

ANALYSING AND REVIEWING SALES OF A CAFE:

QUESTIONS TO BE ANALYSED:

- 1) WHICH PRODUCT CATEGORY NEEDS TO BE AVAILABLE BY DAY AND MONTH?
- 2) WHICH DAY REQUIRES THE MAXIMUM NUMBER OF EMPLOYEE SERVICES?
- 3) WHICH LOCATION NEEDS COST-CUTTING AND WHICH LOCATION NEEDS TO INCREASE ENGAGEMENT?

Answers:

1. **Coffee** has been the best-selling product of the cafe. The sales of coffee saw an increasing trend by month, peaking in **June**. Sunday was the busiest day of the week in terms of sales for most products, including coffee as well.
2. **Sunday** was the busiest day of the week in terms of sales for most products, hence requiring a maximum no. of labour force
3. **Lower Manhattan** needs cost-cutting as it has an underwhelming response in terms of sales, while Astoria has the potential to improve and produce better results if more focus is given to the site