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Revenue |

By store location

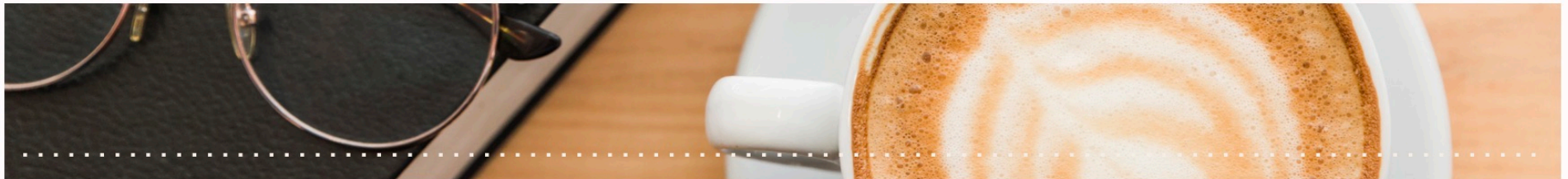
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Revenue |

Store Location &
day/week
classifications

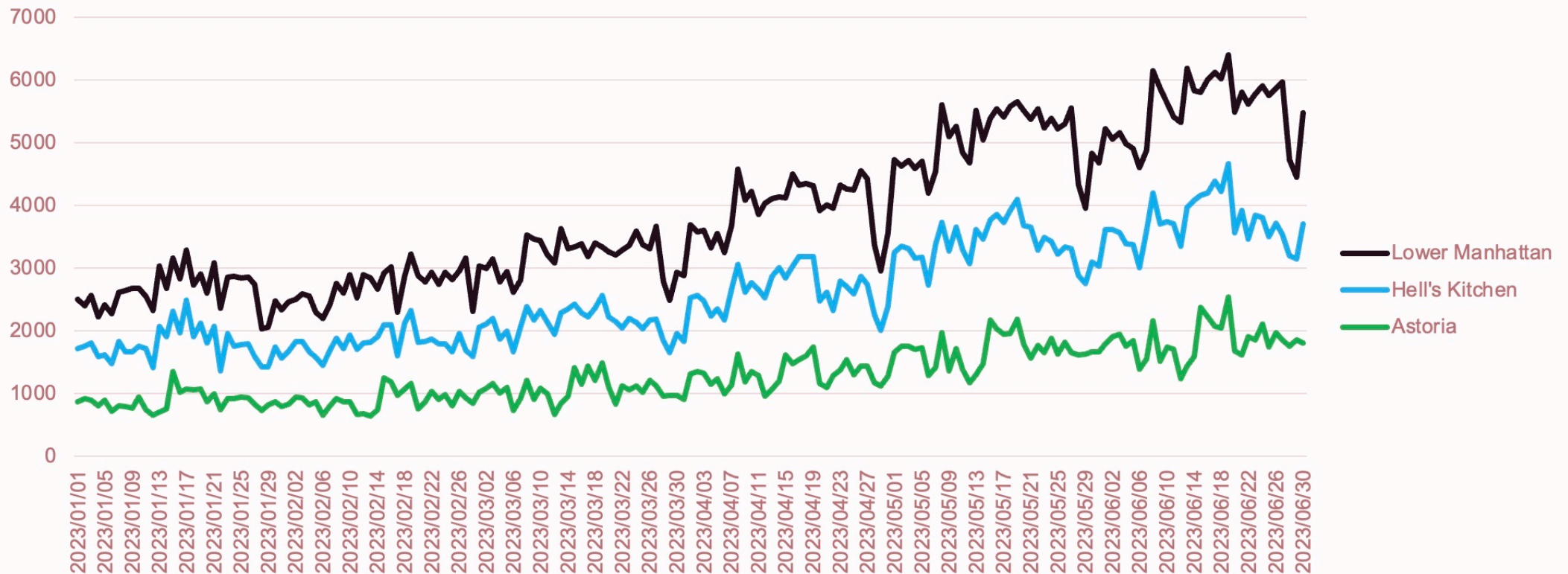
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Recommendation



Units sold | Store Location & Daily Trend

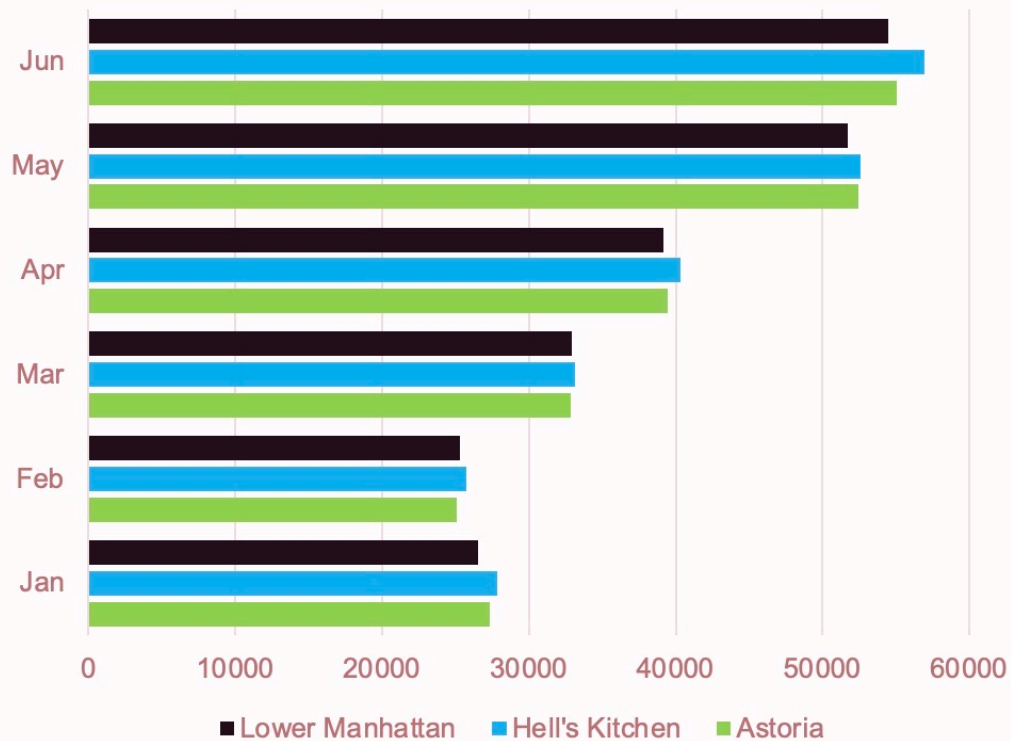
Daily Revenue Trend by Store location



❖ **Lower Manhattan shows strong revenue growth, while Astoria remains stable but lower-performing.**

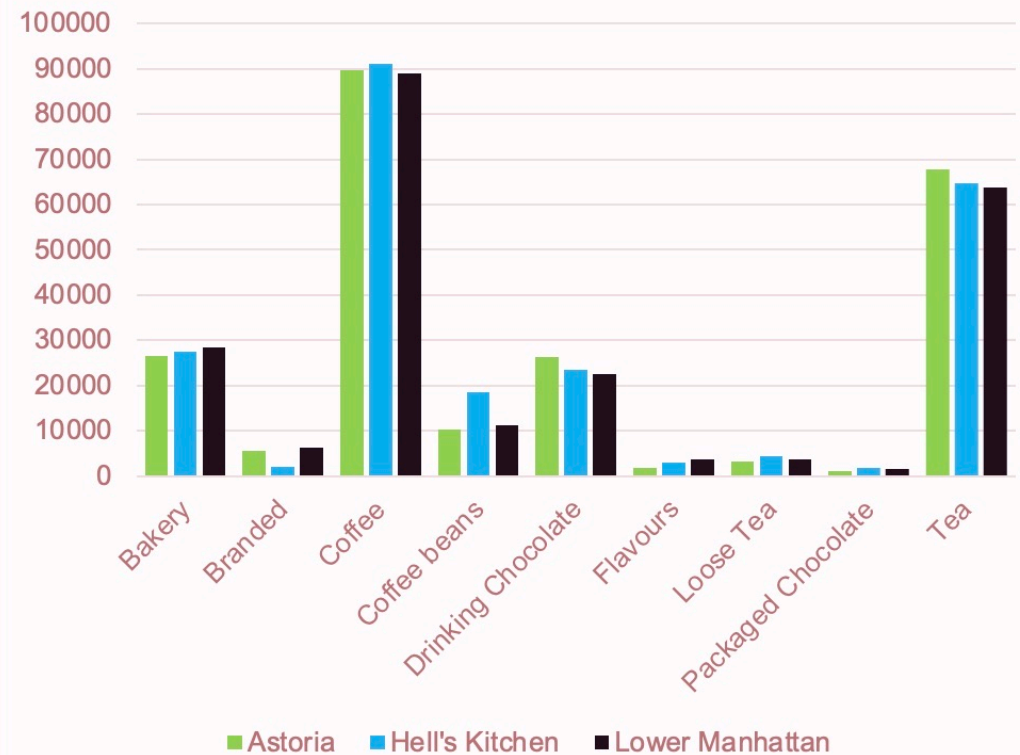
Revenue | Store Location

Monthly Revenue by Store location



❖ Revenue across all the stores increased by 50% in June comparing to Feb.

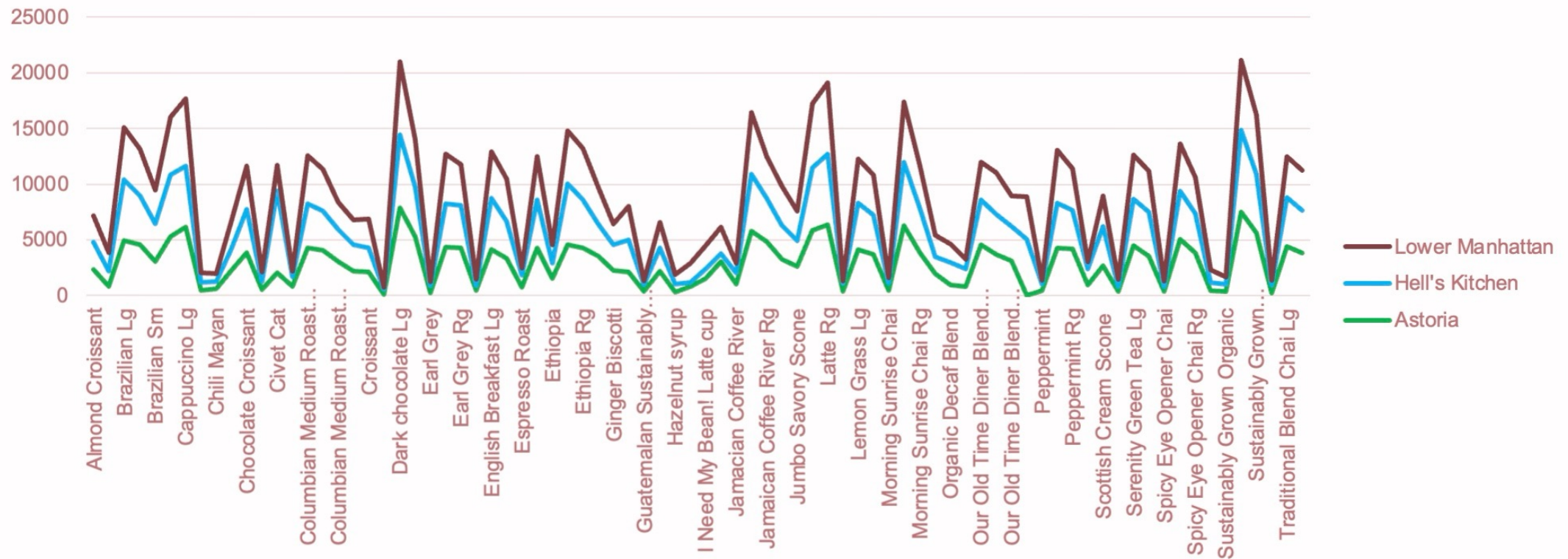
Product Revenue by Store location



❖ Coffee contributes 38% of the total revenue generated in the last 6 months while tea contributes 28% as 2nd best.

Revenue | Product Type

Product type Revenue by store location

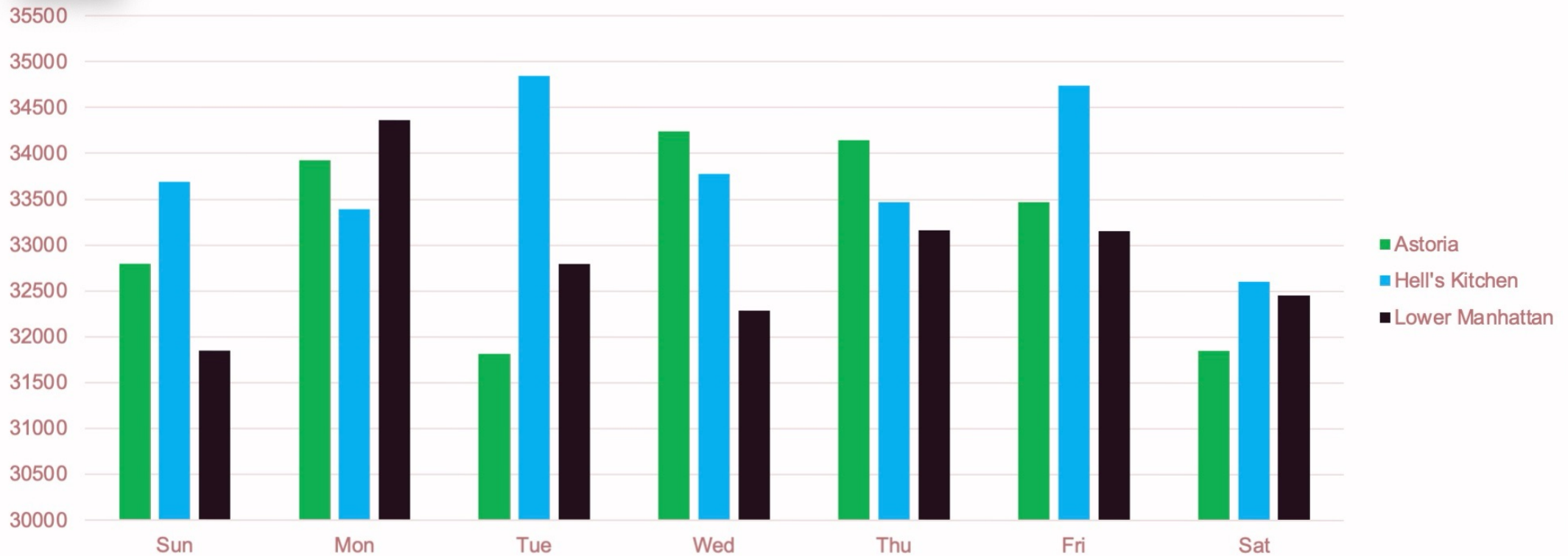


❖ Among the product types, items like Dark Chocolate, Espresso Roast, and Morning Sunrise Chai show noticeable revenue spikes across all locations, indicating they are top-performing products, especially in Lower Manhattan.

Revenue | Weekdays

Weekly Revenue by Store location

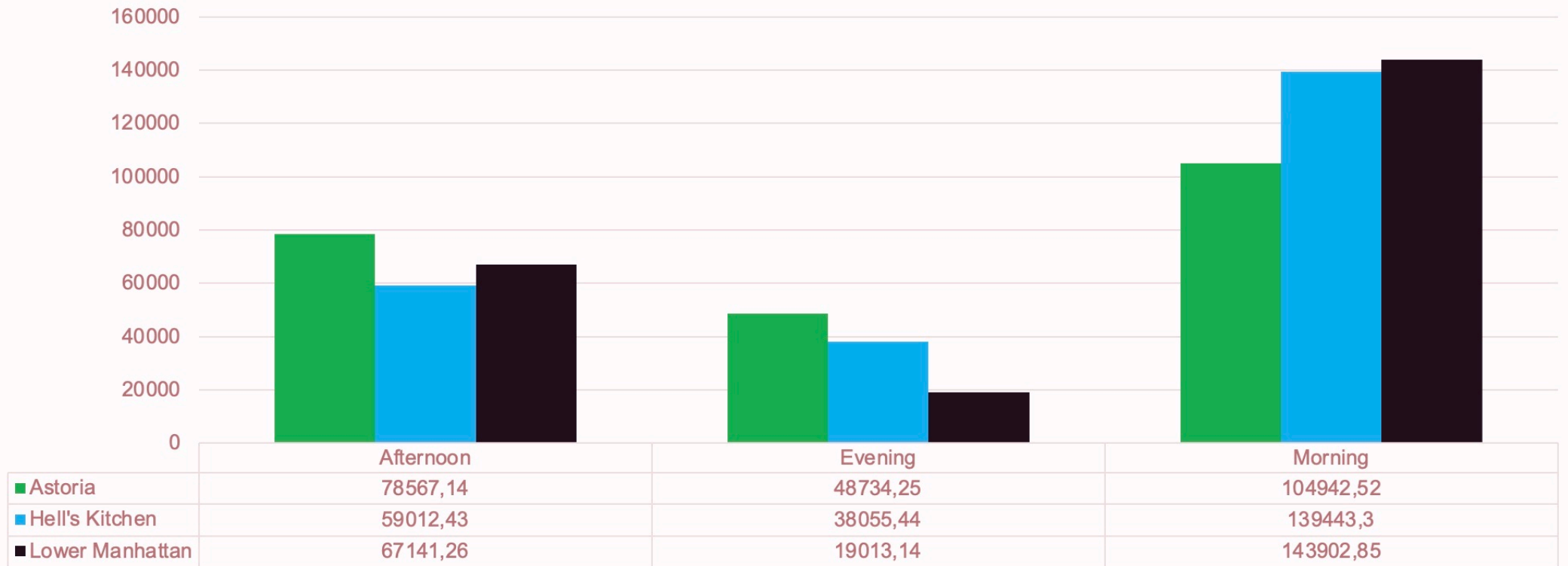
Chart Area



❖ Hell's Kitchen shows the highest and most consistent revenue across the week, especially on Tuesday and Friday, indicating strong weekday performance compared to Astoria and Lower Manhattan.

Revenue | Store Location & Time Buckets

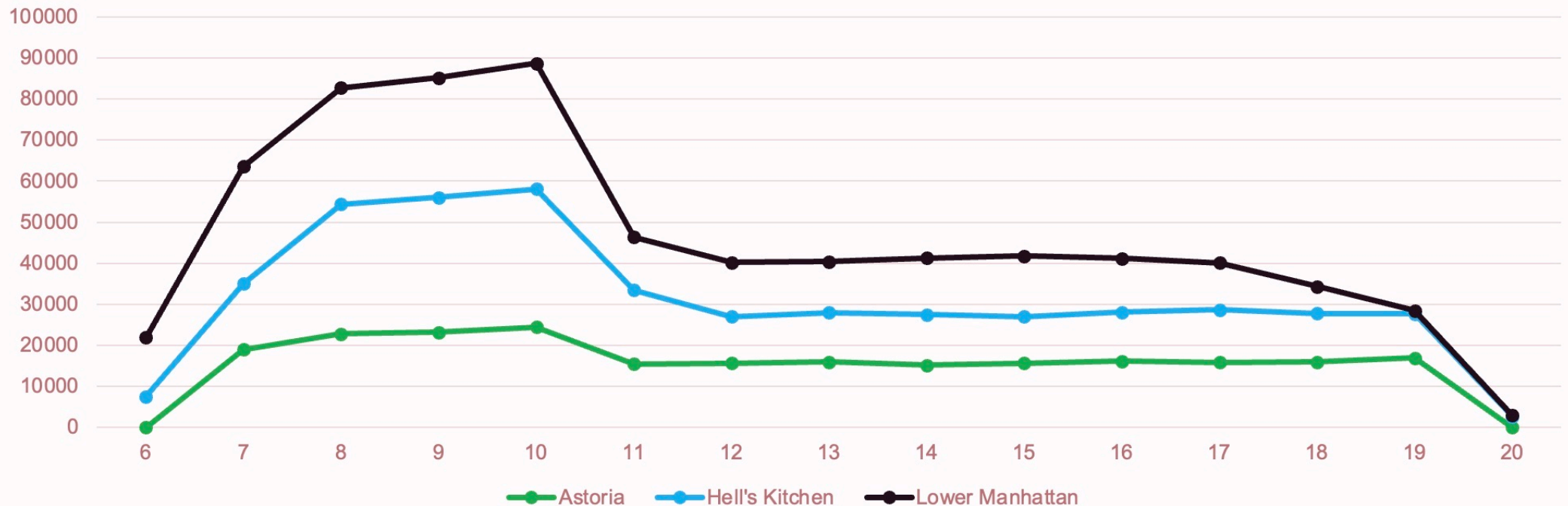
Time Buckets Revenue by Store location



- ❖ 54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.
- ❖ Night sales only accounts for 0.4% of the total sales

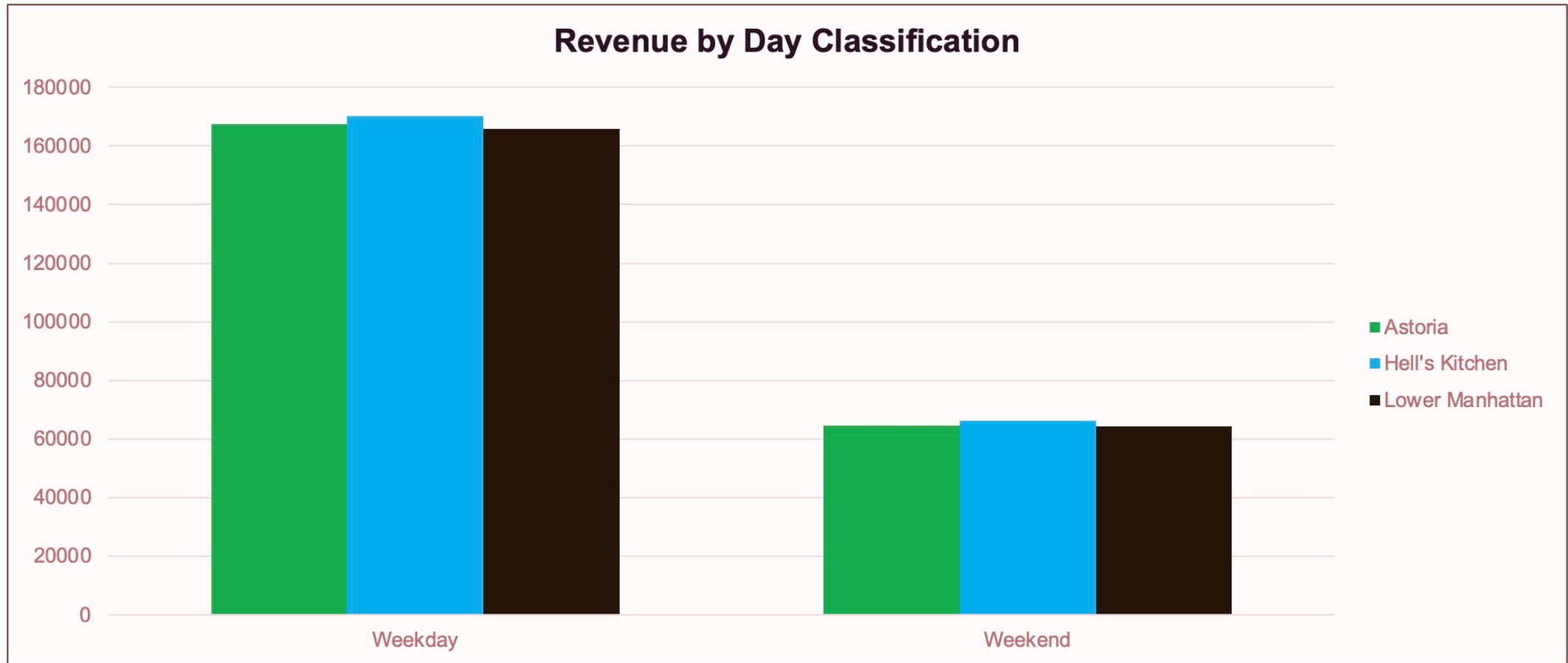
Units sold | Store Location & Time of Day

Regional Revenue By Hour of Day



- ❖ **54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.**
- ❖ **Revenue is consistence across the shops between 12pm and 7pm**
- ❖ **It is worth noting that creating price drop promotion at 10am can dilute the customer interest**

Revenue | Day Classification



- ❖ Revenue is significantly higher on weekdays across all locations compared to weekends, with Hell's Kitchen showing a slight lead — highlighting strong weekday sales performance.

Recommendations



Focus on Top Sellers

- ❖ Prioritize inventory and marketing for **top-sellers** (Sustainably Grown Organic, Latte, Cappuccino).
- ❖ Promote these items across store menus, social media, and digital ads to leverage their proven popularity.



Strengthen Morning Strategy

- ❖ Continue focusing on the **morning peak (7-11 AM)** with loyalty rewards and express-service promotions.
- ❖ Offer pre-order or subscription-based coffee programs to retain regular morning customers.



Boost Afternoon Sales

- ❖ Launch **"Afternoon Happy Hour"** campaigns between **2-4 PM** to attract more customers during off-peak hours.
- ❖ Introduce combo deals such as **"Coffee + Pastry"** or **"Buy 2 Get 1 Free"** to encourage higher basket sizes.



Promote Underperforming Items

- ❖ Highlight **Bakery and Chocolate** items through cross-selling with beverages.
- ❖ Bundle slow-moving products with best-sellers to increase visibility and sales volume.

THANK YOU



Tshifhiwa Tshikosi