

The Coffee Cafe

Dashboard of Sales: 2016 - 2019

40K

Orders

58.60M

Total Unit Price

46.88M

Sum of Total Profit

SUMMARY

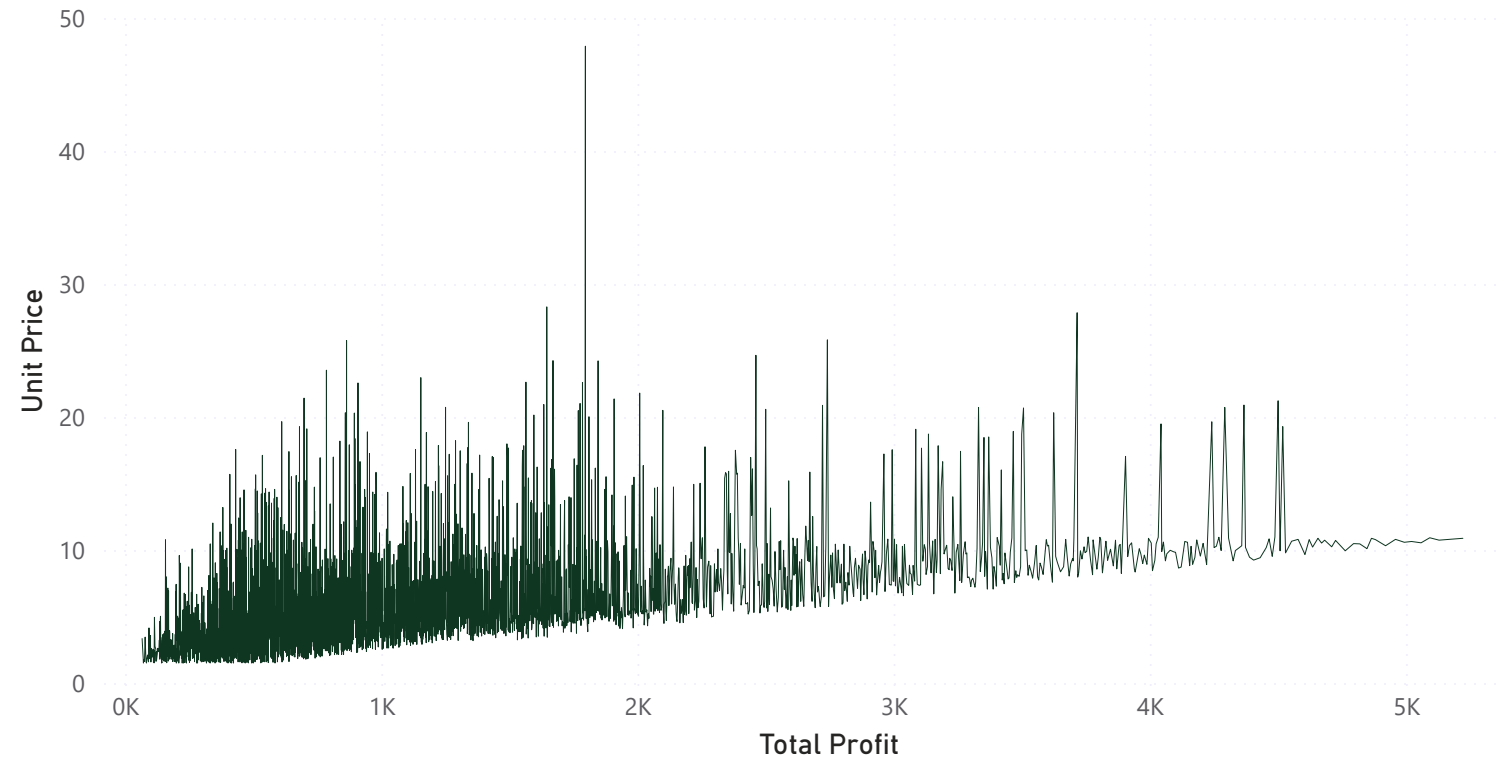
2016

2017

2018

2019

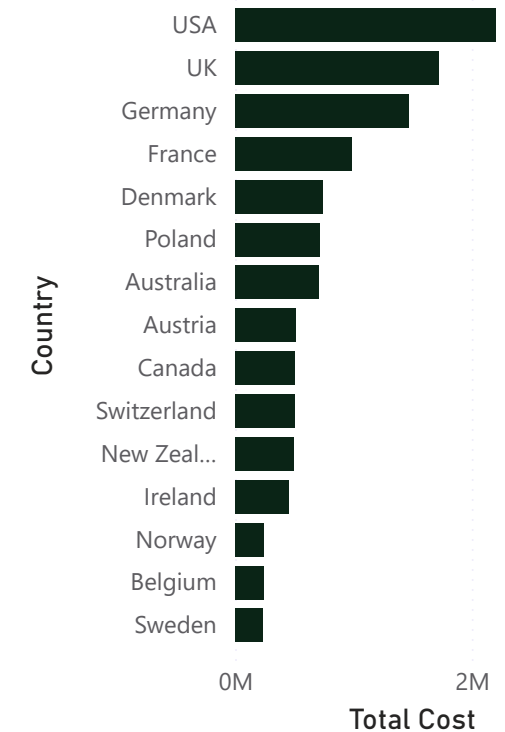
Total Profit based on Prices



ANALYSIS OF DATA

Types of **Products** that are most **Profitable**: More Coffee, Sparkling Water, and Tea is bought.
Conclusion: Beverages make more money than other foods.

Total Cost by Country





The Coffee Cafe

Sales based on Products: All Years

SUMMARY

2016

2017

2018

2019

Product	Sum of TotalCost	Total Unit Price	Sum of Total Profit	Total Unit Cost	Orders
⊕ Almond Croissant	471,551.39	2,357,757.00	1,886,205.61	471,570.66	1588
⊕ Apple Juice	508,264.99	2,541,325.45	2,033,060.46	508,188.64	1668
⊕ BLT Sandwich	472,786.20	2,363,930.84	1,891,144.64	472,786.44	1631
⊕ Blueberry Muffin	475,460.79	2,377,303.90	1,901,843.11	475,522.50	1552
⊕ Butter Croissant	475,455.22	2,377,276.53	1,901,821.31	475,436.01	1615
⊕ Cheese & Pickle Sandwich	467,309.91	2,336,550.19	1,869,240.28	467,312.57	1594
⊕ Chicken Fajita Wrap	475,628.45	2,378,141.69	1,902,513.24	475,752.69	1590
⊕ Chicken Salad Sandwich	467,804.51	2,339,022.01	1,871,217.50	467,803.93	1584
⊕ Chocolate Chip Muffin	454,618.71	2,273,094.59	1,818,475.88	454,674.68	1566
⊕ Chocolate Twist	499,711.69	2,498,558.06	1,998,846.37	499,749.75	1639
⊕ Coffee	466,050.33	2,330,251.76	1,864,201.43	466,020.78	1548
⊕ Fruit Box	490,837.04	2,454,184.91	1,963,347.87	490,827.52	1659
⊕ Granola Bar	237,477.77	1,187,389.17	949,911.40	237,504.83	1168
⊕ Green Tea	476,326.28	2,381,632.31	1,905,306.03	476,301.72	1608
⊕ Ham & Cheese Toastie	499,146.75	2,495,734.22	1,996,587.47	499,229.17	1625
⊕ Lemon & Ginger Tea	461,564.34	2,307,821.70	1,846,257.36	461,607.04	1582
⊕ Orange Juice	462,439.31	2,312,197.38	1,849,758.07	462,494.76	1585
⊕ Peach Juice	481,634.46	2,408,171.37	1,926,536.91	481,704.48	1649
⊕ Porridge	468,117.27	2,340,586.48	1,872,469.21	468,106.05	1583
⊕ Sparkling Water	466,782.80	2,333,914.41	1,867,131.61	466,763.35	1589
⊕ Still Water	498,629.04	2,493,145.41	1,994,516.37	498,589.80	1627
Total	11,719,688.41	58,598,446.06	46,878,757.65	11,719,973.72	39997

ANALYSIS OF DATA - All Years

For all Years, more Beverages such as Apple Juice are popular among our customer base.

In conclusion, selling breakfast foods is more profitable than selling lunch foods. Ham and Cheese Toasties are particularly popular among our customers because it is easy to grab-and-eat. People on-the-go do not necessarily have time to stop, order food, and visit the Coffee Cafe. **Therefore**, our next quarter should be focused on Breakfast foods.

Sum of SalesQuantity by Category





The Coffee Cafe

Sales based on Products: Year - 2016

SUMMARY

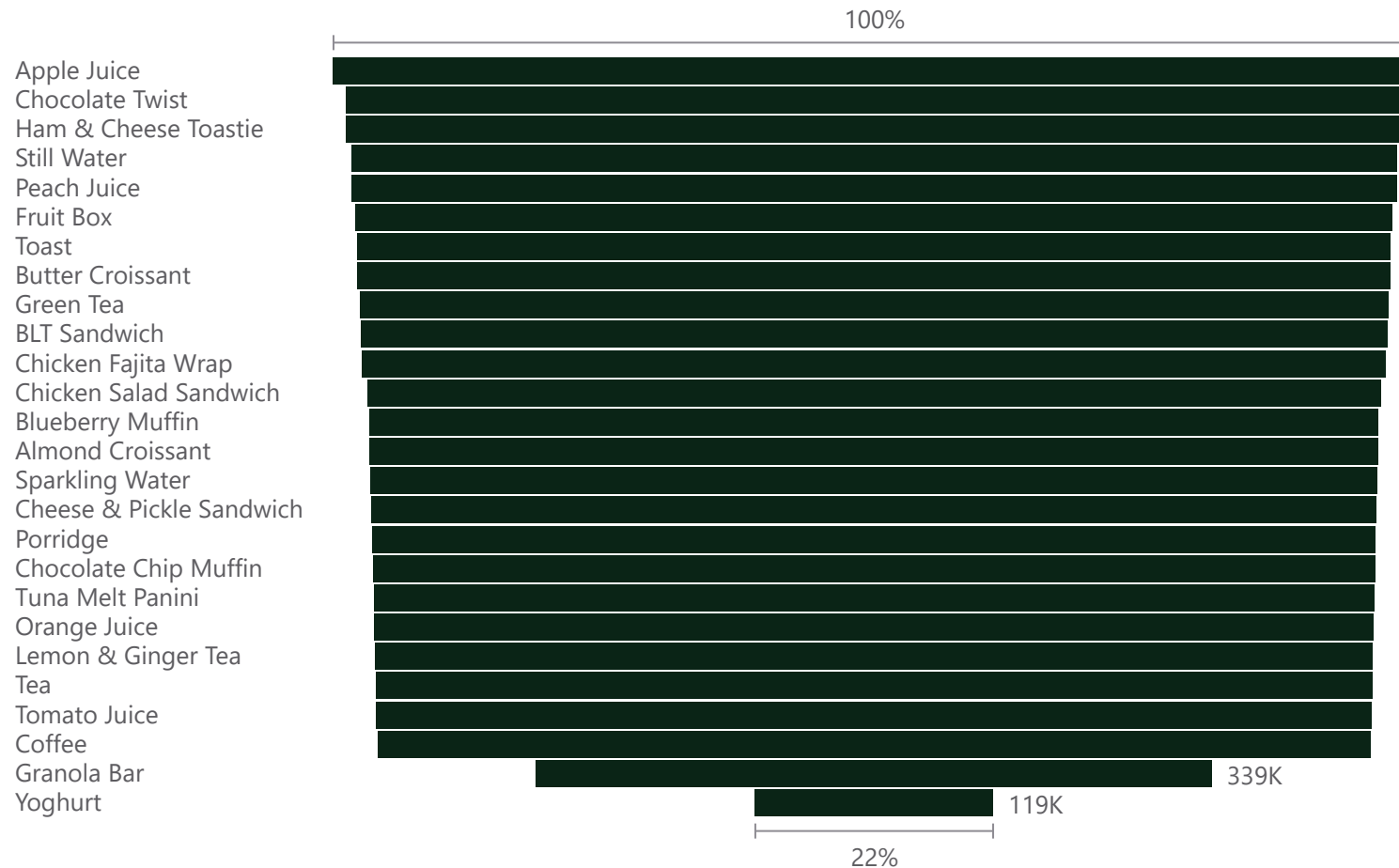
All Years

2016

2018

2019

Sum of SalesQuantity by Product



ANALYSIS OF DATA - 2016

In 2016, more Beverages were Sold, than Food or Beverages.

However, the Category of Food was almost as high as the Category of Beverages. Pastries lagged behind both of the other Categories.

In conclusion, if we want to sell more Pastries, we may need to focus our marketing on Pastries and Food. Rebranding may be a way to achieve the same goals.

Sales Quantity by Category

