









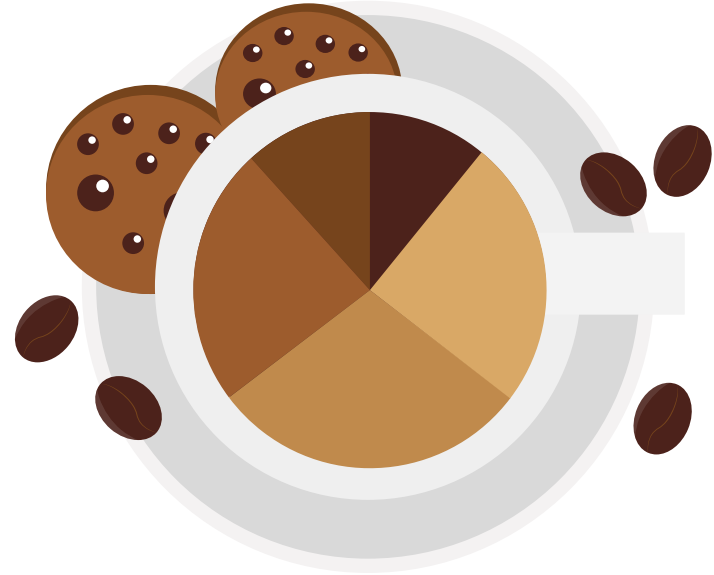


BRIGHT COFFEE SHOP

BUSILE NDHLOVU

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Objective

Extract actionable insights from historical data to help grow the company's revenue and improve product performance.

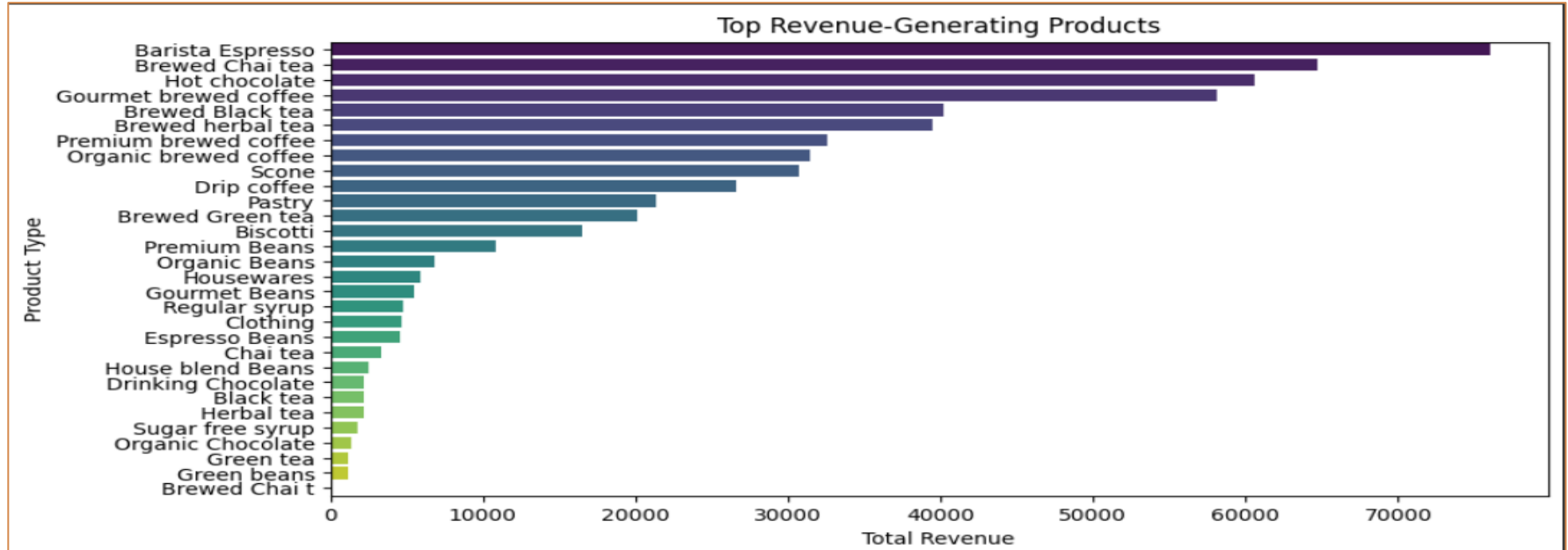


Data Overview

- The dataset from Bright Coffee Shop contain information about the shops transactions and product details.
- The dataset was from the months January, February, March, April, May and June from the year 2023.
- There was a total of 149116 transactions.
- The dataset provided also revealed that the store opens at 6:00 am and closes at 21:00 pm.



Best Selling Products



From this table I was able to extract the 6 best selling product types along with the 6 underperforming products

6 Best Selling Product Types



Barista Espresso



Brewed Chai Tea



Hot Chocolate



**Gourmed Brewed
Coffee**



**Brewed Black
Tea**



**Brewed
Herbal Tea**

These 6 Product types make up 60% of the total Sales in all Store Locations. These are the product types most of our customers consume

6 Underperforming Product Types



Clothing



**House Blend
Beans**



Black Tea



**Organic
Chocolate**



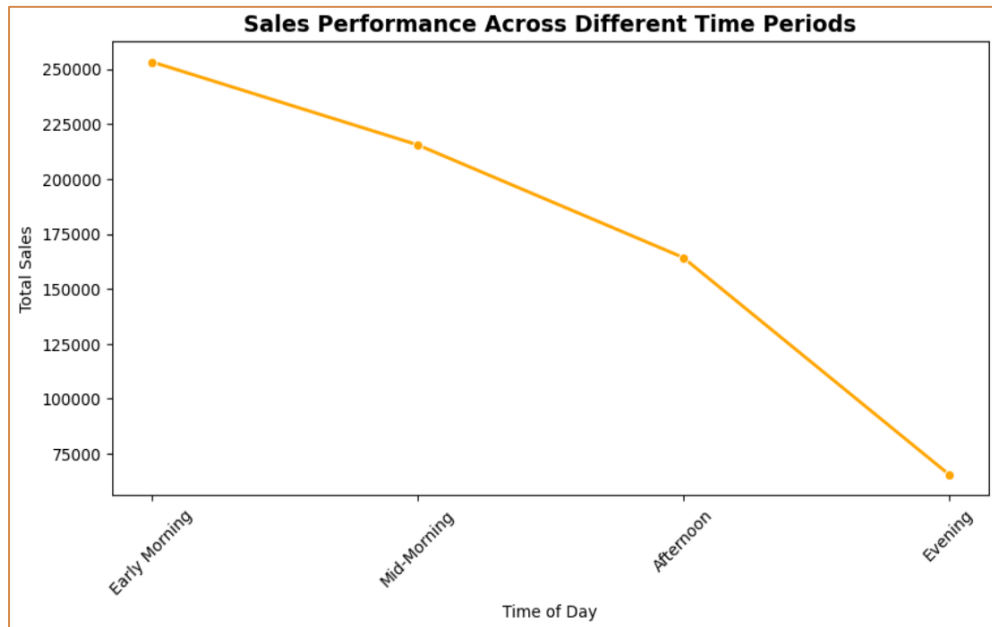
Green Tea



**Green
Beans**

The 6 underperforming product types only make up 2%
of our Total Sales

Peak Sale Time



Our highest peak sale time occurs in the early morning period 6:00 – 9:00 am in the morning followed by Mid-morning which is from 10:00 am to 13:00 pm

36%



Early Morning

30%



Mid-Morning

24%



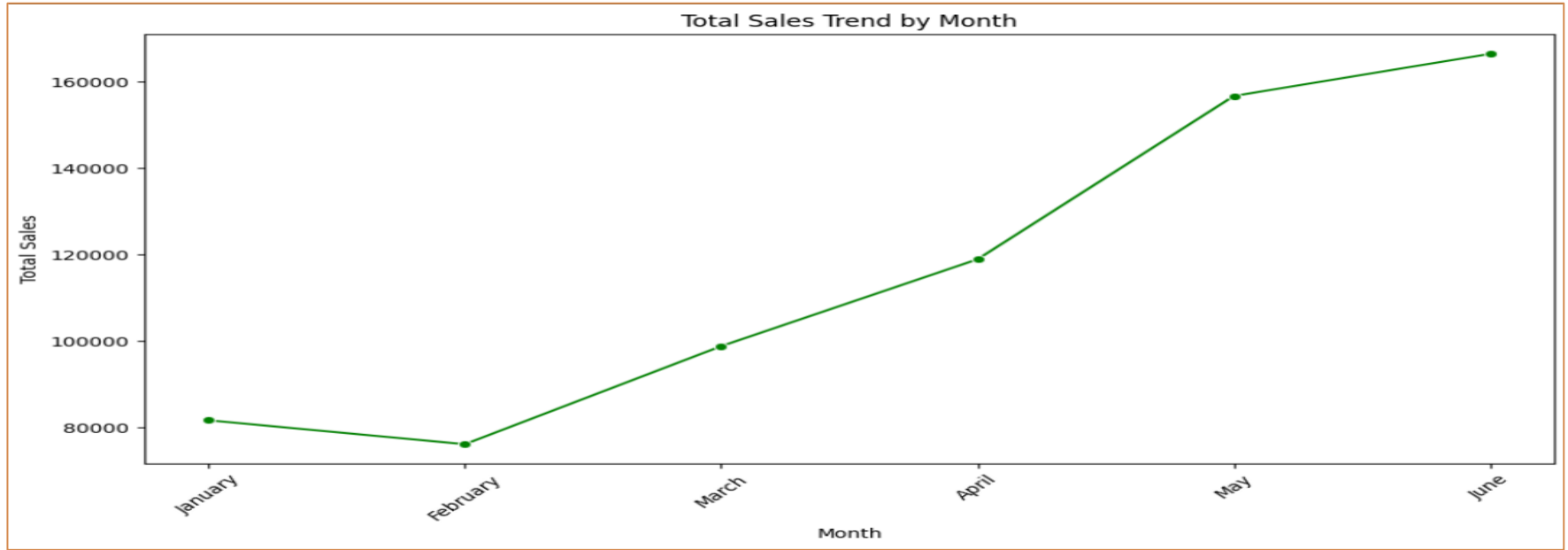
Afternoon

9%



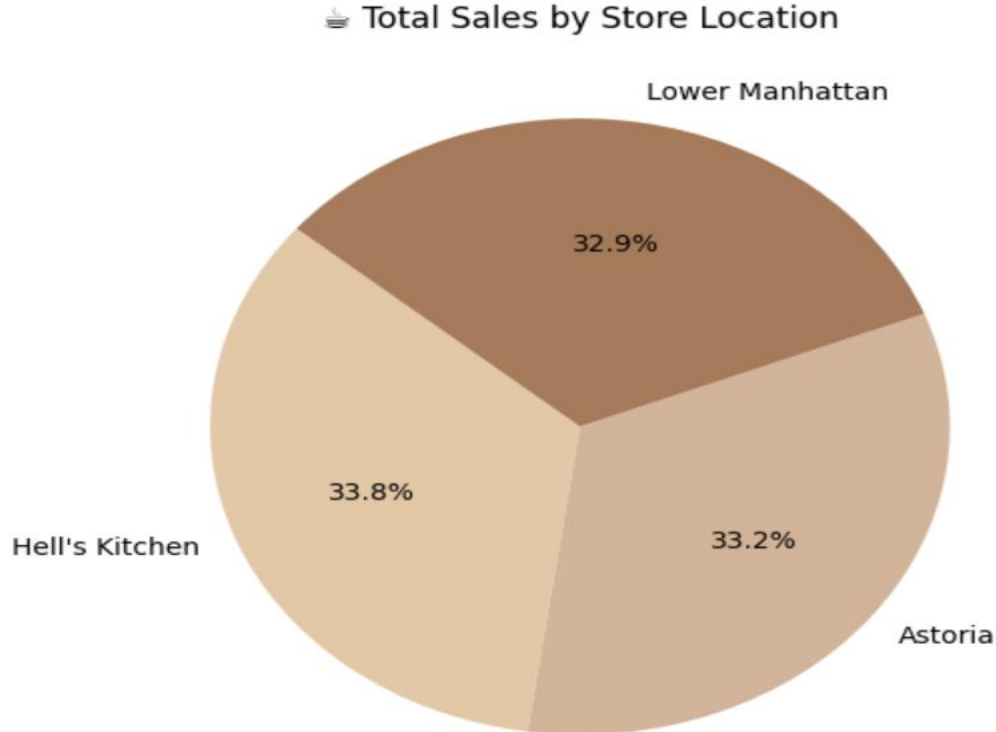
Night

Total Sale Trend By Months



From this Bar graph we can sea that Winter is our peak consumption season there is an increase in consumption from May till June.

Total Sales By store location



This could mean the stores follow the same pricing strategy, inventory stocking, and promotions, leading to even revenue shares.

Recommendations For Growth

Enhance Best-Selling Products

- Introduce **premium versions** or seasonal variations of the top 6 products to boost sales.
- Offer **subscription plans** for regular customers to ensure repeat purchases.

Revamp Underperforming Items

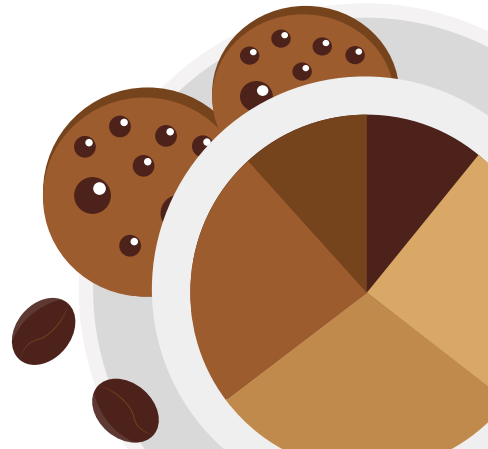
- **Bundle slower-selling items** with popular products to increase visibility.
- Launch **limited-time promotions** to test demand before deciding whether to phase them out.

Optimize Peak Hours Sales

- Introduce **breakfast bundles** during **Early Morning** (6–9 AM) and **Mid-Morning** (10 AM–1 PM).
- Implement **express service options** during peak hours to reduce waiting times.

Loyalty Program & Subscription Model

- Reward frequent customers with **discounts, freebies, or exclusive early access** to new menu items.
- Introduce a **coffee subscription** for regular customers (e.g., unlimited coffee for a fixed monthly fee).



Initiatives to Grow

Product Strategy

- Enhance best-selling items → Introduce limited-edition flavours or seasonal versions.
- Revamp slow-selling products → Adjust pricing, reposition or bundle them with popular items.

Peak Time Optimization

- Improve early morning efficiency → Train staff to handle high-demand hours.
- Create express menu options → Faster service during peak rush to increase sales volume.

Operational Improvements

- Adjust staffing during peak hours → Ensure high sales periods have sufficient employee coverage.
- Optimize inventory stocking → Align product availability with high-demand periods.

Data-Driven Decision Making

- Continuously monitor trends → Implement ongoing data analysis to refine strategy.
- Leverage customer preferences → Use purchase history insights for targeted marketing campaigns.



Conclusion

- **Best-selling products** contribute **60%** of total sales, requiring further optimization for maximum revenue.
- **Underperforming products** account for only **2%**, needing adjustments in pricing, marketing, or removal.
- **Early morning (6–9 AM) and mid-morning (10 AM–1 PM)** drive the highest revenue, highlighting prime business hours.
- **Seasonal patterns** suggest targeted promotions should align with high-performing months.





Thank You!

Any Questions?
Contact Busile Ndhlovu
Email: busindhlovu21@gmail.com