COFFEE SHOP SALES

Comprehensive Business Analytics Report

1. EXECUTIVE SUMMARY

This comprehensive report presents a detailed analysis of coffee shop sales performance covering a six-month operational period. The analysis encompasses 149,116 customer transactions generating $698,812.33 in total revenue across three strategic locations: Hell's Kitchen, Astoria, and Lower Manhattan.
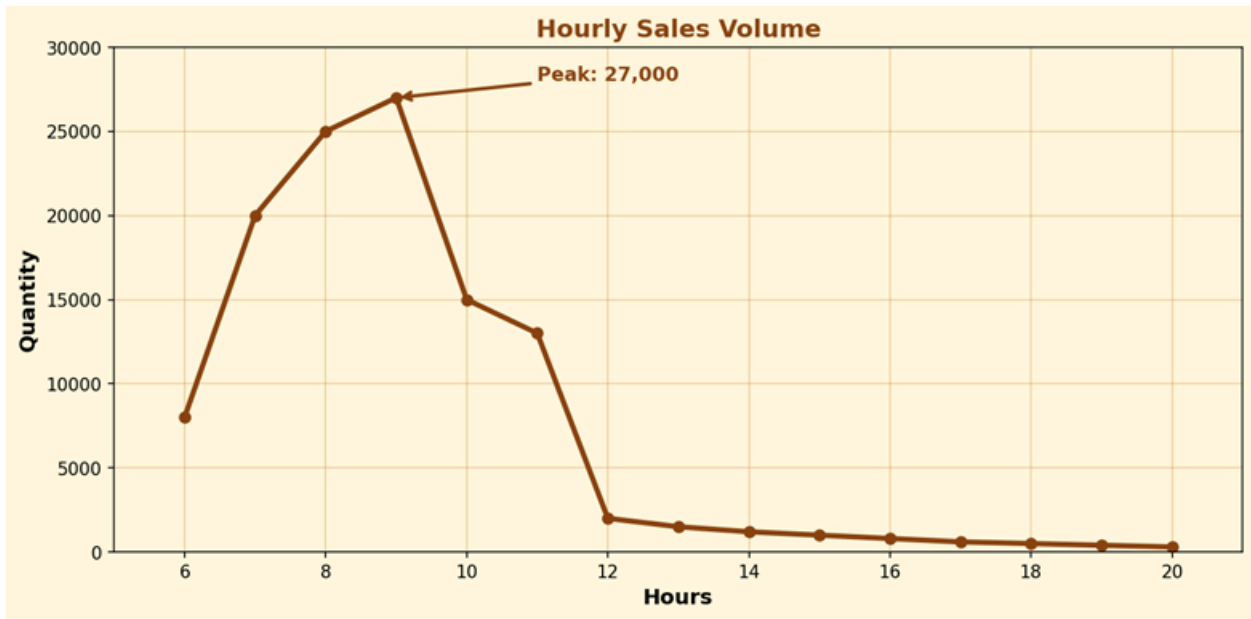
KEY HIGHLIGHTS

- Total Revenue: $698,812.33 across all locations

- Customer Footfall: 149,116 transactions processed

- Average Transaction Value: $4.69 per customer

- Peak Performance Hour: 9 AM with 27,000+ transactions

- Top Revenue Category: Tea products at 39% of total sales

- Leading Product: Barista Espresso generating $91,406.20

2. TEMPORAL ANALYSIS

2.1 Hourly Sales Pattern Analysis

The hourly sales volume analysis reveals a pronounced morning peak phenomenon, with transaction volumes surging to over 27,000 at 9 AM. This pattern represents the single most critical operational window for the business.

Hourly Sales Volume

Peak: 27,000

(Chart: Quantity vs Hours, showing values rising from ~8,000 at 6 AM to a peak of 27,000 at 9 AM, then declining sharply after 12 PM to near zero by 20.)

Key Insights from Hourly Analysis:

·   Morning Concentration: Approximately 80% of daily transactions occur between 6 AM and 12 PM

·   9 AM Peak: The single most critical operational period, processing 27,000+ transactions

·   Post-Noon Decline: Sharp drop after 12 PM indicates limited afternoon business

·   Staffing Optimization: Peak hours require maximum staffing for optimal service

2.2 Weekly Performance Trends

Weekly sales patterns reveal Monday, Thursday, and Friday as peak days with approximately $21,600 in daily revenue each. Saturday shows a notable decline to $20,400.
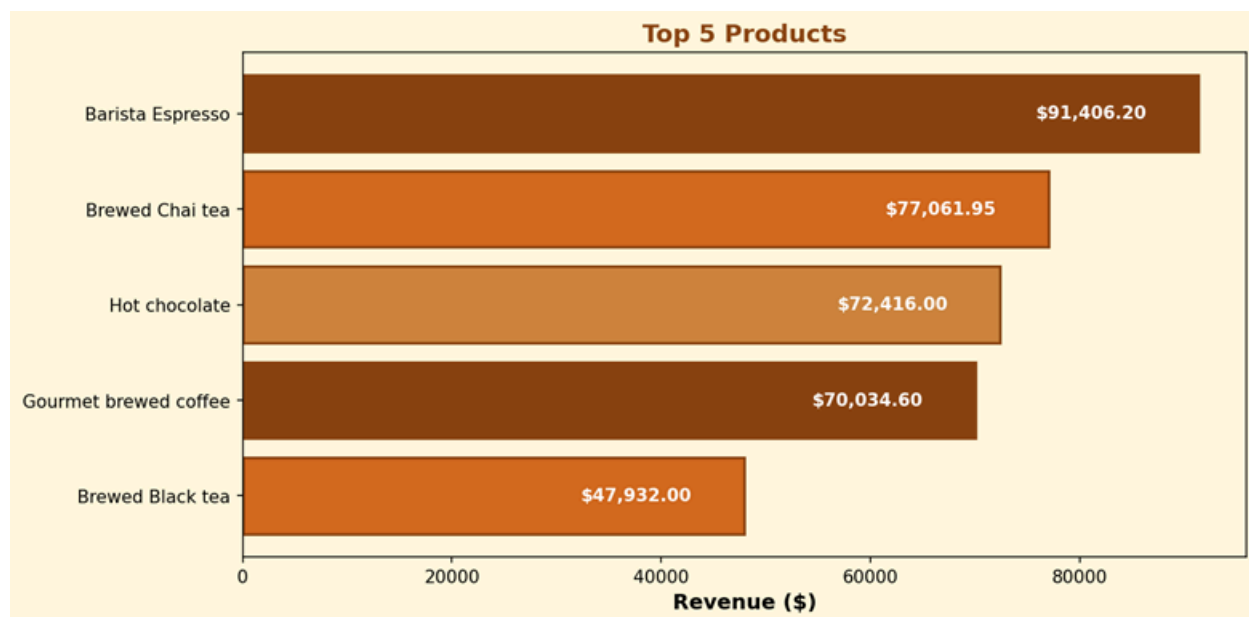
Orders on Weekdays
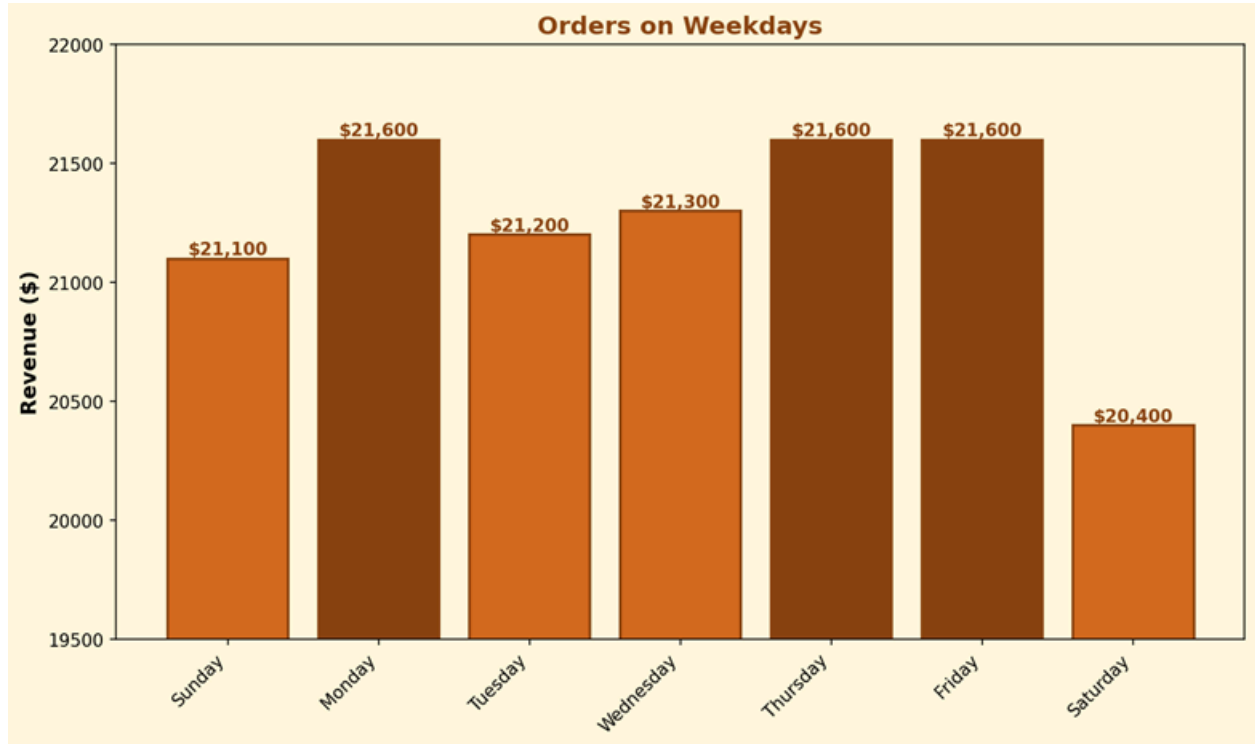
- ·   Monday peaks suggest strong "back to work" coffee demand
- ·   Thursday-Friday strength indicates sustained weekday performance
- ·   Saturday dip represents 5.6% revenue decrease
- ·   Weekend strategy opportunity for promotional activities

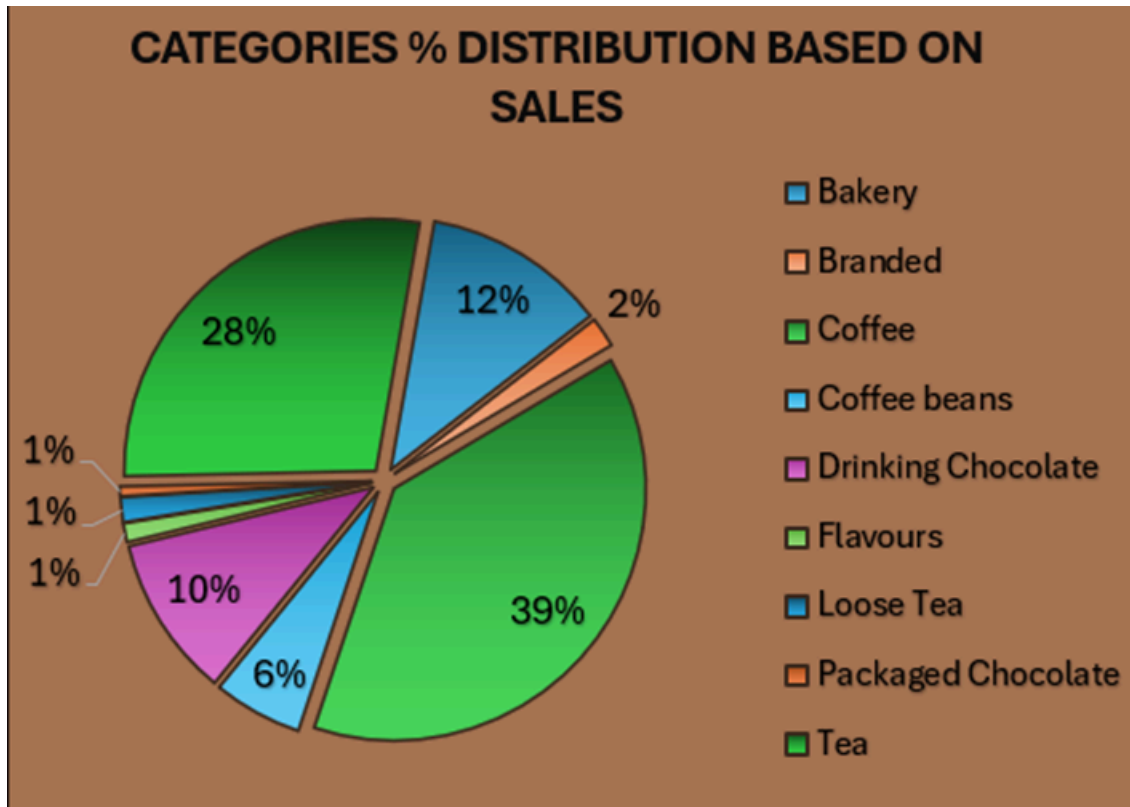# 3. PRODUCT PERFORMANCE ANALYSIS

3.1 Top Selling Products

Product performance analysis identifies the revenue drivers across the portfolio. The top 5 products collectively generate over $358,850 in revenue, representing approximately 51% of total sales.

Top 5 Products

	Revenue
Barista Espresso	$91,406.20
Brewed Chai tea	$77,061.95
Hot chocolate	$72,416.00
Gourmet brewed coffee	$70,034.60
Brewed Black tea	$47,932.00

Revenue ($)

| Rank	Product Name	Revenue	% of Total
1	Barista Espresso	$91,406.20	13.1%
2	Brewed Chai Tea	$77,061.95	11.0%
3	Hot Chocolate	$72,416.00	10.4%
4	Gourmet Brewed Coffee	$70,034.60	10.0%
5	Brewed Black Tea	$47,932.00	6.9%

3.2 Category Distribution

The category distribution analysis reveals an unexpected hierarchy with tea products leading at 39% of total sales, significantly outperforming coffee at 28%. This finding challenges conventional coffee shop assumptions.

CATEGORIES % DISTRIBUTION BASED ON SALES

28%

12%   2%

1%
1%
1%

10%

6%

39%

- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate
- Tea

Category	Percentage	Strategic Importance
Tea	39%	Category Leader - Unexpected strength
Coffee	28%	Traditional Core - Strong performer
Bakery	12%	Complementary - Growth potential
Packaged Chocolate	10%	Retail component
Drinking Chocolate	6%	Seasonal favorite
Others	5%	Specialty niches

3.3 Size Preferences

Size distribution reveals remarkably balanced customer preferences across Regular, Large, and Small options, each commanding approximately 30% of sales.
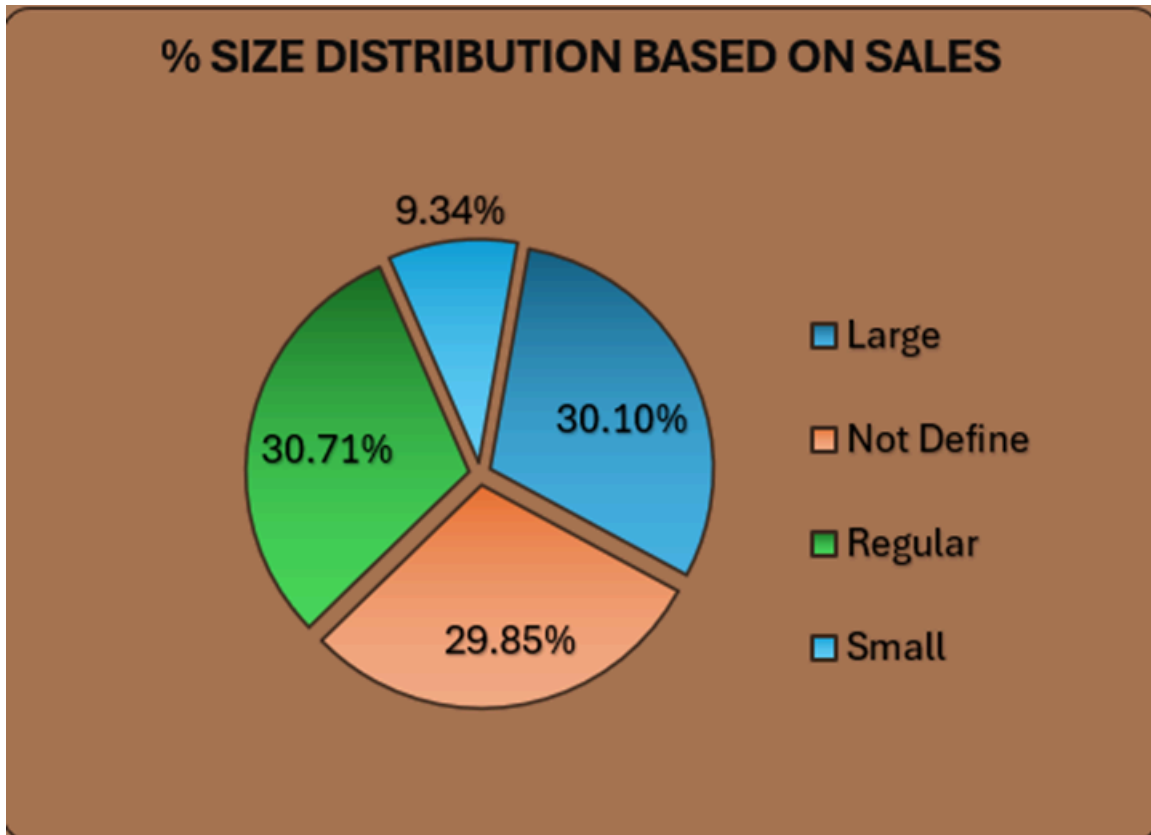
- · Perfect Balance: Near-equal distribution indicates successful size portfolio

- · Regular Leads: At 30.71%, Regular size edges out others slightly

- · Large Opportunity: 30.10% choosing Large indicates value-seeking segment

- · Small Relevance: 29.85% maintains importance for portion-conscious customers

4. LOCATION PERFORMANCE ANALYSIS

The three-location footprint demonstrates successful geographic diversification with remarkably balanced performance across Hell's Kitchen, Astoria, and Lower Manhattan.

Footfall and Sales Over Various Store Location

Location	Revenue	% of Total	Footfall	Revenue/Customer
Hell's Kitchen	$236,511.17	33.8%	50,599	$4.67
Astoria	$232,243.91	33.2%	50,735	$4.58
Lower Manhattan	$230,057.25	32.9%	47,782	$4.81

- Hell's Kitchen: Top revenue generator at $236,511 (33.8%)

- Astoria: Highest footfall with 50,735 customers

- Lower Manhattan: Premium mix with $4.81 per customer

- Balanced Performance: Only 2.7% variance between locations

5. STRATEGIC RECOMMENDATIONS

Based on comprehensive data analysis, the following strategic recommendations are prioritized by potential impact and implementation feasibility.

PRIORITY 1: IMMEDIATE ACTIONS (0-30 Days)

1.1 Optimize Morning Peak Staffing: Deploy maximum staff during 8-10 AM window to capture 50%+ of daily revenue. Expected impact: 5-8% revenue increase.

1.2 Tea-Focused Marketing: Leverage 39% tea category dominance with targeted campaigns. Expected impact: 10-15% category growth.

1.3 Combo Deals Launch: Drive basket size from 1.44 to 2.0 items through bundling. Expected impact: 15-20% transaction value increase.

1.4 Weekend Promotion Strategy: Address Saturday dip with targeted offers. Expected impact: Boost Saturday revenue 8-10%.

PRIORITY 2: SHORT-TERM INITIATIVES (1-3 Months)

2.1 Expand Afternoon Business: Combat post-noon decline with afternoon-specific offerings. Expected impact: 25-30% afternoon boost.

2.2 Loyalty Program: Implement digital rewards targeting repeat customers. Expected impact: 15% visit frequency increase.

2.3 Premium Product Line: Introduce super-premium tier in Lower Manhattan. Expected impact: $1,500/month incremental revenue.

2.4 Operational Efficiency: Streamline peak operations. Expected impact: Serve 10-15% more customers.

6. KEY FINDINGS SUMMARY

Finding Category	Key Insight	Business Impact
Revenue Performance	$698,812 total sales	Strong market presence
Customer Volume	149,116 transactions	Healthy traffic flow
Peak Hour	9 AM with 27,000+ trans.	Critical service window
Category Leader	Tea at 39% (vs Coffee 28%)	Unique differentiation
Top Product	Barista Espresso: $91,406	Clear revenue driver
Location Balance	33% each location	Successful diversification
Size Distribution	30% each size	Flexible customer needs
Weekend Gap	Saturday -5.6% vs weekday	Promotion opportunity

7. CONCLUSION

The Coffee Shop Sales analysis reveals a fundamentally healthy business with strong revenue performance, robust customer traffic, and balanced multi-location operations. The most striking finding—tea products commanding 39% of sales versus coffee's 28%—represents both a competitive differentiator and strategic opportunity for brand repositioning.

 The pronounced morning peak phenomenon offers clear operational optimization opportunities through enhanced staffing and streamlined processes. The dramatic post-noon decline presents substantial untapped revenue potential through afternoon-specific strategies and menu innovation.

 Strategic recommendations spanning immediate tactical improvements to long-term brand evolution are designed to capitalize on identified strengths while addressing performance gaps. Priority 1 initiatives alone could drive 15-25% revenue increase within 90 days.

 The business is well-positioned for sustained growth through same-store sales improvements and geographic expansion. The data-driven approach provides a roadmap for achieving $900,000+ annual revenue within 12 months and $1.2M+ within 24 months.

END OF REPORT