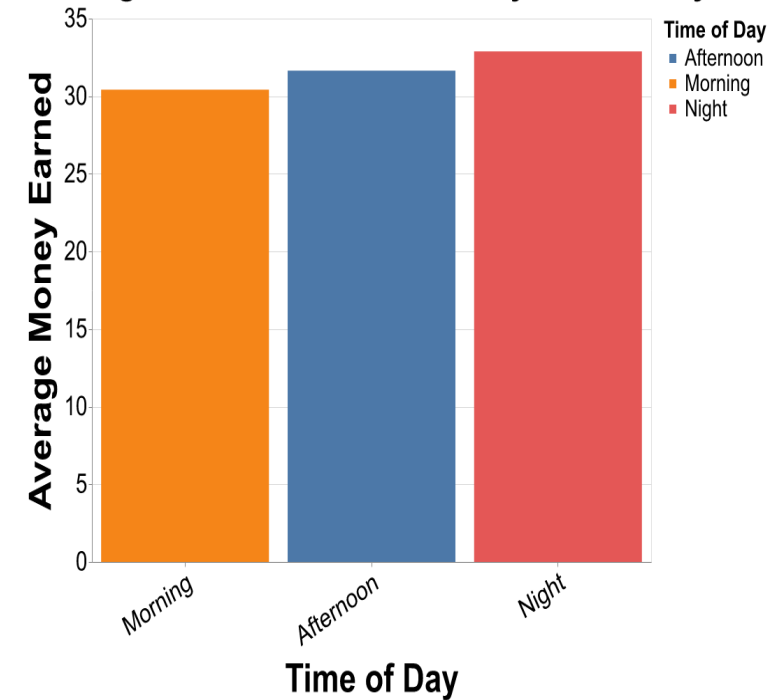# How Does Time, Coffee Type, and Weekday Influence Coffee Sales Revenue?
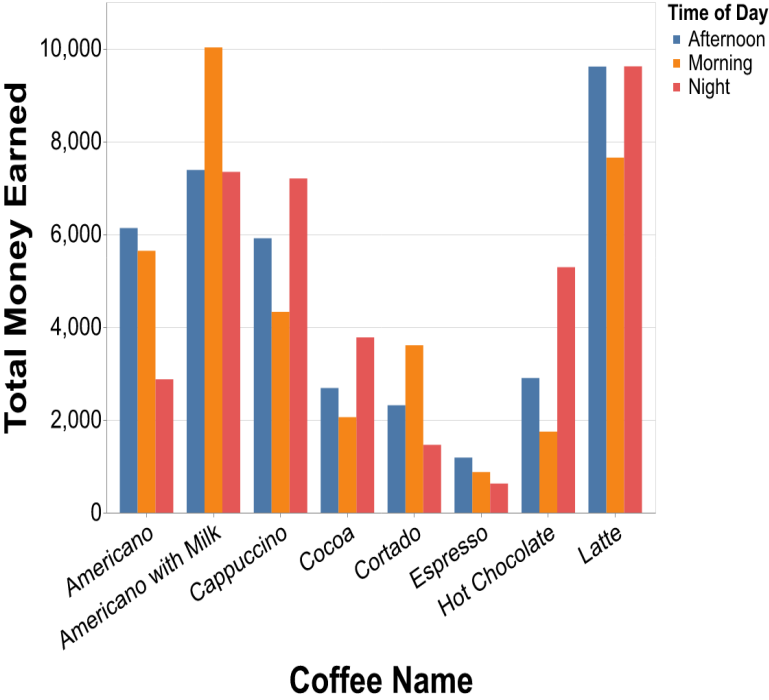
INTRODUCTION

This poster analyzes coffee sales revenue influenced by time of day, coffee type, and weekday. Section one explores how coffee sales vary across different times of day and coffee types. Section two examines revenue differences between coffee types and sales trends across weekdays. Section three highlights distinct weekly revenue patterns by coffee type and time, showing complex sales dynamics.

01 Coffee sales peak in mornings and afternoons, with Latte and Americano variants dominating these times.

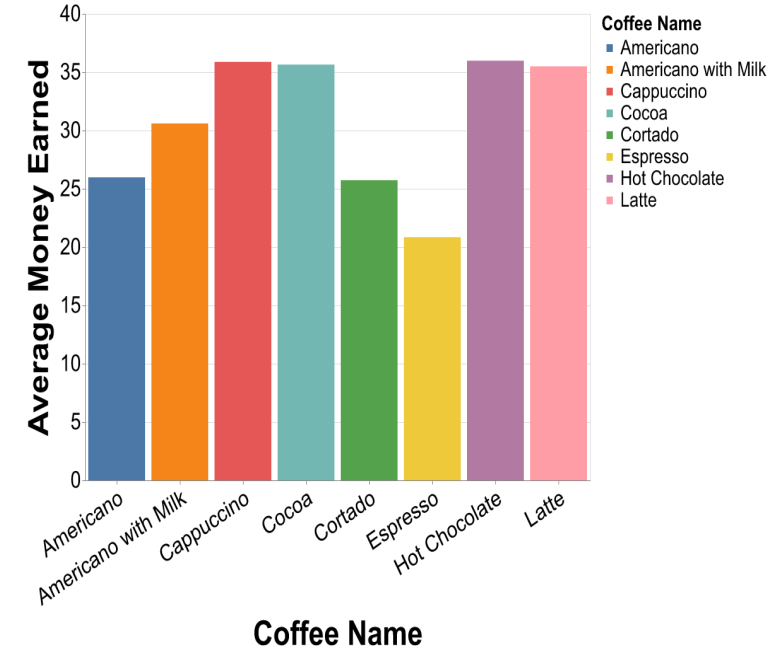### Average Coffee Sales Revenue by Time of Day

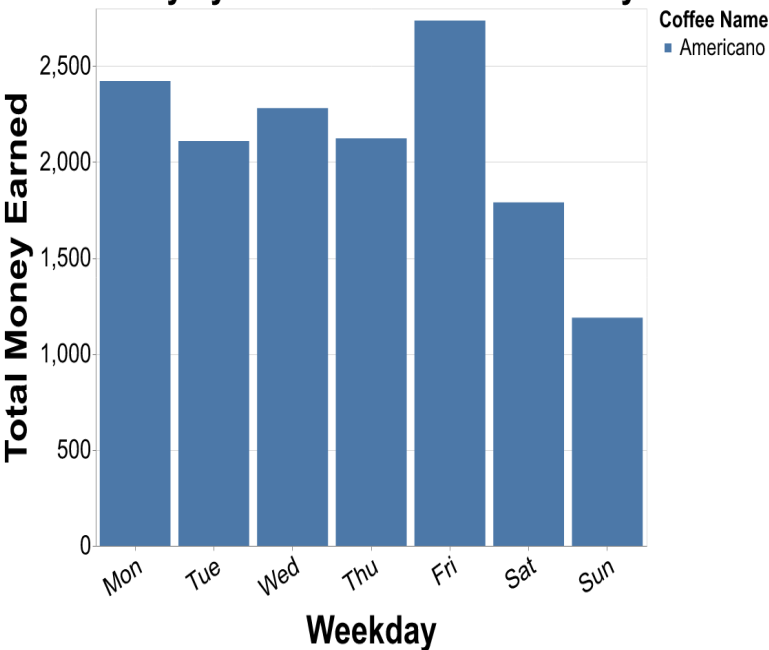### Coffee Sales Revenue by Type and Time of Day

02 Milk and chocolate-based coffees earn higher average sales, and Americano revenue peaks on Fri and Mon.
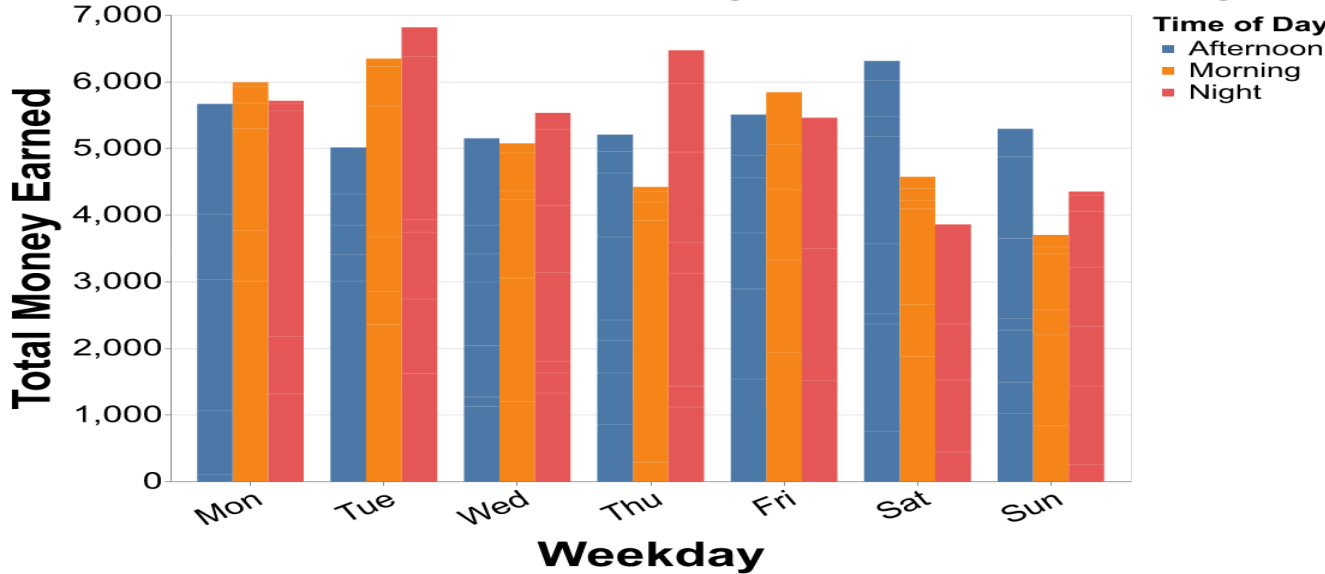
Average Money by Coffee Name
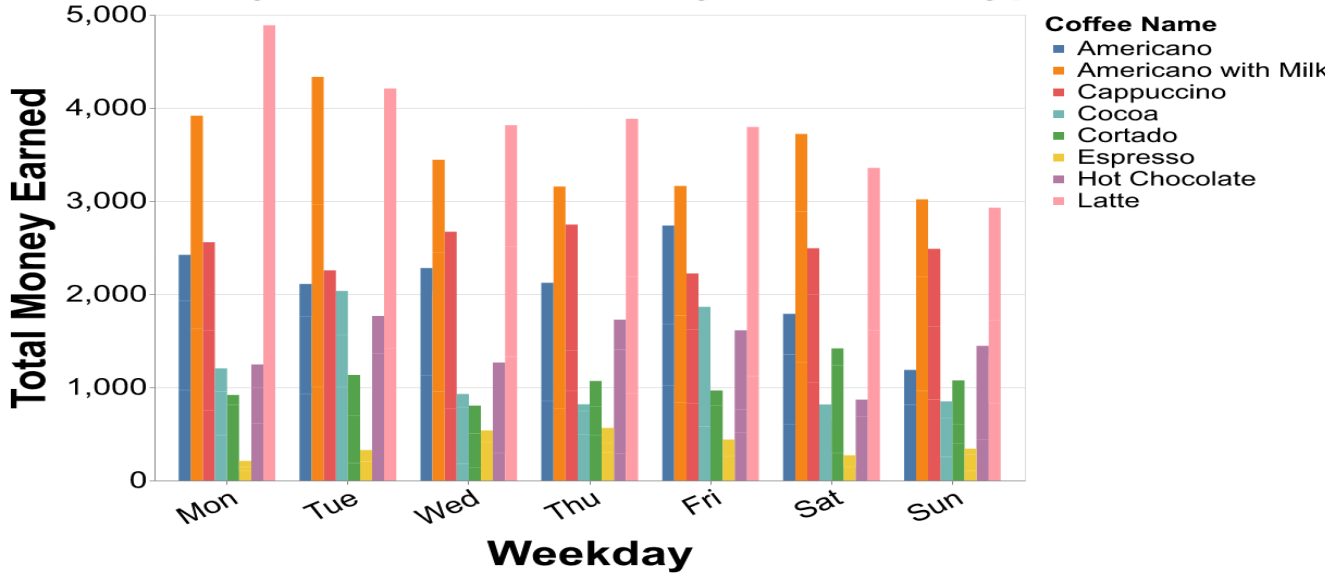

Money by Coffee Name Over Weekdays

03 Coffee types show unique daily and weekly revenue peaks, with Americano and Cortado excelling on different days.

Coffee Revenue Patterns by Time and Weekday

Weekly Coffee Revenue by Time and Type

CONCLUSION

Coffee sales revenue varies notably by time of day, with highest earnings at night possibly from premium drinks. Latte leads total revenue across all times, but preferences shift, with Americano with Milk dominating mornings. These patterns suggest tailoring products and staffing to leverage peak and off-peak periods effectively. Avg revenue per sale is higher for milk and chocolate-based coffees like Latte and Hot Chocolate versus Espresso. Americano revenue peaks on Fridays, while weekends show notable drops, revealing weekday-driven demand shifts. This implies marketing should target high-revenue days and adjust offerings based on coffee type and weekday preferences. Coffee_name trends show Americano peaks in mornings and afternoons, while Cappuccino and Latte excel at night. Cortado revenue concentrates in mornings, highlighting distinct time-of-day and weekday patterns affecting coffee_name sales. Recognizing these nuances enables optimized inventory and promotions tied to coffee type and temporal demand.