

Coffee Shop Sales Analysis

Insights

Friday, Thursday, and Monday shows the highest customer footfall, ranging from 21,600 to 21,700. Saturday records the lowest footfall at 20,510, indicating potential for increased sales on busier days. Peak sales activity occurs strongly between 8 AM and 10 AM, with over 25,000 units ordered. A smaller peak is observed from 3 PM to 5 PM.

The total sales revenue for January was \$81,677.74. February's total sales were \$76,145.19. March recorded \$98,834.68 in total sales. April's total sales reached \$118,941.08. May generated \$156,727.76 in total sales. June had the highest total sales at \$166,485.88, that is a 103.8% increase from January.

Astoria and Hell's Kitchen exhibit similar total sales, approximately \$232,000 to \$236,000. Hell's Kitchen was slightly higher at \$236,511.17. Lower Manhattan shows slightly lower sales at \$230,057.25.

The average sale per person is \$4.69. The average order per person is 1.44.

Barista Espresso is the top-selling product by revenue at \$91,406.20. Brewed Chai Tea followed with \$77,081.95 in sales. Hot Chocolate generated \$72,416.00.

The Coffee product category accounts for the largest sales share at 39%. Tea follows with 28% of sales. Bakery contributes 12% of sales. Drinking Chocolate makes up 10% of sales. Other categories make up smaller percentages (1-6%),

"Regular" sized orders constitute 31% of total orders. "Large" accounts for 30% of orders. "Small" is 9% of orders. This indicates that regular and large sizes are almost equally popular.

Recommendations

To capitalize on peak order times between 8 AM and 10 AM, and from 3 PM to 5 PM, the company should optimize staffing to avoid waiting time. Promoting pre-order options can enhance service efficiency.

Leveraging high footfall on Friday, Thursday, and Monday requires focusing marketing efforts and special offers. Consider "Happy Hour" deals or "Weekend Warm-up" promotions on Thursdays and Fridays to convert traffic into sales.

Optimizing product offerings involves focusing on coffee, which accounts for 39% of sales. Innovate and promote new coffee blends, seasonal lattes, and premium coffee experiences. Cross-sell tea (28%) and bakery (12%) items through combos or specials. Review underperforming categories (1-6%) for potential adjustments or phasing out to optimize inventory.

Implementing location-specific strategies is crucial for Lower Manhattan. The slight dip in sales there suggests a need for localized promotions or events. Understanding local demographics and competition in Lower Manhattan could provide further insights.