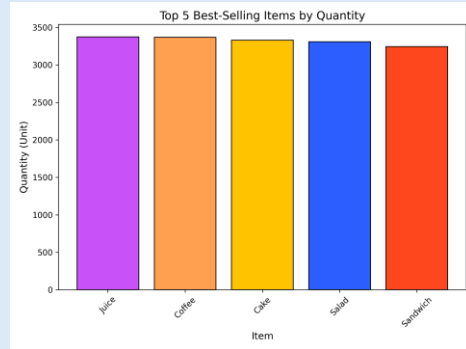
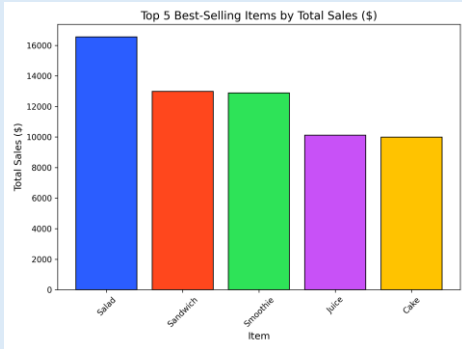


Café Selling Performance Analysis

❑ **Key Business Question:** What is the behaviour of the selling performance? Which strategies can increase sales?

Top 5 By Sales (\$) vs. Top 5 By Quantity



❑ **Key Finding:**

1. Juice is the most sold item(around 3000 units), but it does not make the best income(\$10K). While salad has the highest revenue (\$16K) with less number of sales.
2. The monthly sale quantity by item is just slightly different. By comparing in percentage, the selling percentage of each item is in the range of 10-15%.

3. Even though the sum of individual monthly sales varies, the trend of selling income is quite similar throughout the year.

❑ **Suggestion:**

To gain an amount of income, stocking more Top 5 Best-selling products, considering from Total Sales (\$), could help gain more income than the Top 5 from the quantity factor. Looking at the trends of each month may also guess the customer's preference.

Monthly Sales Quantity (%) vs. Monthly Sales by Total Sales

