

Coffee Cart Sales Analysis

Key Findings & Strategic
Recommendations

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Executive Summary

Predictable Demand

Analysis reveals that weekday mornings are the powerhouse of the operation. The **7:00 AM - 11:00 AM** window alone generates over **\$60,000** in revenue, driven by consistent academic schedules.

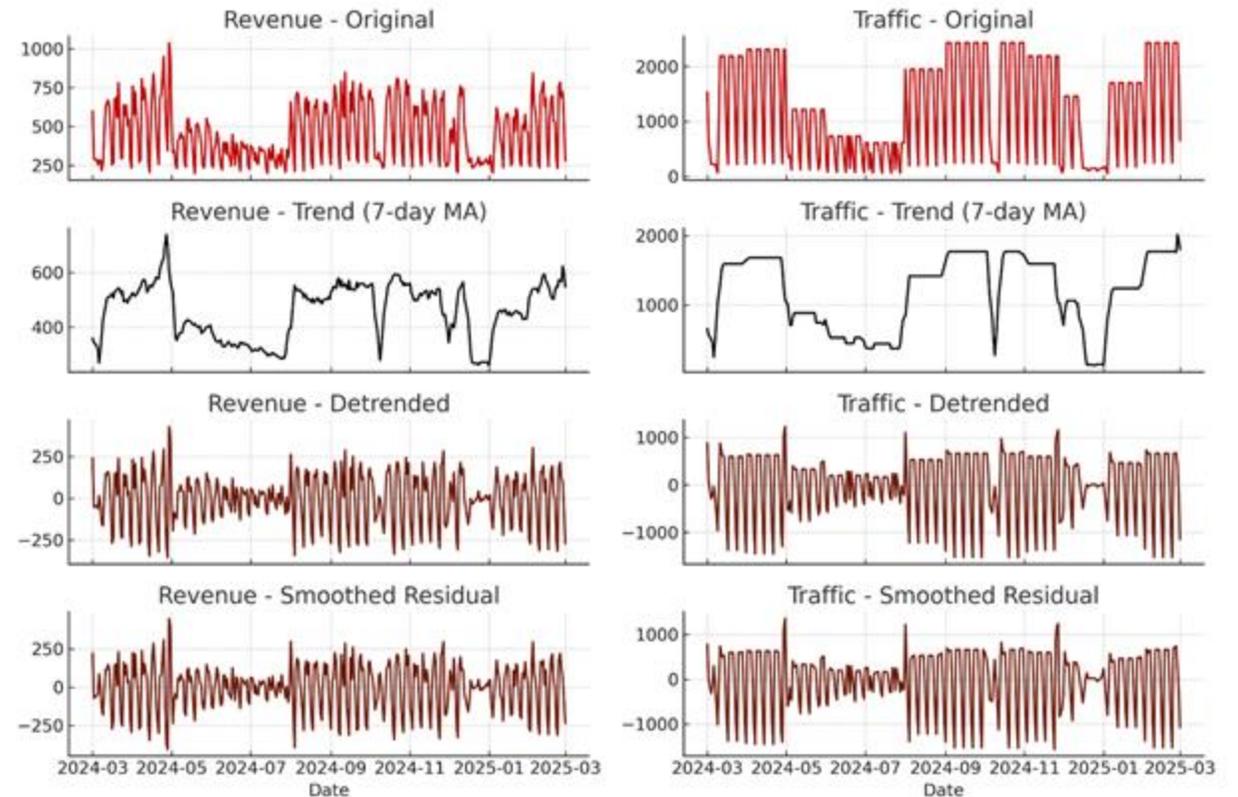
Traffic Driven

Foot traffic is the dominant performance driver, explaining nearly **81%** of daily revenue variance. Operational success depends on aligning staffing and inventory with these predictable campus movements.

Business Overview

The coffee cart is a time-sensitive service built on speed, quality, and convenience. Demand is tethered to the academic calendar.

- ✓ **Short-Term:** Maximize the 7-11 AM window efficiency and adjust prep for weather.
- ✓ **Long-Term:** Implement traffic-based forecasting and explore high-traffic satellite locations.

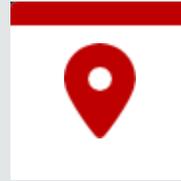


Business Environment



Target Audience

Students, faculty, and staff who value quick service and consistent quality over extensive menu options.



Location Dynamics

Situated in a high-traffic zone where demand surges are dictated by class changes and arrival times.



Growth Potential

Steady campus population growth provides a stable base for scalable revenue increases.

Menu & Pricing Strategy

Focused menu: High-quality espresso drinks, cold brew, cappuccinos, lattes, plus simple staples like hot chocolate and iced tea—designed for consistency and speed without overwhelming customers

Core offerings drive demand: Popular items like lattes, cold brew, and cappuccinos handle most orders, while additional options serve varied preferences across campus

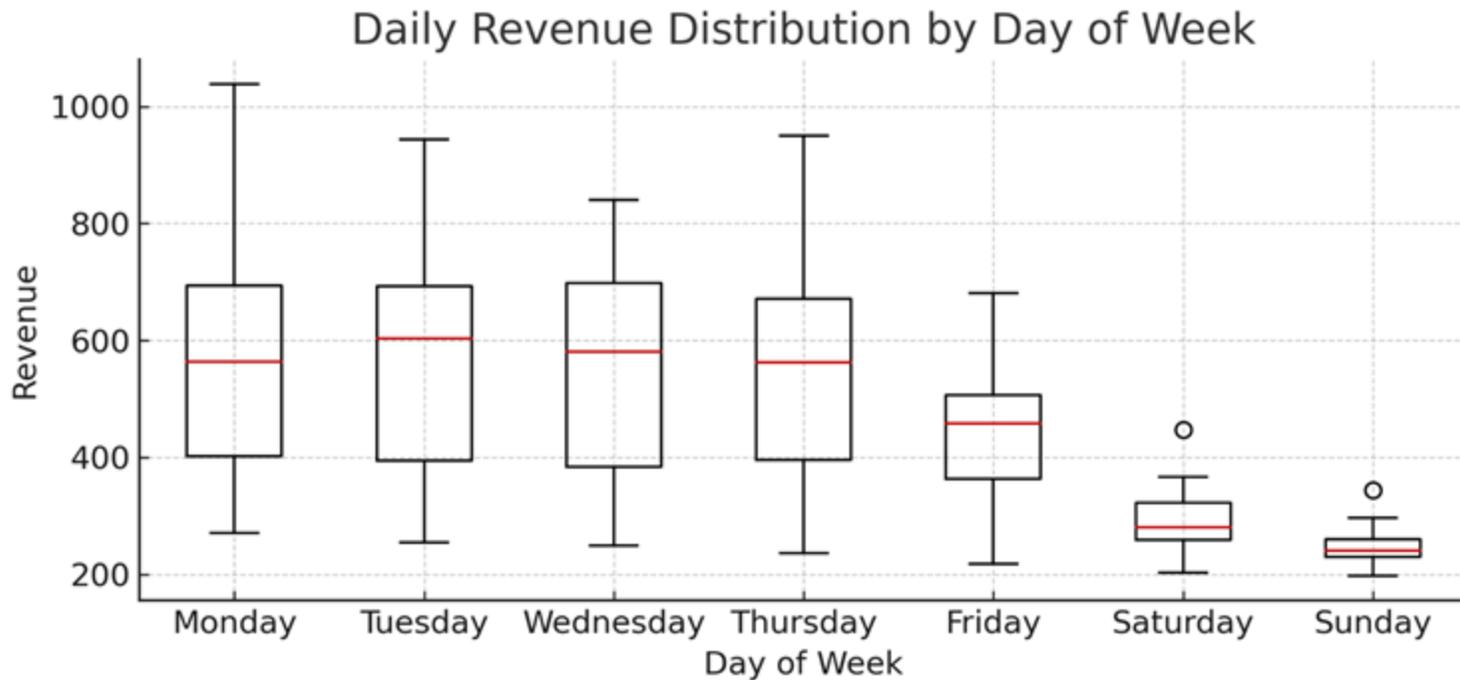
Speed and convenience: Service prioritizes quick, reliable stops during peak morning hours for students, faculty, and staff

Item	Price
Latte	\$5.00
Americano	\$4.00
Iced Coffee	\$4.50
Cold Brew	\$5.50
Cappuccino	\$5.00
Hot Chocolate	\$4.25
Iced Tea	\$4.50

Weekday vs. Weekend Performance

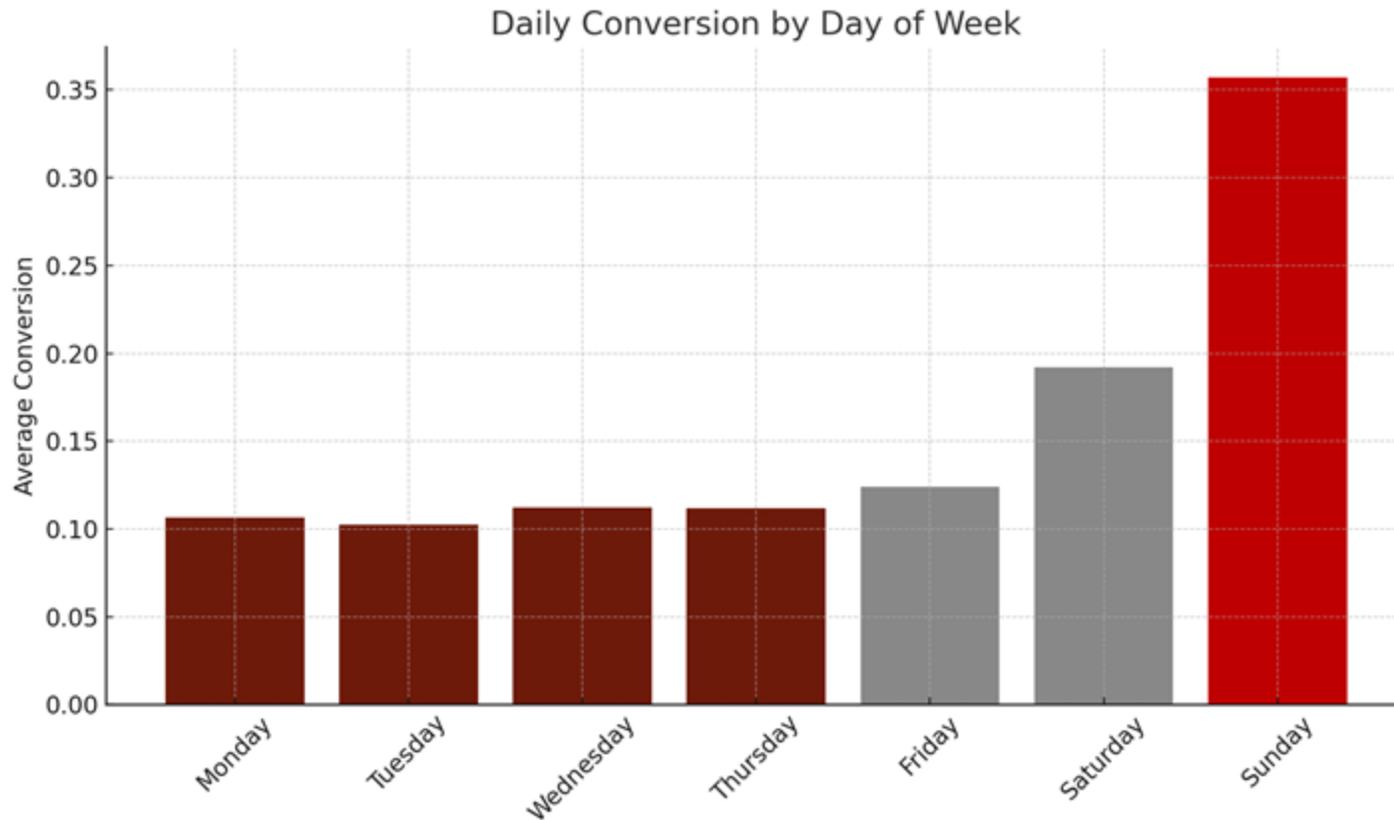
\$532 Avg/Day

\$269 Avg/Day



Weekdays generate nearly double the revenue of weekends, confirming the business is driven by academic routines rather than leisure traffic.

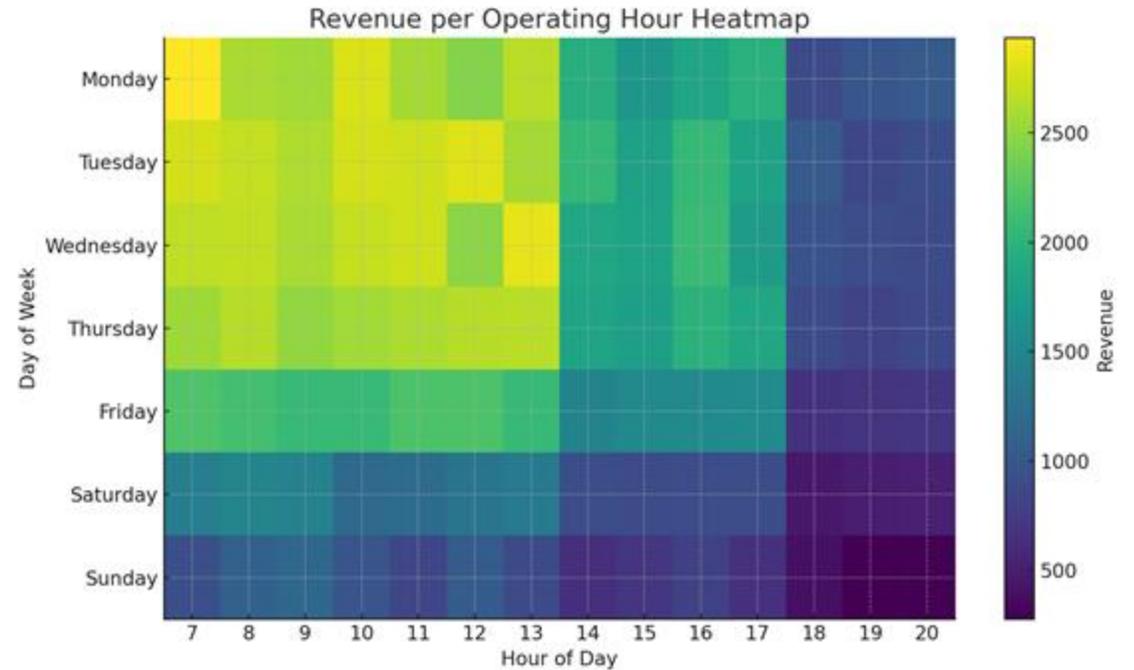
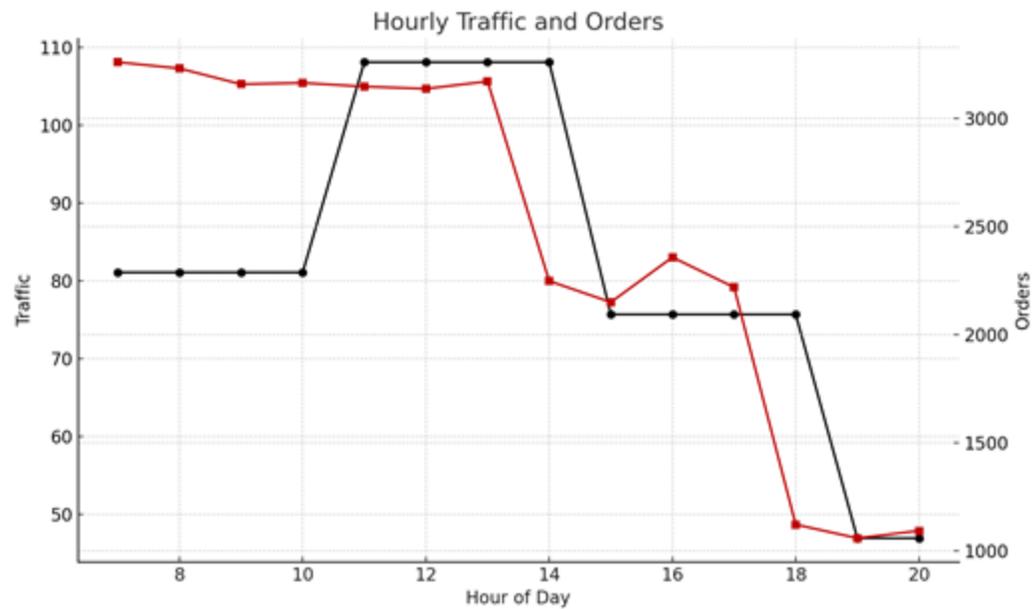
Weekday vs. Weekend Conversion



Conversion rates are significantly higher on the weekend, peaking on Sunday at approximately 35% (0.35). The weekend days (Friday, Saturday, and Sunday) show a clear upward trend in Average Conversion

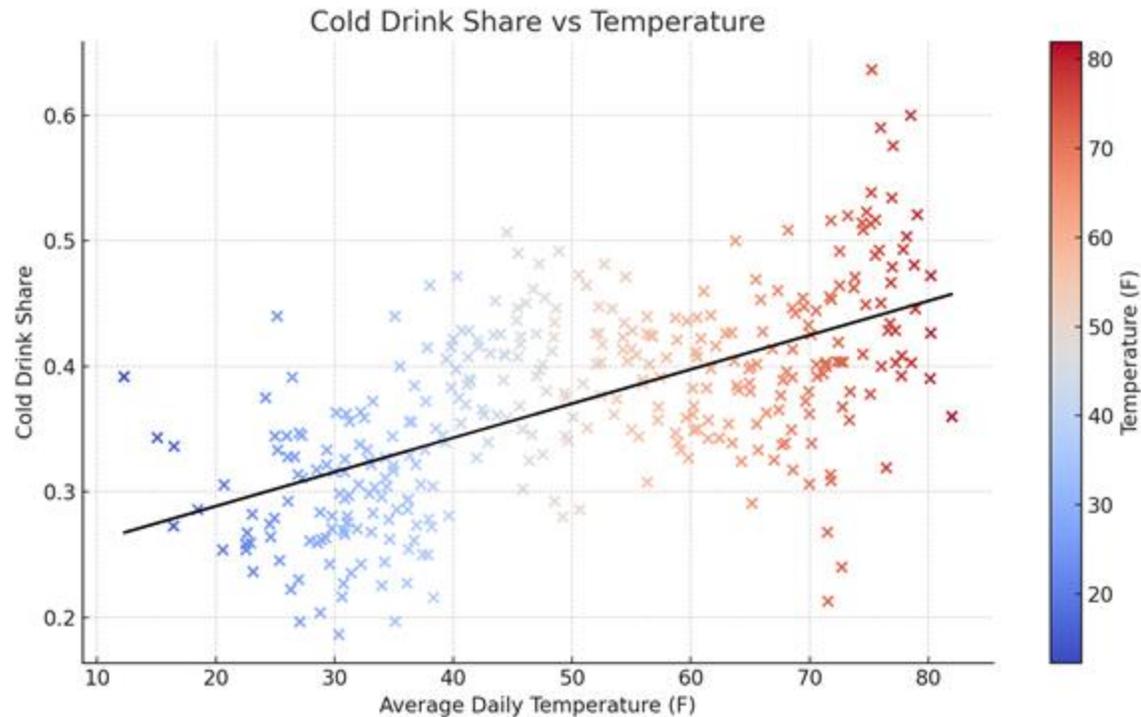
• **Conversion rates are relatively flat and low during the weekday, hovering around 10-11% (0.10 to 0.11)** from Monday through Thursday, indicating that user behavior is consistent but less likely to convert at the start of the week.

Revenue by Time Window



The **7-11 AM** window is the undisputed core of the business, aligning perfectly with campus arrival patterns.

Hot vs. Cold Drink Share



- Hot Drinks (65%)
- Cold Drinks (35%)

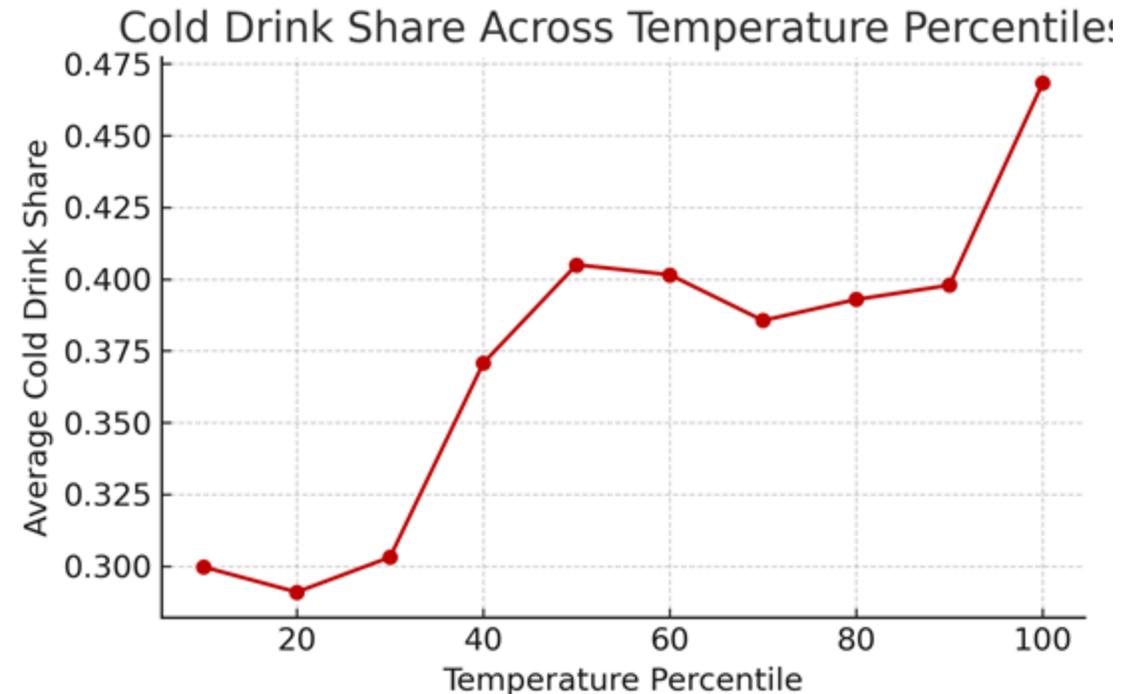
While hot drinks dominate, cold beverages maintain a solid **25% base share** even in winter, rising as temperatures increase.

Weather Impact Review

Temperature Shifts Choice, Not Revenue

Data shows that temperature primarily influences *what* people buy, not *how much* they spend.

- ✓ Cold drink share rises ~**3%** for every 10°F increase.
- ✓ Total daily revenue remains stable if traffic is constant.
- ✓ **Strategy:** Use weather forecasts for inventory prep (ice vs. steam milk), not for cutting staff.

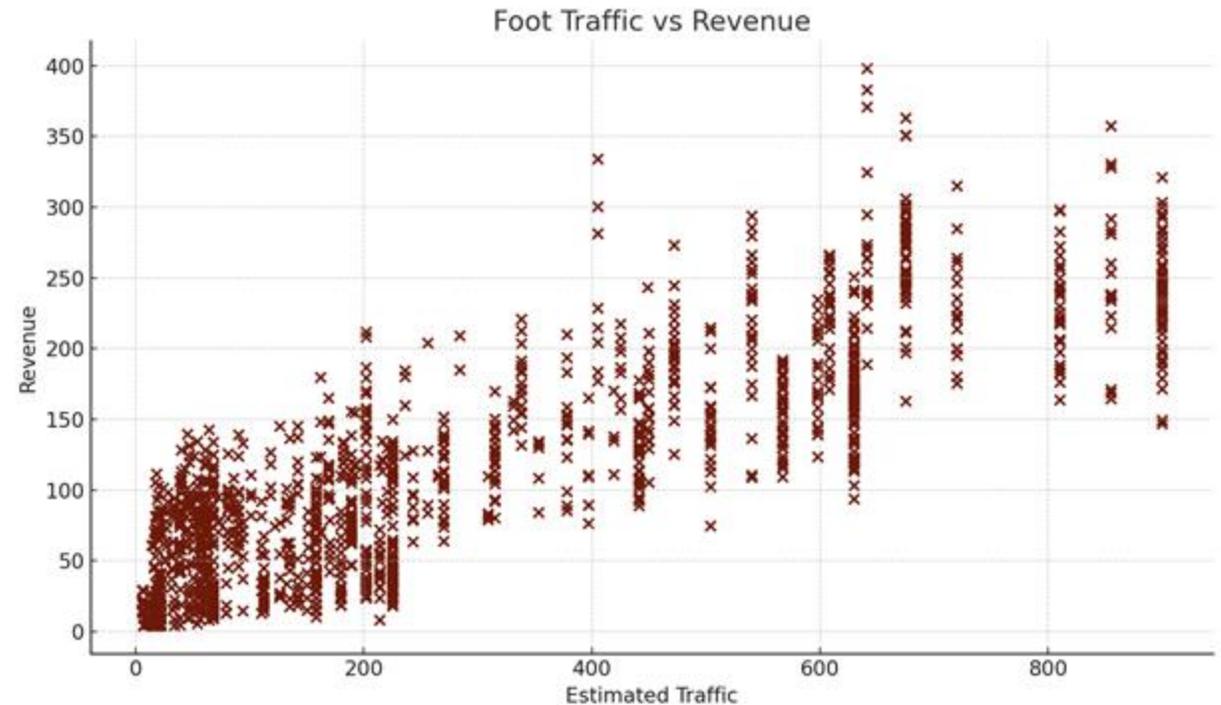


The Power of Foot Traffic

0.9

CORRELATION COEFFICIENT (R)

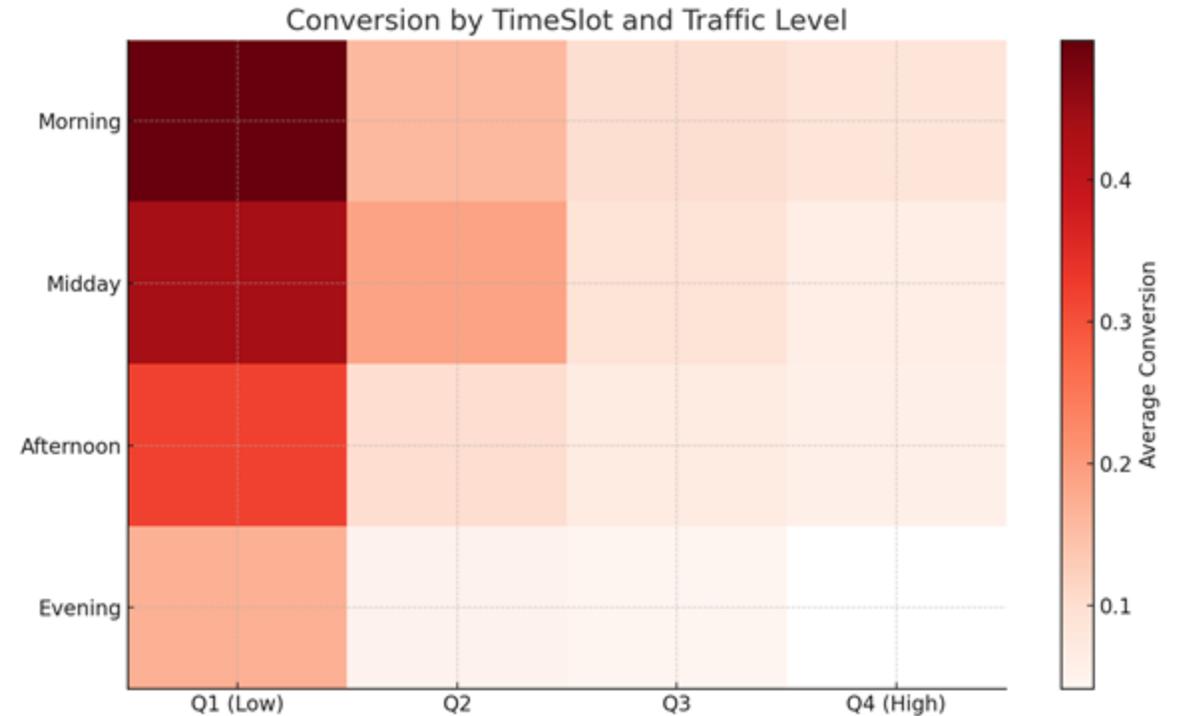
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Foot traffic is the single strongest predictor of sales performance, explaining **81%** of the variance in daily revenue.



Operating Strategy

To maximize efficiency, the cart must synchronize operations with the data-proven drivers of demand.

- ✓ **Focus:** Commit fully to the 7-11 AM window for highest conversion.
- ✓ **Inventory:** Adjust hot/cold stock dynamically based on 10°F temperature shifts.
- ✓ **Throughput:** Simplify menu options during peak hours to combat capacity constraints.



Daily Sales Forecast

\$443 -

95% CONFIDENCE INTERVAL

\$482

With an average daily revenue of \$462, this interval provides a reliable baseline for budgeting and financial planning.

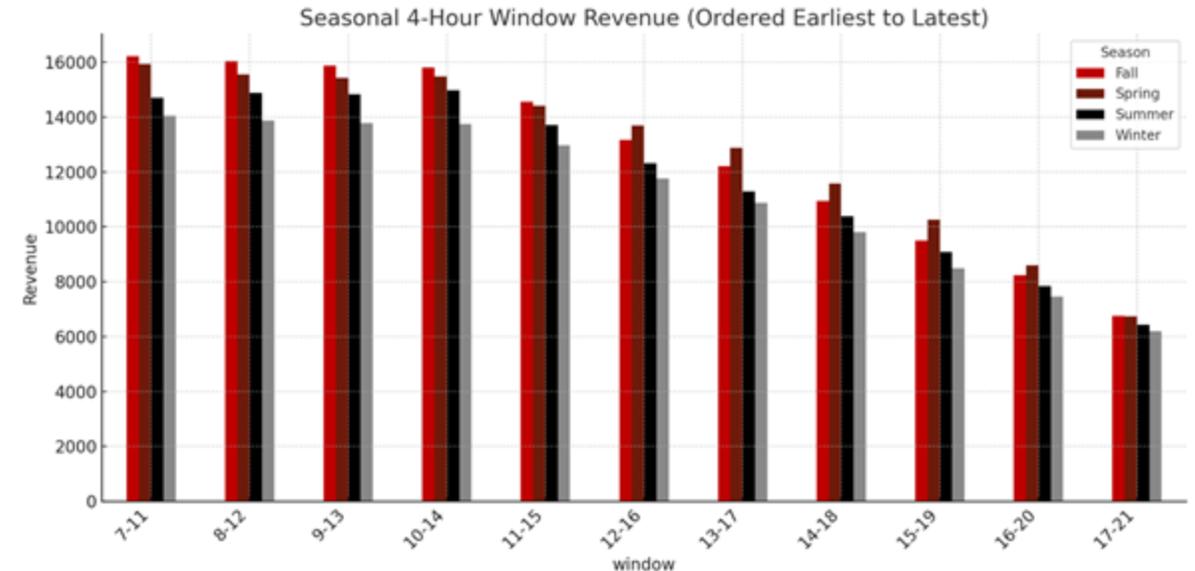


Winning the Morning: 7-11 AM

The Golden Window

\$60,918

Total revenue generated. This period aligns with campus arrival, resulting in the highest conversion rates and customer intent.



Strategic Recommendations

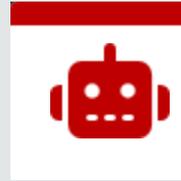
- ✓ **Lock in the Morning:** Maintain a rigid 7-11 AM schedule on all teaching days.
 - ✓ **Weather-Based Prep:** Shift inventory (ice vs. cups) based on forecasts, not staffing levels.
 - ✓ **Boost Peak Capacity:** Implement batching for popular drinks during the 7-9 AM rush.
 - ✓ **Expand Smartly:** Explore high-traffic satellite locations rather than extending operating hours into low-demand afternoons.
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Methodology



Data Cleaning

Utilized Excel functions (COUNTIFS, ISNUMBER) to validate transaction records and ensure data integrity.



AI Analysis

Leveraged Claude, ChatGPT, and Gemini for pattern recognition and slide structuring.



Visualization

Applied regression analysis and heatmaps to uncover the 88% traffic-revenue correlation.

THANK YOU

Blue Genius

Ronan Schultz & Joel Bryan
