



# Bright Coffee shop

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# Agenda

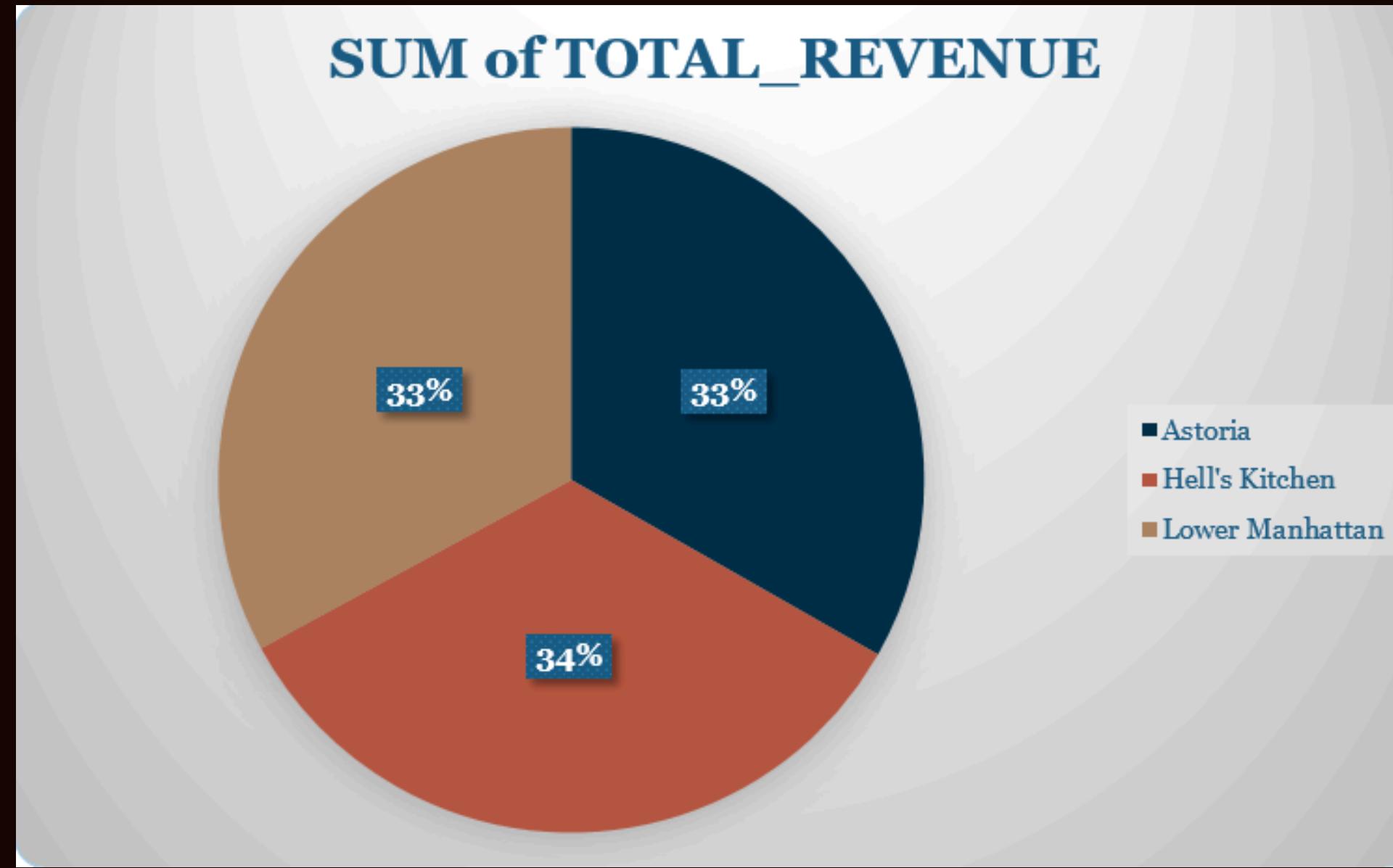
- *Intro & objective*
- *Key Insights from Data*
- *Recommendations*
- *Next steps*
- *Q & A*



# *Introduction and* Objective

Analyzed Bright Coffee sales data to uncover revenue drivers, peak demand times, and areas to optimize inventory and marketing strategy.

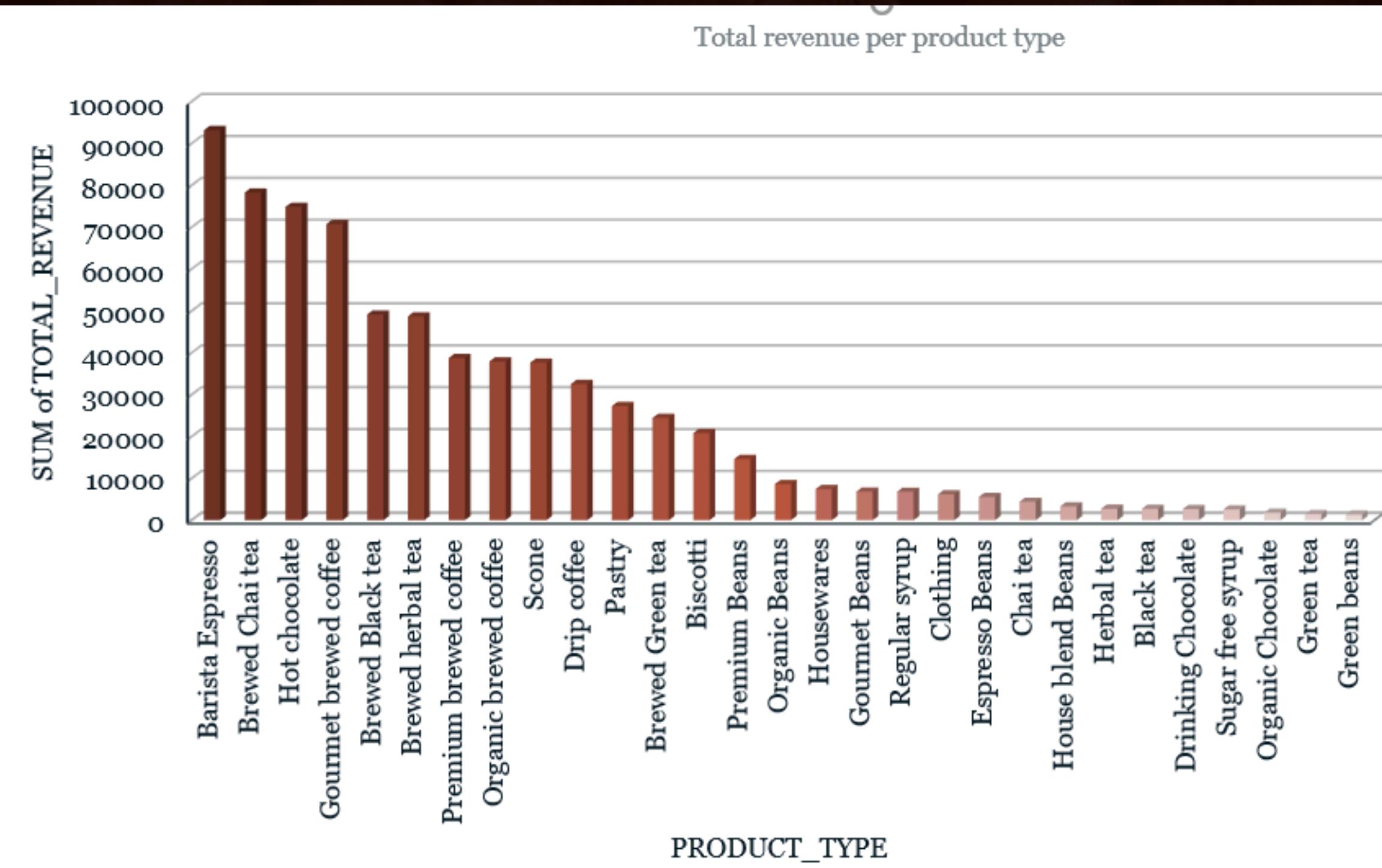
*Revenue by store*



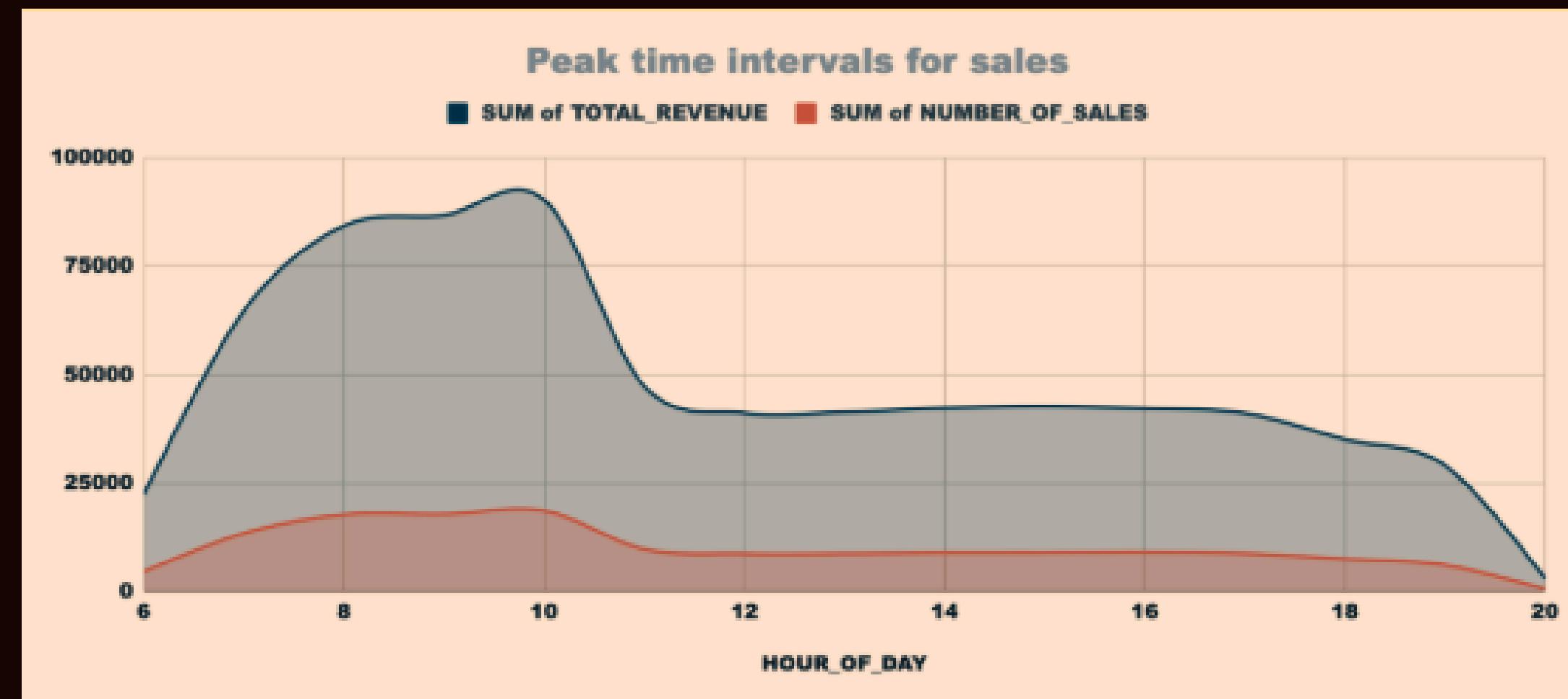


## *Product types that contributes most*

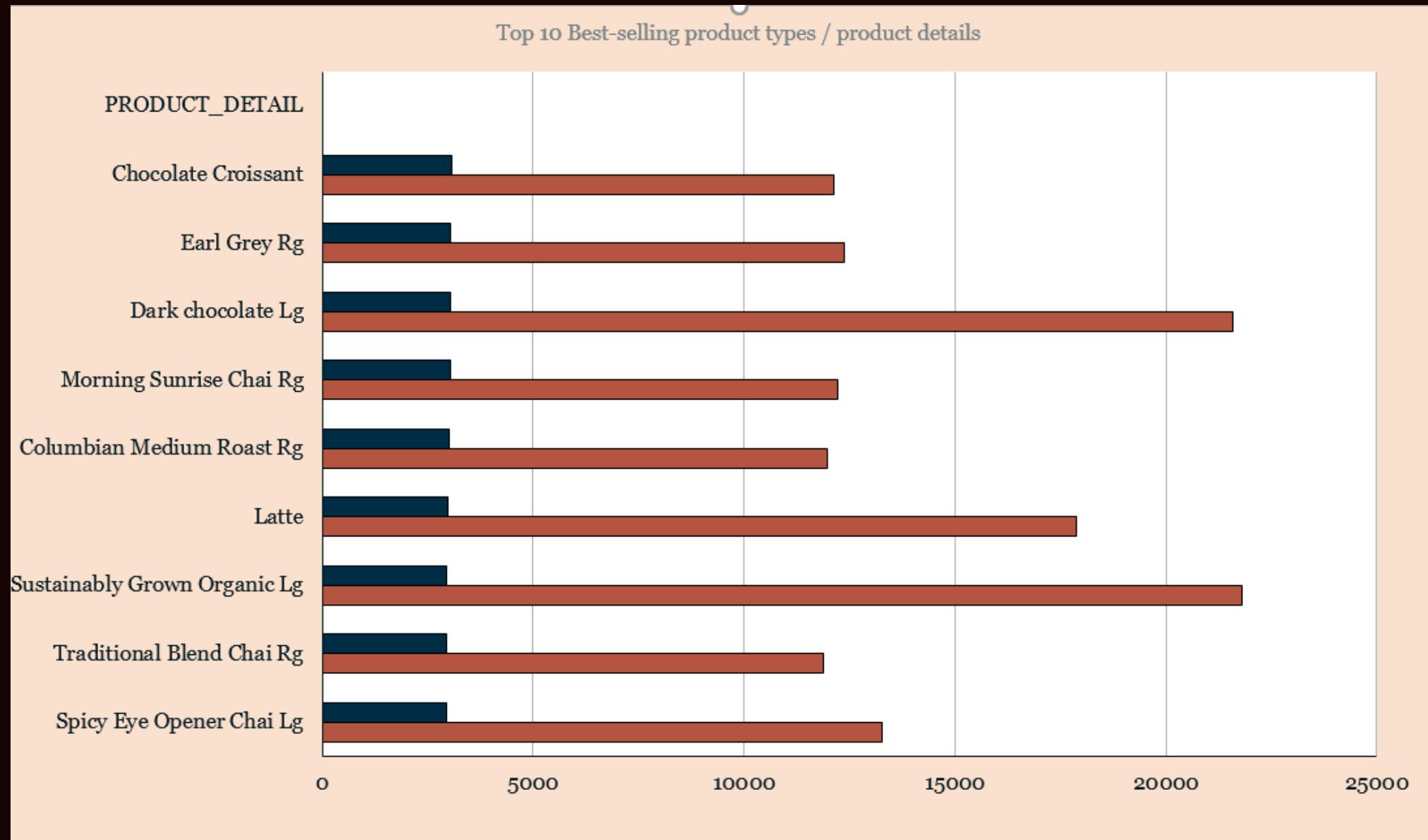
Total revenue per product type



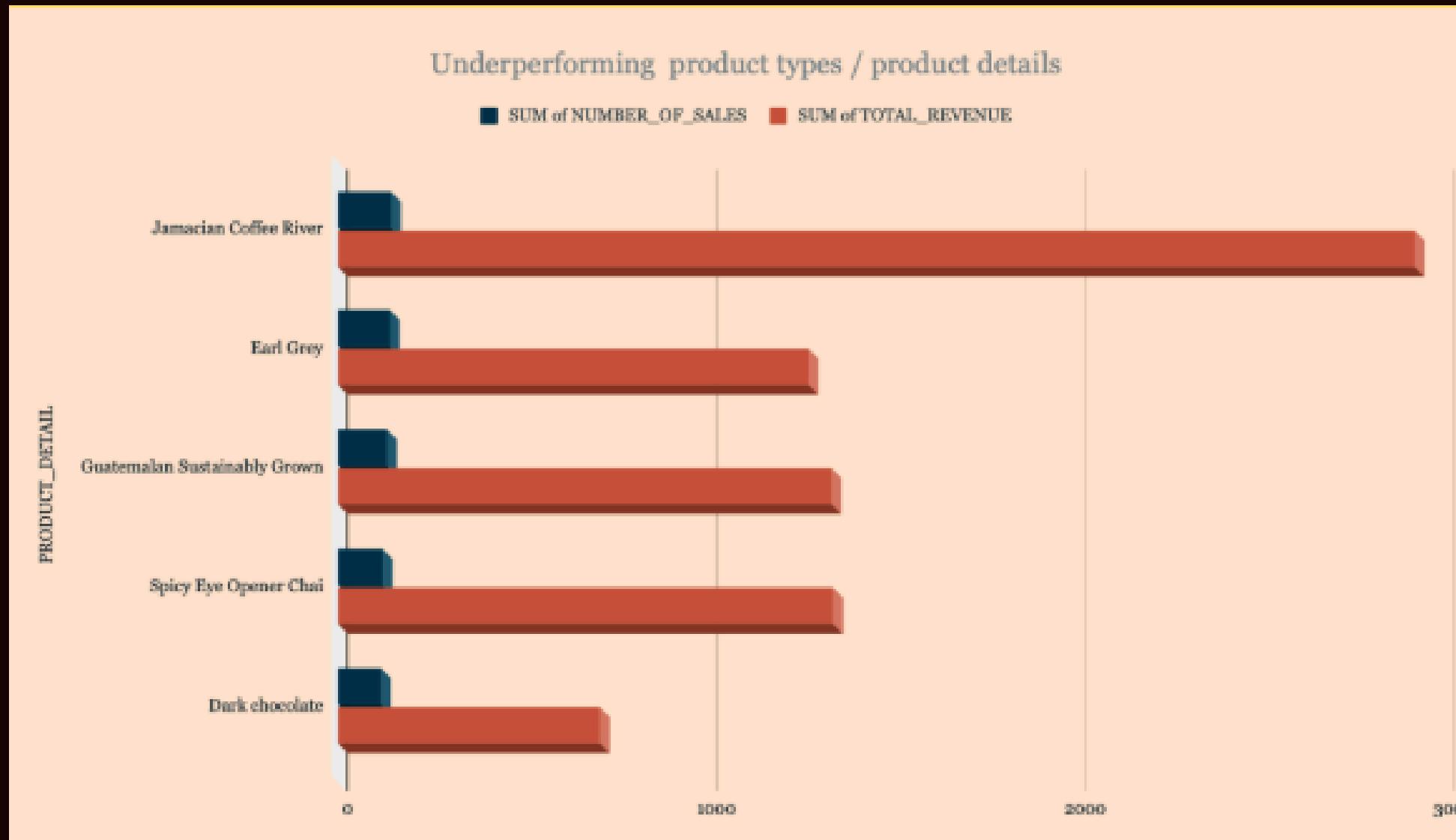
## *Key insights :Peak and slow period*



## *Items driving sales*



## *Opportunities for Promotion or Re-evaluation*





# *Key Insights: Product Performance*

01

- Certain product types contribute mostly to total sales.

02

- Underperforming products show opportunities for improvement.

03

- Top-selling items account for the majority of revenue.



# *Key Insights: Demand Patterns*

01

- Opportunity to run targeted promotions during off-peak hours.

02

- Slow periods observed in late afternoons and evenings.

03

- Peak hours identified during morning and lunchtime rush.



## Recommendations

01

- Stock more of best-selling items to avoid stock-outs.

02

- Promote underperforming products by bundling or repositioning.

03

- Run marketing campaigns during slow time slots (discounts, loyalty rewards, digital ads).



# Next Steps

01

- Share insights with Supply Chain for inventory adjustments.

02

- Align with Marketing on campaign design and timing.

03

- Implement dashboards for real-time performance tracking.





# Thank You

Optimizing marketing timing, stock levels, and promotions can significantly boost sales and enhance customer satisfaction.

