SALES FROM FOUR COFFEE SHOPS, ONE ROW PER PRODUCT, SHOP AND DAY

Four coffee shops, one year: what sells and where

coffee_sales.csv · 2,336 rows · 8 columns

A year of sales from your four shops, 1 January to 31 December 2025. Each row is one product at one shop on one day: 2,336 of them once 24 repeated rows were taken out.

$381,667
taken in over the year

32%
of it from sandwiches

+15%
more a day at weekends

The short version

Sandwiches are your best seller by a distance: one sale in five, but 32% of the money, because at $8.90 they cost far more than anything else on the menu. Downtown is your busiest shop, with $124,277 over the year, 1.74 times Midtown. Weekends are 15% busier than weekdays. Discounts sell a few more items but bring in almost no extra money, and customers who got one rated their visit a little lower. Sales held steady through the year, and the best month was the last: December, at $37,007.

WHAT WE FOUND

01 Sandwiches bring in a third of the money

02 Downtown is your busiest shop

03 Weekends are 15% busier

04 Discounts sell more items, not more money

05 A steady year with a strong finish

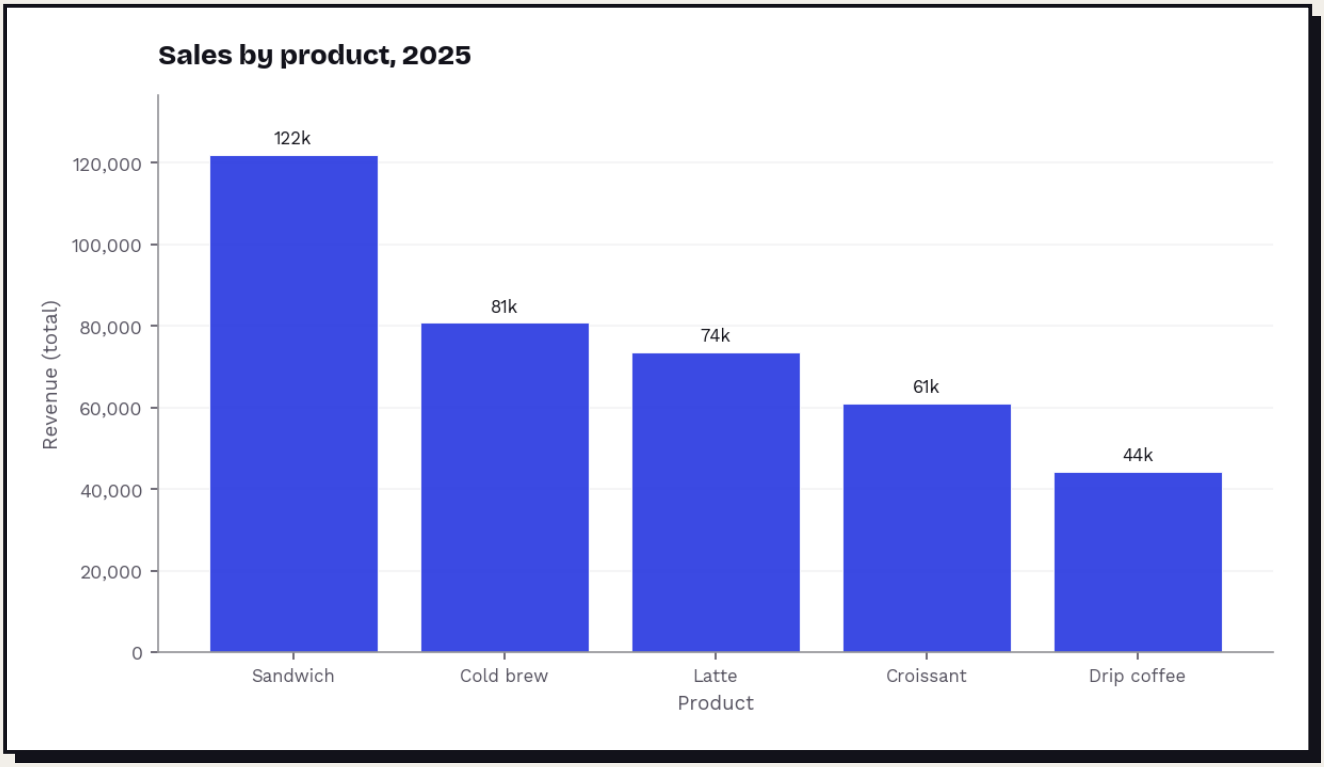
What we found

1 Sandwiches bring in a third of the money

Strong pattern

32% of the year's sales were sandwiches

One sale in five is a sandwich, yet sandwiches took $122,041 of the $381,667 the shops made this year. It is not that more of them sell: every product sells about 31 a day at each shop. A sandwich simply costs $8.90, nearly three times a drip coffee at $3.10.



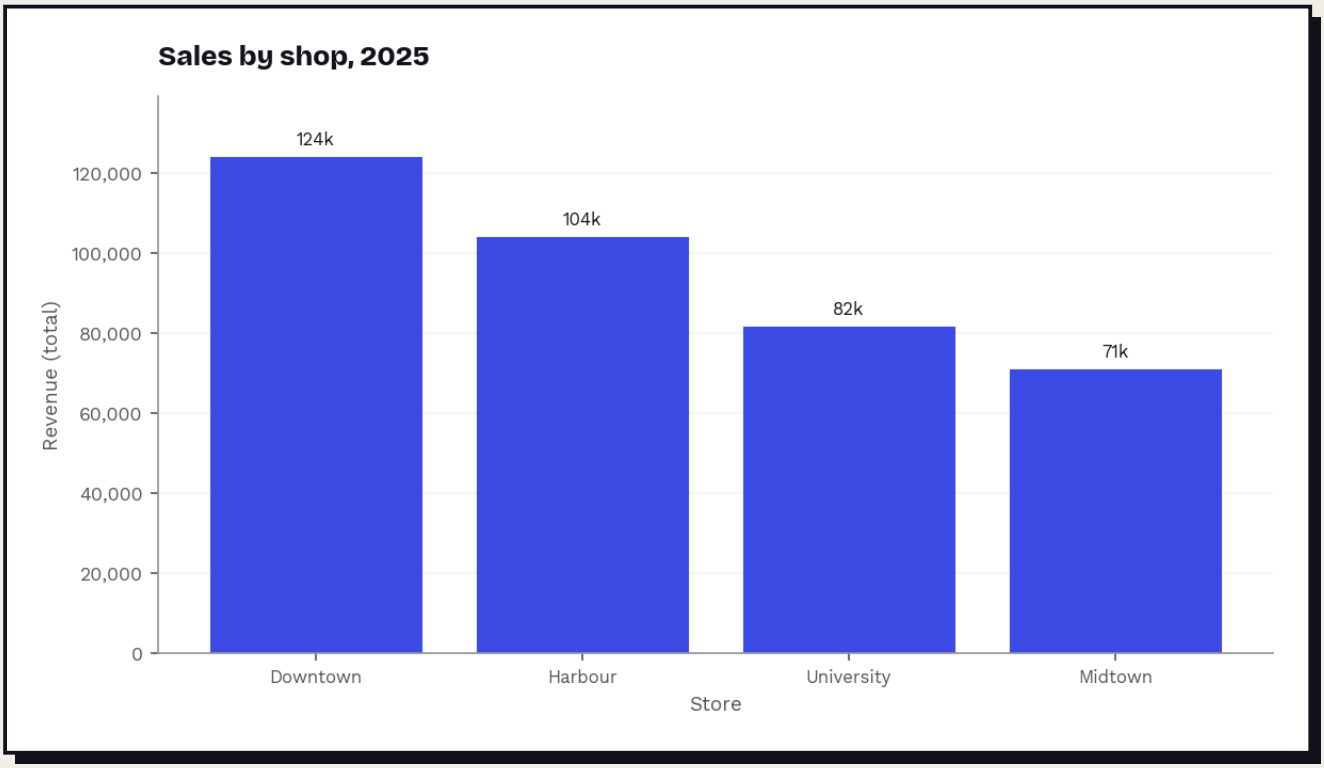
Total revenue from each product over the year.

2 Downtown is your busiest shop

Strong pattern

$124,277 taken by Downtown, 1.74 times Midtown

Downtown took $124,277 this year, a third of everything, against $71,244 at Midtown. The gap comes from how much people buy, not what they pay: prices are the same in every shop, but Downtown sells about 41 of a product on a typical day and Midtown about 22. Whatever brings people into Downtown is worth copying.



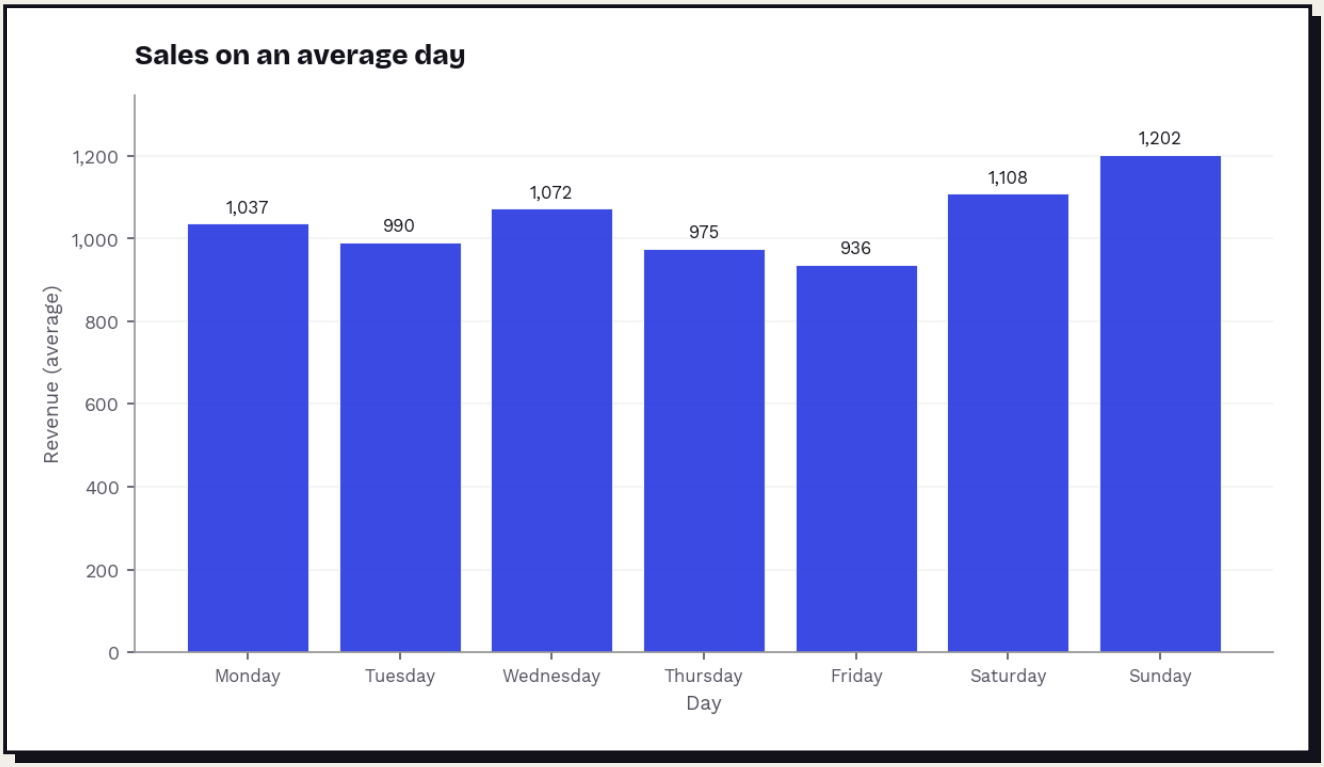
Total revenue at each of the four shops over the year.

3 Weekends are 15% busier

Clear pattern

+15% more a day on Saturdays and Sundays

On an average Saturday or Sunday the four shops take in $1,155; on a weekday, $1,002. Sunday is the best day of the week and Friday the quietest. Weekend staff and stock deserve the most attention.



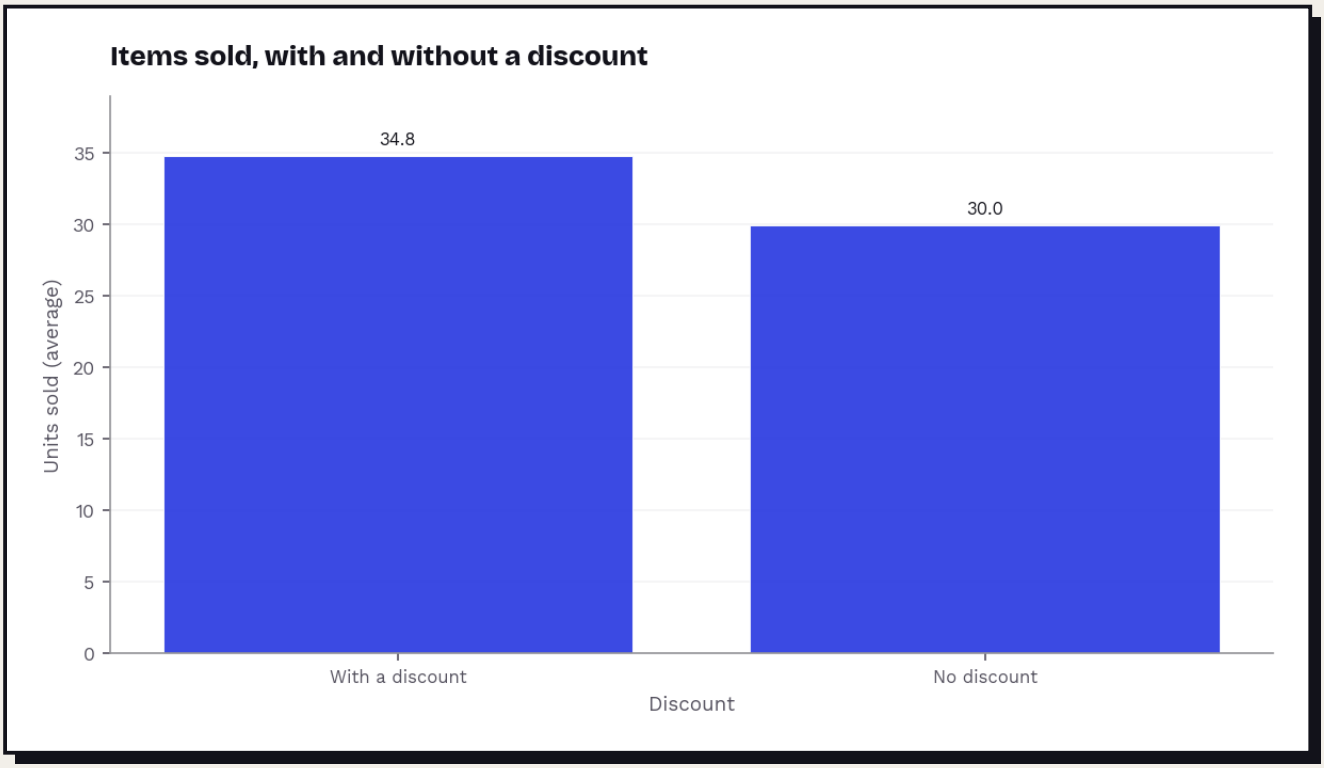
Average revenue a day across the four shops, for each day of the week.

4 Discounts sell more items, not more money

Weak pattern

80% of sales had no discount at all

Four sales in five had no discount. When there was one, about 35 items sold instead of 30, but the money barely moved: $168 a row against $162, a gap too small to rely on. Customers who got a discount also rated their visit a little lower, 4.17 out of 5 against 4.30. On these numbers, discounts are not bringing in extra money.



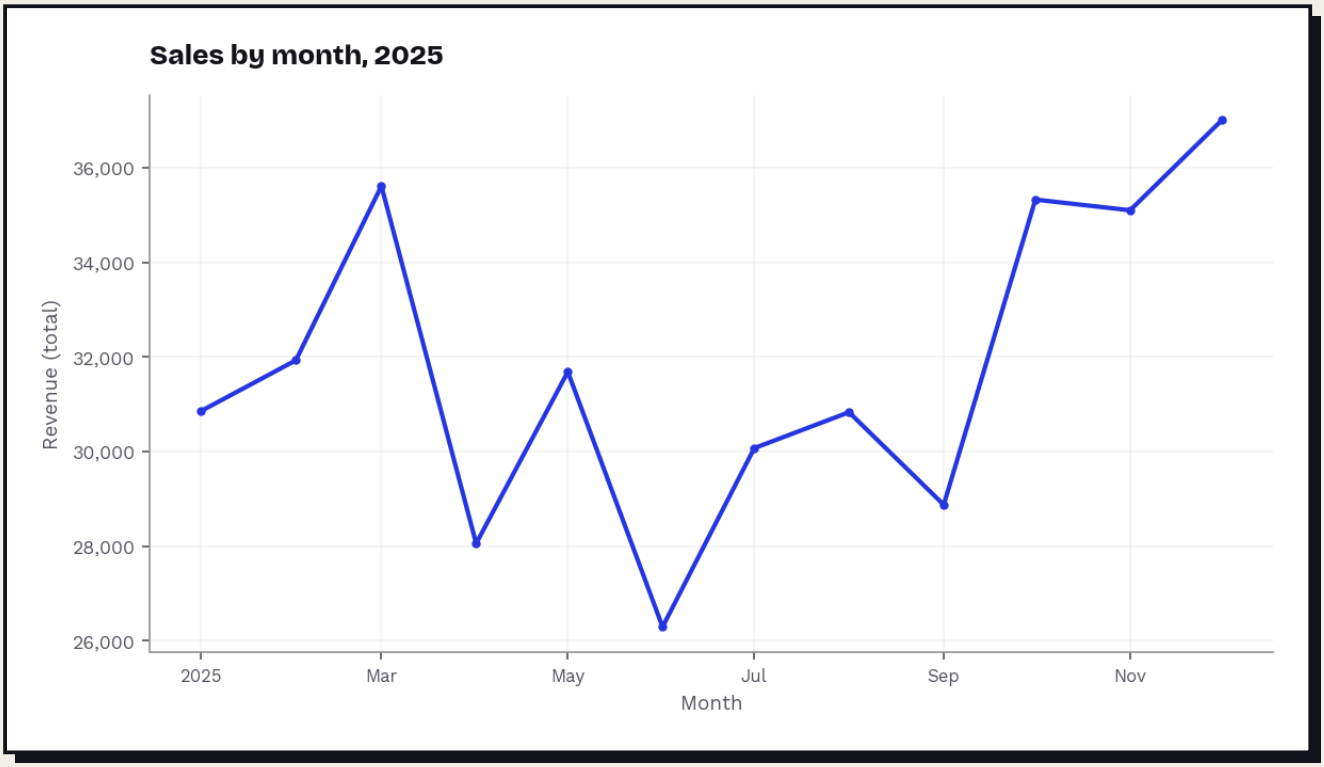
Average items sold a row, for sales with a discount and without one.

5 A steady year with a strong finish

Weak pattern

$37,007 in December, the best month

Monthly sales stayed between $26,295 in June and $37,007 in December. The second half of the year brought in 7% more than the first, but sales go up and down so much from week to week that this is not yet a trend to plan around.



Total revenue across the four shops in each month.

What it means

Your money comes from sandwiches and from Downtown, and weekends matter more than weekdays. Three things are worth trying: keep sandwiches stocked and easy to see in every shop, above all at weekends; find out what brings people into Downtown and try it at Midtown; and use discounts sparingly, since they move items but not money. Check again with next year's figures to see whether the strong finish to 2025 holds.

DATA QUALITY & METHODOLOGY

How we know

The numbers behind each finding, for anyone who wants to check them.

1. Sandwiches bring in a third of the money

Strong pattern

- Revenue differs by product: highest Sandwich ($265.88 a row), lowest Drip coffee ($92.79) ($\eta^2 = 0.51$)
- Sandwiches: $122,040.59 of $381,667.10 in revenue (31.98%), from 459 of 2,336 rows

2. Downtown is your busiest shop

Strong pattern

- Revenue differs by store: highest Downtown ($219.57 a row), lowest Midtown ($118.54) ($\eta^2 = 0.21$)
- Items sold a row, on average: Downtown 41.3, Harbour 33.2, University 27.3, Midtown 22.5

3. Weekends are 15% busier

Clear pattern

- Revenue a day: weekends $1,155.31 (104 days), weekdays $1,001.97 (261 days), a real difference ($p = 0.003$)

4. Discounts sell more items, not more money

Weak pattern

- discount_pct and units_sold rise together ($r = 0.19$, 2,336 rows)
- satisfaction falls as discount_pct rises ($r = -0.15$, 2,336 rows)
- Revenue a row: $168.21 with a discount, $162.20 without ($p = 0.05$)

5. A steady year with a strong finish

Weak pattern

- Weekly revenue: no reliable trend over the year ($\tau = 0.115$, $p = 0.232$)
- Revenue: $184,445.30 from January to June, $197,221.80 from July to December (+6.9%)

Notes on the data

The file had 2,360 rows. Cleaning removed 24 repeated rows, filled 23 blank discounts and 71 blank satisfaction scores, and fixed 6 rows that recorded fewer than zero items sold. Each product has one price in every shop, so the differences between shops come from how much they sell.

Data preparation procedure:

- Exact duplicate rows were removed, so nothing is counted twice.
- Missing values in discount_pct were filled with the column's middle value (median).
- Missing values in satisfaction were filled with the column's middle value (median).
- Extreme values in units_sold were capped, so a few outliers do not swamp the rest.

Data confidence: 8/10 (High)



Confidence assessed by DIG's statistical engine from sample size, completeness and the strength of the statistical evidence (8/10). It rates the data, not the writing.