

# README: Coffee Shop Sales Dashboard

## 1. Introduction

The Coffee Shop Sales Dashboard provides an interactive and visual summary of key business metrics collected from multiple store locations.

It is intended to help business owners, analysts, and decision-makers understand overall performance, customer behavior, product trends, and opportunities for growth. This dashboard consolidates data on total revenue, foot traffic, sales by category, product performance, and temporal sales patterns.

## 2. Key Metrics Overview

The top panel of the dashboard displays high-level metrics that summarize business performance:

- Total Sales: \$698,812.33 — Total revenue generated across all store locations.
- Total Footfall: 149,116 — The number of customers who visited the coffee shops.
- Average Bill per Person: \$4.69 — Indicates the average spending per customer.
- Average Order per Person: 1.44 — Shows how many items each customer orders on average.

## 3. Time-Based Order Trends

The 'Quantity Ordered Based on Hours' chart highlights peak customer activity:

- The busiest hours are between 8 AM and 10 AM, peaking around 9 AM, suggesting high morning demand.
- Orders drop sharply post-10 AM and remain stable during the afternoon and early evening.
- Footfall and sales significantly reduce after 7 PM, indicating limited evening traffic.

## 4. Sales Distribution by Product Category

The pie chart 'Categories % Distribution Based on Sales' outlines the revenue share by product types:

- Coffee: 39% — The core product and top revenue contributor.
- Coffee Beans: 28% — Significant contribution, likely from loyal or home-brew customers.
- Tea: 10% — Shows strong demand alongside coffee.
- Drinking Chocolate: 6%

- Branded Merchandise: 12% — A mix of mugs, shirts, and other branded goods.
- Bakery, Packaged Chocolate, Flavours, and Loose Tea contribute minor portions.

## 5. Order Size Distribution

The '% Size Distribution Based on Order' chart provides insight into customer preferences:

- Regular and Large sizes dominate (30% each), followed closely by “Not Defined” orders (30%).
- Small orders account for just 9%, indicating customers prefer value or larger servings.

## 6. Store Location Performance

The 'Footfall and Sales over Various Store Locations' chart compares performance across branches:

- Hell's Kitchen is the top performer with \$236,511.17 in sales and 50,735 footfall.
- Astoria follows with \$232,243.91 and 50,599 footfall.
- Lower Manhattan has slightly lower numbers at \$230,057.25 and 47,782 footfall.

All three locations perform closely, with Hell's Kitchen slightly ahead.

## 7. Top-Selling Products

The 'Top 5 Products Based on Sales' bar chart identifies the most popular items:

1. Barista Espresso — \$91,406.20
2. Brewed Chai Tea — \$77,081.95
3. Gourmet Brewed Coffee — \$72,416.00
4. Hot Chocolate — \$70,034.60
5. Brewed Black Tea — \$47,932.00

These products drive a significant portion of total revenue.

## 8. Weekly Order Patterns

The 'Order on Week Days' chart shows customer engagement by day of the week:

- Friday has the highest number of orders (21,701), followed by Monday (21,643) and Thursday (21,654).
- Saturday has the lowest order volume (20,510), suggesting reduced weekend activity.
- Overall, weekday traffic is higher, likely driven by workday routines and morning coffee runs.

## **9. Summary & Insights**

- Peak sales occur in the morning, especially during weekday work hours.
- Coffee and coffee beans dominate revenue, highlighting a strong product-market fit.
- Large and regular sizes are most preferred, and the average bill per person is modest, indicating frequent small purchases.
- All store locations show healthy sales, with Hell's Kitchen slightly leading.
- Understanding these trends helps refine inventory, staffing, marketing, and promotion strategies.