11 May 2025

Bright Coffee Shop Sales Analysis: Insights & Strategies for Growth"
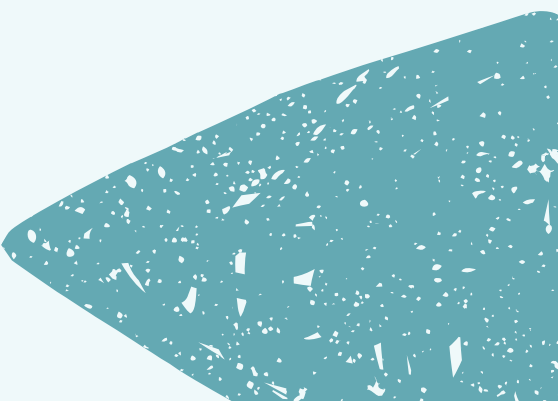
Presentation by:
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Executive Summary

Objective: Present data-driven insights to improve product performance and revenue

Scope:

- Analyze sales trends by product and time

- Identify best- and worst-performing items

- Recommend growth strategies for the CEO

Methodology Overview

Tools Used:

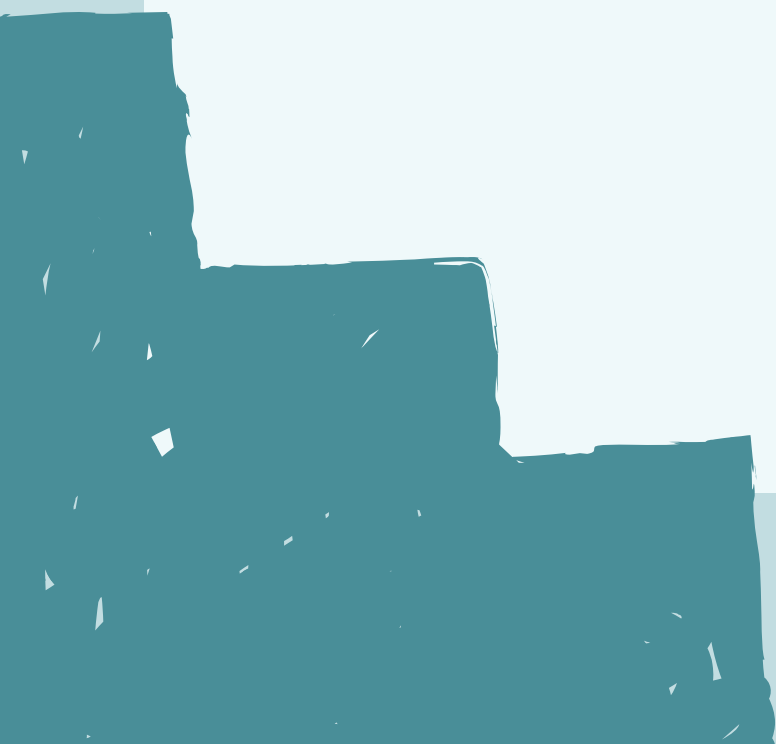SQL (Snowflake) for data processing

Excel for visualization

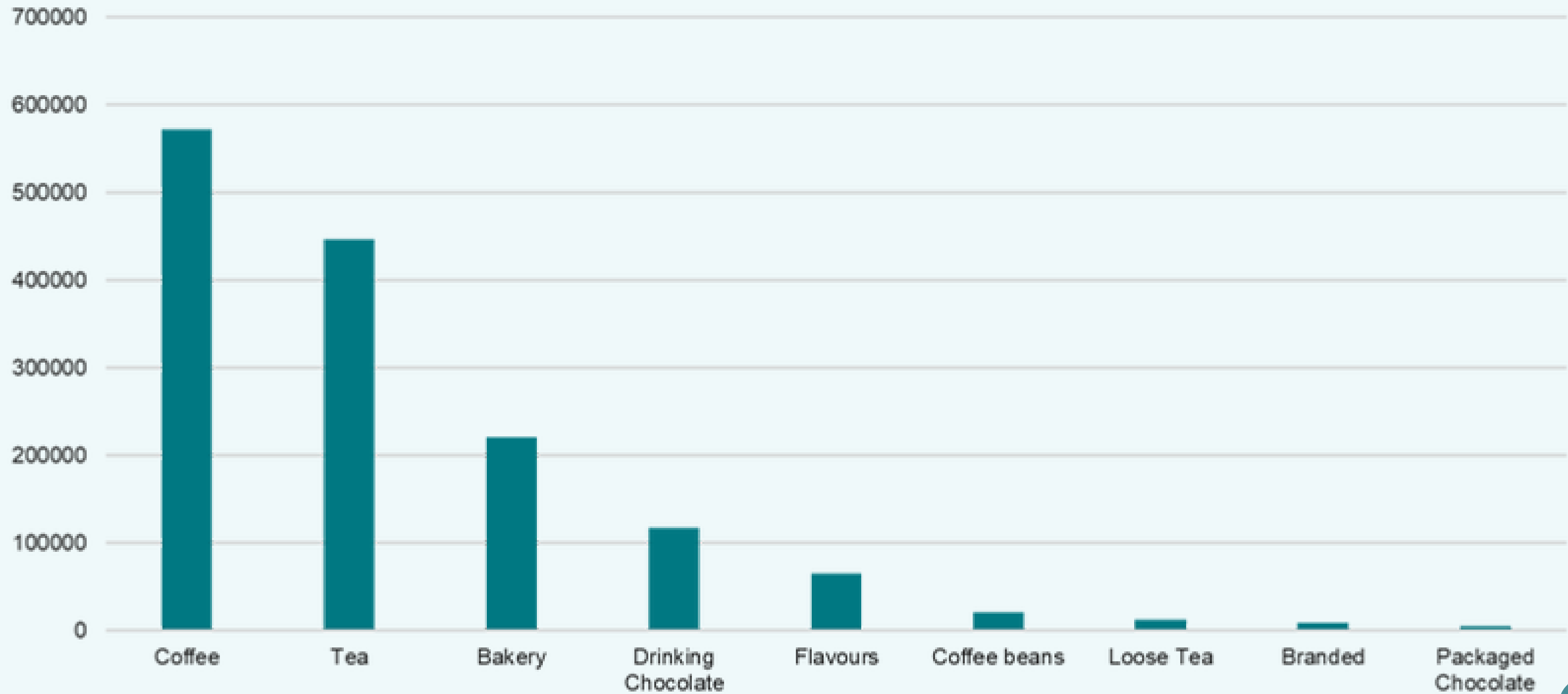Miro for planning

Steps Taken:

Data cleaning & transformation

Time-bucket grouping (30-min intervals)

Aggregation & trend analysis

Revenue by Product Type

Coffee emerge as the highest product

Sales by Time of Day

Best-Selling Products
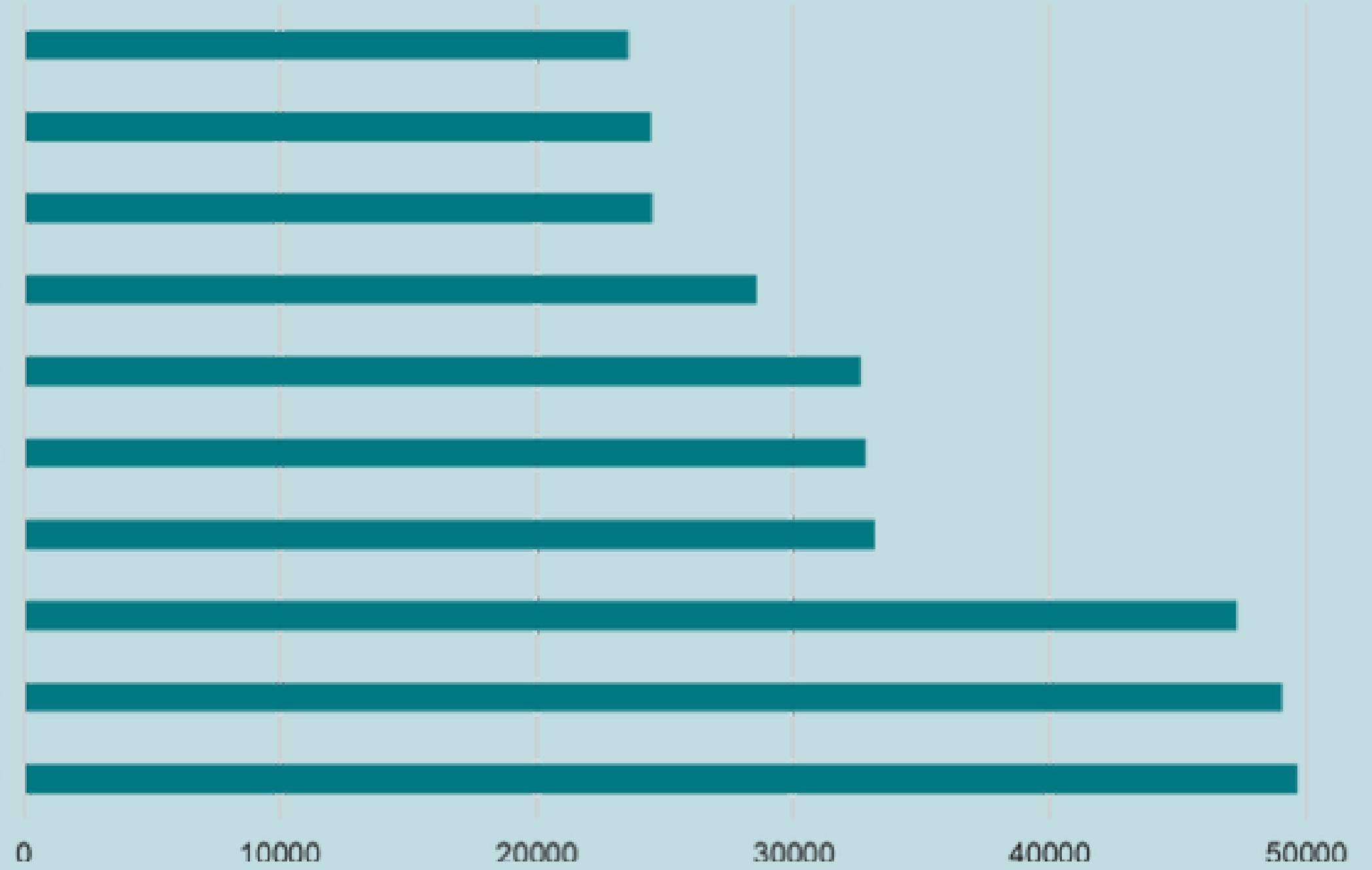
Recommendations

📈 Run Promotions during off-peak hours (e.g., 3–5 PM)

🛒 Stock high-demand products during peak hours

💬 Encourage upselling of low-performing items

🧠 Analyze combo sales for cross-selling opportunities

Next Steps

🔄 Automate daily reporting dashboards

🌍 Prepare to scale analytics across multiple locations

🎁 Design loyalty program based on peak visit times

📊 Implement real-time performance monitoring