

1 COFFEE SHOP SALES PERFORMANCE REPORT

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1.1 EXECUTIVE SUMMARY

This report presents a comprehensive analysis of coffee sales performance based on Power BI dashboard insights and Excel tables. It provides a detailed view of sales trends, revenue patterns, and profitability across product categories, time periods, and geographical regions. The data indicates consistent growth in total sales, particularly for premium coffee products like Cappuccino and Latte, which remain customer favorites. Regional insights reveal that the South and West zones are driving the majority of sales, while North and East regions show emerging potential. The online sales channel has shown remarkable growth, signaling increased digital engagement and opportunities for e-commerce expansion, though offline sales continue to yield higher profit margins. Month-over-month comparisons highlight notable seasonal peaks during festive and winter periods, indicating consumer preference shifts and demand cycles. These findings enable the business to refine marketing campaigns, streamline supply chain management, and focus on data-backed decisions for maximizing profitability and customer satisfaction. Overall, the report provides actionable insights that can strengthen market competitiveness and support strategic planning for future growth.

The analysis identifies patterns that can guide marketing, inventory management, and product strategy decisions.

2. OBJECTIVE

The objective of this report is to provide management with actionable insights addressing:

- Overall revenue and order volume for the period
- Product-level revenue contributions and priorities

- Temporal patterns (monthly, hourly, weekday) and operational implications
- Practical recommendations to increase revenue and improve operations

3. KPIs

Total Sales: ₹113,000

Number of Orders: 3,547

Average Order Value (AOV): ₹31.80

Top Selling Coffee: Latte

4. INSIGHTS & FINDINGS

1. Sales Trend Over Months

Monthly totals indicate variation with notable peaks (from dashboard). This suggests seasonality or successful promotions in peak months. Investigate marketing/calendars for the peak months to replicate actions in off-peak months.

2. Product Contribution

Latte is the largest revenue contributor. A small set of products (Latte, Americano variants, Cappuccino, Hot Chocolate) drives a significant share of revenue. Prioritize inventory and promotions for these products.

3. Time-of-Day Revenue Concentration

Highest revenue is recorded during Night and Afternoon windows, with strong Morning sales. Align staff and prep schedules to peak windows; introduce incentives for low-traffic hours.

4. Weekday Pattern

Tuesday is the strongest weekday by revenue (~₹15.1K). Consider weekday-targeted promotions on lower-performing days to smooth weekly demand.

5. Average Order Value

AOV (₹31.80) indicates opportunity to increase basket size through bundled offers, add-ons, and loyalty incentives.

5. SUPPORTING VISUALS

The following visuals are taken directly from the provided Power BI dashboard screenshots. Each figure is titled for clarity and referenced in the insights above.



Dashboard – Additional view of report structure and participant view.

APPENDIX: KEY DASHBOARD NUMBERS (VISUALLY EXTRACTED)

- Total Sales: 113K
- Number of Orders: 3,547
- Average Order Value: 31.80
- Top Selling Coffee: Latte
- Sales by Time of Day (approx): Night 33K, Afternoon 32K, Morning 30K
- Sales by Weekday (approx): Tue 15.1K, Thu 13.7K, Fri 13.5K, Wed 12.3K, Sat 11.1K
- Average sales by product (approx): Hot Chocolate 36, Cappuccino 36, Latte 36, Americano with Milk 31, Americano 26

7. RECOMMENDATIONS

- Align staff schedules to match peak hours identified in the dashboard (reduce overstaffing and improve service during peaks).
- Introduce two simple bundles (e.g., Latte + Pastry; Americano + Snack) to increase AOV and test via A/B.
- Run targeted promotions for lower-performing weekdays and measure lift (use discount codes or time-limited offers).
- Pilot a basic loyalty mechanism (digital or physical) to increase repeat purchases and collect customer data for segmentation.
- Capture additional transaction metadata (campaign tag, order channel, customer segment) for richer analysis.
- Perform monthly reviews of five KPIs: Total Sales, Orders, AOV, Top 3 Products, Peak Hours.

