Bright Coffee Shop

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Overview

01

Introduction

This report analyses coffee shop sales from January to June 2023, highlighting key trends across locations, time periods, and product categories. The aim is to uncover insights that support better business and marketing decisions.

02

About Us

We're a modern coffee brand focused on delivering quality, community, and consistency across all branches — turning every cup into a meaningful experience

03

Insights

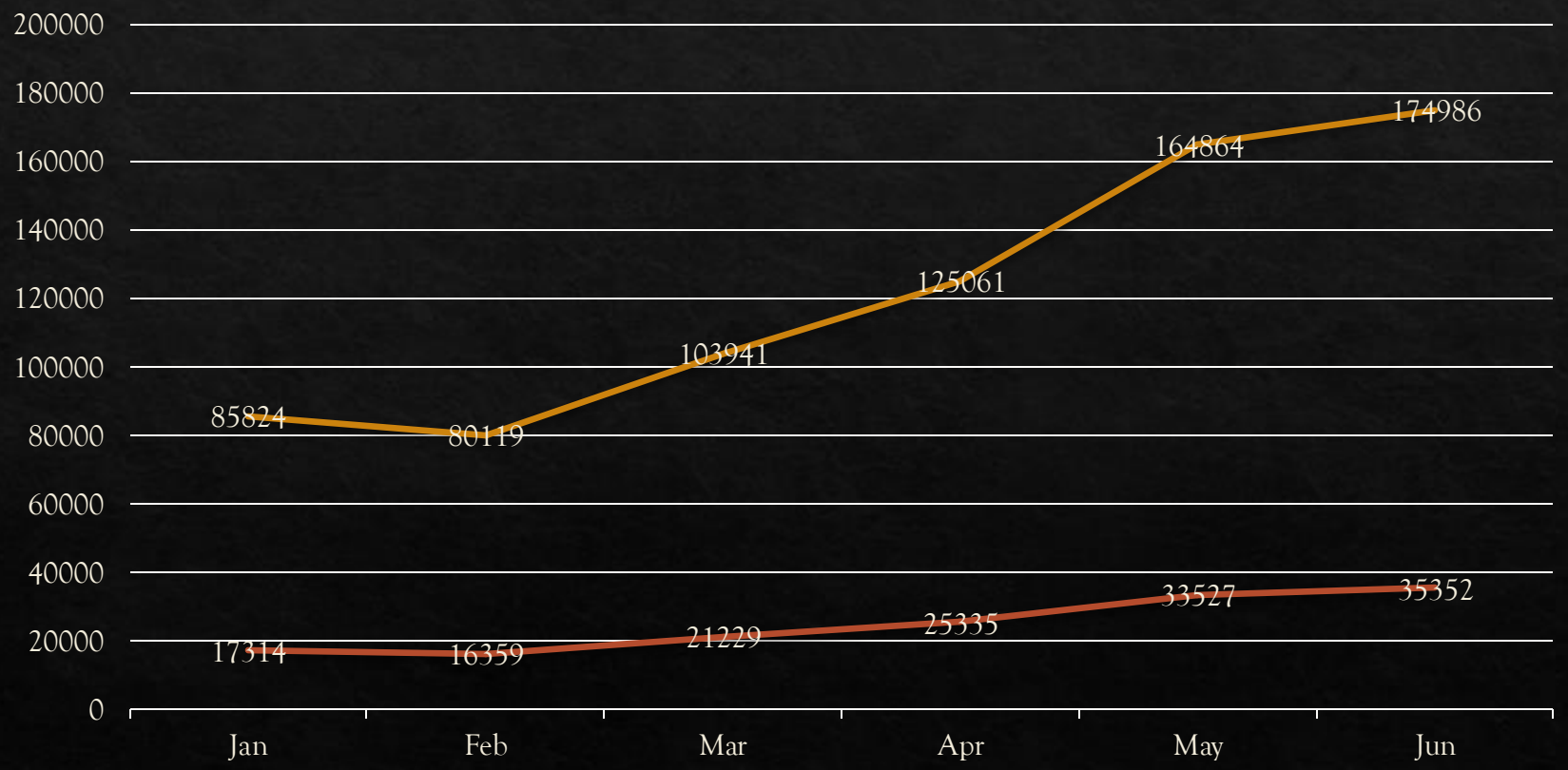
Sales grew steadily over the six months.

Hell's Kitchen lead in total sales.

Highest sales occur on Fridays and weekends.

Morning and afternoon are the busiest hours.

Total Sales by Month

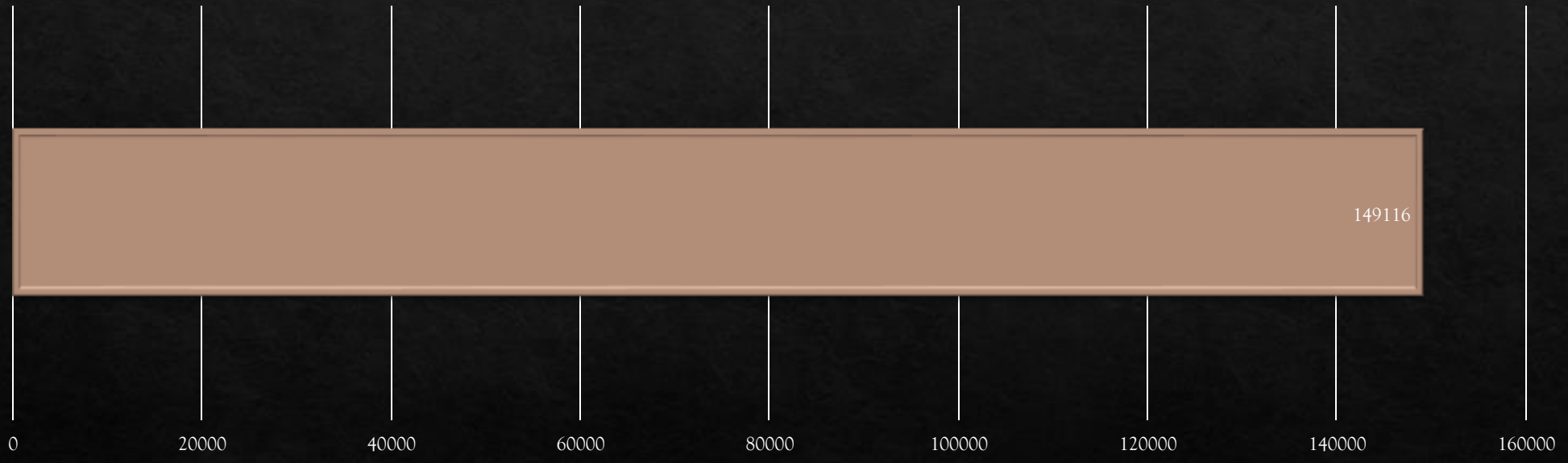


Revenue growth over the first half of the year with June having the highest sales and revenue by month.

Sum of REVENUE

Sum of NUMBER_OF_SALES

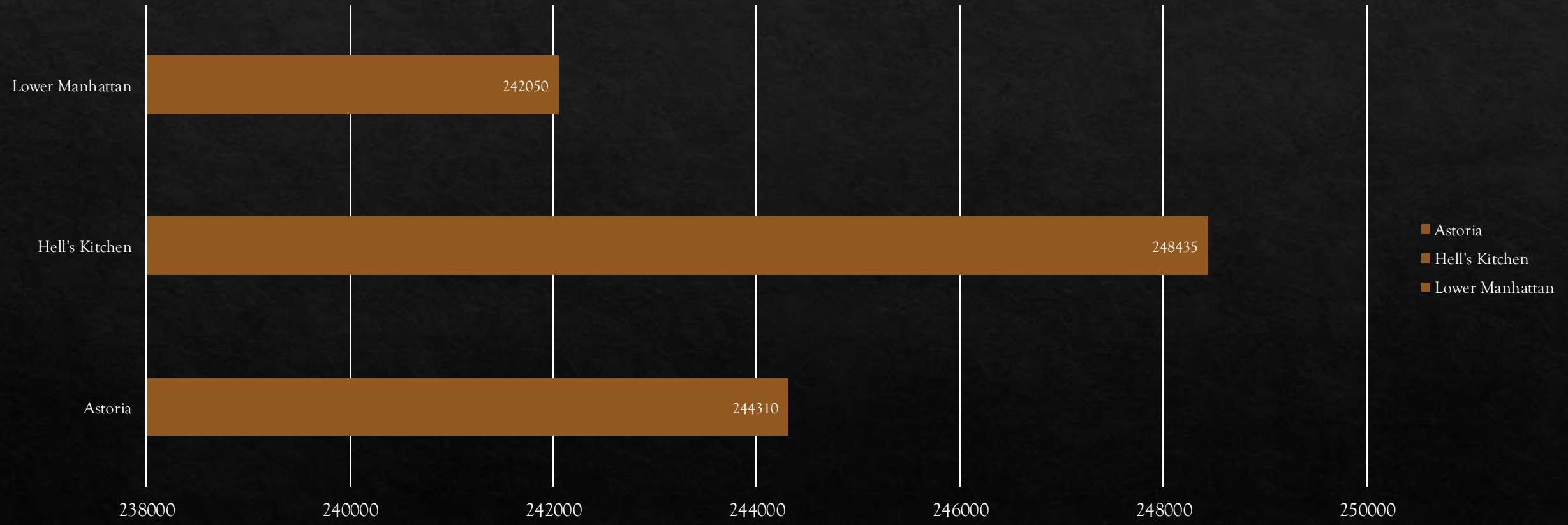
Total Sales



The total number of sales is R149116

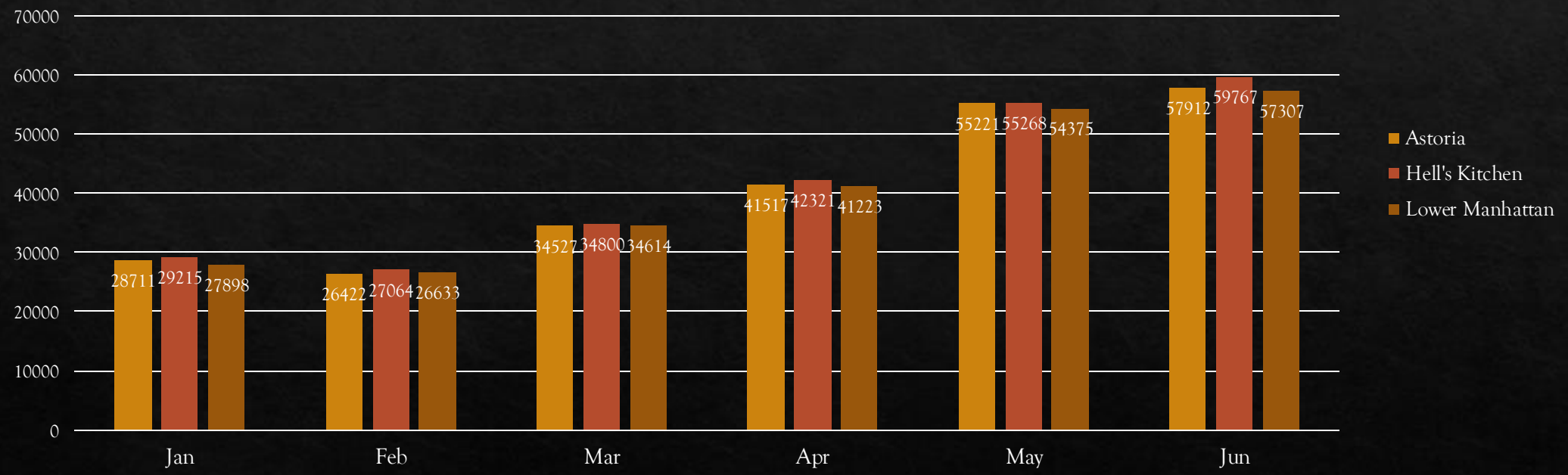
Hell's Kitchen consistently outperformed all the other shops by having the revenue of R248435

Total Sales by Location

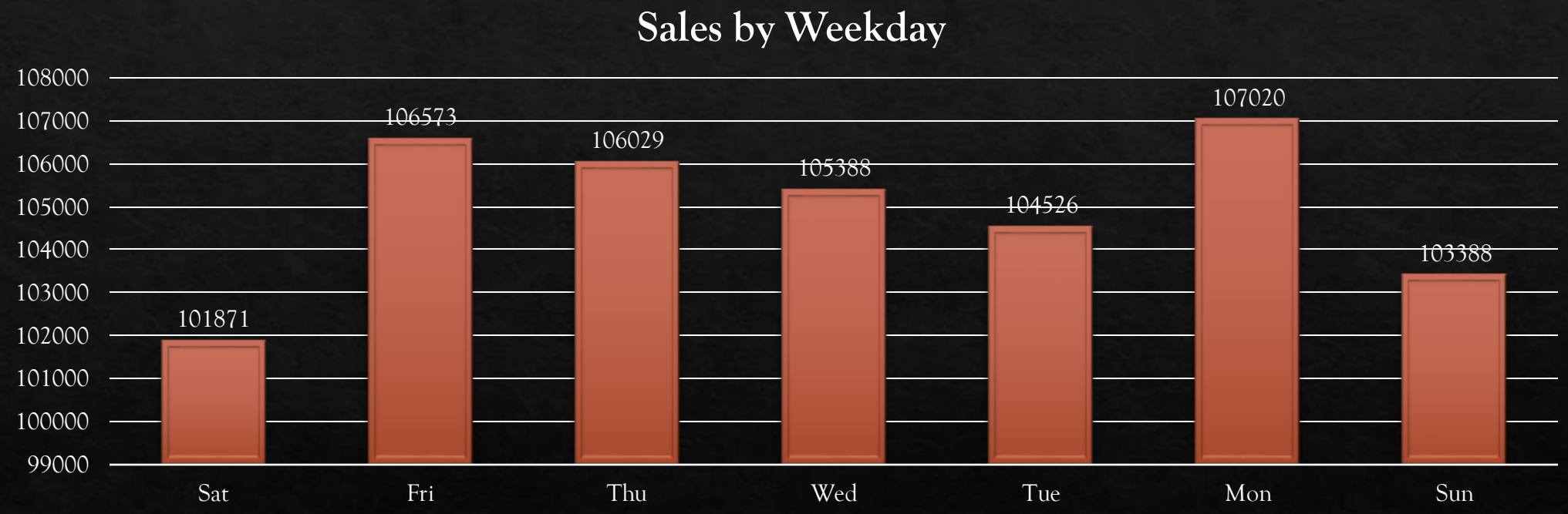


Monthly Sales by Location

The monthly sales performance for the three locations



Identifying the busiest days of the week



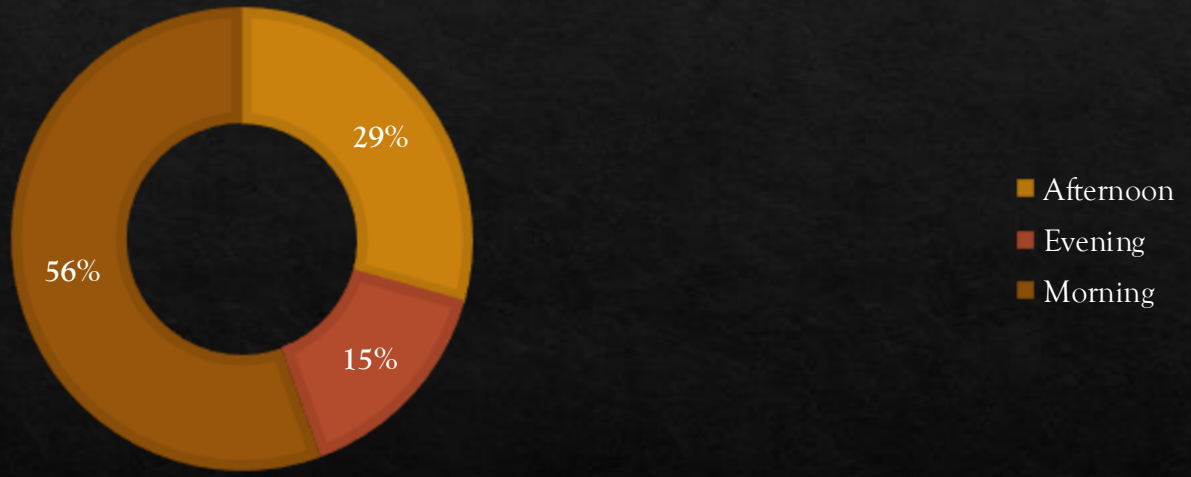
Sales vs Day &Time

Count of PRODUCT_CATEGORY	Column Labels							
Row Labels	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Grand Total
6	582	493	403	557	569	551	463	3618
7	1395	1468	1318	1409	1473	1452	1379	9894
8	1783	1807	1952	1841	1765	1845	1748	12741
9	1832	1814	1922	1807	1731	1901	1663	12670
10	1831	1849	1935	1846	1821	1925	1802	13009
11	1128	1219	1091	1200	1219	1143	1079	8079
12	1035	1073	966	1029	1070	1025	1047	7245
13	1098	1034	981	1098	1071	1007	1003	7292
14	1038	1126	1028	1062	1109	1052	999	7414
15	1047	1099	1042	1064	1099	1079	1048	7478
16	1076	1139	1044	1066	1159	1050	1081	7615
17	1047	1080	1022	1050	1098	1031	986	7314
18	900	914	820	946	929	972	866	6347
19	696	696	714	710	795	718	706	5035
20	67	70	124	70	58	77	82	548
Grand Total	16555	16881	16362	16755	16966	16828	15952	116299

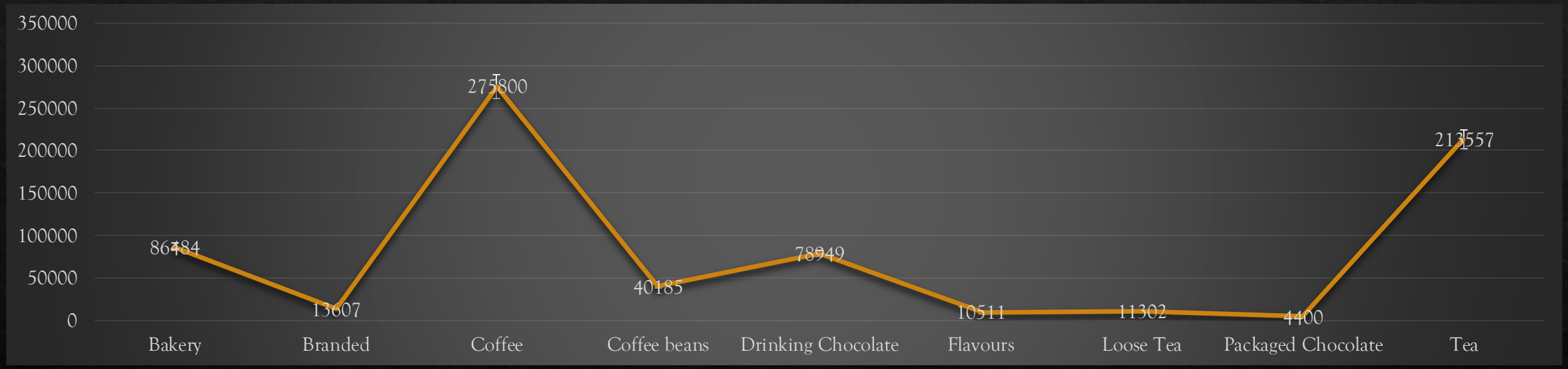
Identifying the transaction intensity by time and day

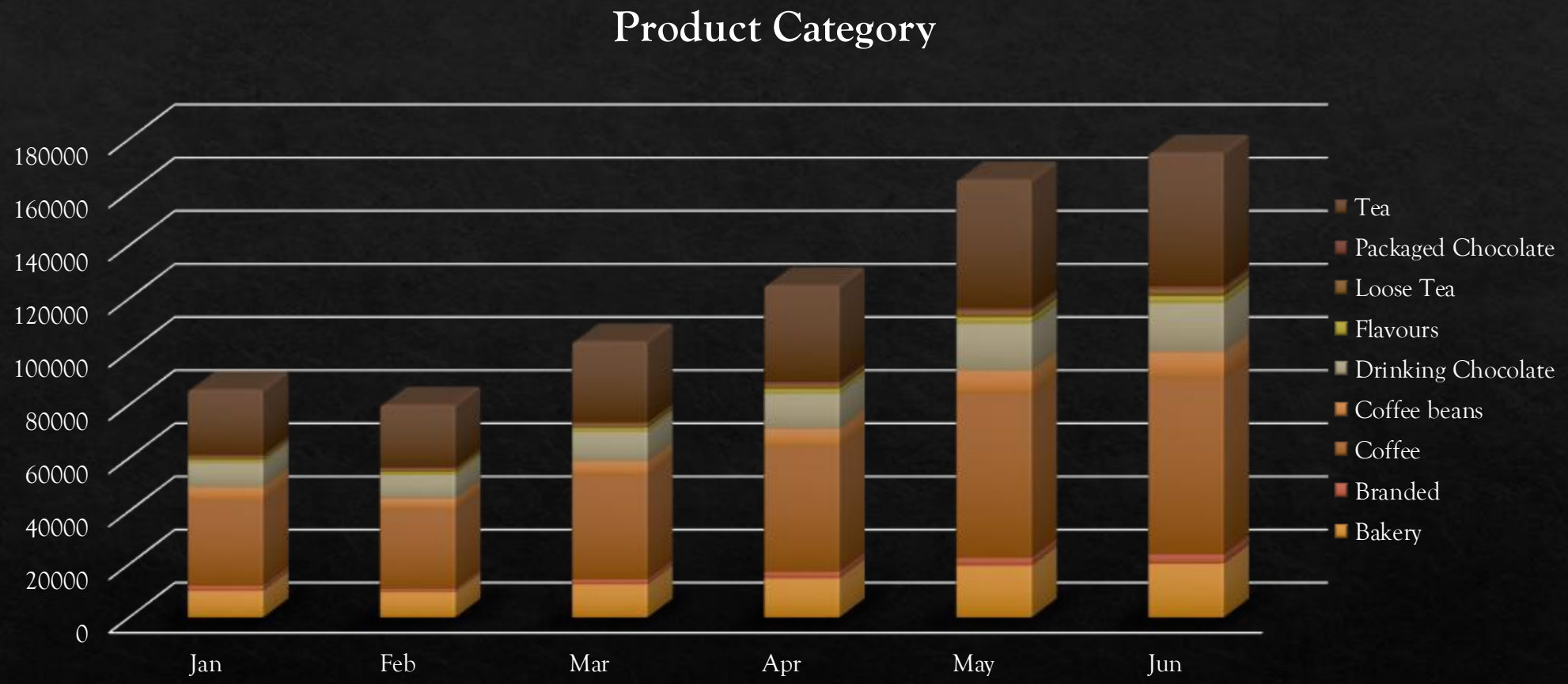
Sales by Time of Day

To distinguish as to which part of the day sells the most; and leading to Morning making the most sales.



Revenue Trend by Day



Daily fluctuations trend in sales as per product.

The top selling product groups; with Coffee being the top selling product and Loose tea being the least selling product.