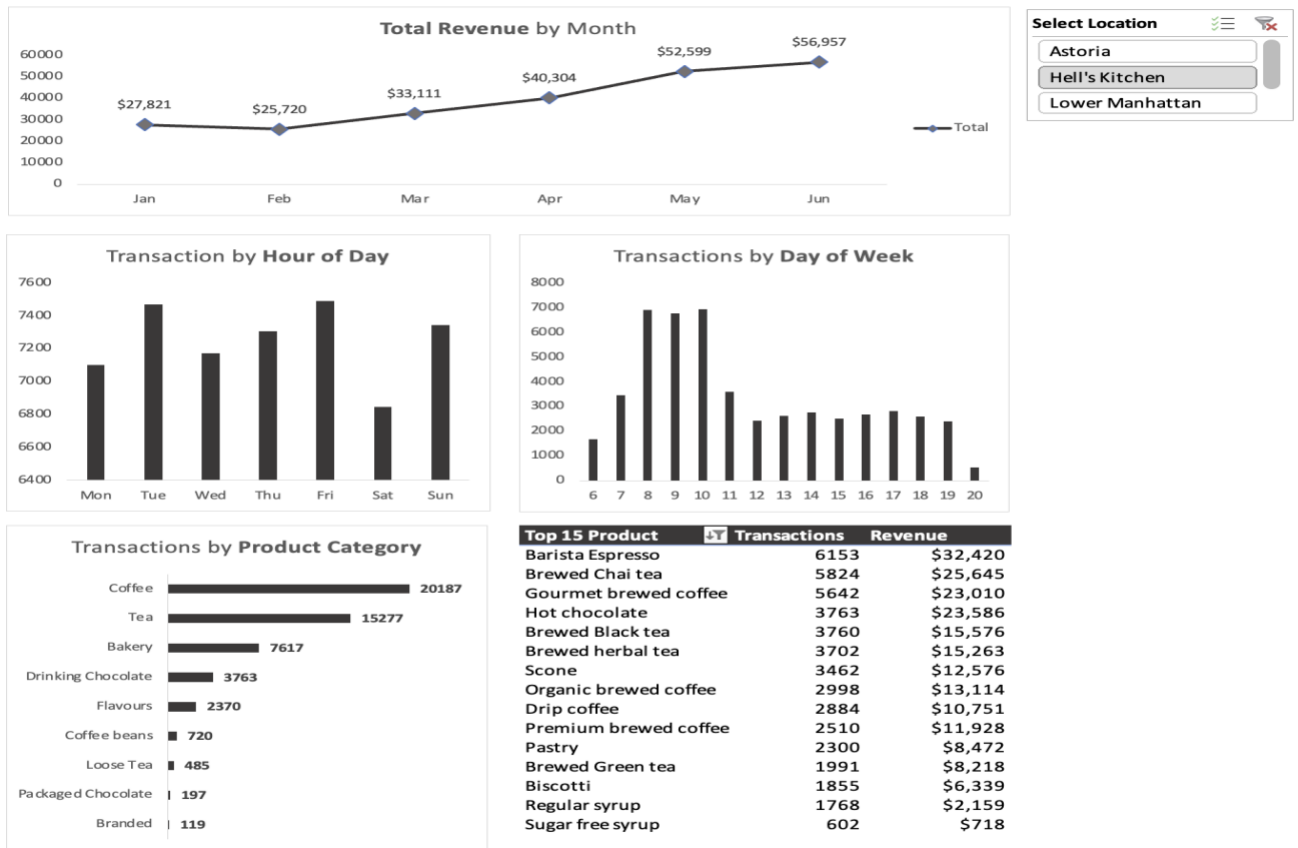
##### Day & Hour Demand Gaps

- Weekends underperform. Could be due to:
- Lack of family-friendly promotions.
- Not enough marketing to casual cafe-goers.
- Post-lunch traffic drops. Opportunity for afternoon promos (2–5PM discounts).

#### Recommendations for Improvement

- Afternoon & Weekend Promotions  
Run “Happy Hour” from 2–5 PM and promote weekend specials for families or remote workers.
- Menu Optimization  
Trim underperforming products and focus on high-margin items. Offer customizable bundles.
- Customer Loyalty Program  
Implement points-based rewards, referral bonuses, and birthday discounts.
- Operational Efficiency  
Staff heavily during morning rush. Consider reducing staff or switching to part-timers on weekends. Use sales data for inventory forecasting.

## Coffee Sales Dashboard Analysis – Hell’s Kitchen



### Key Observations

#### 1. Revenue Trend (Monthly)

- Consistent growth from Jan (\$27,821) to Jun (\$56,957). More than 100% increase over 6 months.
- Biggest jumps between Feb to Mar and Apr to May.
- Indicates strong seasonal demand, effective marketing, or product launches.

#### 2. Transactions by Hour of Day

- Peak hours from 9 AM to 11 AM, with noticeable spikes on Monday and Friday.
- Sunday midday also shows slightly stronger performance compared to other weekend slots.
- Morning rush is still dominant, but Friday midday spike suggests pre-weekend social or work gatherings.

#### 3. Transactions by Day of Week

- Highest transaction counts occur between days 8–10 (likely Mon–Wed).
- Drop after day 11, with lowest on day 20 (likely Sunday).
- Weekday dominance indicates reliance on office-worker traffic, with weekends underperforming.

#### 4. Top Product Categories

Category	Transactions
Coffee	20,187
Tea	15,277

Coffee remains the leader, but Tea transactions have slightly decreased compared to the previous dataset.

#### 5. Top Products (by Revenue and Transactions)

- Barista Espresso remains the top revenue generator.
- Brewed Chai Tea and Hot Chocolate continue to perform strongly, showing appeal beyond coffee drinkers.

#### Insights & Patterns

##### Product Performance

- Espresso, Chai Tea, and Hot Chocolate continue to lead.
- Tea sales have slightly declined. Targeted campaigns could help recover this segment.
- Low performers like Sugar-Free Syrup and Branded items could be reviewed for removal or rebranding.

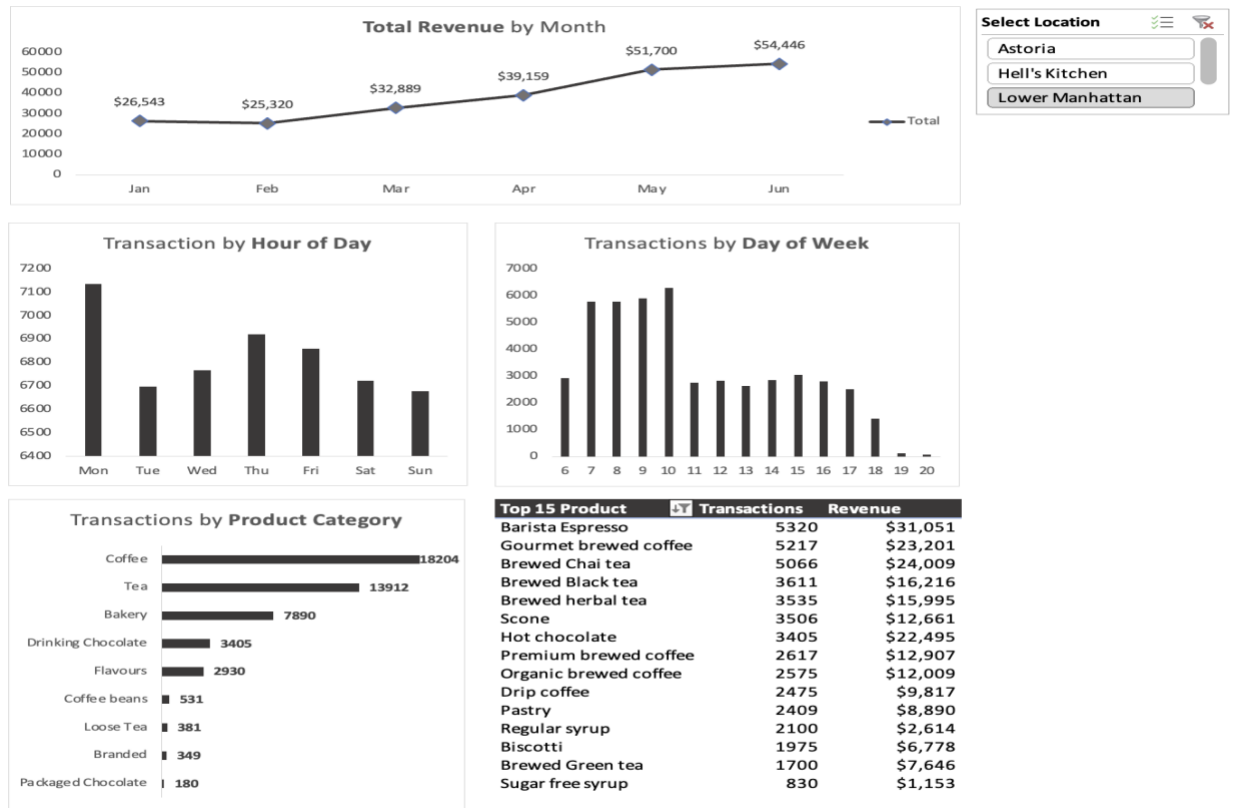
##### Day & Hour Demand Gaps

- Weekdays (Mon–Wed) dominate sales.
- Fridays show a strong midday spike, suggesting potential for targeted promotions.
- Sundays underperform significantly. Opportunity for brunch or family promotions.

#### Recommendations for Improvement

- Boost Weekend Traffic**  
Offer Sunday brunch specials, live events, or discounts for families and remote workers.
- Capitalize on Friday Midday Spike**  
Launch 'Friday Lunch Combos' or office delivery discounts targeting the work crowd.
- Menu Optimization**  
Reassess low-performing products. Keep focus on espresso-based drinks and seasonal beverages.
- Revive Tea Sales**  
Offer tea-focused bundles, loyalty programs, or seasonal tea promotions to recover lost transactions.
- Operational Adjustments**  
Increase staffing during high-demand hours (mornings, Friday lunch). Use part-time shifts for slow periods.

## Coffee Sales Dashboard Analysis – Lower Manhattan



### Key Observations

#### 1. Revenue Trend (Monthly)

- Consistent growth from Jan (\$26,543) to Jun (\$54,446). Over 100% increase in 6 months.
- Notable jumps between Feb to Mar and Apr to May.
- Indicates seasonal demand spikes, effective marketing campaigns, or successful promotions.

#### 2. Transactions by Hour of Day

- Monday mornings (around 7–9 AM) are the busiest.
- Friday mornings and midday also perform relatively well.
- Suggests a strong commuter and office-worker customer base during early hours.

#### 3. Transactions by Day of Week

- Peak transaction counts occur between days 7–9 (likely Mon–Wed).
- Significant drop after day 11, with the lowest counts on day 20 (likely Sunday).
- Weekday dominance shows reliance on working crowd, weekends underperform.

#### 4. Top Product Categories

Category	Transactions
Coffee	18,204
Tea	13,912

Coffee remains the dominant category, but Tea transactions have declined compared to earlier datasets.

#### 5. Top Products (by Revenue and Transactions)

- Barista Espresso is the highest revenue generator.
- Brewed Chai Tea and Hot Chocolate show strong demand from non-coffee drinkers.

#### Insights & Patterns

##### Product Performance

- Espresso, Chai Tea, and Hot Chocolate remain strong performers.
- Tea category decline suggests the need for targeted marketing.
- Low performers like Sugar-Free Syrup and Packaged Chocolate may require repositioning or removal.

##### Day & Hour Demand Gaps

- Strong Monday and weekday morning sales.
- Weekends, especially Sundays, are weak.
- Friday midday shows potential for targeted lunch-hour campaigns.

#### Recommendations for Improvement

- Boost Weekend Sales**  
Offer weekend-exclusive menu items, brunch specials, or community events to attract non-commuter customers.
- Leverage Friday Midday**  
Introduce Friday lunch deals or office delivery promotions for nearby workplaces.
- Revive Tea Category**  
Promote tea with pastry bundles, seasonal flavors, and targeted loyalty programs.
- Menu Optimization**  
Focus on high-margin espresso drinks and popular non-coffee options; phase out or revamp underperformers.
- Operational Adjustments**  
Adjust staffing to meet weekday morning peaks; consider part-time staff for slow weekend hours.