



Coffee Sop Sales Analysis

This report analyzes coffee shop sales data for 2023, exploring key trends, customer preferences, and high-performing locations. Key insights will be presented to inform future business strategies.





Overall Sales Trend Analysis

January - June

Sales increased steadily from January to June. Revenue started at \$27K in January and reached \$55K in June, showing consistent growth each month.

June

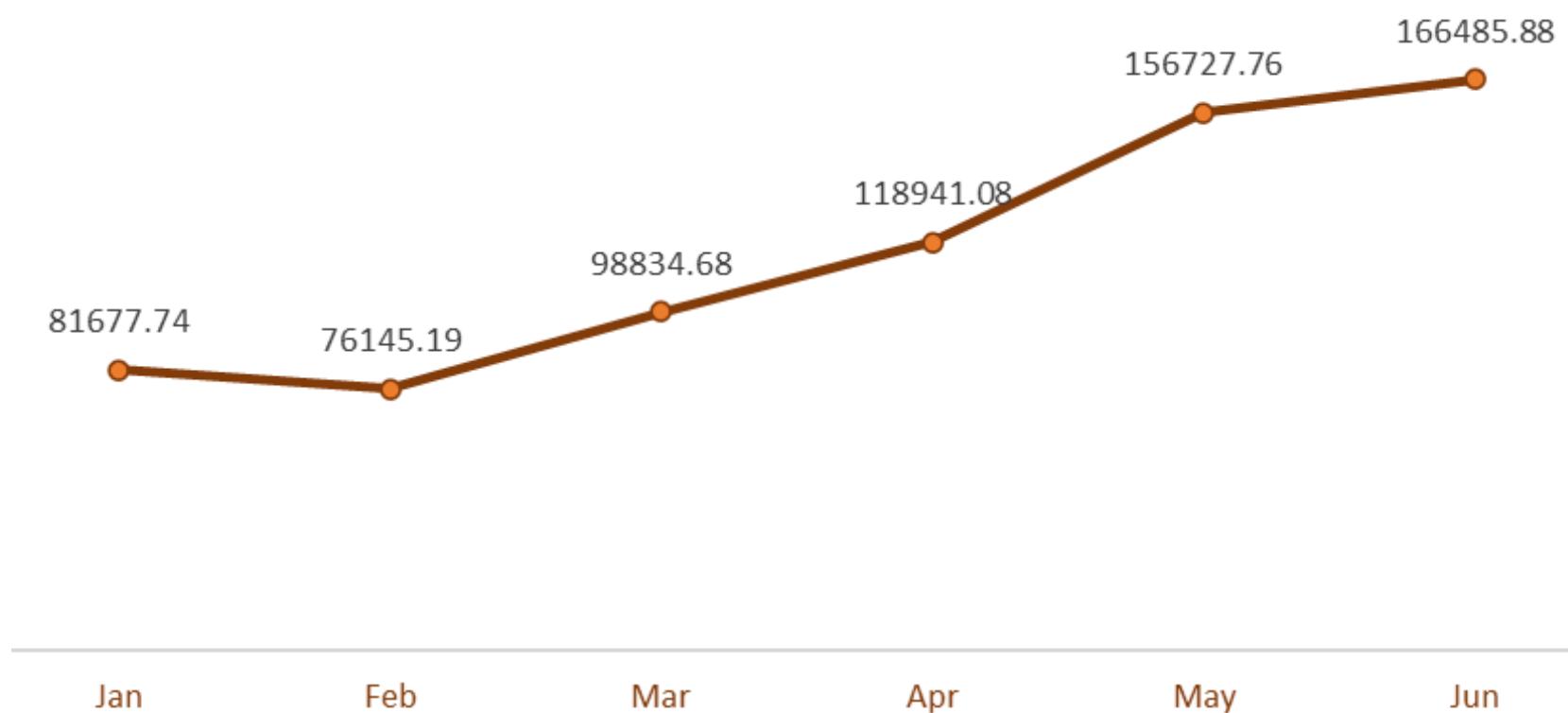
had the highest sales so far, with a total of \$55K. This could be due to higher demand or successful promotions.

Looking Ahead

The steady growth up to June shows a positive trend, which could continue if the same efforts are maintained.

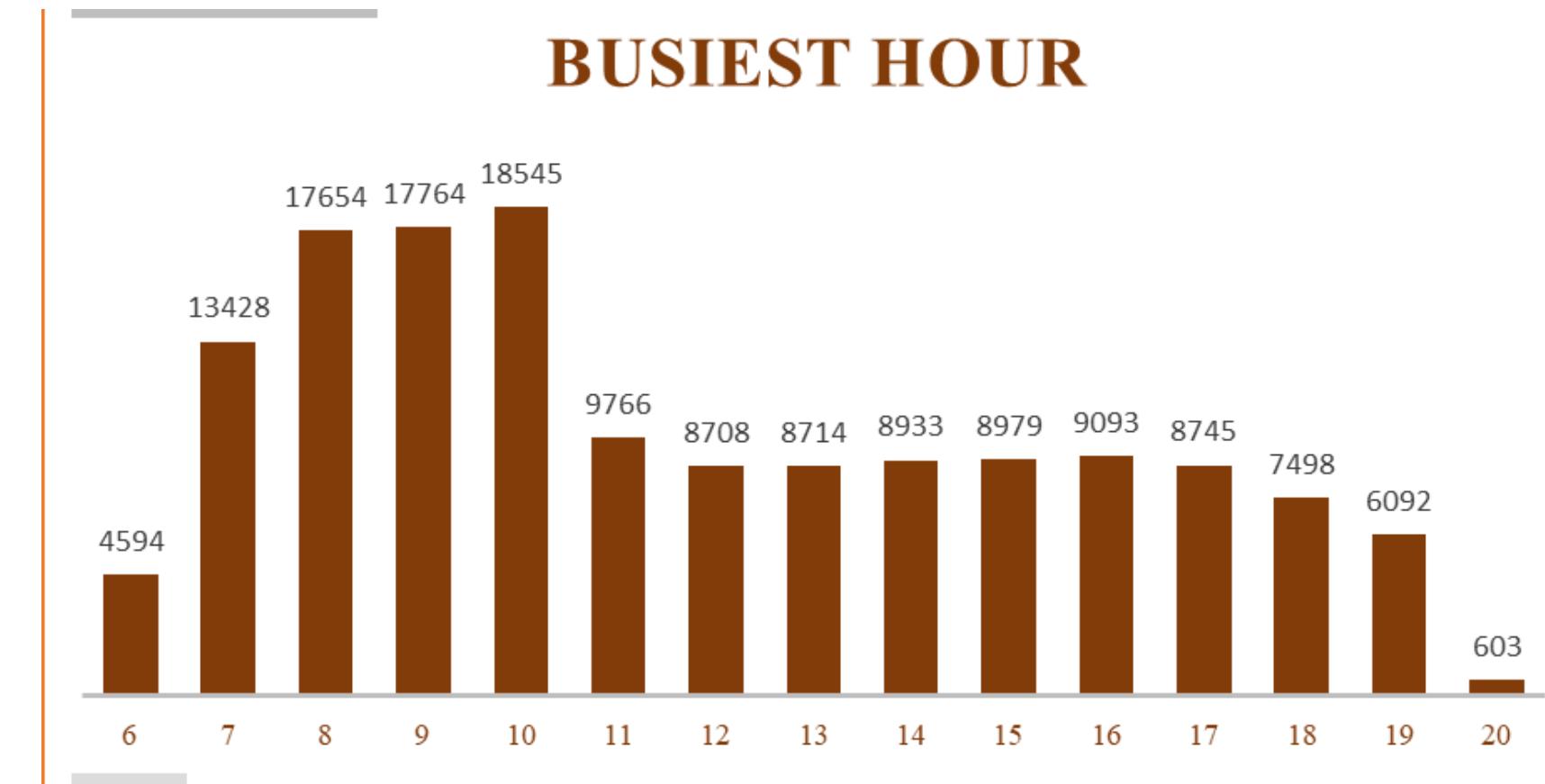
m of Amount

REVENUE BY MONTH





Peak Selling Hour: 10 AM



Morning Commute

At 10 AM, the highest number of transactions, 18,545, occurs. This aligns with the morning commute as customers stop for snacks or drinks on their way to work or school.

Breakfast Rush

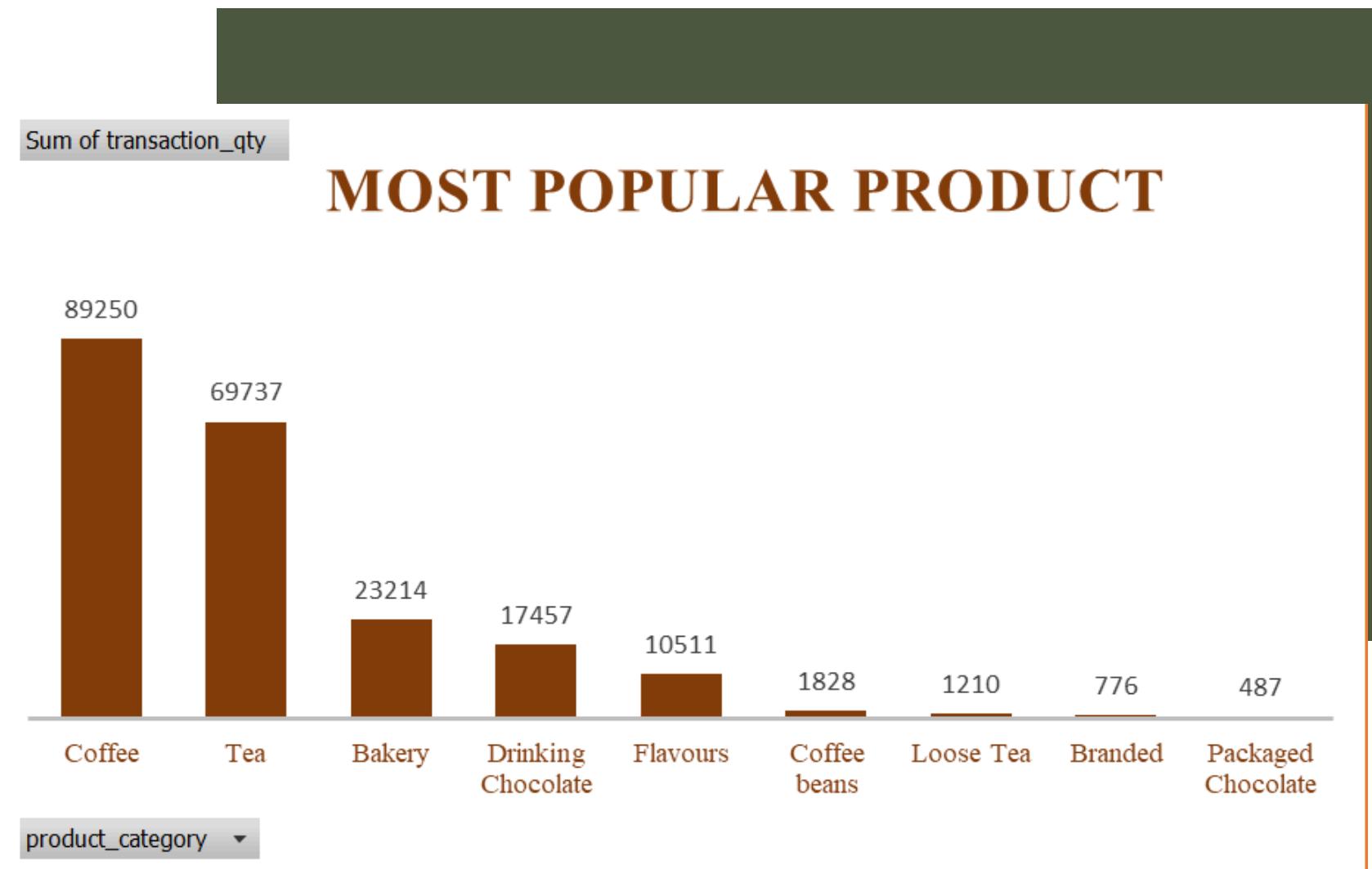
The hours leading up to 10 AM, particularly 8 AM (17,654 transactions) and 9 AM (17,764 transactions), also show high activity, reflecting a rush for breakfast and morning beverages.

Workday Preparation

Many customers use this time to grab essentials or coffee before settling into their day, making 10 AM the peak of morning transactions.



CUSTOMER PREFERENCES: COFFEE & TEA



Key Takeaways:

Coffee remains the top seller, driving a significant portion of revenue.

Tea and bakery items consistently generate high demand.

Chocolate products are gaining popularity, presenting a growth opportunity.

Specialty items offer niche appeal and potential for targeted marketing.

Action:

Leverage the popularity of core products while exploring opportunities to expand offerings and cater to evolving customer preferences.



SELLING LOCATIONS



Astori



Lower Manhattan



Location Sales Volume

Hell's Kitchen	Highest
Lower Manhattan	High
Astoria	High



Hells Kitchen





HELL'S KITCHEN

High Foot Traffic

The neighborhood is known for its high foot traffic, attracting a significant number of potential customers.

Residential Area

A large residential population within the area provides a steady flow of regular customer.

Office Buildings

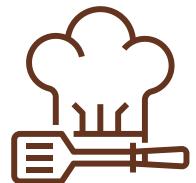
The presence of office buildings creates a strong demand for coffee during the workday.



LOWER MANHATTAN

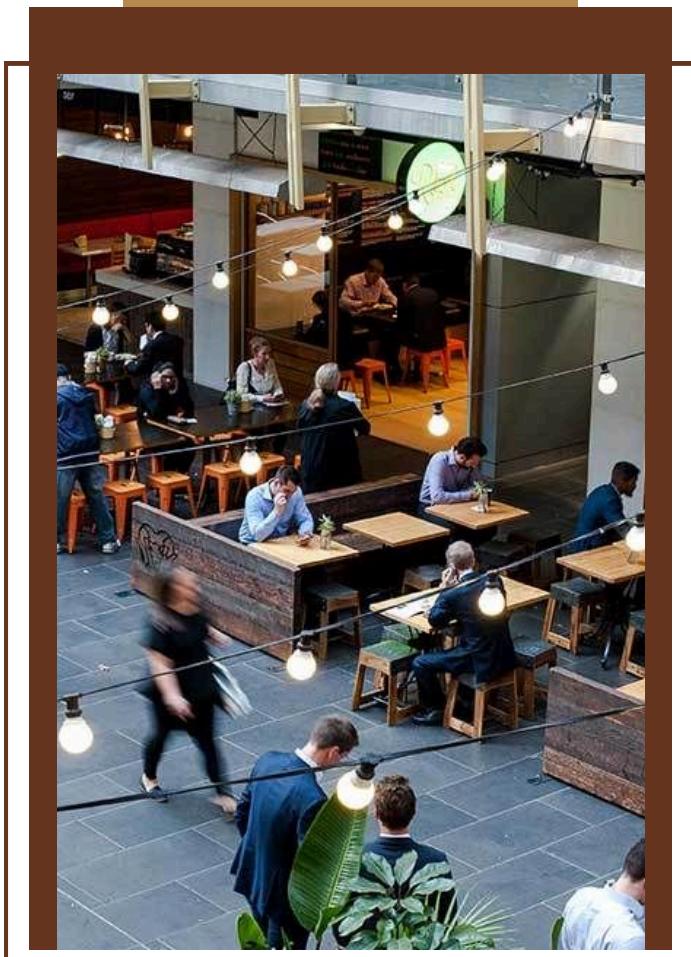
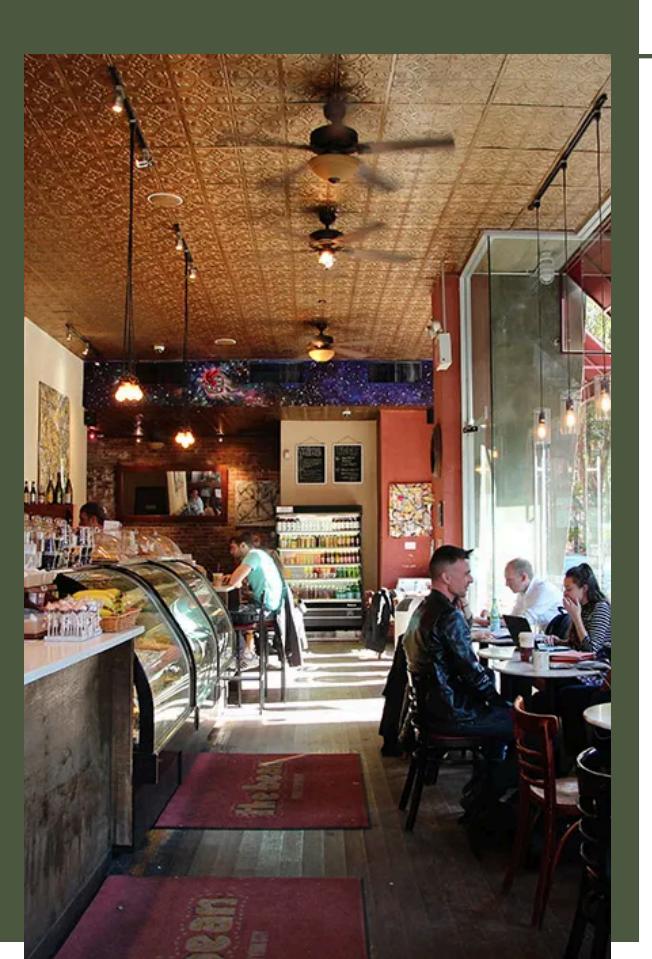
Variety of Offerings

The coffee shop in Lower Manhattan offers a wide selection of coffee, pastries, and other food items, appealing to diverse preferences



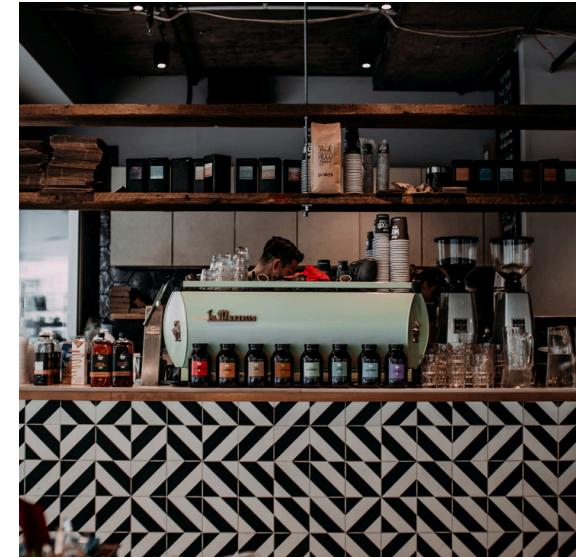
Outdoor Seating

The availability of outdoor seating attracts customers who prefer to enjoy their coffee in a relaxed atmosphere.





Coffee



ASTORIA

Community Vibe

Astoria has a strong sense of community, fostering a loyal customer base and frequent visits.

Affordable Prices

The coffee shop in Astoria offers competitive prices, attracting budget-conscious customers.

