



BRIGHT COFFEE_Analysis

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Contents of This Template



Introduction

Dataset provided Bright_Coffee Shop Sales

Objectives

Products generates most revenues
Time of the day the store performs
Sales trends across products and time intervals

Tools allowed

Snowflakes

Canva

Tables to showcase

OUR PRODUCTS AND COFFEE

Espresso-Based Drinks:

"Each cup of coffee is carefully prepared by our skilled baristas, using premium coffee beans sourced locally and globally to ensure a unique and satisfying coffee experience."



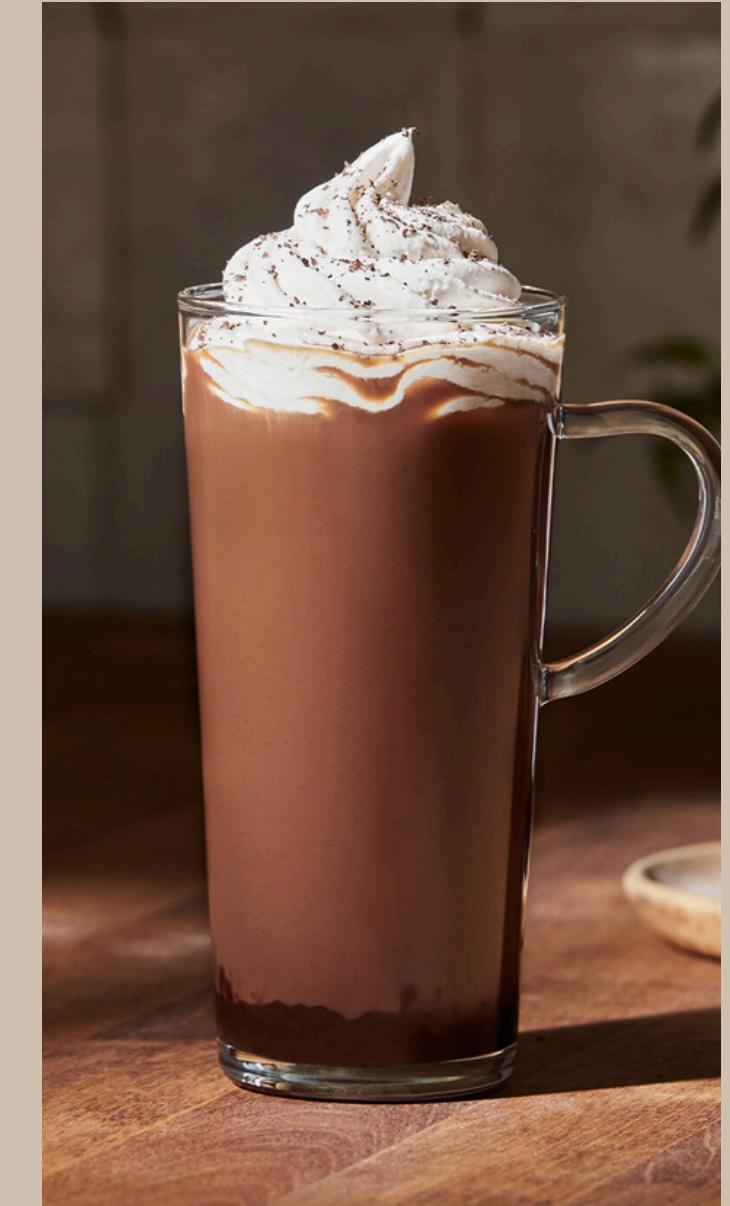
Barista Espresso

A smooth blend of espresso and milk with a light foam on top.



Hot Chocolate

Espresso layered with thick milk foam.



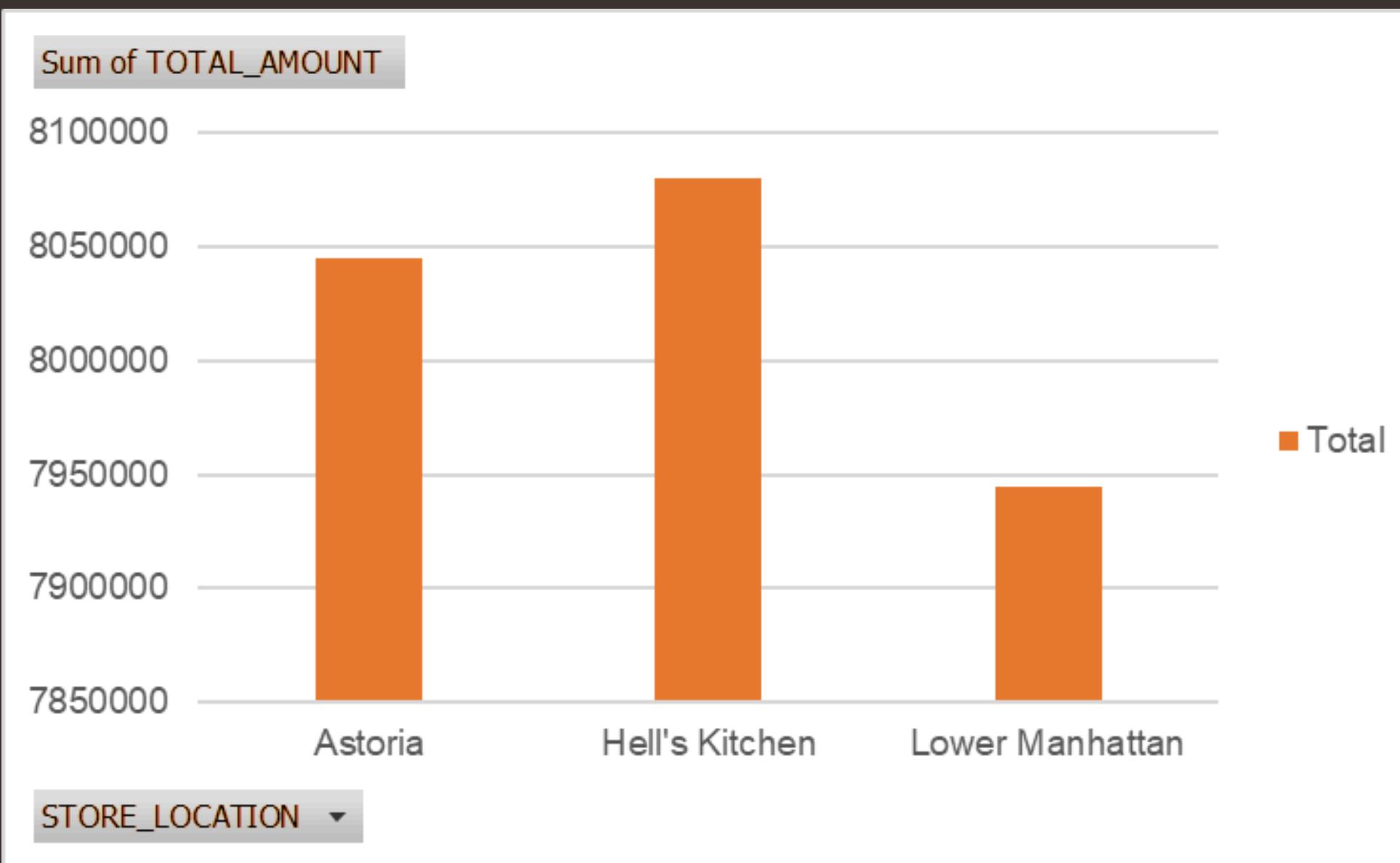
Mocha

A rich combination of espresso, chocolate, and milk.

LET US BEGIN WITH OUR ANALYSIS



Total amounts by Store Region

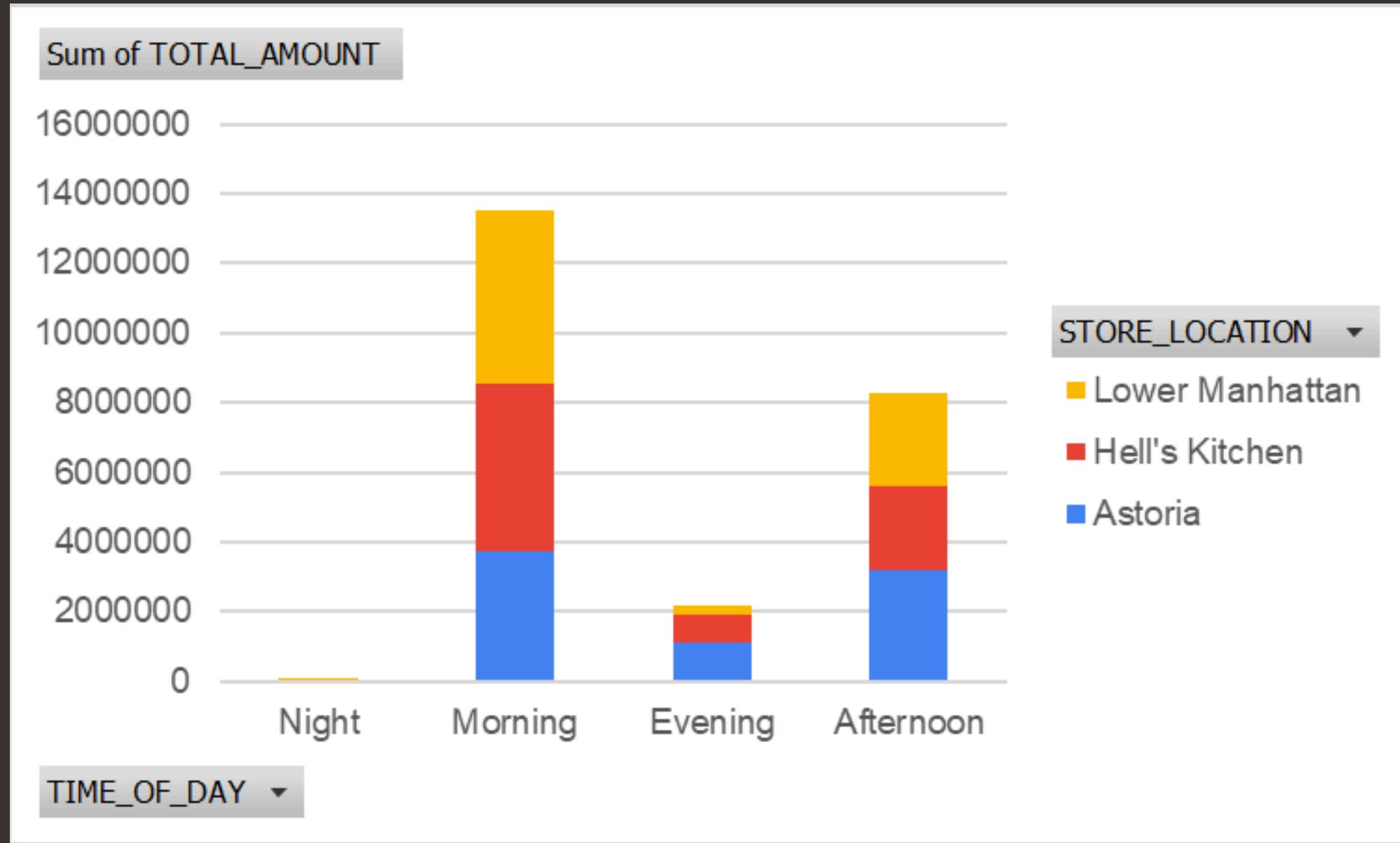


Hell's Kitchen leads with 8,079,839, slightly surpassing Astoria and Lower Manhattan.

Astoria (8,044,865) and Lower Manhattan (7,944,540) are closely aligned in totals, showing consistent financial activity.

Grand Total = 24,069,244, summarizing all transactions across these regions.

Total amounts by 3 Locations and times of the day

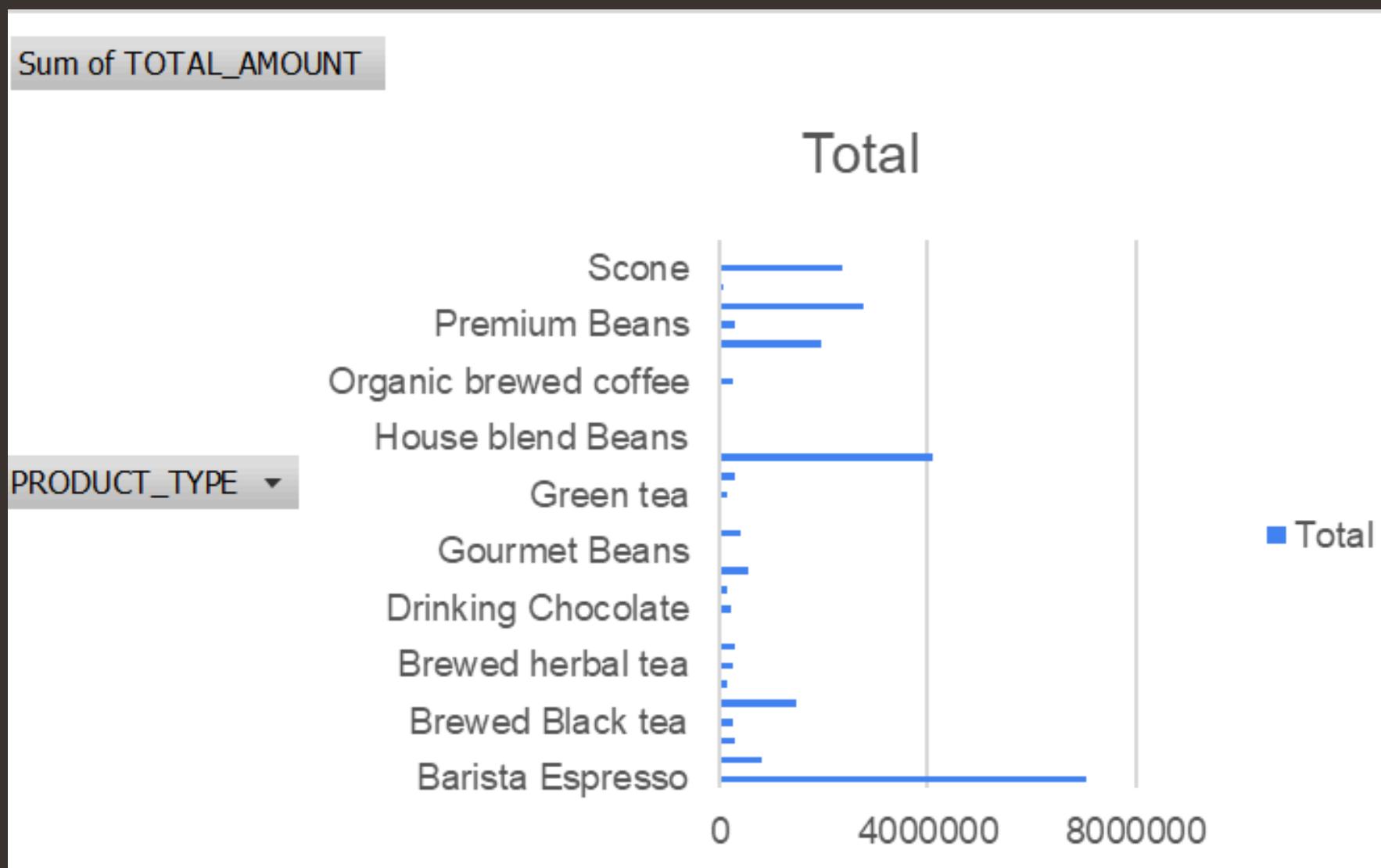


Morning has the highest totals across all locations, indicating peak activity during that time—possibly linked to business operations or commuter patterns.

Nighttime transactions are notably low, which might reflect reduced customer engagement or limited business hours.

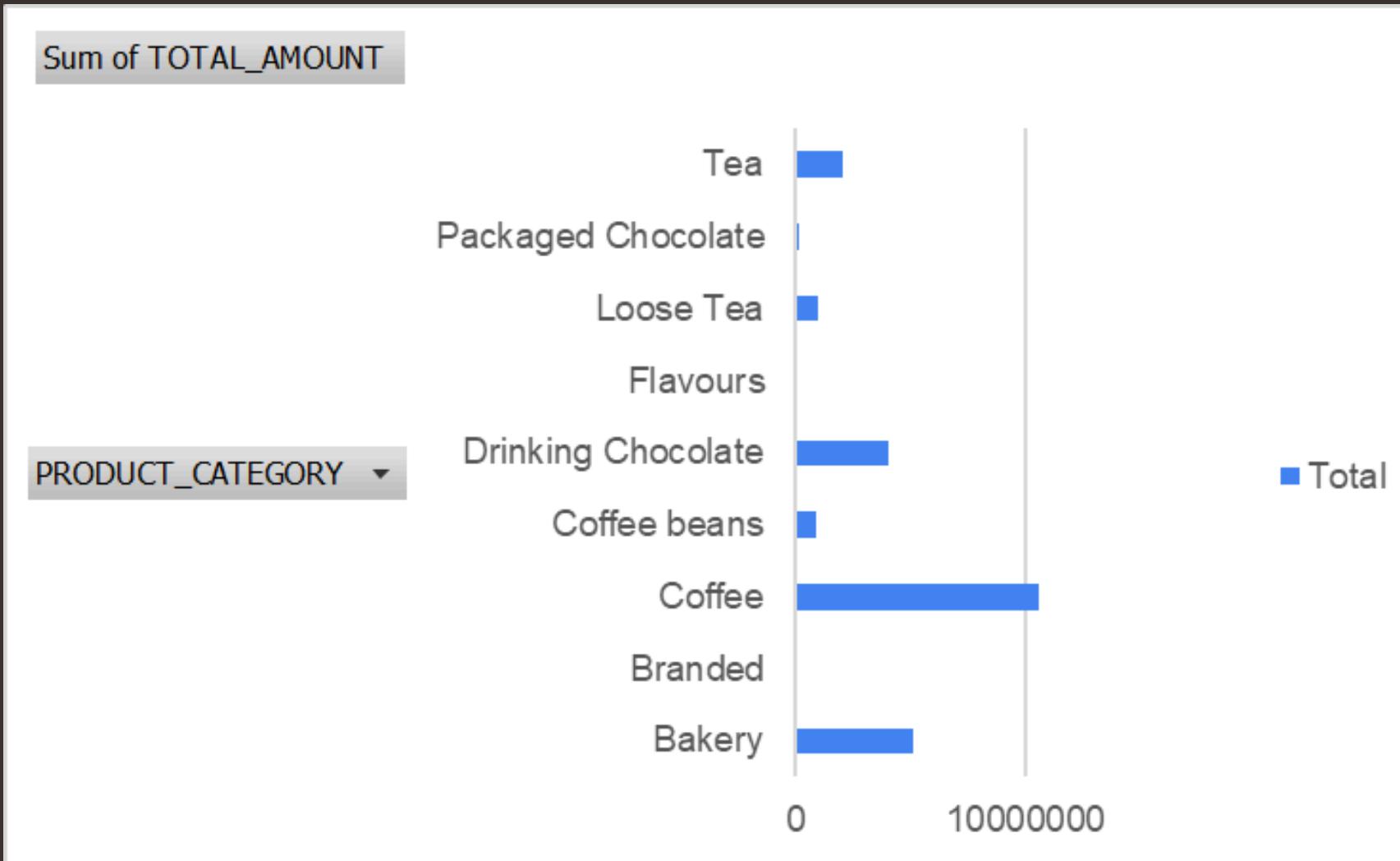
Hell's Kitchen edges out Astoria and Lower Manhattan in total transactions, suggesting it could be a hotspot for activity.

Total amounts by Product type



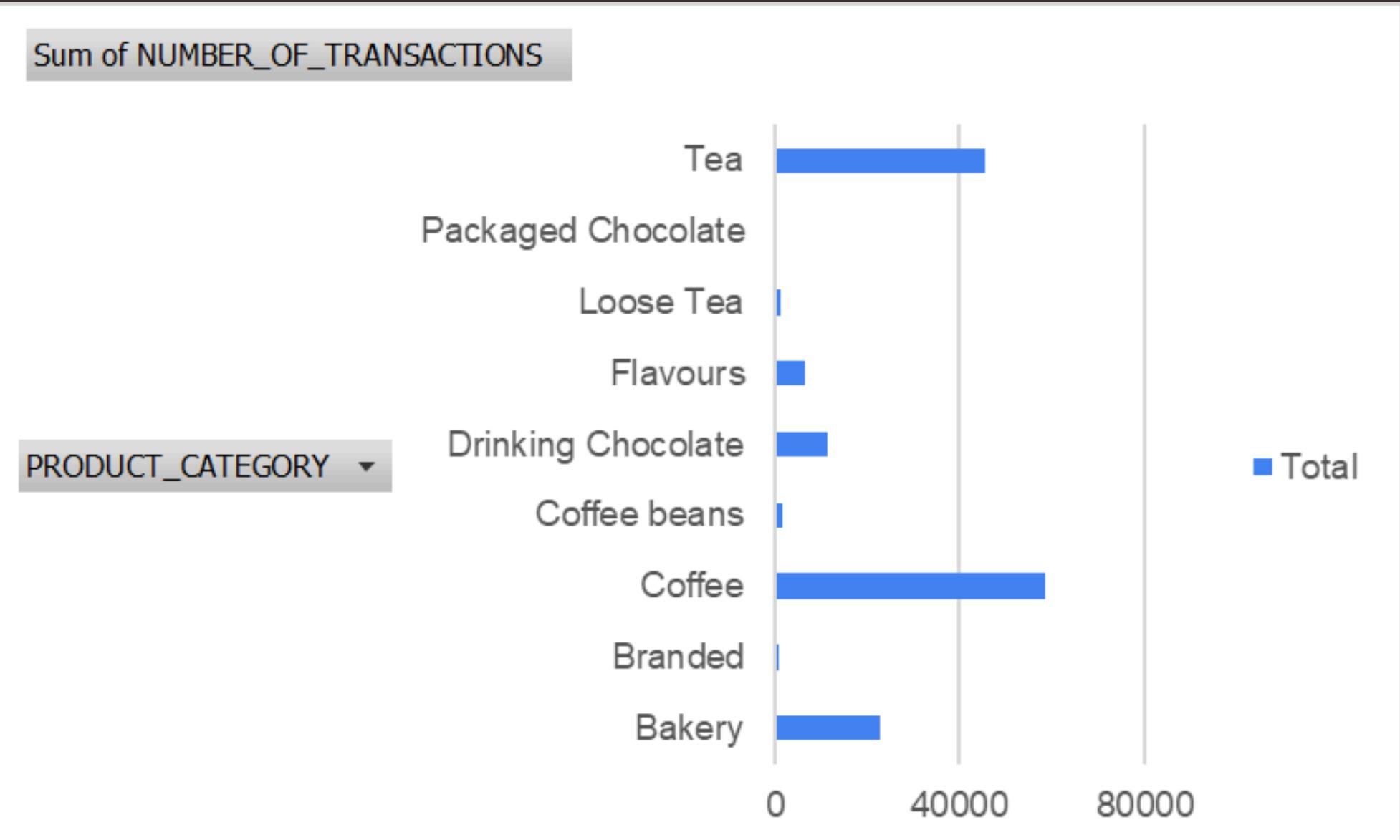
- Barista Espresso leads by a wide margin, suggesting it's a top-selling or high-value product.
- Hot chocolate ranks second, followed by Brewed Chai Tea—indicating strong demand for warm, comforting beverages.
- Clothing and Housewares have significantly lower amounts, possibly indicating they are supplementary rather than core items.
- Organic products (beans and brewed coffee) have modest totals, which

Total amounts by Product category



Barista Espresso leads by a large margin, suggesting it's a top-performing item.
Hot chocolate and Premium brewed coffee rank highly, which might indicate strong consumer preference for specialty beverages.
Pastry and Scone categories also contribute significantly, reinforcing the demand for complementary food items alongside drinks.
Organic products have smaller totals, possibly reflecting niche market appeal

Transaction counts for different products



- Barista Espresso leads the way with the highest number of transactions, reinforcing its popularity.
- Brewed Chai Tea and Gourmet Brewed Coffee also see strong transaction volumes, indicating consumer preference for specialty drinks.
- Biscotti and Brewed Herbal Tea show respectable transaction numbers, possibly as complementary items.
- Clothing and Green Beans have very low transaction counts, suggesting they might not be primary products.

Solid foundation for optimizing time-period performance

To improve engagement during low-activity periods, here are a few strategic ideas:

- **Evening & Night Boost:** Introduce targeted promotions or events that encourage customers to visit during these times. Options like Happy Hour discounts, exclusive evening menu items, or entertainment-based promotions could drive demand.
- **Morning Traffic Optimization:** Since mornings already perform well, consider enhancing operational efficiency—faster service, bundled offers, or loyalty incentives can sustain and further increase transaction volume.

Location-Specific Adjustments: Given Hell's Kitchen thrives in the morning while Astoria sees higher afternoon activity, tailor strategies accordingly. Astoria may benefit from afternoon lunch specials, while Hell's Kitchen could explore morning commuter deals.



Events & Activities:

Host Live Music performances to enhance your coffee experience.

Organize Barista Workshops for coffee lovers who want to learn more about brewing techniques.

Boosting Low-Transaction Products



Clothing & Green Beans: Since these aren't core items, they might need stronger visibility—try bundling them with popular items. For instance, offering discounts on clothing purchases when buying a coffee or creating "seasonal pairings" for Green Beans (e.g., promoting them with healthy tea options).

Drip Coffee & Herbal Tea: If these products have a niche appeal, positioning them with storytelling might help—highlight their benefits or origins through marketing campaigns to attract specific customer segments.

Enhancing Complementary Items

Biscotti & Brewed Herbal Tea: These items could be promoted more effectively by emphasizing their role as add-ons. Implement “pairing” discounts (e.g., get a biscotti at half-price with any coffee) or introduce combo deals that reinforce their best pairings.

Expanding Popular Categories

Barista Espresso & Brewed Chai Tea: Since these are high performers, consider upselling variants—exclusive blends, flavored chai options, or premium espresso selections could entice loyal customers to try new versions. Limited-time offerings and seasonal variations can also refresh consumer interest

THANK
YOU

