



Coffee Shop Analysis

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Agenda

- 1. Monthly Revenue Trends
- 2. Sales by Location'
- 3. Top Selling products
- 4. Peak Hours Analysis
- 5. Summary and Recommendation



Introduction

This coffee sales analysis uses data prepared in Excel and analyzed in Snowflake using SQL. Key transformations included time zone adjustments and extracting date and time components to uncover trends and seasonal patterns. The goal is to provide insights that support decisions in marketing, inventory, and sales planning.



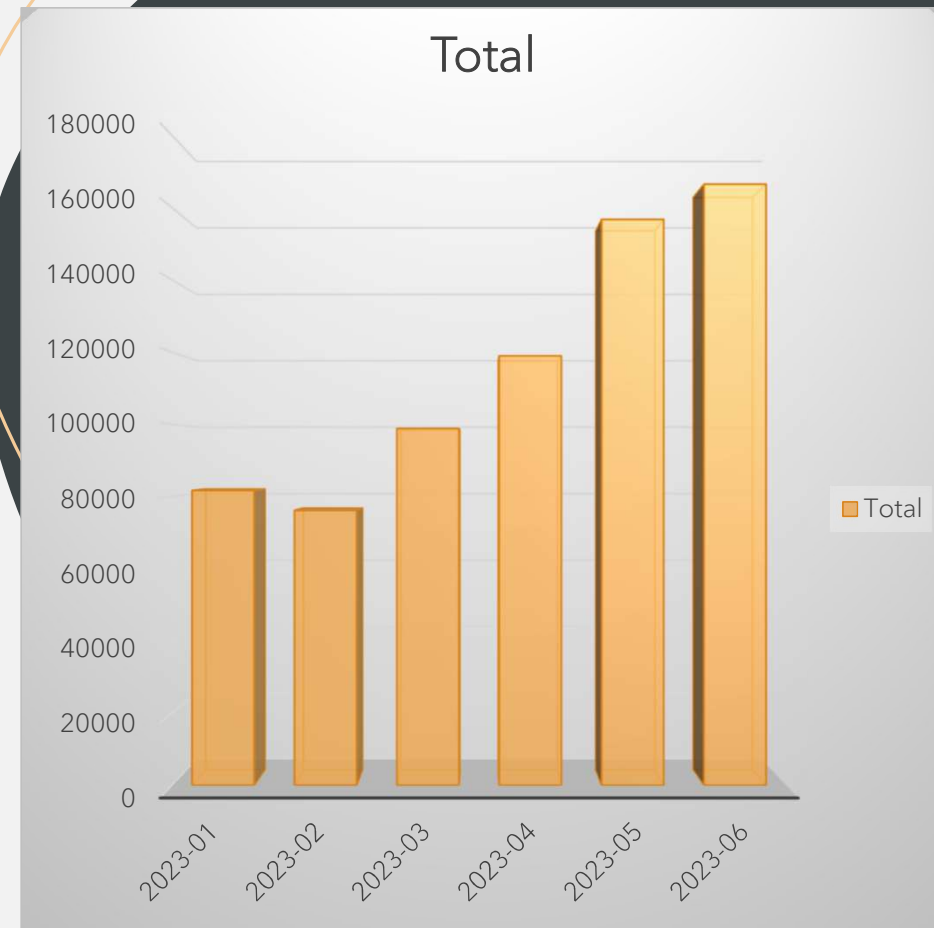


Total revenue
over the time



Total Revenue over the from Jan-Jun

- The coffee shop's monthly revenue shows a clear upward trend from January to June. Revenue began at R81,677 in January, dipped slightly in February (R76,145), then steadily increased each month. By March, it reached R98,834, followed by strong growth in April (R118,941) and May (R156,727). June recorded the highest revenue at R166,485, marking the peak of this six-month period. This consistent growth suggests increasing customer demand and potentially effective business strategies contributing to improved performance over time.



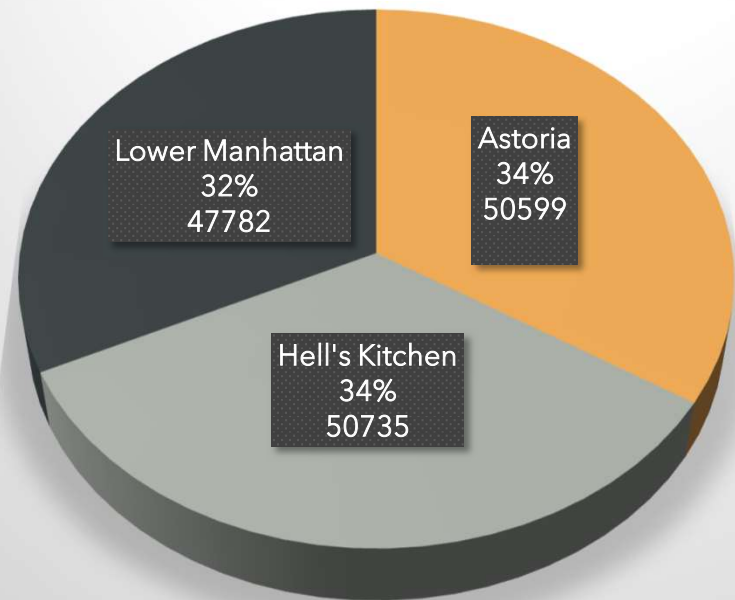


Sales over the
different
locations



Sales over the different locations

Total



- Astoria
- Hell's Kitchen
- Lower Manhattan



Top Selling Products



Products	Number of products sold
Bakery	23214
Branded	776
Coffee	89250
Coffee beans	1828
Drinking Chocolate	17457
Flavours	10511
Loose Tea	1210
Packaged Chocolate	487
Tea	69737

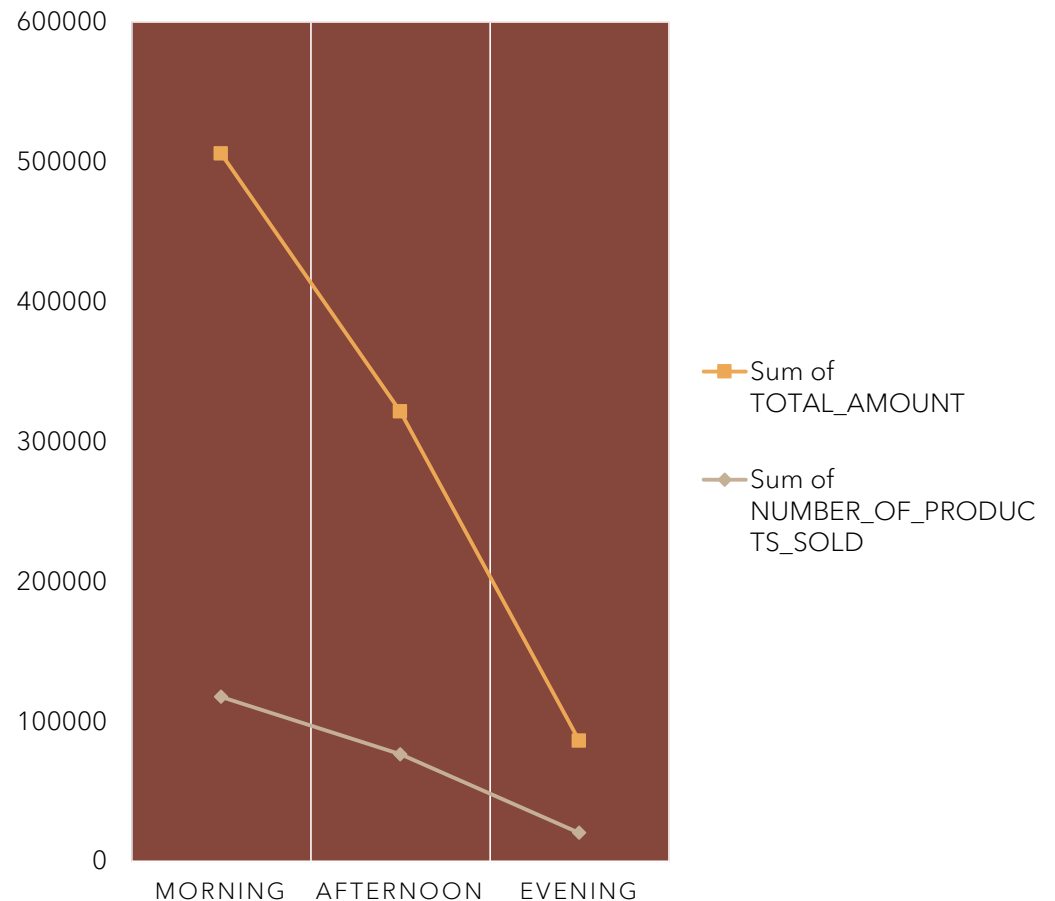
- Based on the available data, we can see that coffee is the highest-selling product, indicating strong customer preference and consistent demand. It is followed by tea, which also performs well but at a lower volume compared to coffee. The least sold product is packaged chocolate, suggesting it may be less popular or not as effectively promoted. These insights highlight coffee as the core revenue driver, while tea supports secondary sales, and packaged chocolate may require a review of its placement, pricing, or marketing strategy.

Peak Hours Analysis



Peak Times and Sales

The data reveals that the morning period generates the highest number of product sales (117,629) and the highest revenue (R388,288), highlighting it as the most profitable and active time of day for the coffee shop. The afternoon follows with 76,540 products sold and R244,855 in revenue, indicating steady customer activity during midday hours. In contrast, the evening period shows significantly lower figures, with only 20,301 products sold and R65,668 in revenue. These trends suggest that most customer traffic and purchases occur in the morning, possibly driven by coffee and breakfast routines, while evening sales remain limited. This insight can help optimize staffing, inventory, and promotions for peak hours.



Summary

This analysis examined coffee shop sales data across time, products, and locations:

- Monthly Revenue Trends:Revenue increased steadily from January (R81,677) to June (R166,485), with June as the highest-earning month.
- Top Selling Products:Coffee was the highest-selling item, followed by tea, while packaged chocolate had the lowest sales volume.
- Sales by Time of Day:Morning hours saw the most sales (117,629 units, R388,288 revenue), followed by the afternoon. Evenings had the lowest sales.
- Location Performance:All store locations are performing well, with Hell's Kitchen leading in sales, followed by Astoria and Lower Manhattan.



Recommendations:

- 1.Leverage Morning Traffic:Strengthen promotions and staffing during peak morning hours.
- 2.Support Evening Sales:Launch happy hour deals or events to draw more traffic during low-performing evening hours.
- 3.Expand on Location Success:Use strategies from Hell's Kitchen in other branches and consider localized campaigns for Astoria and Lower Manhattan to boost their potential.

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Thank You

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