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BRIGHT COFFEE SHOP

SALES ANALYSIS
PRESENTATION

Our Approach

- Cleaned Excel data (Prices, timestamps)
- Transformed and analyzed using Snowflake SQL
- Visualized trends using Excel and PowerBI dashboard
- summarized insights and strategy in the presentation

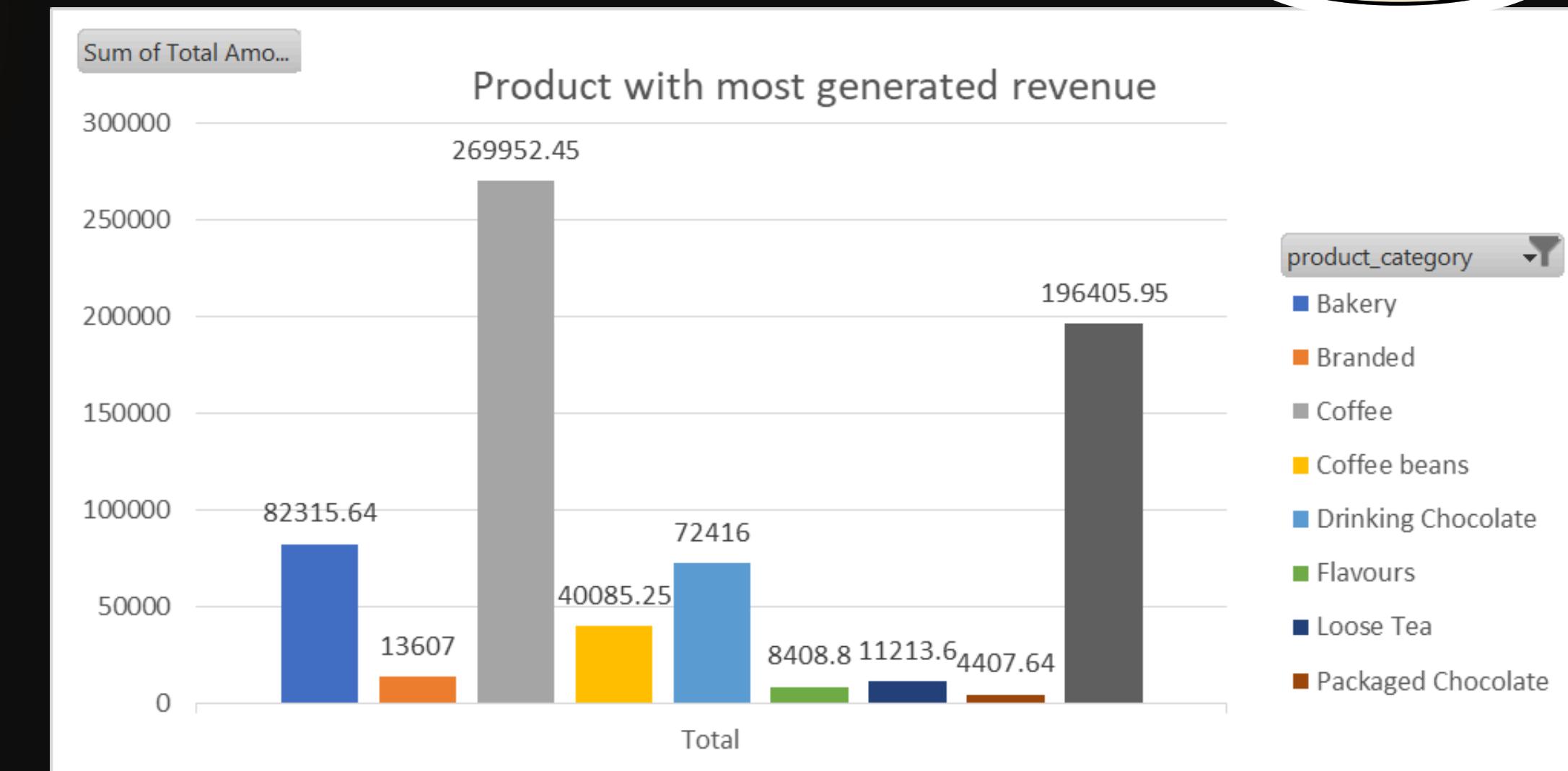




Key Insights

Coffee products contributed the highest total revenue and unit sales across all product categories.

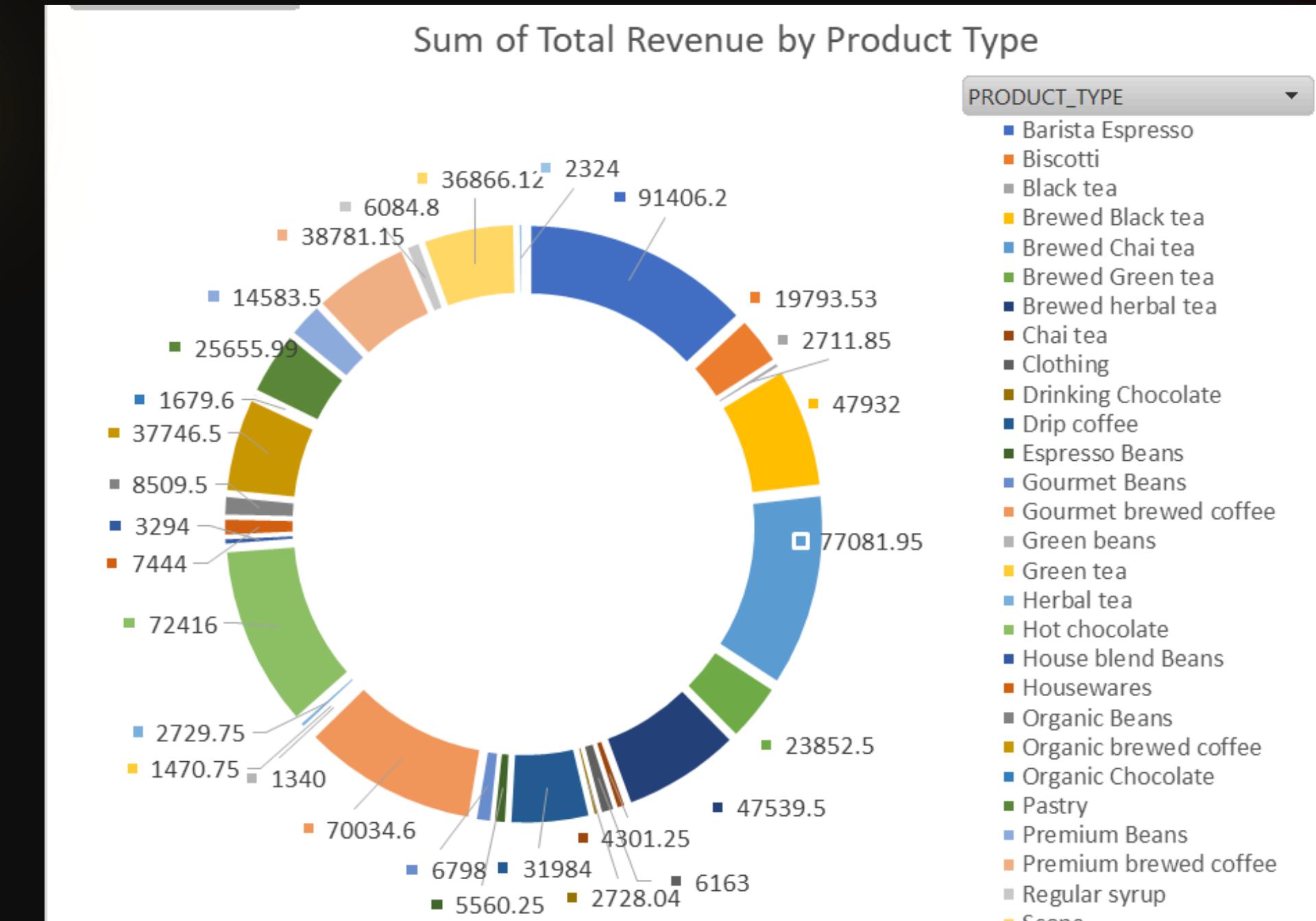
This validates coffee as the shop's core offering and a strong revenue driver.



Key Insights

Pivot analysis shows that Gourmet brewed coffee, Espresso, Cafe Latte consistently lead in both quantity sold and revenue generated.

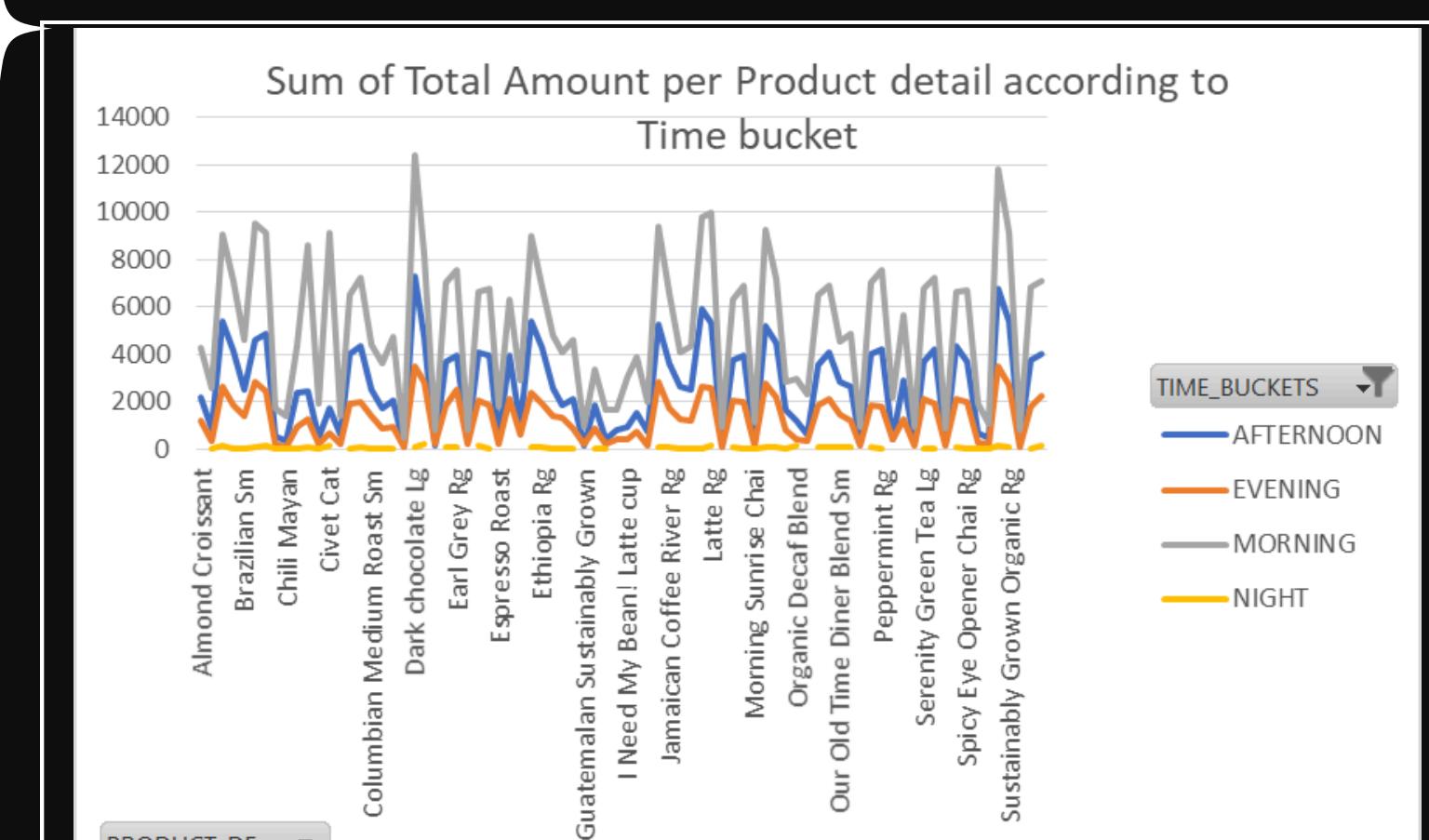
Actionable Note: Coffee Promotions, seasonal specials, and bundle offers (e.g. Coffee and Pastry) could further enhance performance.





BEST TIME FOR SALES: 8AM - 10AM & 12PM -13PM

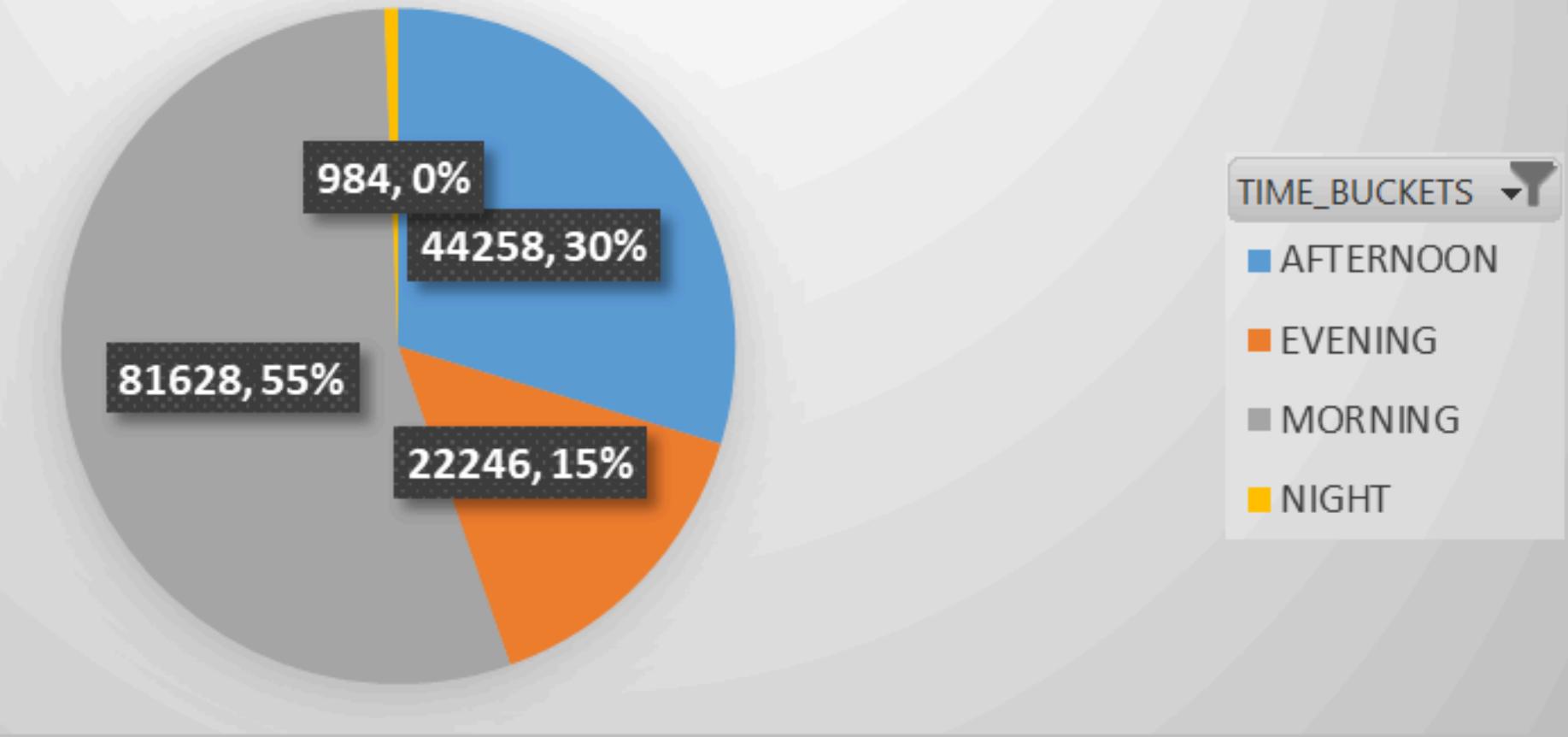
These two time blocks consistently showed sales spikes across different time periods. They align with customers' morning routine (commute or work start) and lunch breaks.





MORNING TIME BUCKET ONLY

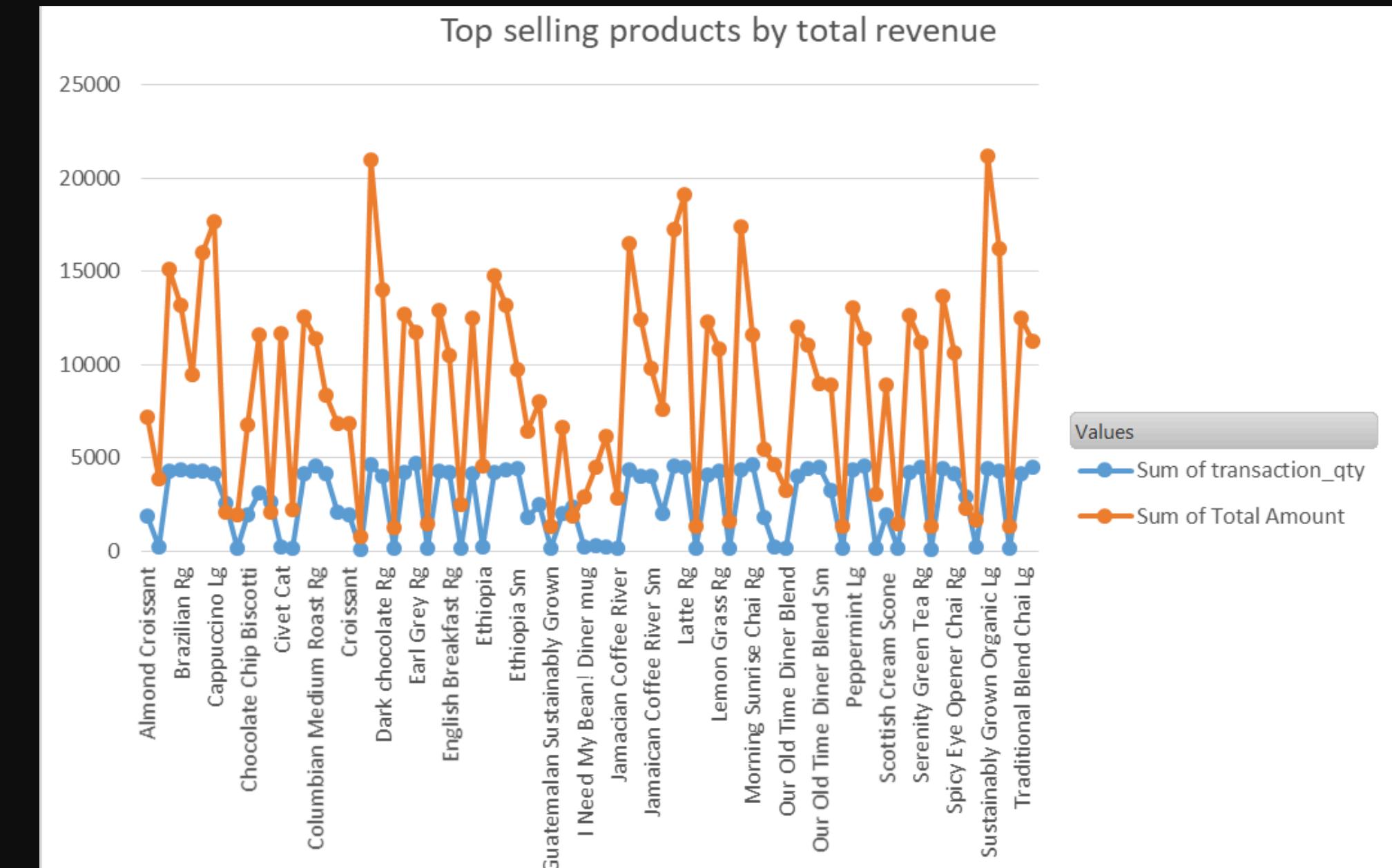
Morning Time bucket only showing



The Morning Time bucket shows what exactly is bought frequently in the morning only based on product category. Therefore reinforcing staffing, inventory, and marketing campaigns during the time slots previously mentioned to maximize throughput and efficiency.



TOP SELLING PRODUCTS



The highest revenue comes from premium beverages like Sustainable Grown Organic Lg, Dark Chocolate, and Latte (Rg and Regular). These products not only bring in the most money but also have consistently high sales volume, indicating they are both popular and profitable.

TOP 5 BEST SELLING PRODUCTS



SUSTAINABLY GROWN
ORGANIC LG

01



DARK
CHOCOLATE

02



LATTE RG

03



CAPPUCCINO LG

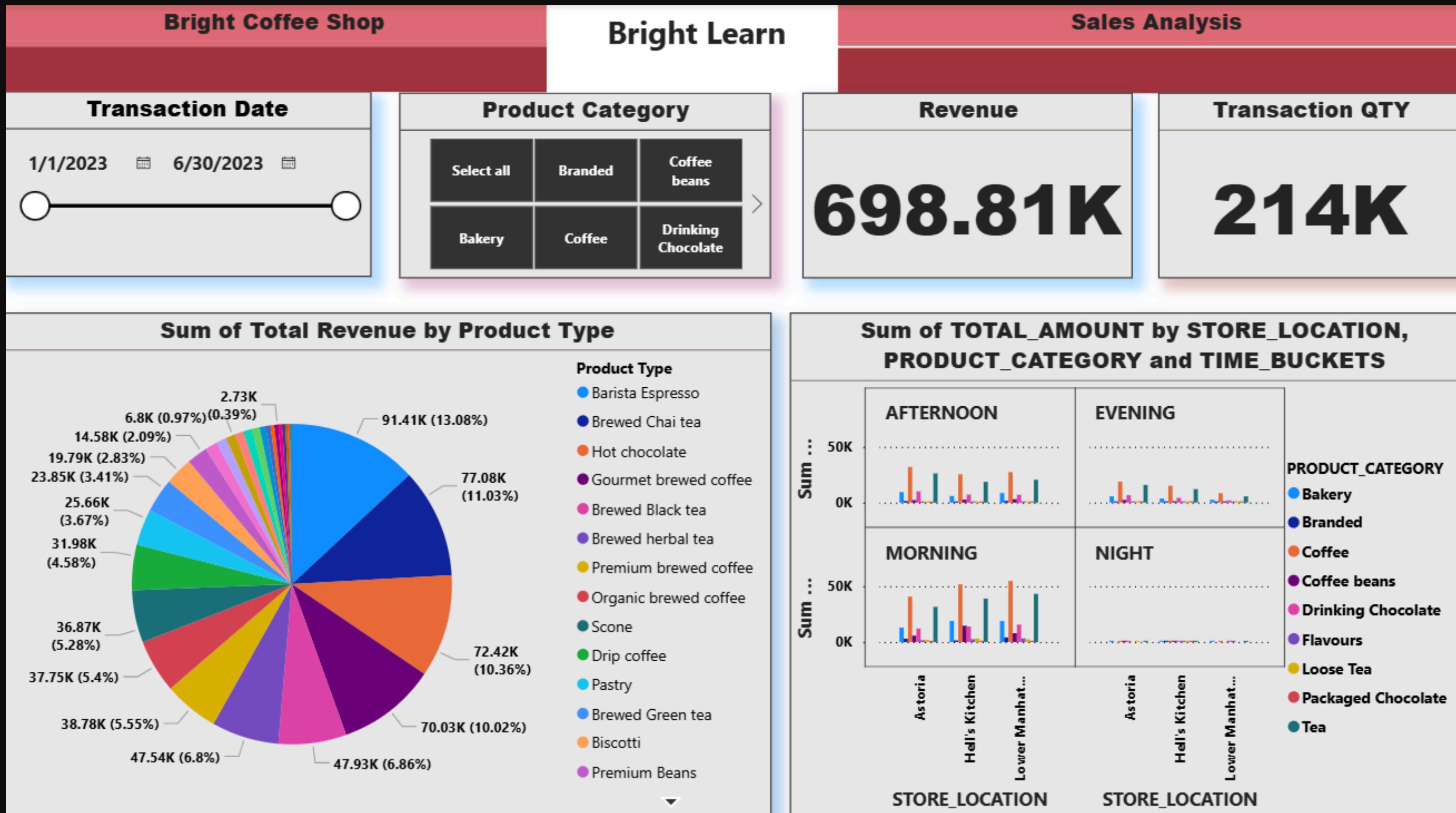
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CAPPUCCINO LG

05

PowerBI Analysis



PRODUCT CATEGORY PERFORMANCE

1. Coffee (Top Performer)

- **Highest Revenue: R269 952.45**
- **Highest Volume: 89 250 unit sold**
- **Core category that dominates overall sales**

2. Tea (Second Strongest)

- **Revenue: R196 405.95**
- **Units sold: 69 737**
- **Driven by popular blends like Chai and Rooibos**
- **Offers both volume and value, especially in winter months**

3. BAKERY ITEMS

- **Revenue: R82 315.64, Units sold: 23 214**
- **Strong upsell opportunity along side drinks**
- **Important for combo deals (e.g. coffee + muffin)**

4. Drinking Chocolate

- **Revenue: R72 416, Units sold: 17 457**
- **Seasonal favourite - great for promotions during cold months**

5. NICHE CATEGORIES (COFFEE BEANS, BRAND ED LOSSE TEA, FLAVOURS, PACKAGED CHOCOLATE)

- **CONTRIBUTE LESS THAN 5% OF TOTAL REVENUE INDIVIDUALLY.**

- **MOSTLY LOW-VALUE, LOW-FREQUENCY PURCHASES**

RECOMMENDATIONS BASED ON CATEGORY PERFORMANCE



- Double down on Coffee & Tea: These are foundations to daily revenue. Focus marketing, inventory , and loyalty programs here.
- Introduce Combo deals: Pair Bakery + Coffee to lift average order value.
- Seasonal Promotions: Boost visibility of Drinking Chocolate and Loose Tea during winter or festive periods.
- Review Niche Categories: Consider phasing out underperforming items or bundling them with top-sellers.



THANK YOU