



BRIGHT COFFEE

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CAFE SALES ANALYSIS

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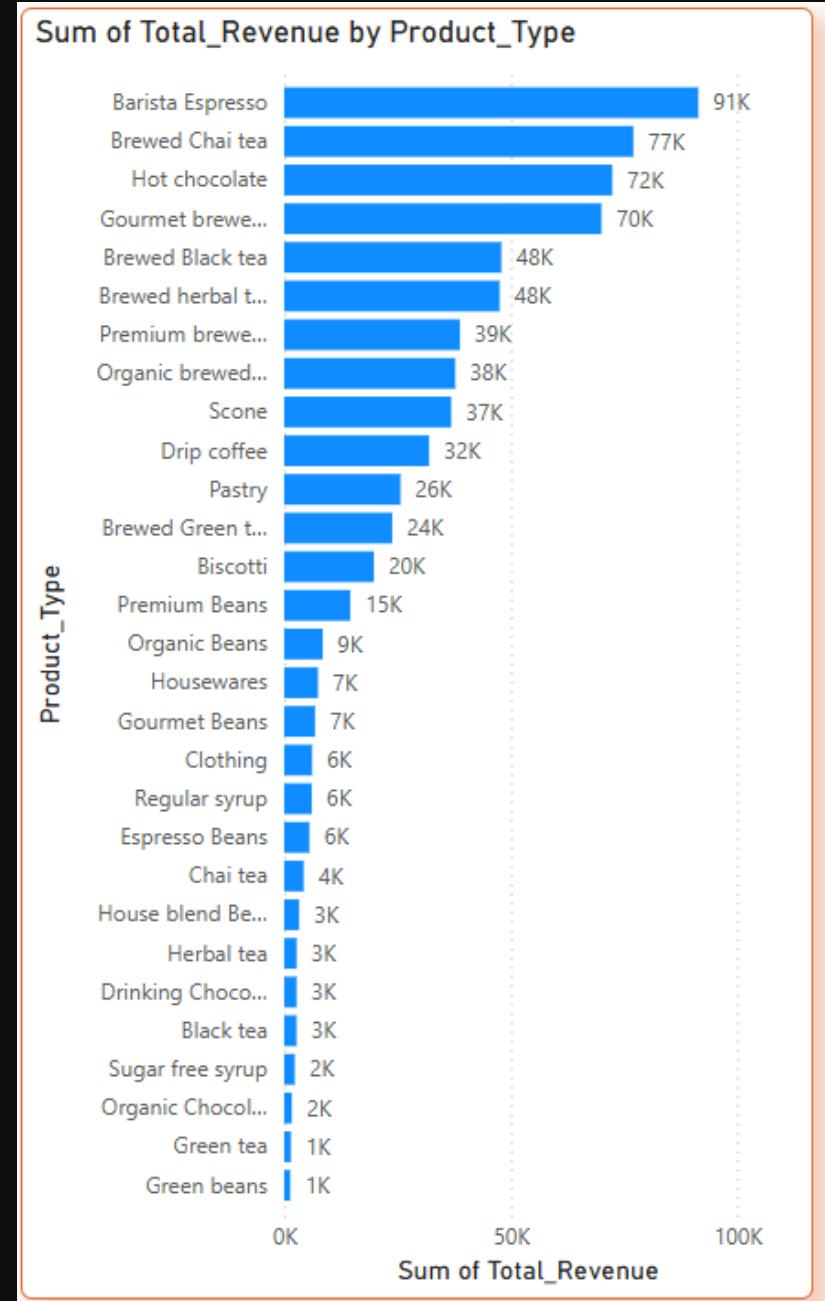
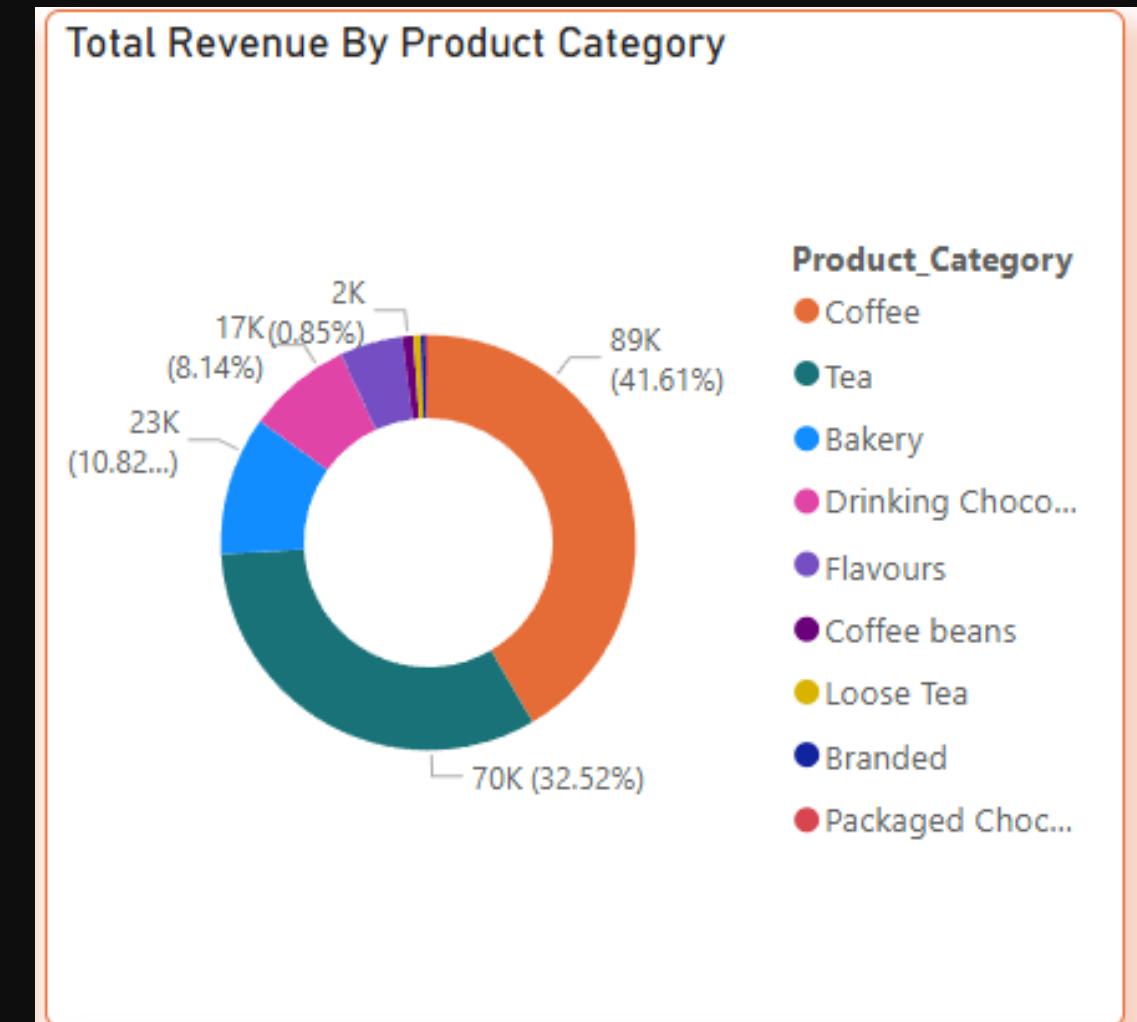


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OBJECTIVES

- Identify best-selling products and categories
- Understand peak times of customer activity
- Evaluate store performance
- Recommend data-driven strategies to grow revenue





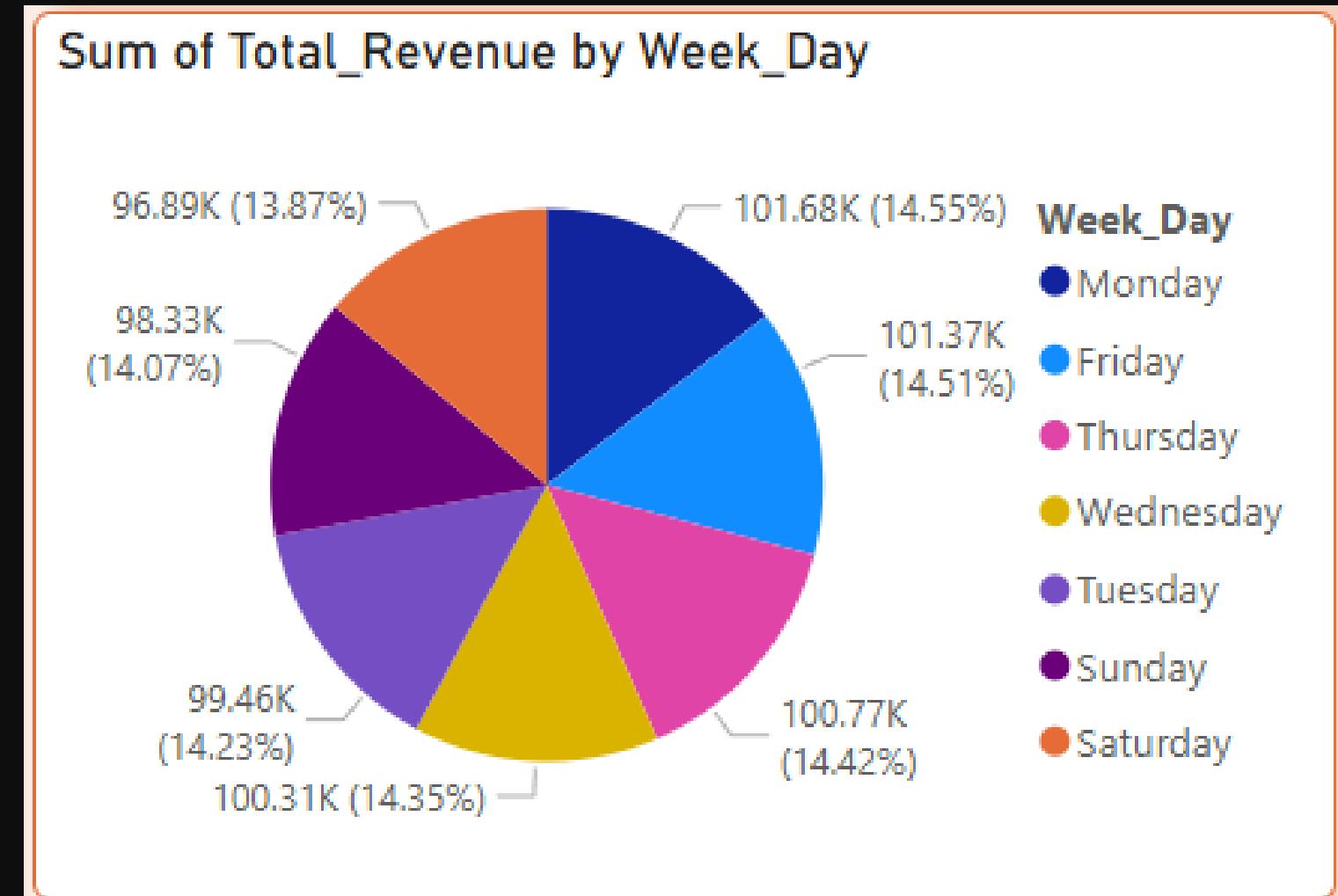
KEY INSIGHTS

- Coffee and Tea are the highest revenue generators
- Barista Espresso and Brewed Chai Tea are the top-selling product types
- Green beans and Green tea are the least selling product types



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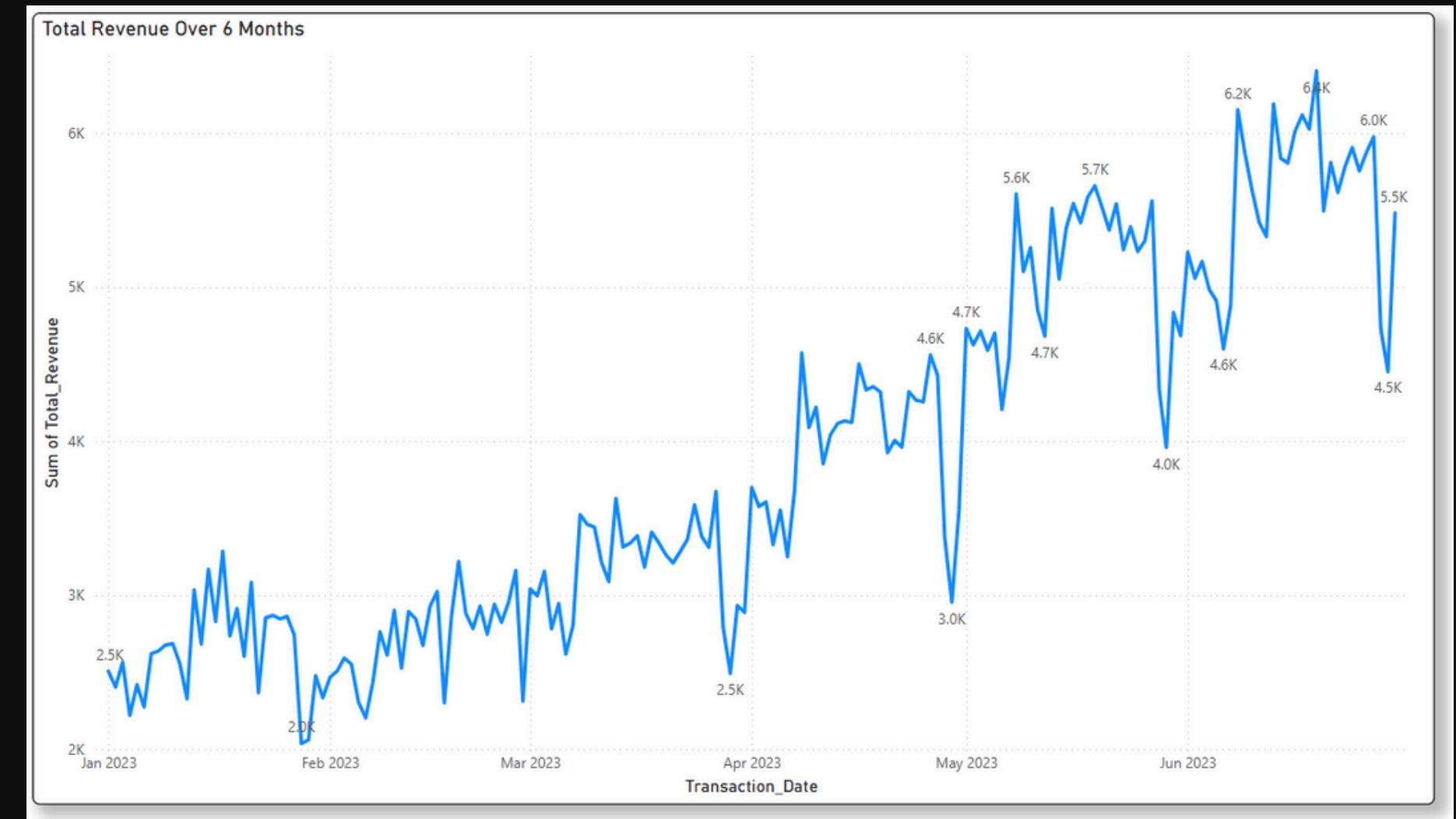
DAILY SALES



- Mondays are the best-selling days generating 14.55% of the total revenue
- Saturdays generate the least revenue

TOTAL REVENUE

- Bright Coffee has generated R698.81K and sold a total of 214000 items from Jan 2023 to June 2023.
- There has been an uptrend in sales over the past 6 months.
- Revenue dips at the end of every month on the 28th or 29th.



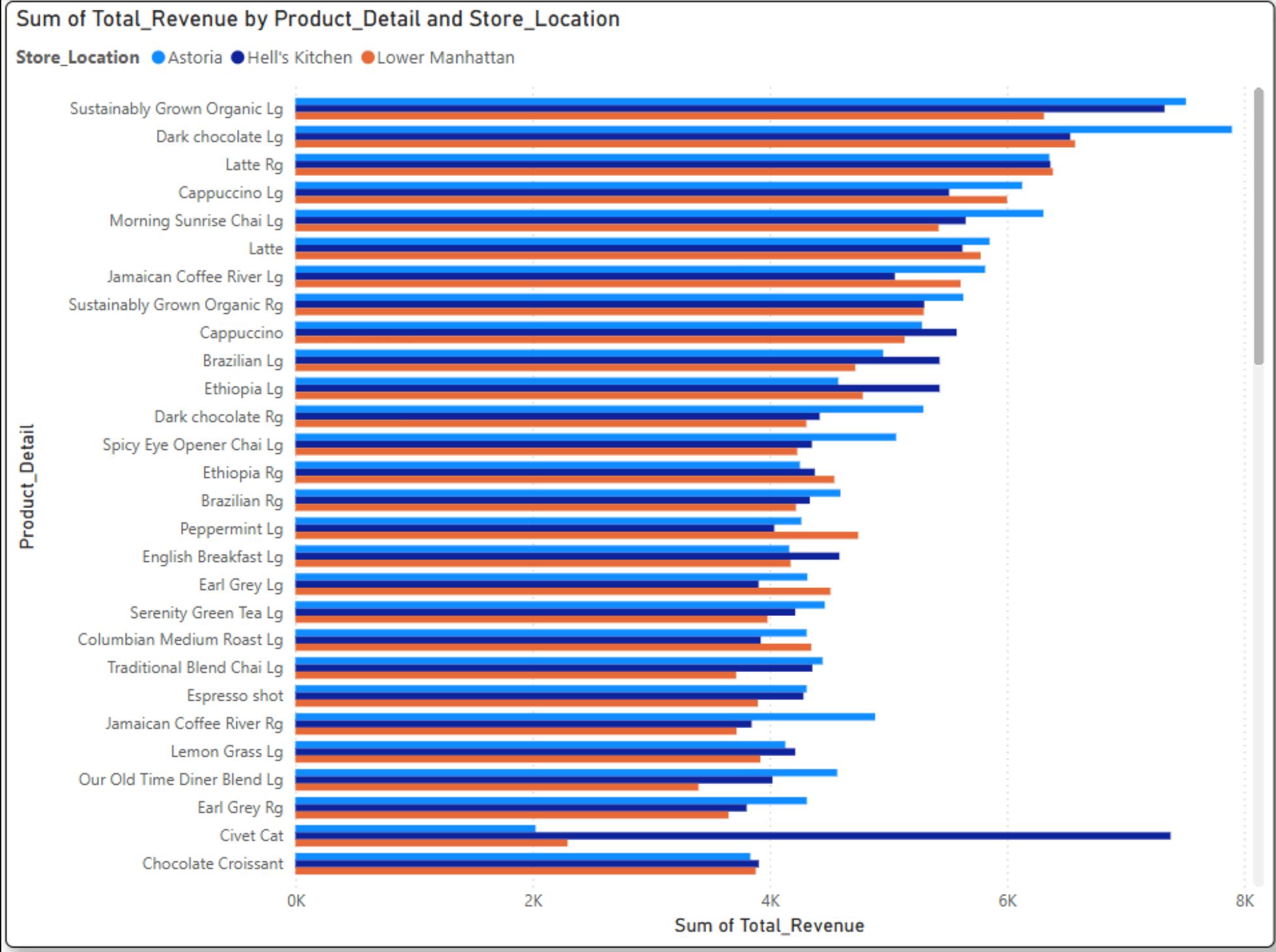
214K
Sum of Transaction_Qty

698.81K
Sum of Total_Revenue



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PRODUCT INSIGHTS



- Civet Cat is the product with the least sales in Astoria and Lower Manhattan, but highest sales in Hell's Kitchen.
- Dark chocolate Lg is the best-selling product in Astoria.
- Sustainably Growth Organic Lg is the best performing product overall.
- Chocolate Croissant is the worst performing product





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ASTORIA



HELL'S KITCHEN



LOWER MANHATTAN



OUR BRANCHES

- Hell's Kitchen generated the highest revenue of R236.51K
- Lower Manhattan generated the least revenue of R230.06K



FACTORS INFLUENCING SALES

- Time of day e.g. Morning purchases dominate
- Product popularity and pricing
- Store location and customer traffic
- Product availability and stock levels

RECOMMENDATIONS

- Promote best-sellers e.g. Coffee during morning rush hours
- Increase prices on top-selling products
- Stock popular items consistently
- Retire or rework low-selling items
- Launch a loyalty program for regular customers
- Create promotions at the Lower Manhattan branch



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THANK YOU

📍 ASTORIA

📍 HELL'S KITCHEN

📍 LOWER MANHATTAN