

BRIGHT COFFEE SHOP

"Where every sip feels like home"



Objective

- To study and visualize coffee shop sales data to reveal patterns and trends that help improve business performance and decision-making.

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KPI Metrics

- Over the course of the analysed period, the coffee shop achieved R698,812 in total revenue from 214,470 sales transactions.
- All three Bright Coffee Shop branches demonstrated comparable revenue performance, with Hell's Kitchen generating the highest revenue at R236,511, followed by Astoria (R232,244) and Lower Manhattan (R230,057).
- The business performs best in the morning, suggesting strong coffee demand during breakfast hours

Total Revenue

R698812,33

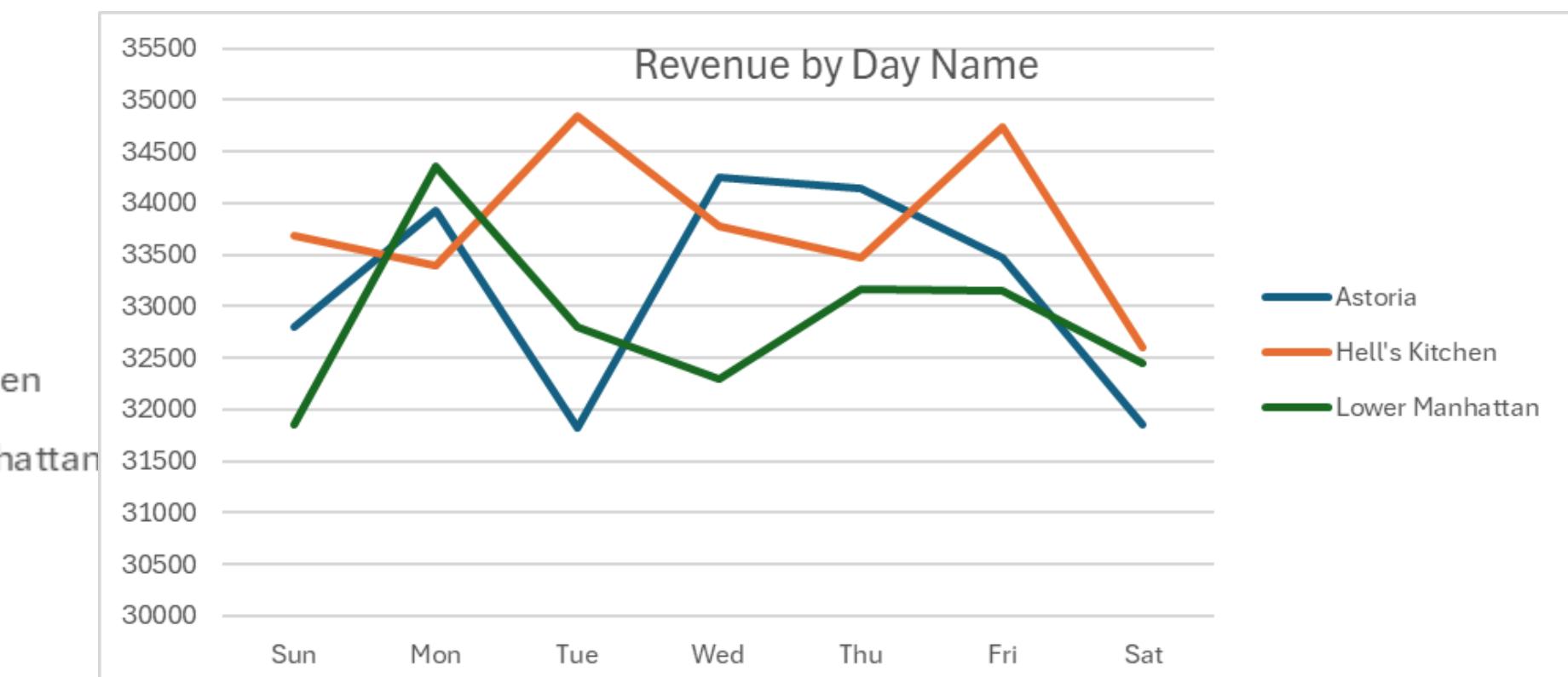
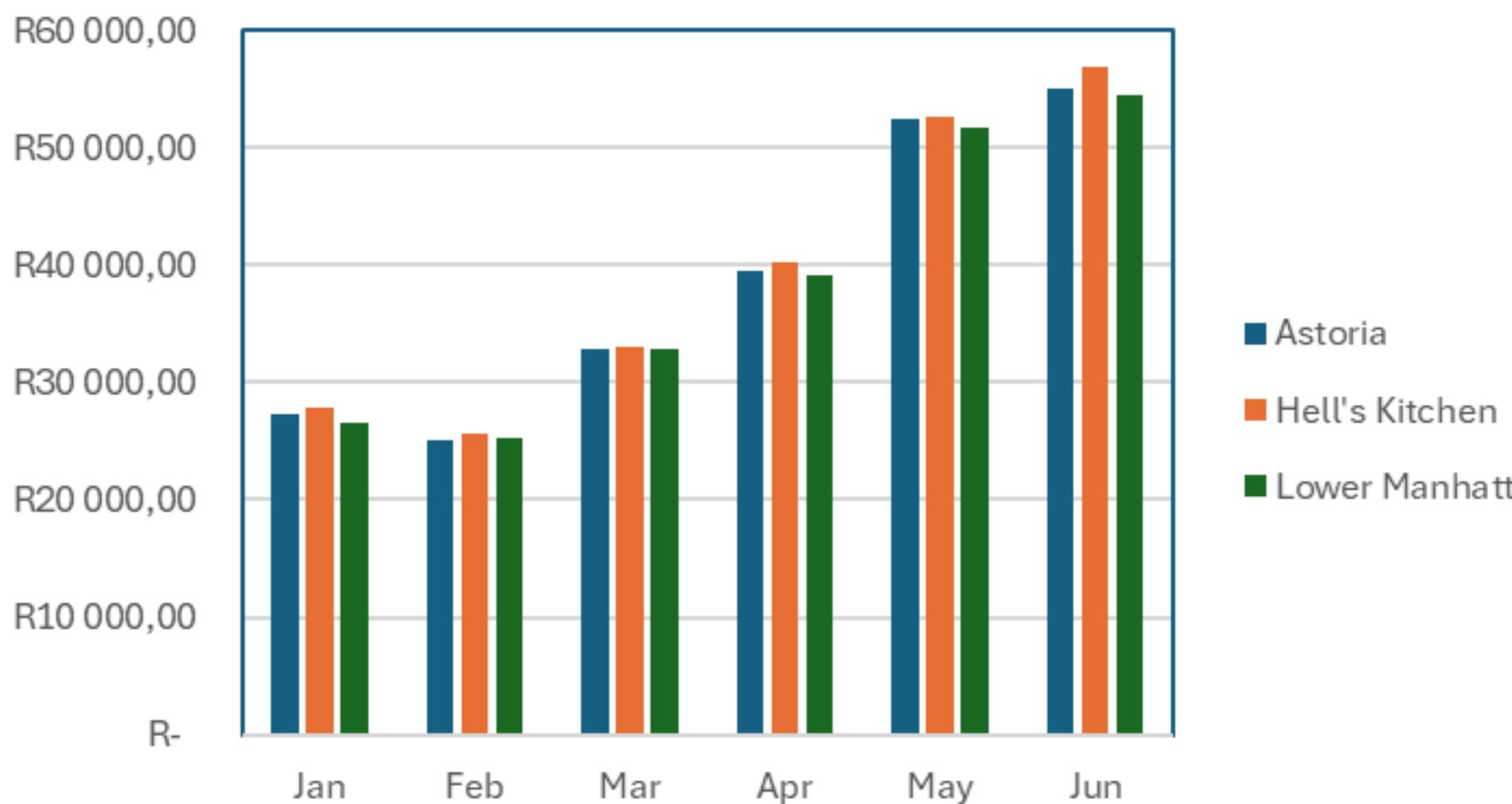
Total Sales

214470

Time revenue by store location

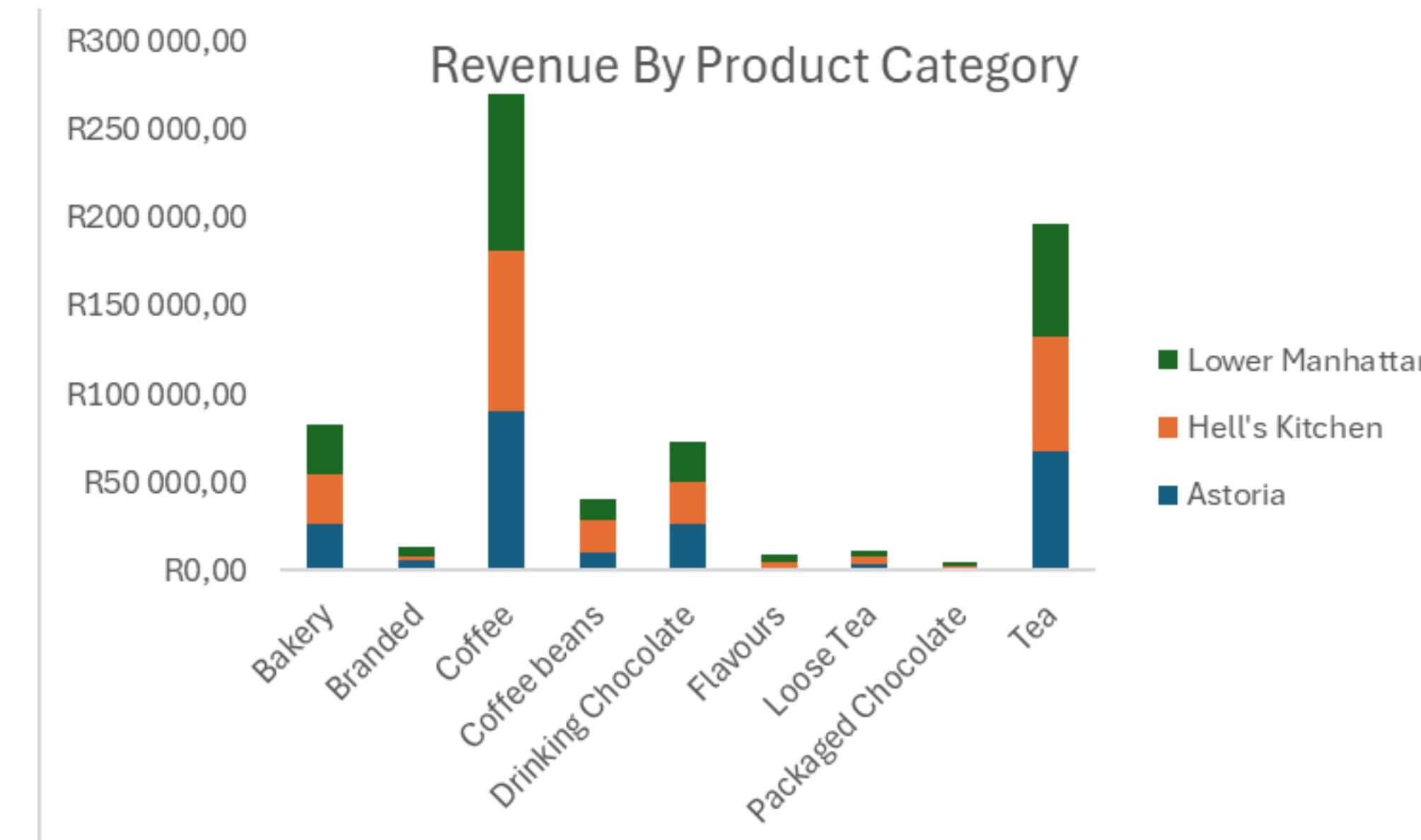
- Revenue across all stores started increasing from Feb to Jun, June's revenue for each stores increased by over 50% as compared to Feb.
- Hell's Kitchen has been the best performing store location from Jan to Feb and the under performing one being Lower Manhattan.
- Revenue peaks at the beginning and end of the week (Monday and Friday), with a visible decline in sales over the weekend.

Monthly Revenue by store location



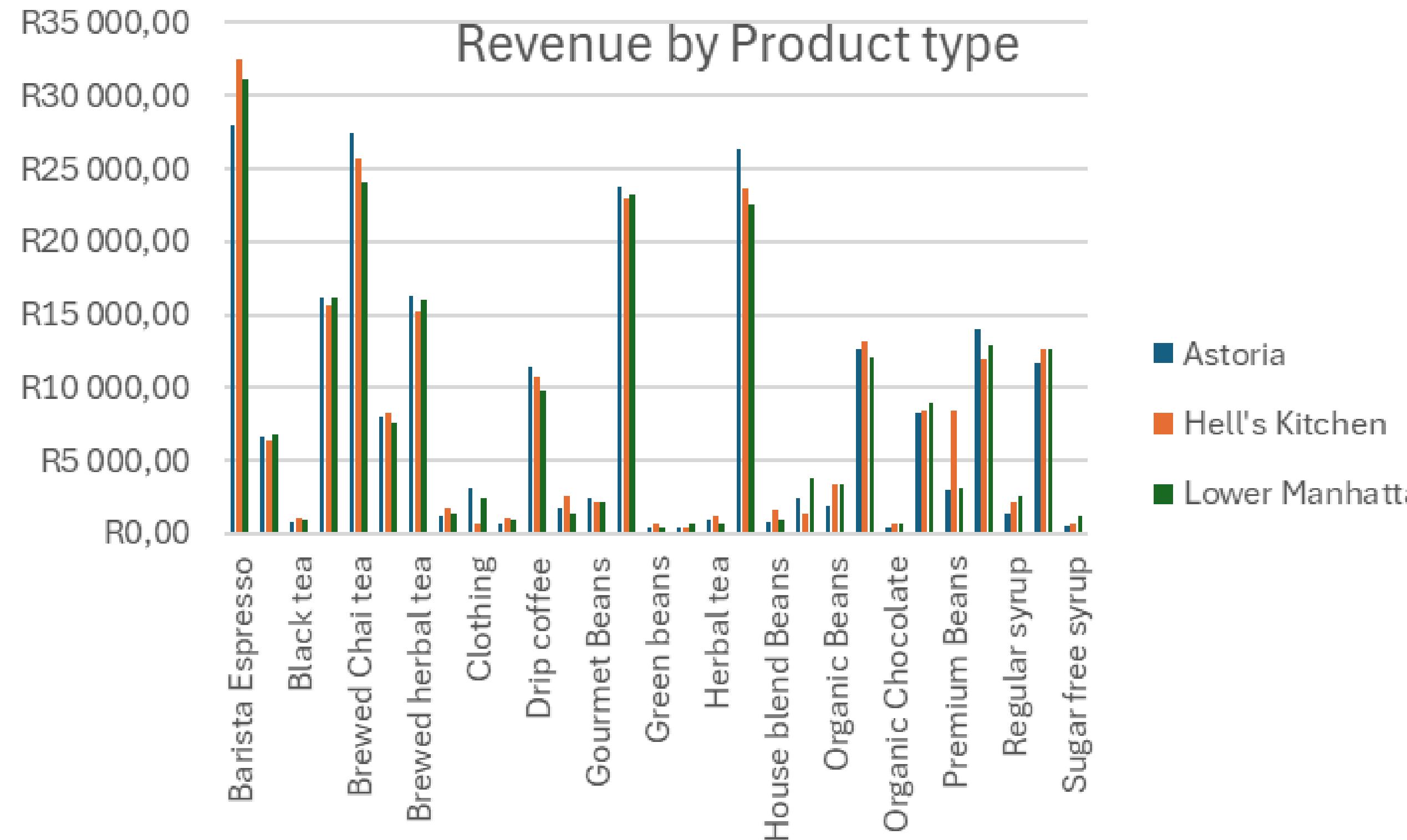
Revenue by product category per store

- Coffee has been the best selling product category in each store, contributing 38,6% on overall revenue.
- Packaged chocolate is the least performing product category with 0,63%.
- Coffee is the most expensive product category at R45,00 and Flavours being the cheapest costing R0,80.



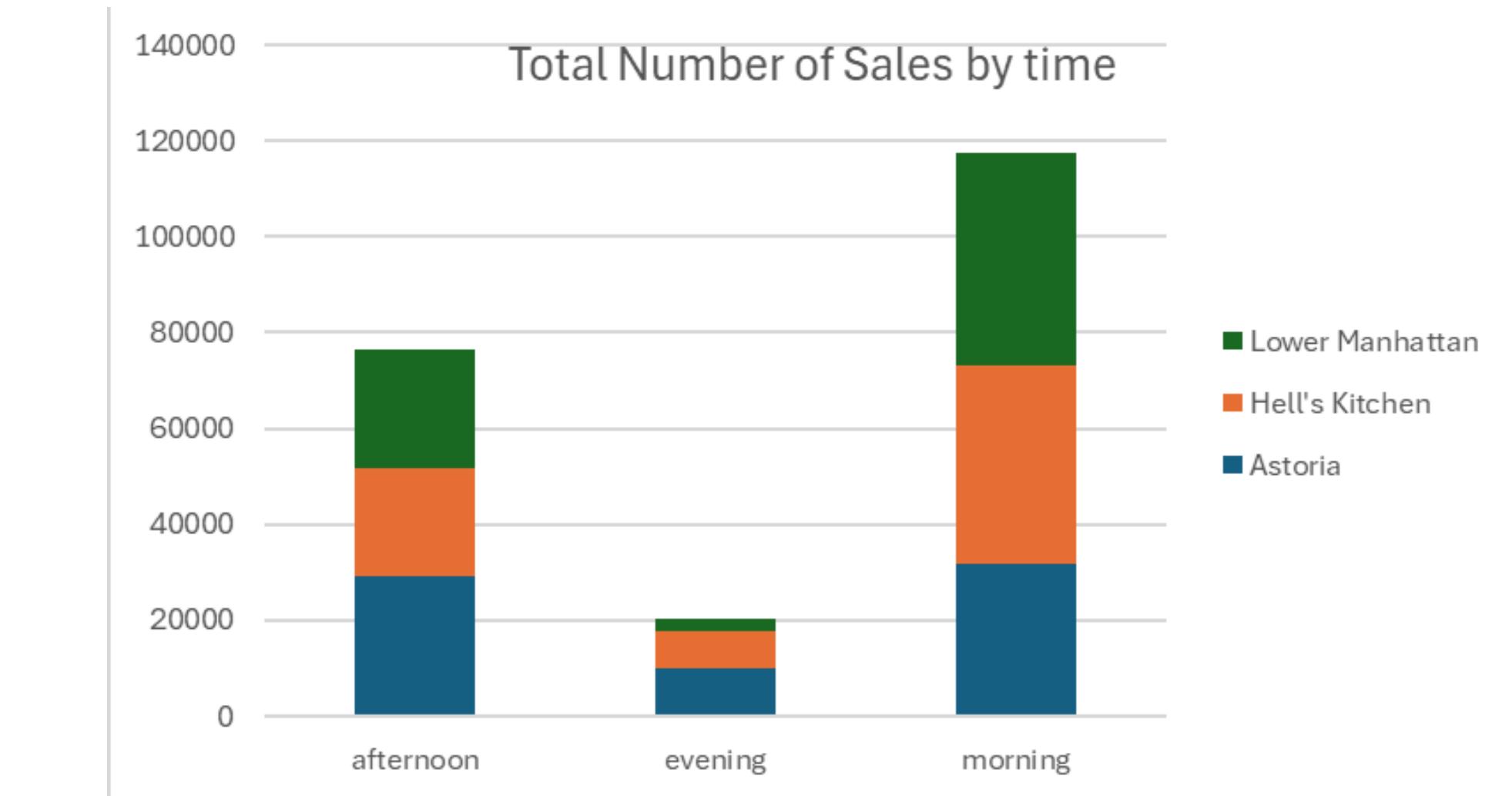
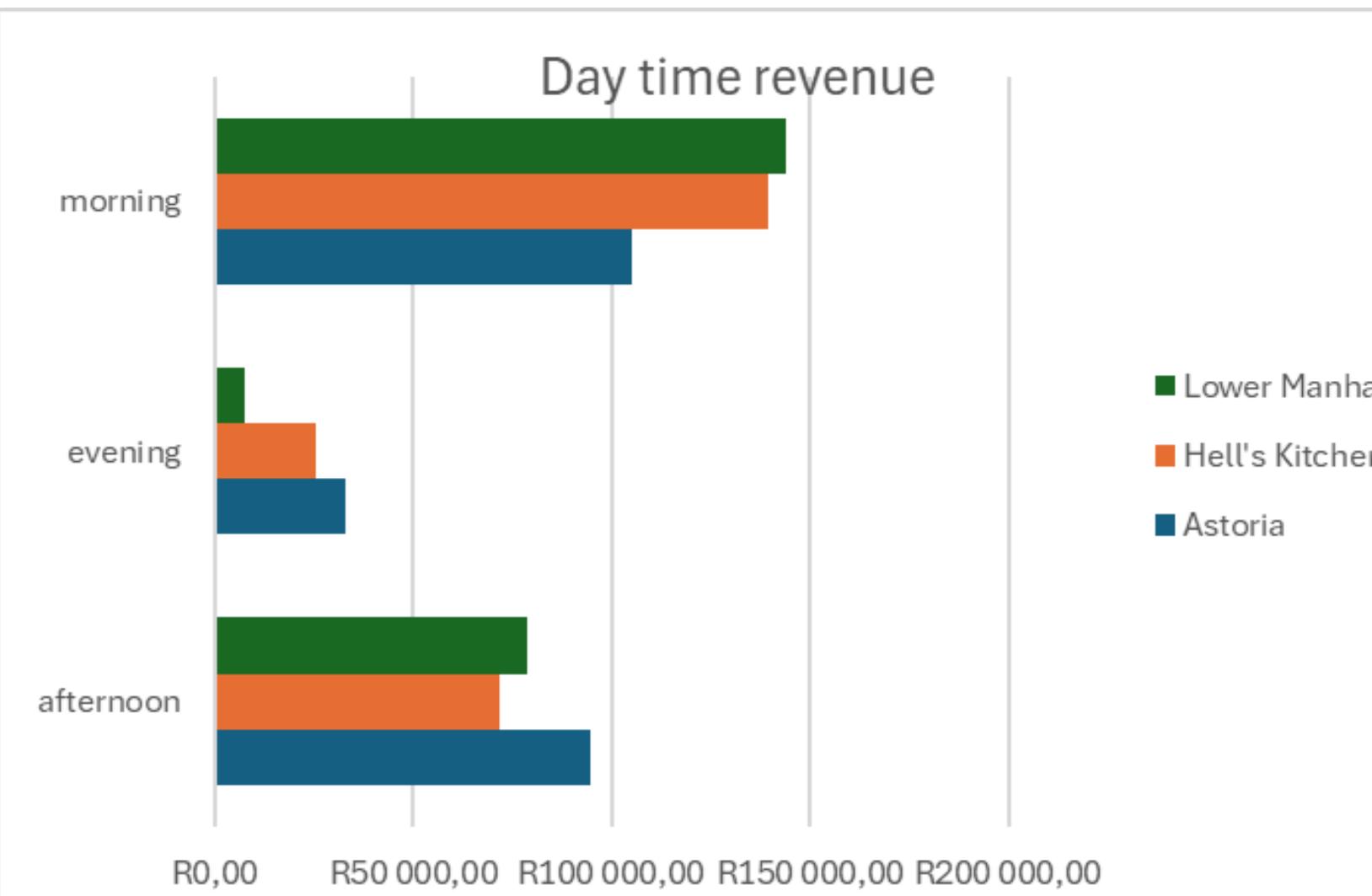
Revenue by Product type

- Barista Espresso is the best overall performing product type in all the stores generating 13,1% on overall revenue.
- Green beans being the least customer's favourite product type with the overall revenue of 0,19% .



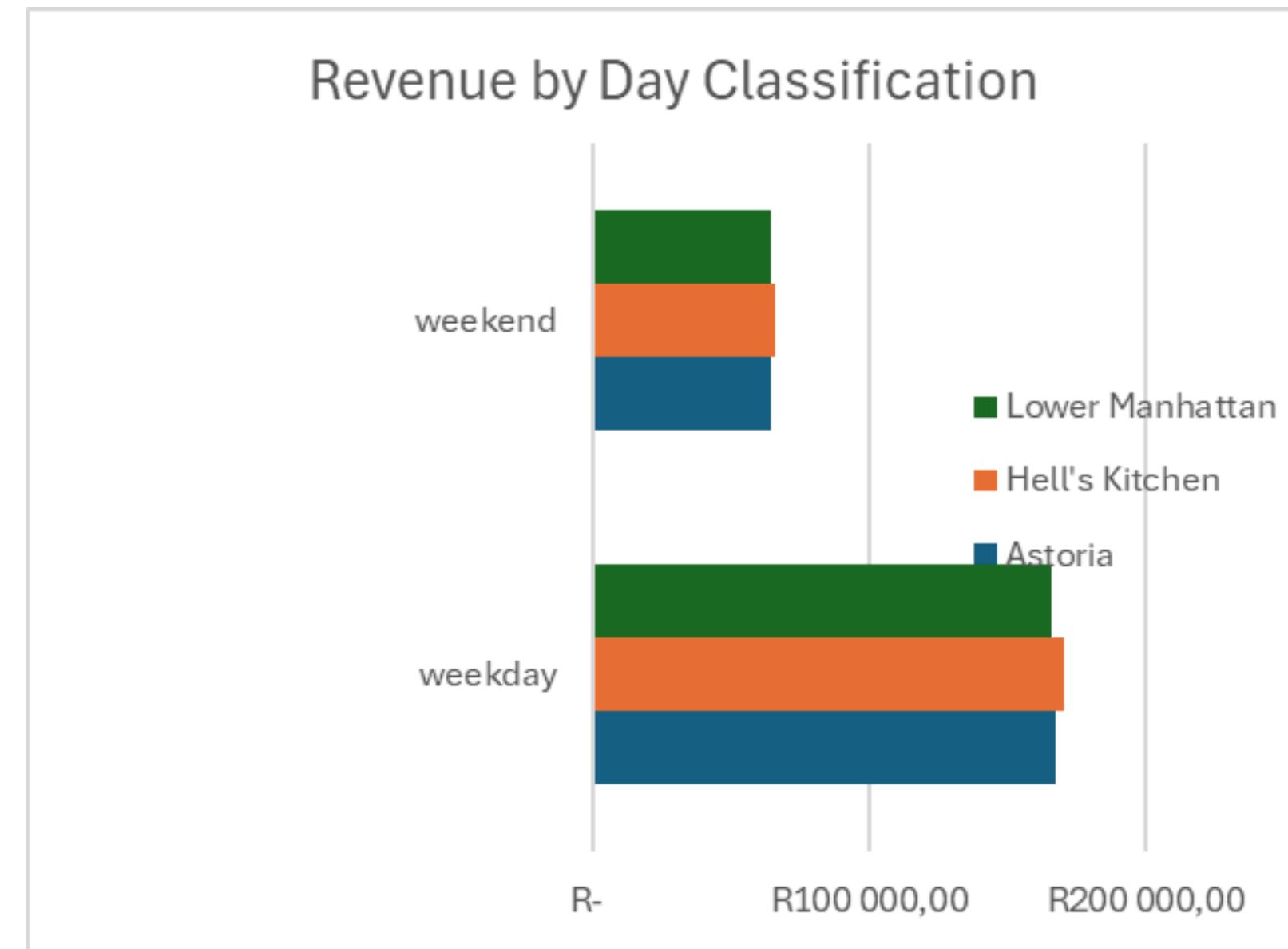
Time Revenue and number of sales

- The overall highest revenue is generated on Monday at 56% .
- Morning is the most overall selling time of the day contributing 55% of the day sales.
- Evening is the time of the day with few number sales.



Revenue by Day Classification

- Weekdays outperforms weekends across all the stores with Total weekday revenue: R503,587.54 and Total weekend revenue: R195,224.79.
- The weekdays revenues is twice the weekend revenue.



Recomendations

- Maintain consistent inventory for most selling products and implement upselling strategies for coffee related products.
- Enhance sales of underperforming products by combining them with best-selling items, encouraging customers to try them and get used to them.
- Optimize pricing strategies by pairing higher-priced coffee products with affordable flavors in combo offers or providing discounts when purchased together.
- Increase marketing campaigns in Lower Manhattan to stimulate revenue growth at the underperforming location.
- Align staffing and inventory levels with peak morning traffic to ensure sufficient product availability and service.
- Boost weekend sales by offering family discounts and promotions.
- Encourage evening traffic through happy hour promotions and special offers.

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