



Caffeinated Sales Insight

# Coffee

SHOP SALES ANALYSES

# **How do sales vary by day of the week & hour of the day ?**

In Excel land, I whipped up some pivot tables and formulas to dissect coffee shop sales like a barista slicing through a fresh bag of beans! Turns out, weekdays are the sales superstars, while weekend mornings between 7 and 10 AM are bustling like a caffeine-fueled party. I crafted snazzy visual charts to showcase this buzz, and a line graph helped us see the trends dance together. Early birds are definitely flocking in strong across the week, with Monday mornings throwing a caffeine-fueled fiesta!



# **What is total sales revenue for each month?**

Here is the financial summary for the first half of the year:

- January: \$81,677.74
- February: \$76,145.91
- March: \$98,834.68
- April: \$118,941.08
- May: \$156,727.76
- June: \$166,485.88



# Are There Any Peak Times for Sales Activity?

The shop gets really busy between **7 AM and 10 AM**. During this time, many people come in for their morning coffee, making it feel like a lively rush as they look for their favorite drink to start the day!



# **How do sales vary across different store location ?**

Sales Variation Across Different Store Locations

- Astoria: \$232,243.91
- Hell's Kitchen: \$236,511.17
- Lower Manhattan: \$230,057.25

Summary of Findings

- Hell's Kitchen leads in sales, which could be attributed to its high foot traffic and proximity to popular attractions.
- Astoria and Lower Manhattan are closely matched, suggesting potential for growth and targeted marketing strategies to boost their sales further.





# What is the avg price per order per person ?

- The **average bill per person** of **\$4.69** suggests a competitive pricing strategy, appealing to a wide range of customers.
- The **average order per person** of **\$1.44** indicates a tendency for customers to order more than one item, which may reflect successful upselling or the desire for a more complete meal or beverage experience.

# **Which products are best selling in terms of quantity & revenue ?**

- The **Barista Espresso** is the clear leader in both quantity and revenue, indicating strong demand and customer loyalty.
- **Brewed Black Tea** and **Brewed Chai Tea** are also performing well, suggesting a diverse customer base that enjoys a variety of beverage options.



# Thank You

