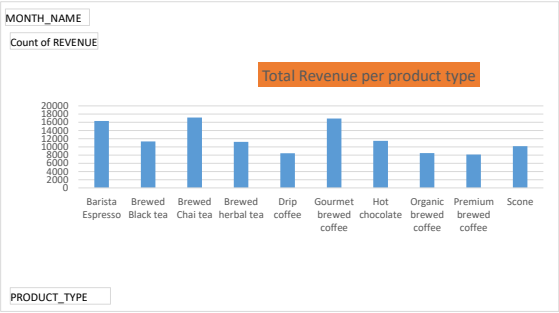


MONTH_NAME	(All)
Row Labels	Count of REVENUE
Barista Espresso	16313
Brewed Black tea	11342
Brewed Chai tea	17170
Brewed herbal tea	11242
Drip coffee	8465
Gourmet brewed coffee	16908
Hot chocolate	11462
Organic brewed coffee	8488
Premium brewed coffee	8132
Scone	10164
Grand Total	119686

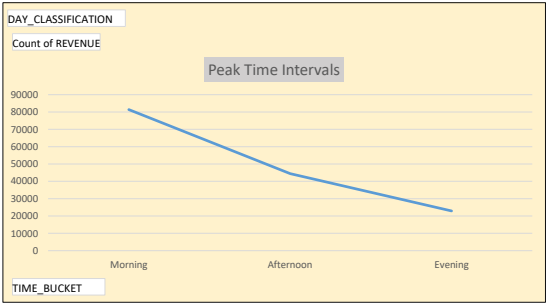


INSIGHTS AND RECOMMENDATIONS

Premium Brewed Coffee and Drip coffee show the lowest contribution
Track revenue per product type monthly to identify seasonal preferences

PEAK TIME INTERVALS

DAY_CLASSIFICATION	(All)
Row Labels	Count of REVENUE
Morning	81397
Afternoon	44401
Evening	22920
Grand Total	148718

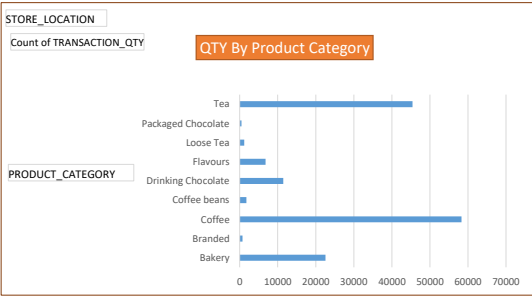


INSIGHTS AND RECOMMENDATIONS

Evening sales look to be slower
Test limited time evening drinks or snacks to attract after work customers

QTY BY PRODUCT CATEGORY

STORE_LOCATION	(All)
Row Labels	Count of TRANSACTION_QTY
Bakery	22542
Branded	747
Coffee	58306
Coffee beans	1753
Drinking Chocolate	11462
Flavours	6790
Loose Tea	1210
Packaged Chocolate	487
Tea	45421
Grand Total	148718

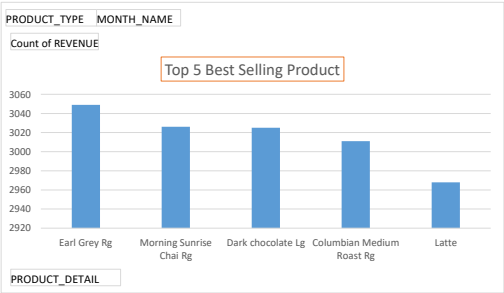


INSIGHTS AND RECOMMENDATIONS

Hot bevarages are in demand
Introduce combo deals to increase average basket size

BEST SELLING PRODUCT

MONTH_NAME	(All)
Row Labels	Count of REVENUE
Earl Grey Rg	3049
Morning Sunrise Chai Rg	3026
Dark chocolate Lg	3025
Columbian Medium Roast	3011
Latte	2968
Grand Total	15079



INSIGHTS AND RECOMMENDATIONS

There is limited variation among other teas or speciality drinks
Introduce new flavours and use customer feedback to refine less popular drinks