



Coffee Shop Sales Analysis

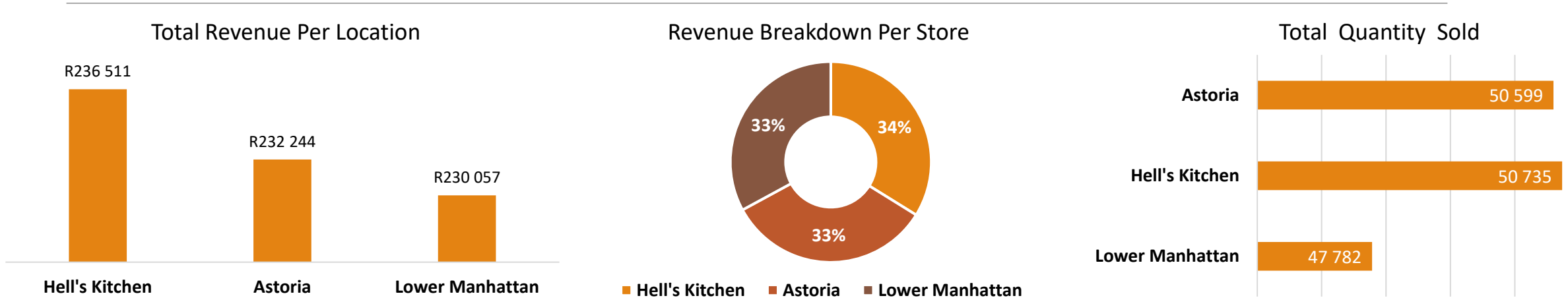
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Store Performance: Revenue and Sales Distribution Across Locations

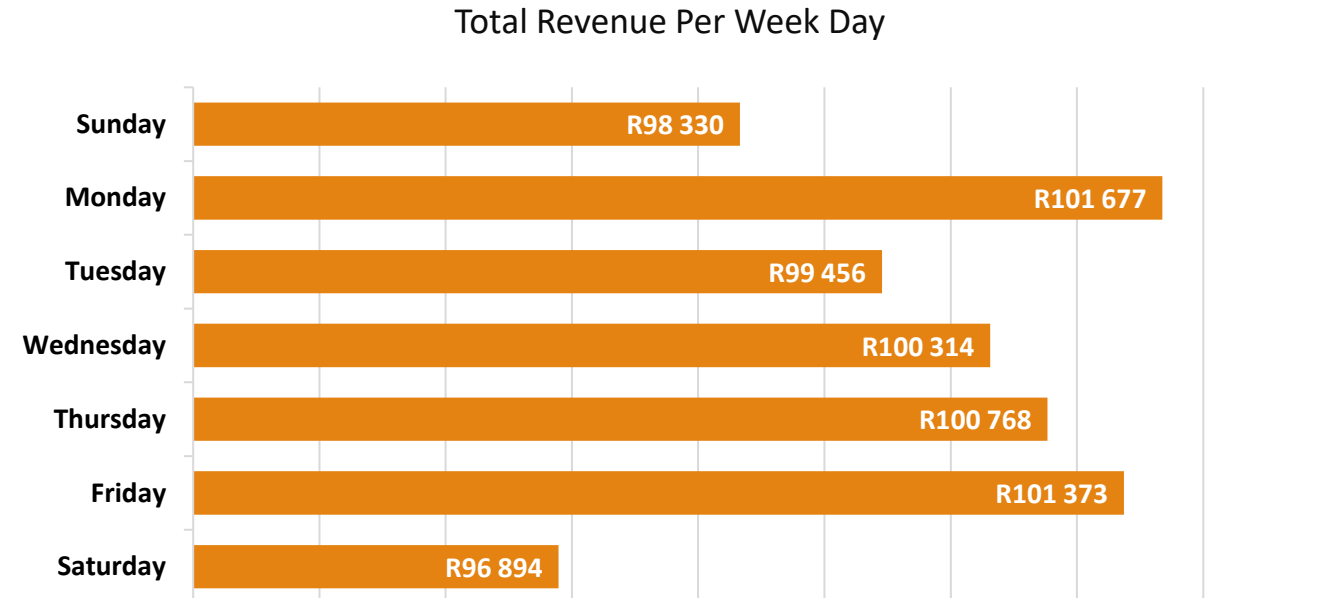
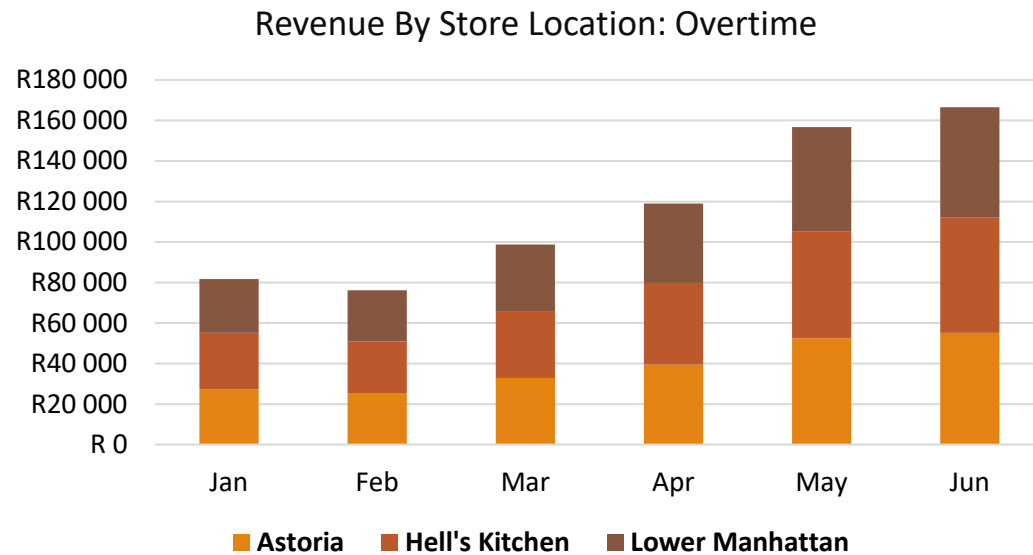


1. Total Revenue Per Location: Hell's Kitchen generated the highest total revenue at R236,511, leading Astoria by R4,267 and Lower Manhattan by R6,454.

2. Revenue Breakdown Per Store: Revenue distribution was remarkably balanced across all three locations, with Hell's Kitchen contributing 34% whilst Astoria and Lower Manhattan each accounted for 33% of total revenue.

3. Total Quality Sold: Hell's Kitchen achieved the highest sales volume with 50,735 units sold, narrowly outperforming Astoria (50,599 units) and significantly exceeding Lower Manhattan (47,782 units).

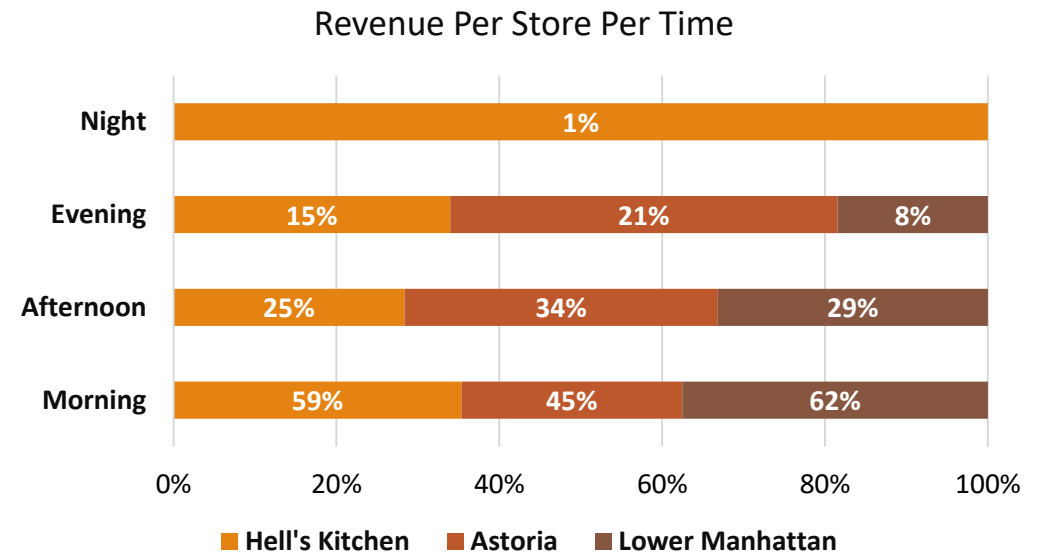
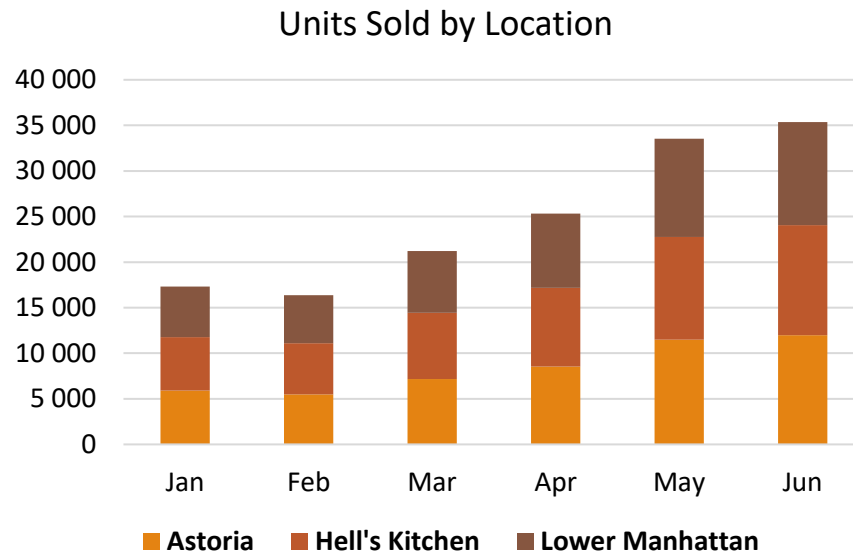
Monthly Growth and Weekly Revenue Trends Analysis



1. Revenue By Store Location: Total revenue nearly doubled from approximately R80,000 in January to R163,000 in June, demonstrating consistent growth across all three store locations over the six-month period.

2. Total Revenue Per Weekday Revenue: Monday generated the highest daily revenue at R101,677, whilst weekend days (Saturday and Sunday) recorded the lowest performance at R96,894 and R98,330 respectively, indicating strong weekday trading patterns.

Six-Month Sales Volume and Trading Period Revenue Analysis



1. Units Sold by Location: Units sold more than doubled from approximately 18,000 in January to over 35,000 in June, with all three locations contributing to the steady upward trajectory over the six-month period.

2. Revenue Per Store Per Time: Morning trading dominated revenue generation at Lower Manhattan (62%) and Hell's Kitchen (59%), whilst Astoria showed a more balanced distribution with only 45% of revenue generated during morning hour.

Key Take aways & Recommendations

Key Takeaways

- **Balanced Portfolio Performance** - All three locations contributed nearly equally (33-34% each) to the R699K total revenue, demonstrating consistent operational standards and brand strength across different NYC neighbourhoods.
- **Volume vs Value Gap** - Lower Manhattan generated competitive revenue (R230,057) despite selling 2,953 fewer units than Hell's Kitchen, indicating customers are purchasing higher-value items or premium products at this location.
- **Weekday Dependency** - The business is heavily reliant on Monday-Friday traffic (R101K+ on peak days) whilst Saturday performance lags at R96,894, revealing vulnerability to weekday commuter patterns and underutilised weekend potential.

Recommendations to Improve Revenue

- **Weekend Revenue Activation** - Launch Saturday-specific promotions such as "Weekend Brunch Bundles" or loyalty rewards to boost the weakest trading day (R96,894) and reduce dependence on weekday office traffic.
- **Extend Evening Trading Hours** - Replicate Astoria's successful evening performance (21% of daily revenue) at Hell's Kitchen and Lower Manhattan by introducing evening menu items, creating ambient lighting, and promoting after-work meetup culture.
- **Premium Product Cross-Pollination** - Export Lower Manhattan's high-value transaction model to the other two locations through staff training on upselling techniques, introducing premium product lines, and creating signature high-margin items that justify higher spend per customer.