Coffee Sales Analysis & Insights

Key Findings, Trends, and Recommendations

Presented by Shivani Singh

Objectives and Data

Purpose

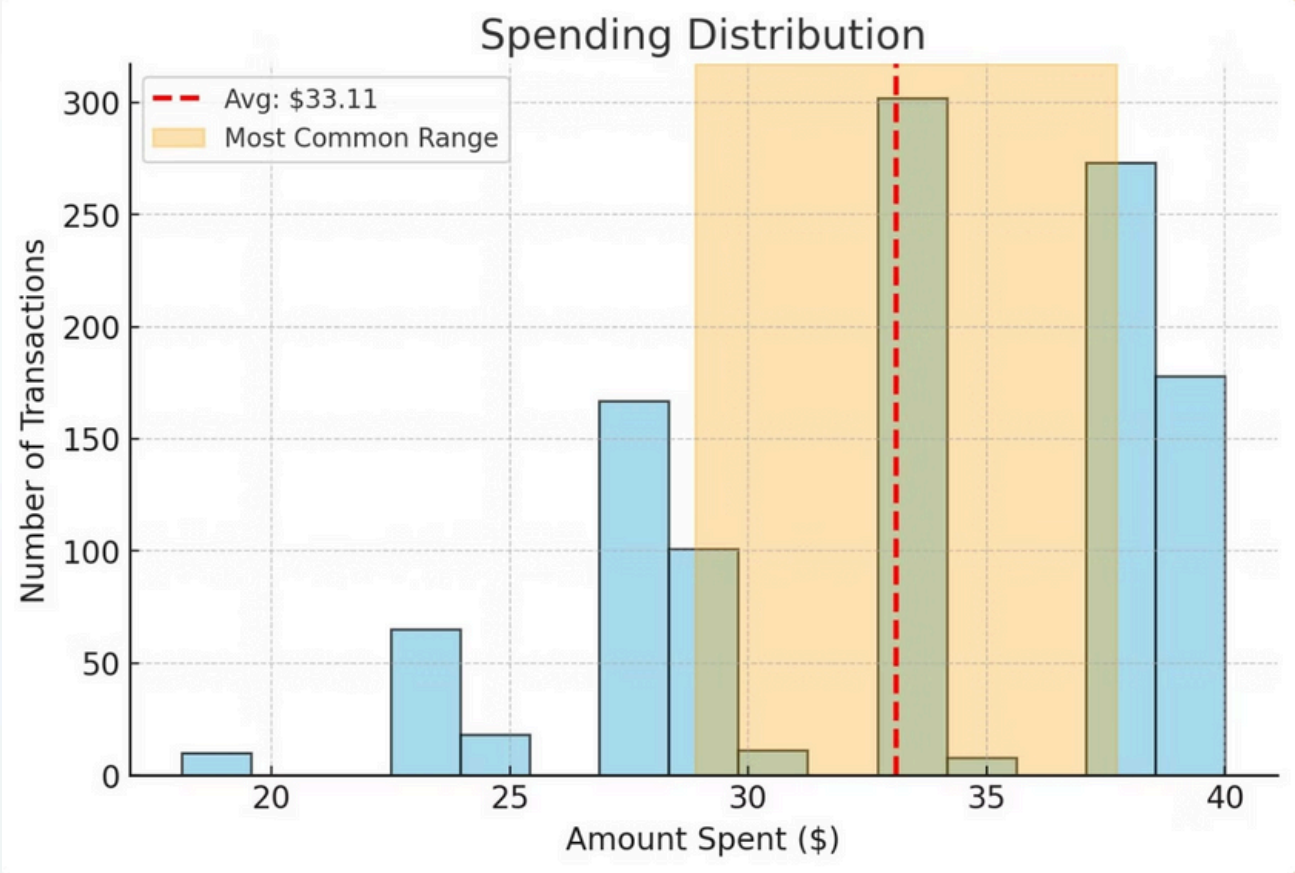Understand sales trends, customer preferences, and payment behavior to optimize offerings.

Data Source

Internal dataset provided by **Unified Mentor** for analysis.

Key Focus Areas

- Spending patterns
- Top coffee choices
- Payment methods

Customer Spending Patterns

Spending Distribution

$33.11

Average Spend

Per Transaction

$18.12 –

Spending Range

Minimum to Maximum

$28.90 –

Common Range

Most frequent

Top Selling Coffee Choices

Americano with Milk	268
Latte	243
Cappuccino	196
Americano	169
Cortado	99

Top 5 Most Purchased Coffees
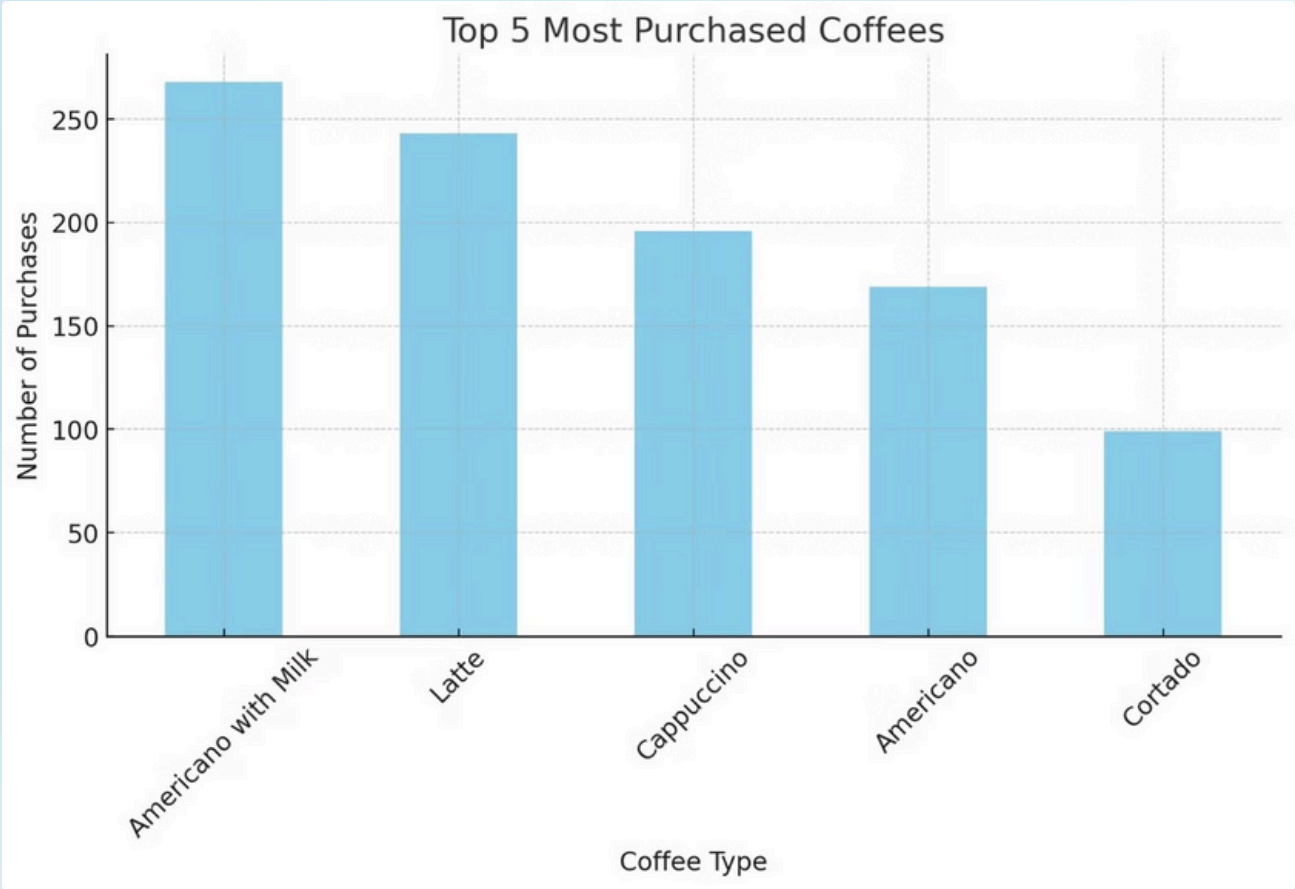
Payment Method Preferences

Card Payments

92.1% of transactions

Cash Payments

7.9% of transactions

Actionable Recommendations

Stock High-Selling Items
Ensure ample Americano, Latte, Cappuccino

Promote Digital Payments
Loyalty rewards for card use
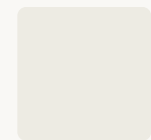
Analyze Spending Behavior
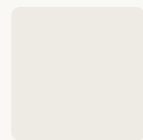Discounts on $28-$38 purchases

Introduce New Varieties
Variations of popular coffee types
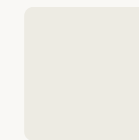
Key Takeaways & Next Steps

Spending Trends
Average customer spend $33.11.

Coffee Preferences
Top choices: Americano with Milk, Latte.

Digital Payment
92.1% card transactions dominate.

Next Steps

1. Adjust inventory: High-demand coffees.
1. Promote digital: Loyalty programs.
1. Offer new products: Drive sales growth.