

Cafe Coffee House: Dashboard Insights & Sales Optimization Report

1. Optimize Staff and Inventory During Peak Hours (8 AM - 10 AM)

Insight: Highest quantity ordered is between 8 AM and 10 AM. Recommendations:

- Allocate more staff and prep stock for high-demand products during this window.
 - Consider promotions or bundle offers to increase order value during peak hours.
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2. Promote Medium-Sized ("Regular") Drinks

Insight: 30.71% of orders are "Regular" size, slightly higher than "Large" (30.10%).

Recommendations:

- Upsell large sizes with minimal add-on costs ("Just \$0.50 more for a large!").
 - Highlight the value in medium sizes for health-conscious or budget customers.
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3. Focus on Best-Selling Categories: Coffee (38.63%) & Tea(28.11%)

Insight: These two categories dominate sales. Recommendations:

- Feature these items in visual marketing and combo deals.
 - Test loyalty rewards specific to purchases in these categories.
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4. Expand Popular Product Offerings

Insight: Top sellers include Barista Espresso, Brewed Chai Tea, and Hot Chocolate.

Recommendations:

- Introduce variations (e.g., Iced Chai, Extra Shot Espresso, Mocha Hot Chocolate).
 - Promote these top products via social media and in-store displays.
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5. Improve Sales on Lower Footfall Days

Insight: Saturday has the lowest footfall (20,510) and revenue (\$96.9K).

Recommendations:

- Run "Weekend Specials" or "Family Deals" to increase traffic.
 - Partner with delivery apps to boost off-site weekend sales.
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6. Encourage Repeat Orders to Boost Avg. Order/Person

Insight: Average orders per person is low at 1.44. **Recommendations:**

- Introduce a "Buy 2, Get 1 Free" incentive or "Second Cup at Half Price."
 - Promote snack pairings with drinks to encourage multiple-item purchases.
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7. Increase Bill Value (Currently \$4.69)

Insight: Low average bill value per customer. **Recommendations:**

- Bundle beverages with light snacks (e.g., tea + pastry).
 - Introduce upselling training for staff (e.g., "Would you like to try our signature cake?").
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8. Utilize Hell's Kitchen Location Strength

Insight: Highest footfall (50,735) and sales from Hell's Kitchen (\$236.5K).

Recommendations:

- Use this location to pilot new product launches or seasonal campaigns.
 - Consider extending hours here during weekends to capitalize on demand.
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9. Reduce "Not Defined" Size Orders (29.85%)

Insight: Almost 30% of orders have no size defined. **Recommendations:**

- Fix order entry systems to require size selection.
 - Train staff to clarify size at point of sale to avoid revenue loss.
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10. Leverage Early Morning Marketing

Insight: High demand begins around 7 AM. **Recommendations:**

- Launch early bird deals between 6–8 AM.
- Use social media posts and stories timed early in the morning for visibility.