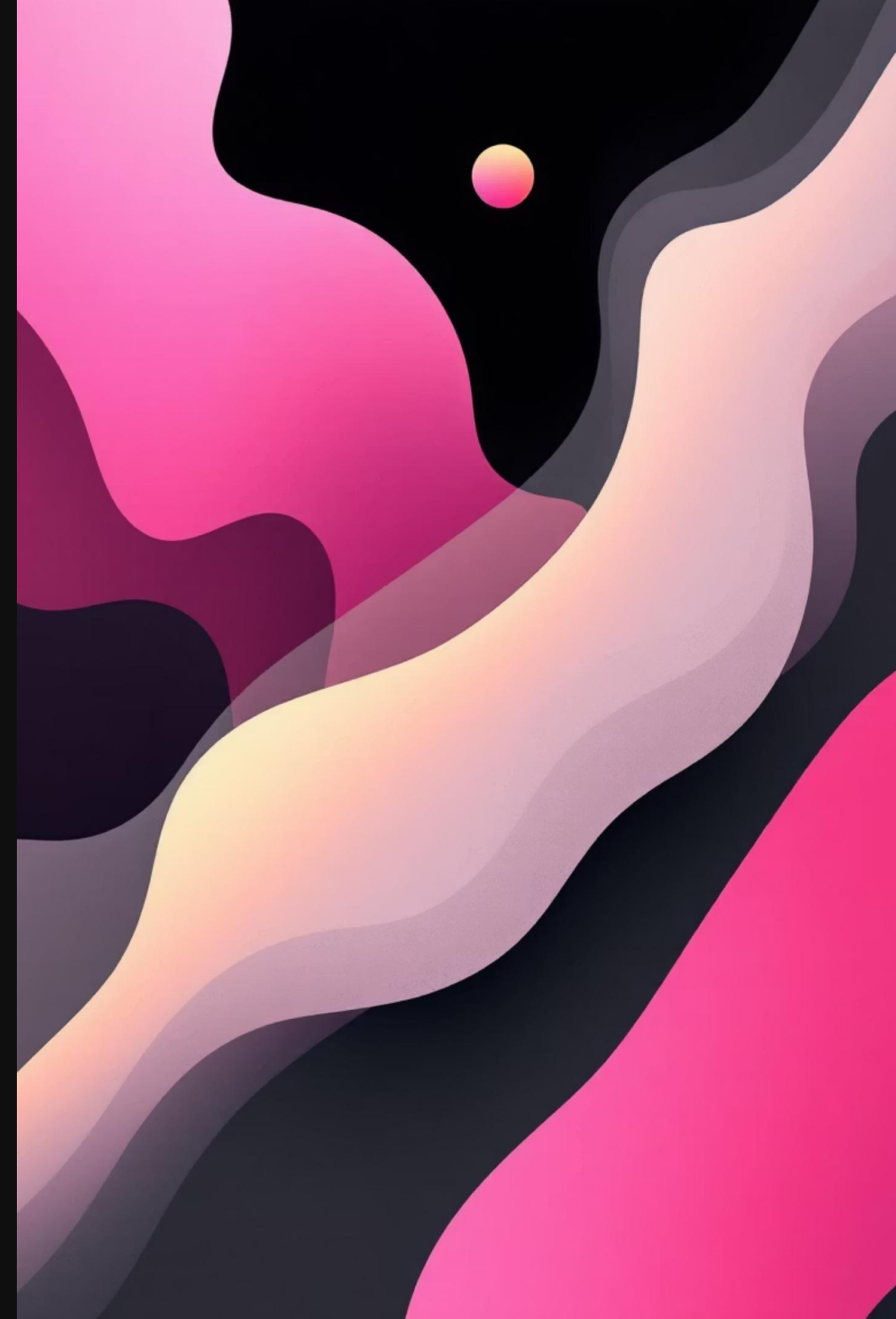


Slide 1 – Title

Coffee Sales Analysis 2022 Excel Dashboard Project



Slide 2 – Problem Statement

- Coffee shop owners want to increase revenue & optimize operations.
- Business challenge: Identify peak hours, best-selling products, customer preferences, and top locations.



Slide 3 – Sales by Hours

Peak Demand

Observed between 8–10 AM.

Suggestion

Increase staff and inventory during morning hours.

Slide 4 – Sales by Location

Hell's Kitchen (~263k transactions)
is the top-performing location.

Lower Manhattan & Astoria follow
closely.

Suggestion: Expand promotions in
top areas.





Slide 5 – Top 5 Products by Sales

- Brewed Chai Tea
- Gourmet Brewed Coffee
- Barista Espresso
- Brewed Black Tea
- Hot Chocolate

Suggestion: Focus on **high-demand beverages** for upselling and marketing.

Slide 6 – Weekday Sales Trends



Strongest Sales Days

Tuesday & Friday.



Lowest Sales Day

Saturday.



Suggestion

Offer weekend promotions to balance traffic.



Slide 7 – Category & Order Size Distribution

Coffee dominates with 89k+ transactions.

Regular (33%) & Large (32%) orders are most common.

Suggestion: Introduce bundle deals for large-size purchases.

An abstract graphic on the left side of the slide, featuring overlapping, wavy shapes in various shades of pink, magenta, and dark purple, creating a layered, organic effect.

Slide 8 – Conclusion

- 1 Focus on peak morning hours.
- 2 Strengthen operations in Hell's Kitchen & Lower Manhattan.
- 3 Promote top 5 beverages aggressively.
- 4 Use weekday promotions & loyalty offers to boost traffic.