



Coffee Shop Sales Analysis Dashboard

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1. Problem Statement

The coffee shop chain was facing challenges in understanding its sales trends, customer behavior, and product performance across different locations. Management needed a clear visualization to answer questions like:

- 1 Which products generate the highest revenue?
- 2 What are the busiest hours and days for our stores?
- 3 How does customer footfall vary across locations?
- 4 What is the average spending per person?
- 5 Which product sizes are most preferred?

2. Objectives of the Dashboard

Analyze sales performance across products and locations.

Identify peak hours and days for better resource allocation.

Understand customer purchasing behavior.

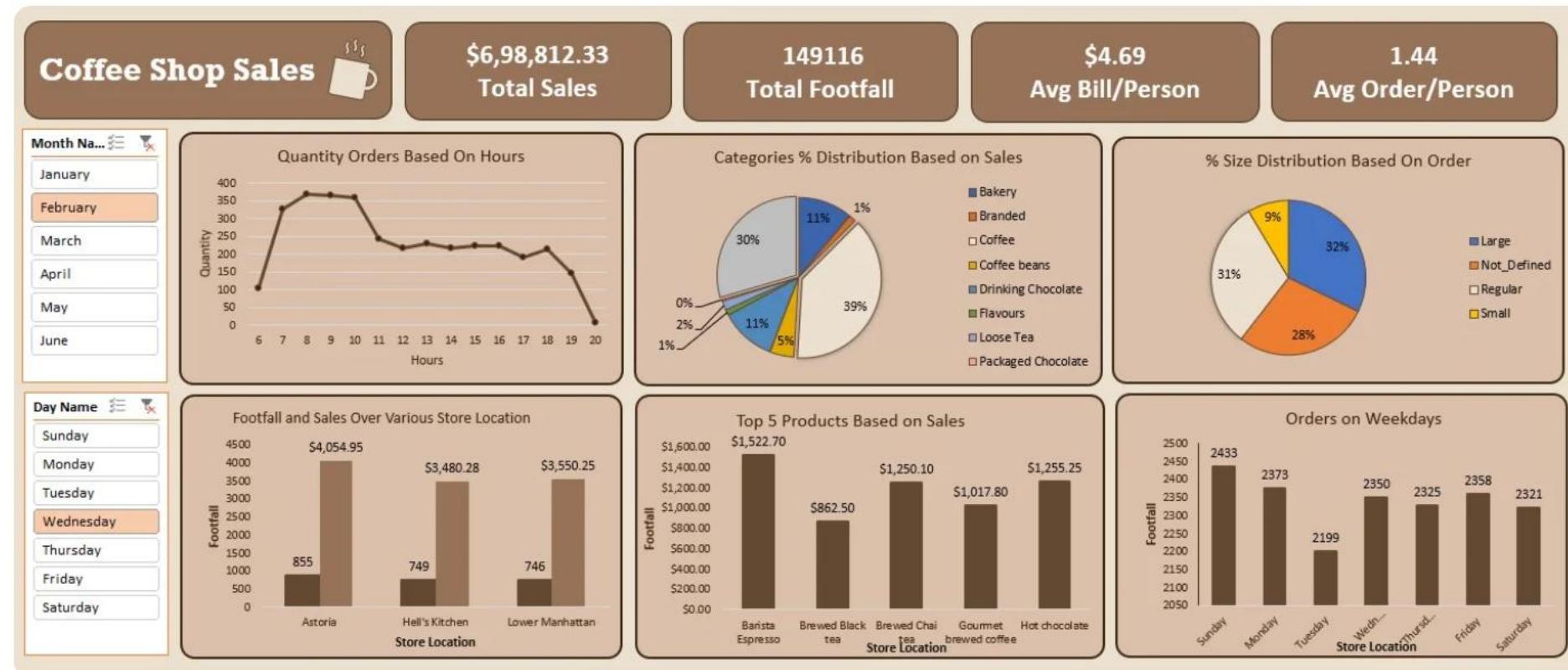
Track revenue trends and top-performing items.

Assist management in making data-driven decisions.



3. Dashboard Overview

This interactive dashboard visualizes coffee shop sales data across months, store locations, and product categories.



4. Key Metrics

Metric	Value
Total Sales	\$698,812.33
Total Footfall	149,116
Avg. Bill per Person	\$4.69
Avg. Orders per Person	1.44

These metrics give a quick snapshot of business performance.



5. Top Performing Products

Insights:

1

Barista Espresso
– \$1,522.70

2

Brewed Chai Tea
– \$1,250.10

3

Hot Chocolate –
\$1,255.25

4

Gourmet Brewed
Coffee –
\$1,017.80

5

Brewed Black Tea
– \$862.50

Solution: Focus marketing efforts and promotions on these high-performing items.



6. Peak Order Times

Highest order volume between 8 AM – 10 AM.

Solution: Allocate more staff during morning rush hours and run morning combo offers.

7. Customer Footfall by Day

Insights:

1

Sunday (2433) and Monday (2373) highest.

2

Tuesday lowest (2199).

Solution: Run discounts or special offers on low-footfall days.



8. Top Store Locations

Location	Revenue	Footfall
Astoria	\$4,054.95	855
Hell's Kitchen	\$3,480.28	749
Lower Manhattan	\$3,550.25	746

Solution: Study Astoria's success factors and replicate across other stores.



9 Recommendations

- 1** Optimize staffing during peak hours.
- 2** Promote high-margin drinks.
- 3** Improve marketing on slower days.
- 4** Maintain Large & Regular cup stock.
- 5** Replicate Astoria's success across branches.



10. Conclusion

The dashboard provides actionable insights to improve efficiency, optimize sales strategies, and enhance customer experience across all coffee shop branches.