

Executive Report: Coffee Sales Performance (Mar 2024 – Mar 2025)

Overview

- **Total Sales:** \$122.32K
- **Average Daily Sales:** \$321.05
- **Average Coffee Price:** \$31.38

Key Insights

1. Top-Selling Beverages:

- ◆ **Latte** leads in revenue (\$28.6K), followed by **Americano with Milk** (\$25.3K).
- ◆ Although **Americano with Milk** sold more units, it earned less, indicating a lower price point.

2. Sales Timing:

- ◆ **Morning hours (10AM–1PM)** and **early evening (4PM)** are peak sales periods whilst there is a dip around 2PM.
- ◆ **Weekdays** (especially **Tuesday** and **Monday**) outperform weekends in daily sales.

3. Monthly Trends:

- ◆ **February 2025** had the highest sales (\$16.8K), with a strong surge also in **October 2024**.
- ◆ **Summer months** (June–July) and **January** recorded the lowest sales, indicating seasonal dips.

4. Payment Behavior:

- ◆ A significant 95.7% of transactions were made by card, suggesting a strong preference for digital payments.

Recommendations

1. Promotions & Marketing:

- ◆ Launch targeted campaigns during low-sales months (summer and January).
- ◆ Promote high-margin items like Lattes through bundles or loyalty incentives.

2. Operational Efficiency:

- ◆ Align staffing with peak hours (morning and early evening).
- ◆ Focus digital marketing efforts around top-performing weekdays.

3. Technology Strategy:

- ◆ Continue investing in cashless payment infrastructure.
- ◆ Consider mobile loyalty or pre-order apps to capitalize on card usage.