

Coffee Shop Sales Analysis

This report looks at the coffee shop's sales trends, including which days and times are busiest, what products sell the most, and how different locations perform. These insights can help improve sales and customer experience.

- ***Sales Trends by Day and Time***

Sales are highest from Monday to Friday, as more customers visit on these days. On Saturdays, sales drop, making it the slowest day of the week.

Looking at hourly trends, most sales happen between **7 AM and 10 AM**. This is when people stop by for their morning coffee. After 10 AM, sales decrease and stay steady for the rest of the day, with a small drop in the evening.

- ***Peak Sales Hours***

The coffee shop is busiest between **7 AM and 10 AM**. This is when the most orders are placed. After 10 AM, sales go down and stay low for the rest of the day. To make the most of this peak time, the shop should have enough staff and stock available.

- ***Monthly Sales Revenue***

The total sales revenue for each month is not clearly shown on the dashboard. However, customers can use the "Month Name" filter to check how sales change from month to month. This helps in planning for seasonal changes and promotions.

- ***Sales by Location***

Different locations perform differently in terms of customer visits and total sales. **Hell's Kitchen has the most visitors, with 50,735 people** coming in. However, **Astoria makes the most money, earning \$2,32,243.91**. This means customers at Astoria spend more per visit.

On the other hand, **Lower Manhattan has the lowest number of visitors (47,782) and lower revenue (\$2,30,057.25)**. These insights help in deciding where to invest in marketing and promotions.

- ***Average Spending Per Customer***

On average, each customer spends **\$4.69 per visit** and places around **1.44 orders**. This shows how much people are willing to spend and helps in setting prices and offers.

- ***Best-Selling Products***

The top-selling products based on revenue are:

1. **Barista Espresso** - \$91,406.20
2. **Brewed Black Tea** - \$47,932.00
3. **Brewed Chai Tea** - \$77,081.95
4. **Gourmet Brewed Coffee** - \$70,034.60
5. **Hot Chocolate** - \$72,416.00

Since these products bring in the most money, the shop should ensure they are always in stock and consider promoting them further.

- ***Sales by Product Category and Size***

Among all product categories, **coffee is the most popular, making up 39% of total sales**, followed by **bakery items, which contribute 28%**. Other items like tea, chocolate, and flavoured drinks sell less in comparison.

When looking at product sizes, **Regular and Small sizes each make up 30% of total sales, while large sizes contribute 31%**. This suggests that customers mostly prefer regular portions over extra-large servings.

Key Takeaways

The coffee shop gets most of its sales in the **morning hours**, making this time crucial for business. **Weekdays are busier than weekends**, with **Saturday being the slowest day**.

Even though **Astoria does not get the highest number of visitors**, it makes the most **money**, meaning customers there spend more per visit.

Coffee is the best-selling product category, and **espresso, chai, and hot chocolate are the most popular individual products**. These items should be highlighted in promotions to boost sales.