Coffee shop sales

**Executive Summary**

This report provides a comprehensive analysis of sales performance, customer engagement, and product popularity for the coffee shop across multiple locations. The insights derived from the data are critical for strategic decision-making and enhancing operational efficiency.

**1.Financial Overview**

The total sales amount is**$156,727.76**, supported by a **footfall of 33,527** **customers.**

customers show strong engagement , averaging **4.69 bills** and **1.44 order per person**. Sales display temporal trends, with peaks during morning hours (8-9 AM) and significant growth observed in May.

**2.Product Insights**

The top-selling products include **Ethiopia($5,497.70),Jamaica($5,224.00),and** **Sustain($5,055.85),**representing customer preferences.

Sales by category highlight coffee as the dominant segment, accounting for **39%** of the total revenue, followed by bakery goods and coffee beans.

**3.Local Analysis**

**Hell’s Kitchen** leads in footfall with **50,735 customers**, followed by **Astoria(950,599)** and **Lower Manhattan(47,782).**

Transactions correlate positively with sales performance, emphasizing the need for tailored marketing strategies for high-performing location.

**4.Temporal Trends**

Hourly sales show pronounced activity during morning rush hours, indicating a strong breakfast and early coffee culture.

Monthly data reveals substantial revenue growth in May, suggesting seasonal promotions or events could drive similar results.

**5.Opportunities for Optimization**

Invest in high-demand category like coffee and bakery products to capitalize on their popularity.

Explore strategies to boost customer engagement in underperforming location.

Design targeted promotions around peak sales hours and months to maximize revenue.

**Conclusion**

The coffee shop exhibits strong sales performance and consistent footfall, with significant opportunities to increase revenue through strategic marketing, product expansion, and location-specific initiatives. Data-driven decisions will help enhance profitability and customer experience.