

BRIGHT

COFFEE SHOP

SALES ANALYSIS



OBJECTIVE

The company's CEO has a mission to grow the company's revenue and improve product performance.

The CEO would like to know the following:

- which products generate the most revenue
- what time of day the store performs best
- sales trends across products and time intervals
- Recommendations for improving sales performance



DATA OVERVIEW

The sales data set for the coffee shop ran between 1st January 2023 - 30th June 2023



Top Performers

- Coffee (R147,963) and Tea (R126,761) dominate revenue, accounting for the majority of sales.
- Indicates strong customer preference for core beverage products.

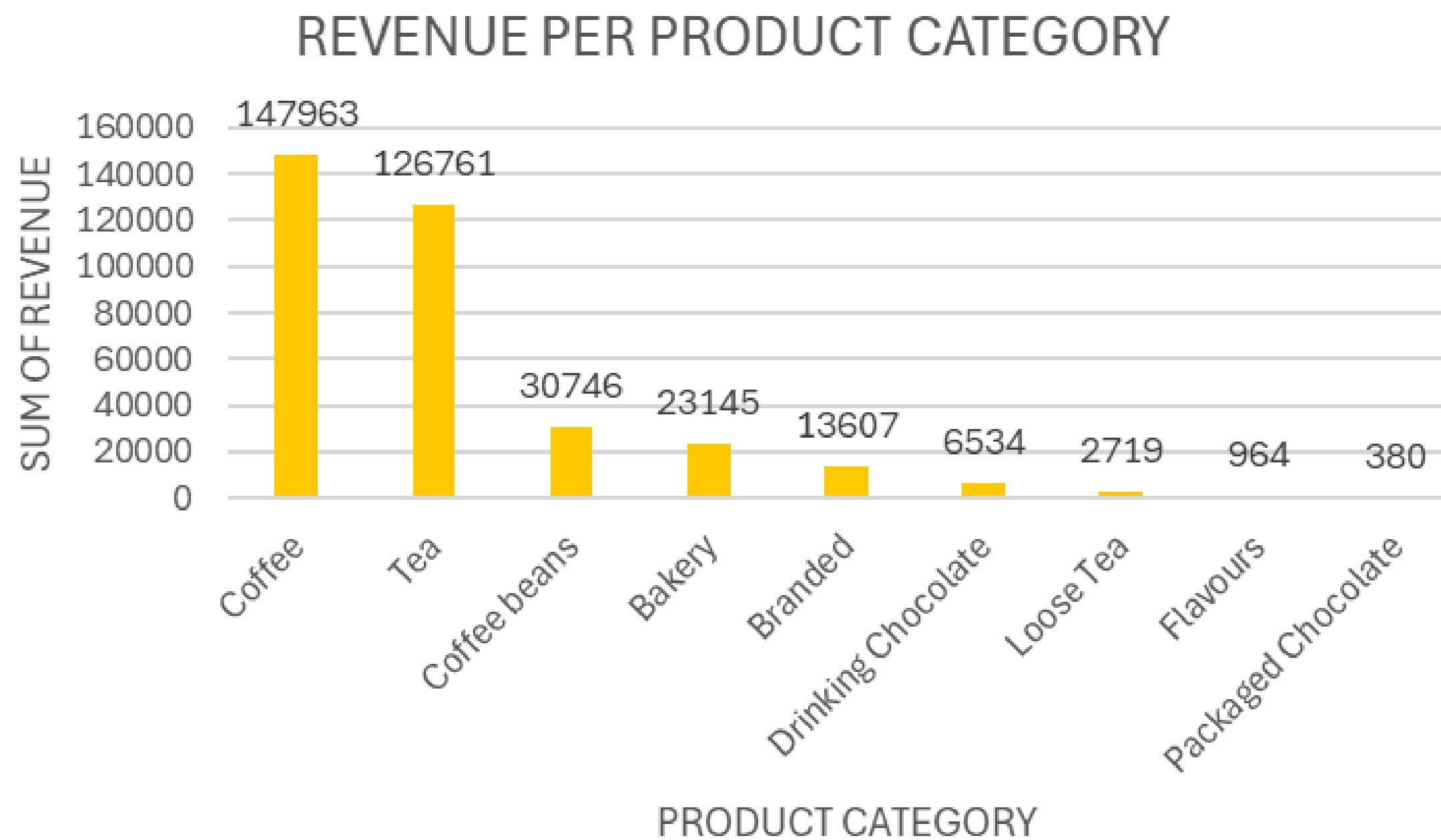
Mid-tier Categories:

- Coffee Beans, Bakery, and Branded items show moderate performance.
- Potential for growth through bundling or seasonal promotions.

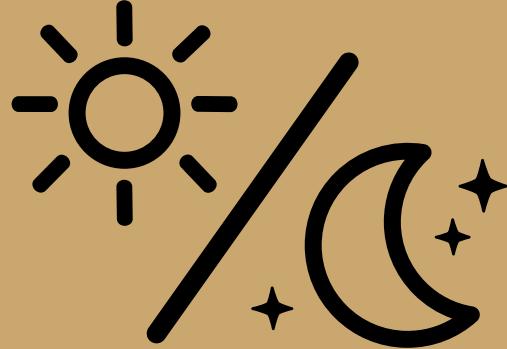


Underperforming Categories

- Loose Tea, Flavours, and Packaged Chocolate generate the least revenue.

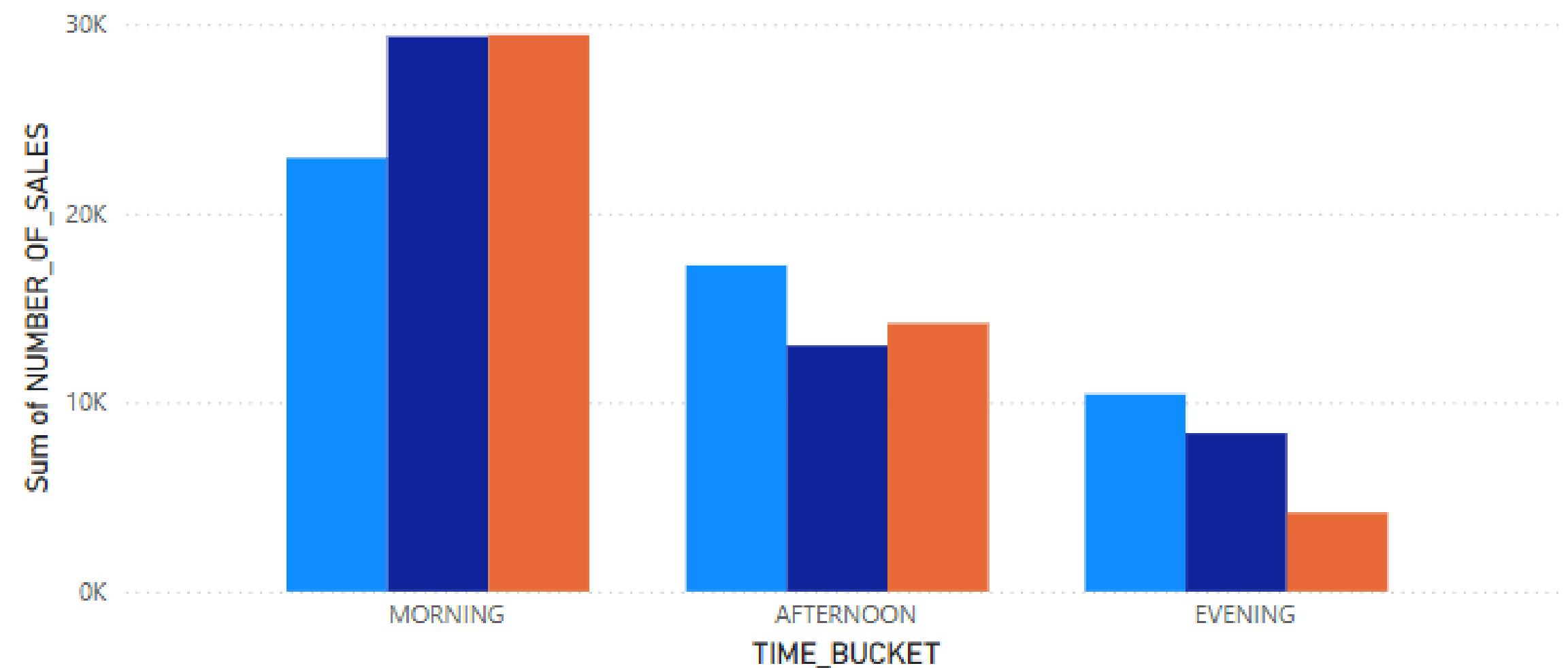


STORE PERFORMANCE BY TIME OF DAY



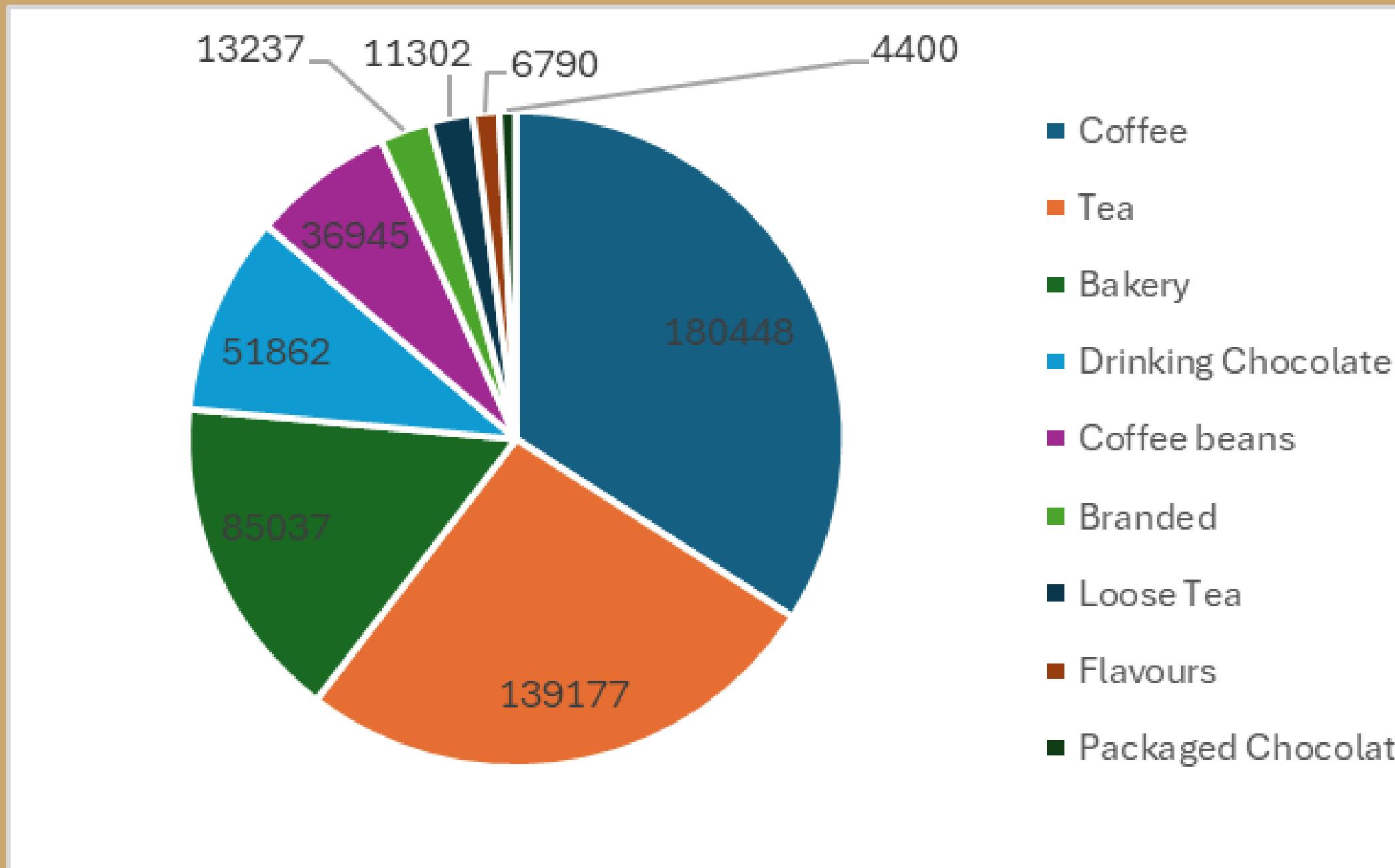
Sum of NUMBER_OF_SALES by TIME_BUCKET and STORE_LOCATION

STORE_LOCATION ● Astoria ● Hell's Kitchen ● Lower Manhattan

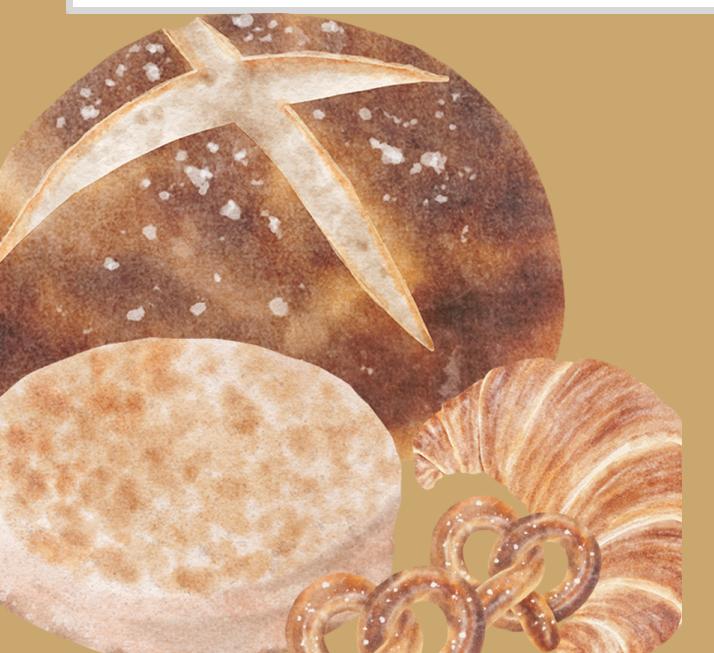


- Morning is the busiest period across all store locations.
- Hell's Kitchen and Lower Manhattan lead in morning sales.
- Sales drop significantly from morning to evening at all stores.
- Astoria shows steady performance throughout the day.
- Lower Manhattan experiences the sharpest decline in evening sales.

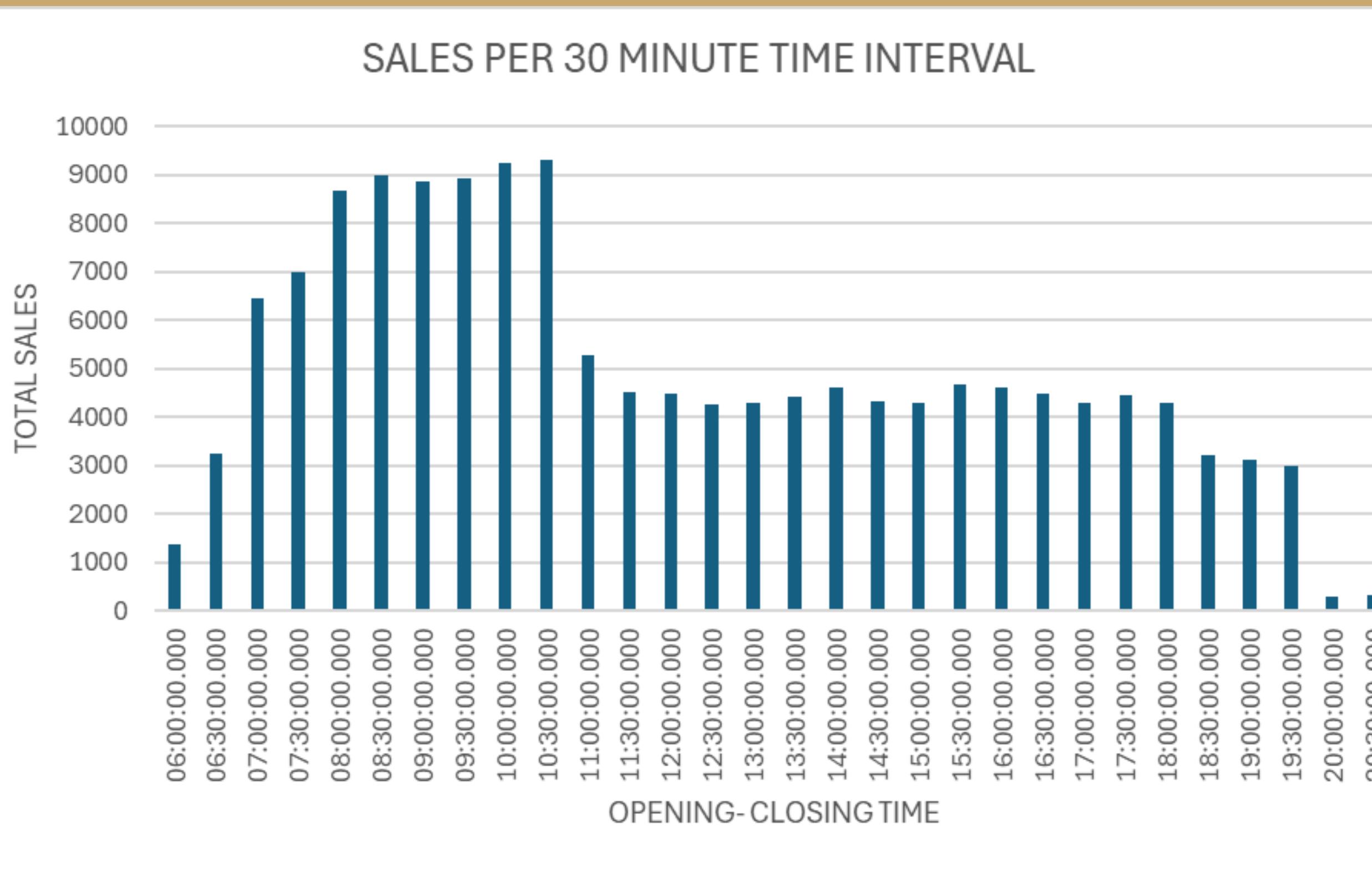
SALES TRENDS- HIGH AND LOW PERFORMING PRODUCTS



- Coffee leads with 180,448 units sold, top-performing product.
- Tea ranks second at 139,177 units, also a strong category.
- Branded products (85,037) and Bakery items (51,862) show solid sales.
- Drinking Chocolate (36,945) has moderate demand
- Lower-performing items:
 - Coffee Beans (13,237)
 - Loose Tea (11,302)
 - Flavours (6,790)
 - Packaged Chocolate (4,400)
- Suggests high consumer preference for hot beverages and ready-made goods



SALES TREND- PER 30 MINUTE TIME INTERVAL



Morning Rush (06:30-10:30):

Peak sales observed, with highest activity between 08:00 and 09:30.

Mid-Morning Dip (11:00-12:00):

Noticeable decline in sales, indicating lower customer traffic.

Steady Afternoon (12:00-17:00):

Consistent sales throughout midday, suggesting stable demand.

Evening Decline (17:00-20:30):

Gradual drop in sales, possibly due to winding down of operations.

Opening & Closing Lows:

Minimal sales at the start and end of day, likely outside peak shopping hours.

INSIGHTS & CONCLUSION



- Coffee and Tea are the top-performing products in both revenue and units sold, confirming strong customer preference for core hot beverages.
- Morning hours (06:30-10:30) drive the highest sales, with a peak between 08:00-09:30 across all store locations.
- Hell's Kitchen and Lower Manhattan lead in morning performance, while Astoria shows consistent performance throughout the day.
- Branded products and Bakery items perform moderately and present growth opportunities through bundling or promotions.
- Loose Tea, Flavours, and Packaged Chocolate are underperformers, contributing the least to revenue and volume



RECOMMENDATIONS TO BOOST SALES

this will all
MAKE SENSE
• after •
COFFEE

1. Launch "Morning Combos"

Offer discounted coffee/tea + bakery item bundles during the morning rush (06:30-10:30).

2. Introduce a Loyalty Program

Reward repeat customers with a free drink or discount after a certain number of purchases-especially effective for daily morning visitors.

3. "Midday Recharge" Promotion

- Target the steady afternoon period (12:00-17:00) with limited-time offers on mid-tier products like branded goods and bakery snacks.
- E.g., "Buy a drink, get a snack half off."



4. Repurpose Low-Performing Products

- Bundle loose tea or chocolate with bestsellers to move inventory.
- Example: "Relax Pack" = Tea + Flavour Shot + Chocolate bar.

5. Seasonal & Themed Menus

- Rotate drinks and snacks based on seasons or events (e.g., winter warmers, Valentine's packs) to drive excitement and urgency.

6. Boost Evening sales with "Happy Hour"

- Offer "Buy 1 Get 1 Free" or 20% off on selected drinks from 17:00-19:00 to counter evening declines.

DISCOUNT
20%

Thank
You!

PRESENTED BY : IRA WHEELER