BRIGHT COFFEE
SHOP

Coffee Heaven

PROJECT OVERVIEW

Business Goal:
Understand sales trends and drive decisions.

Key Questions:
- What are our top-performing products?
- When do we sell the most?
- How can we increase revenue?

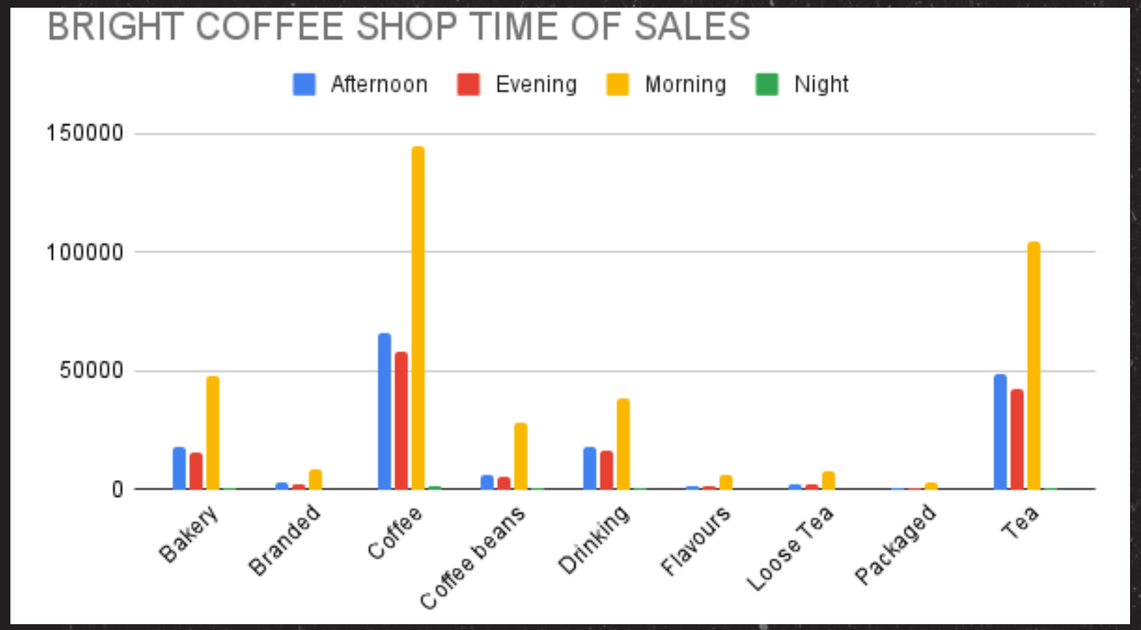
KEY INSIGHTS

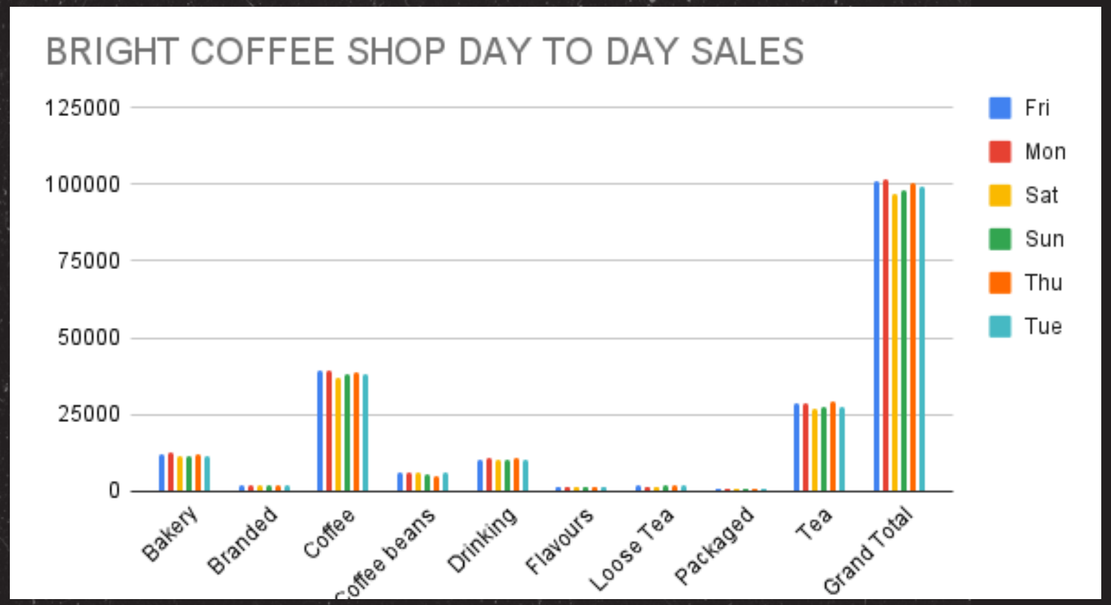
- Identify best-selling products
- Analyze sales by time & day
- Provide recommendations
- Strategy for revenue growth

TOOLS & TECHNOLOGY

- SQL (Snowflake, BigQuery)
- Excel, Tableau, Power BI
- Canva for presentation
- Python for analysis

These Graphs show the Total Revenue Day to Day and Month to Month:

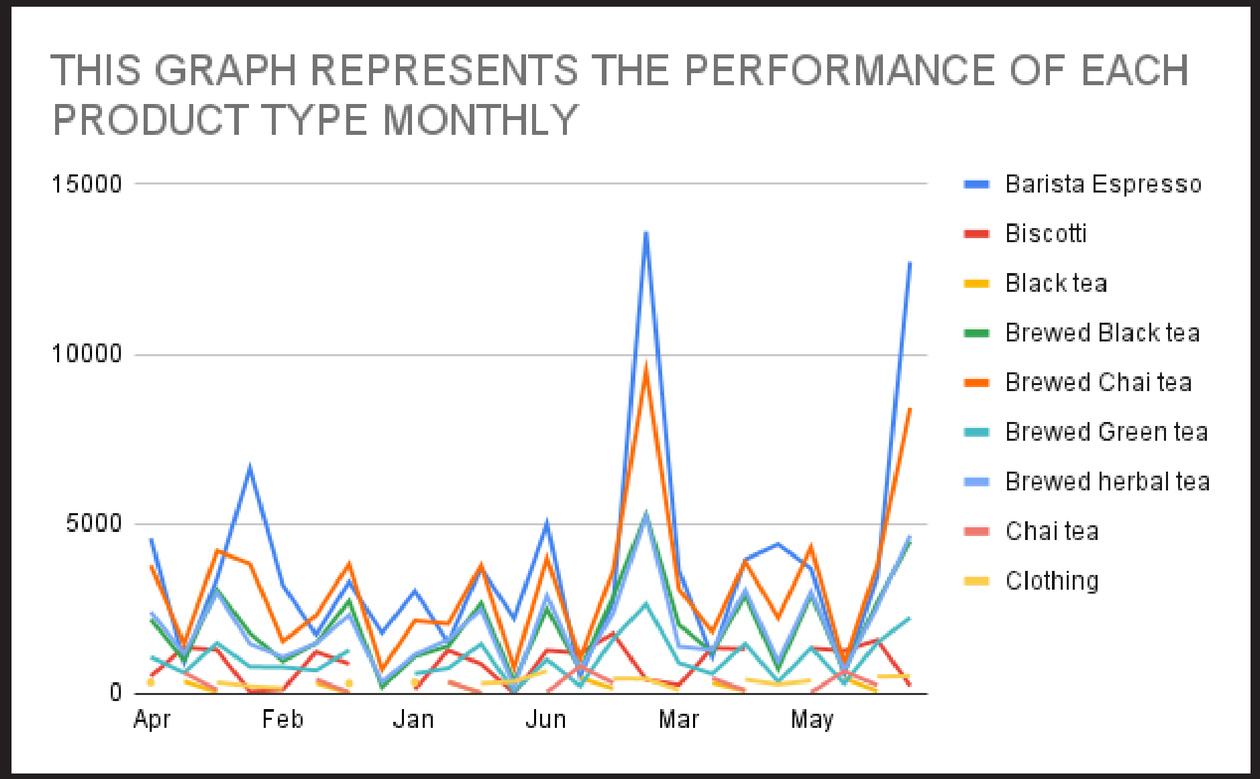


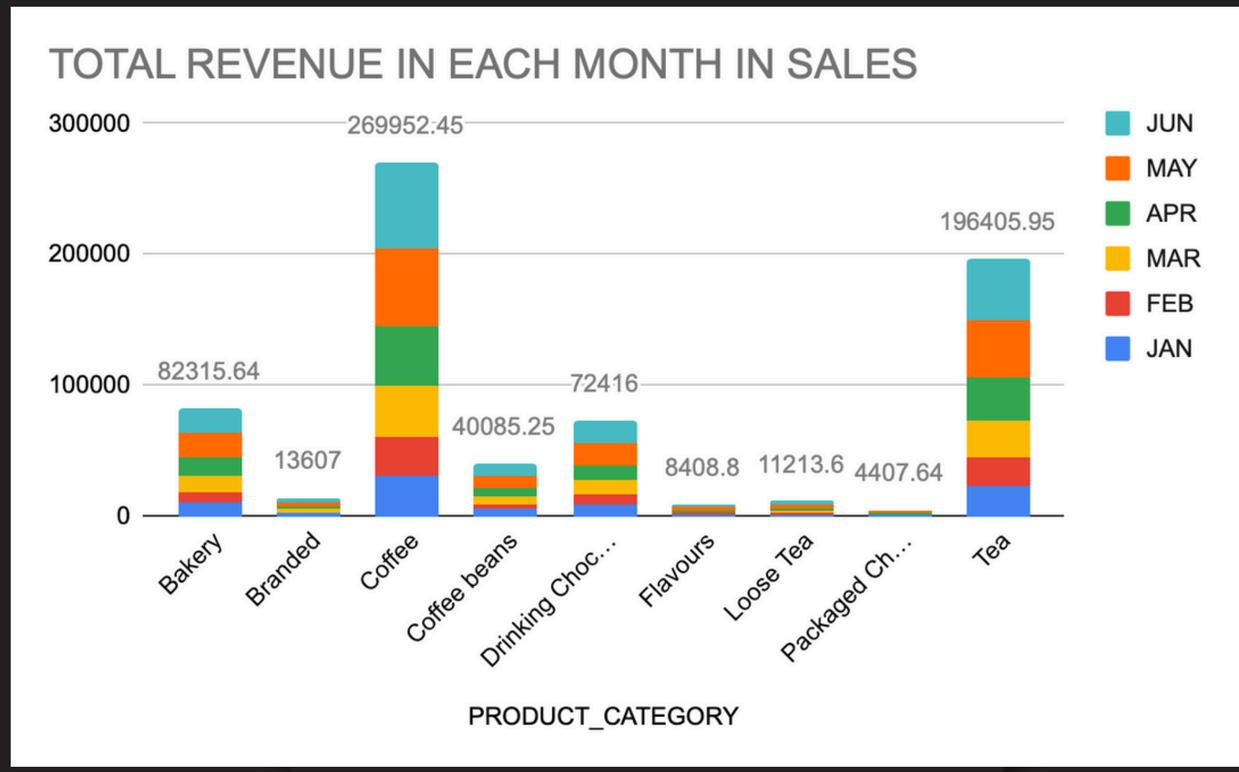


- The top performing product category bought throughout the day is Coffee which is our cash cow
- The second top performing product category throughout the dayis tea
- The third performing product category throughout the day is bakery

- Sales peak around the weekend.
- Coffee remains dominant every day.
- Opportunities to boost sales on slower days (like Thursday).

• PERFORMANCE GRAPH





- The Highest performing product type is the Barista Espresso
- The Second perfoming product type is the biscotti which sometimes alternates with the Barista Espresso performance
- Black tea is the third perfoming product

- The top performing product category Monthly is Coffee which is our cash cow
- The second top performing product category Monthly is Drinking
- The third performing product category Monthly is Bakery

- **Insight Summary**

- Top Products:
  -Coffee, Bakery

- Underperformers:
  -Packaged, Loose Tea

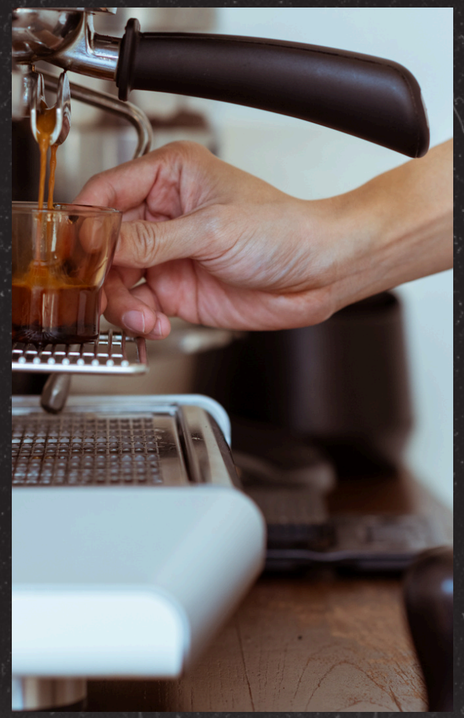
- Peak Times:
  - Weekends, Mornings

- Slow Days:
  - Tuesday & Thursday

OUR MISSION

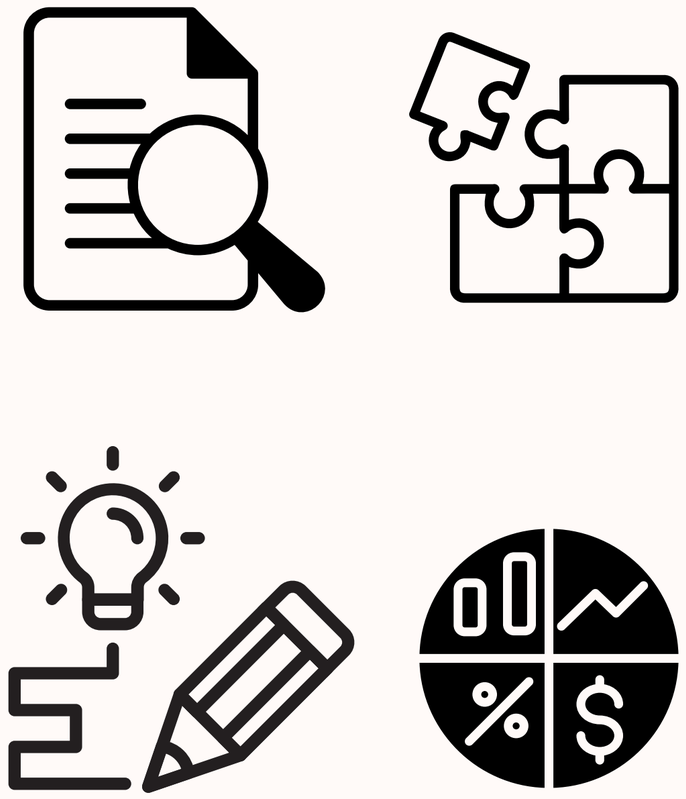
STRATEGIC RECOMMENDATION

- Promote low-performing items (e.g., bundle tea with bakery).
- Stock more of fast movers during high-demand periods.
- Run loyalty programs on low-traffic days.
- Test dynamic pricing during slow hours



BRAND STRATEGY

THE NEXT STEP



- **THE NEXT STEP**

- Automate daily reports in Excel or Power BI
- Train staff to upsell during quiet periods
- Consider delivery/online sales during downtime
- Monitor performance weekly

Conclusion

Bright Coffee Shop is more than just a coffee shop. With the information presented I hope it leads to the heights this shop can reach. With the right marketing strategies and commitment to quality, Bright Coffee Shop is ready to become the top coffee destination for all coffee lovers.

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Thank You