



Bright Coffee Shop

*"Bringing Happiness in Every
Cup"*

Table of Contents

01

INTRODUCTION

02

**REVENUE
DISTRIBUTION**

03

RECOMMENDATIONS



INTRODUCTION

Bright coffee shop recently appointed a new CEO who is on a mission of growing the company's revenue and improve product performance.

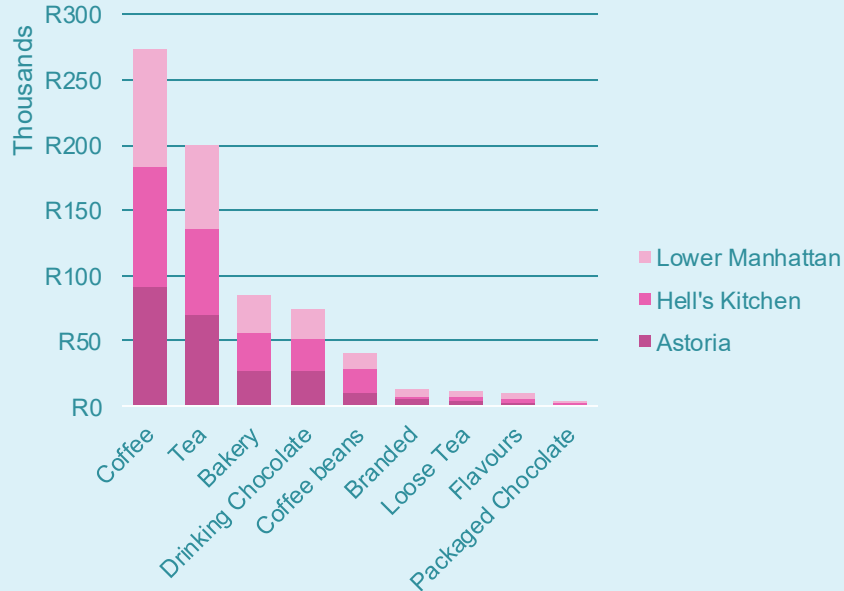
The aim of this project is to analyse sales performance based on the type of product and time intervals, which products generates the most revenue and which products is not doing well and how can it improved. It also determines the busiest hours and days to optimize staff shifts and management of products.

With this project, the CEO will be able to make a decision for the improvement of the company based on the analysis results of the past historical transactions.

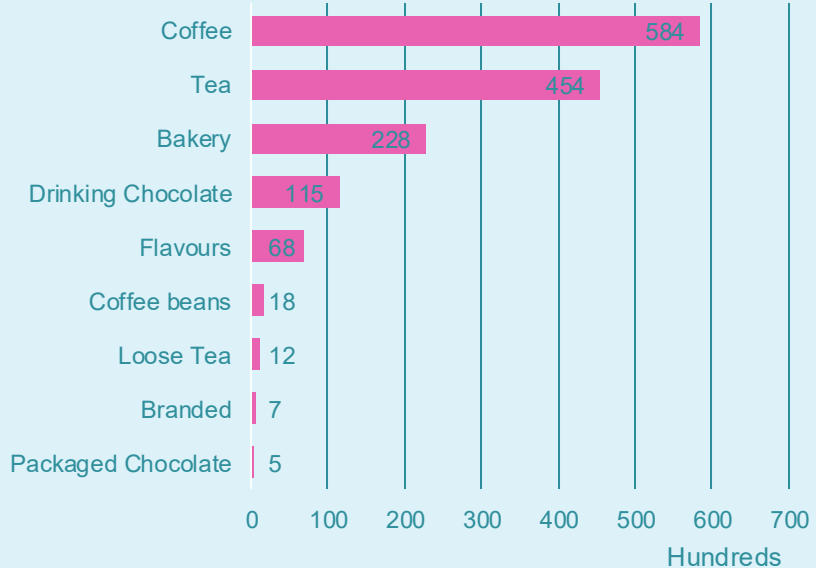
REVENUE BY PRODUCT CATEGORY

In terms of product category, Coffee is the top selling product generating the highest revenue (38%) in all stores. Although coffee beans and branded produced more revenue than flavours, flavours sold most of its stock. Packaged chocolate is the least selling product and generating poor revenue (0.6%).

Revenue By Product Category

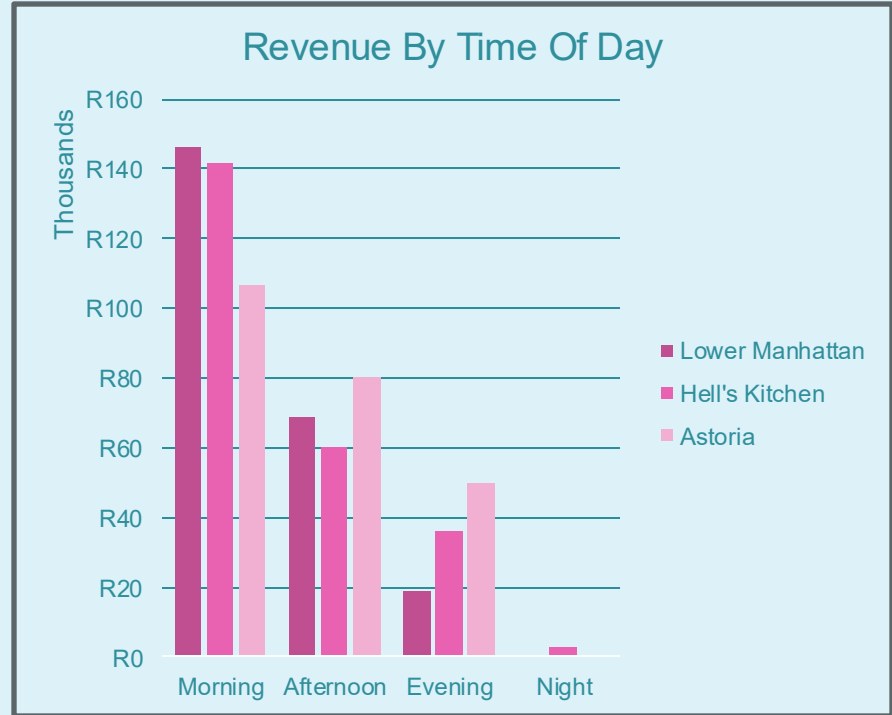
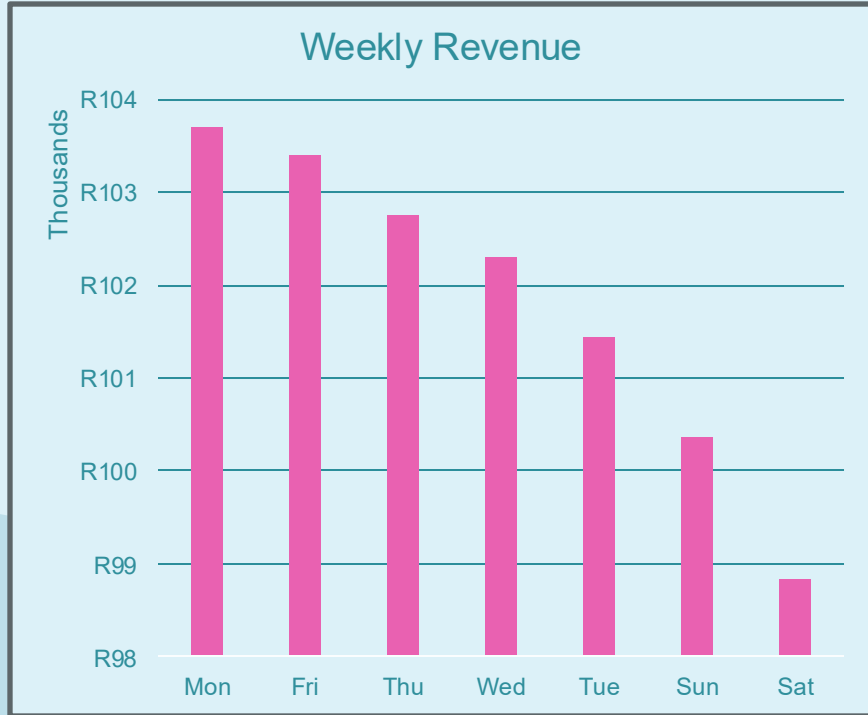


Units Sold By Product Category



WEEKLY REVENUE

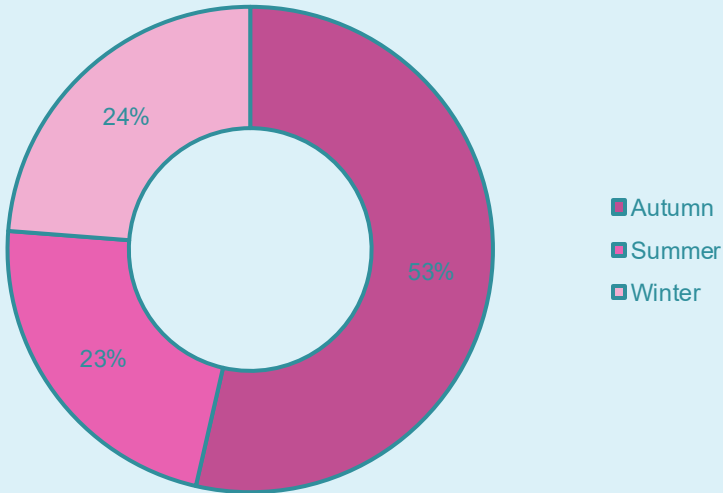
Most revenue is generated during the week and in the morning, as compared to the rest of the day with the lowest revenue generated approaching the closing time. Lower Manhattan is the top selling store in the morning and afternoon.



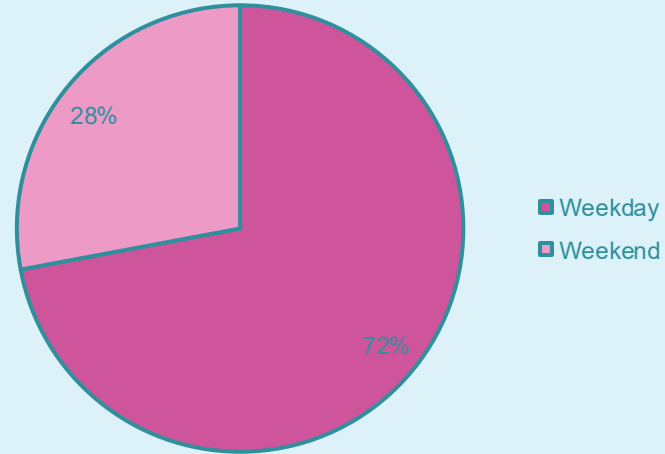
SEASONAL REVENUE

Most revenue is generated during weekdays reaching 72% as compared to weekends, with autumn producing 53% of the revenue.

Seasonal Revenue

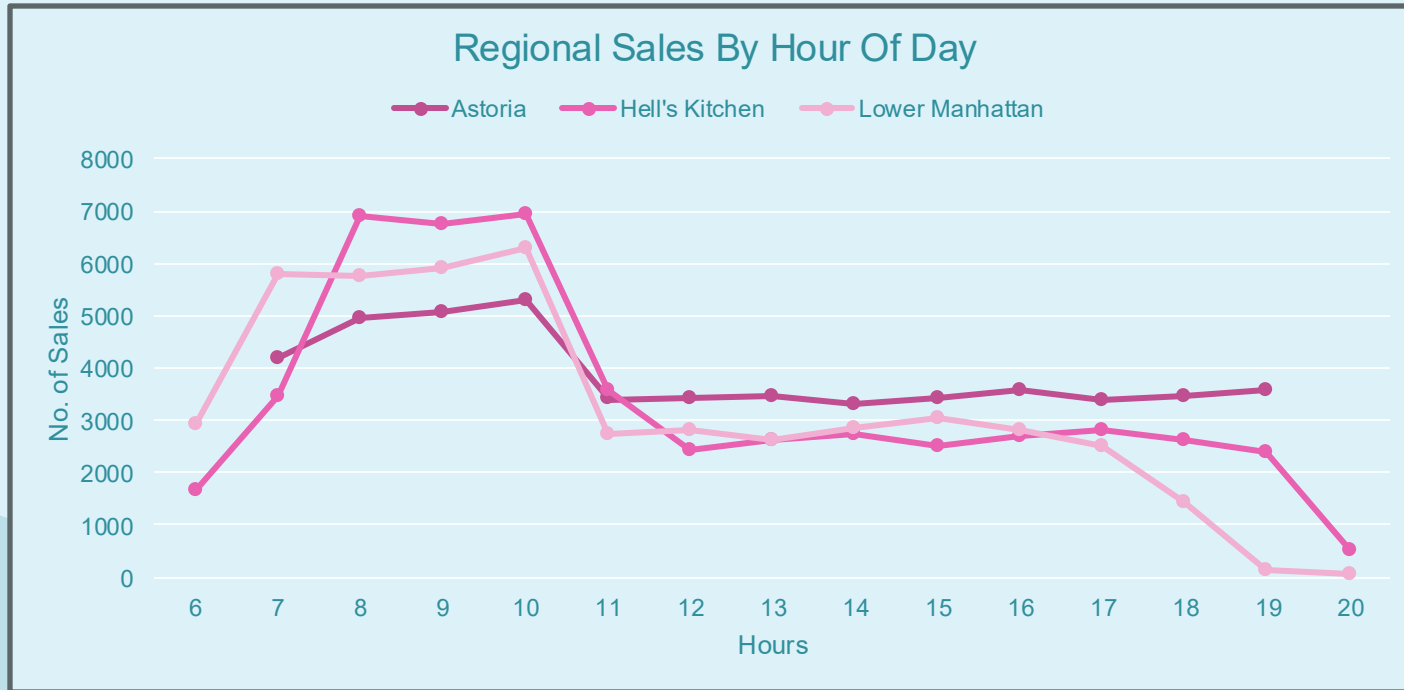


Revenue By Day Classification



SALES BY TIME OF DAY

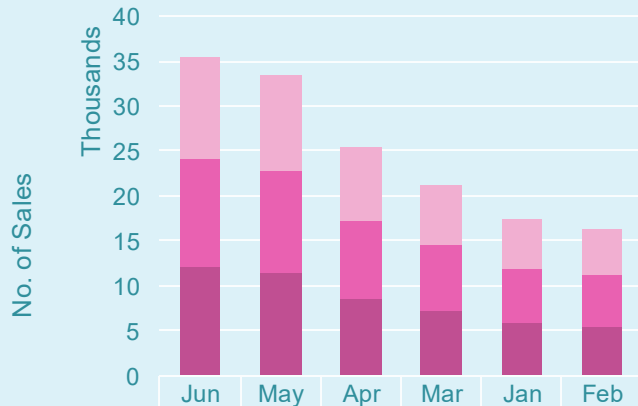
Most sales are produced in the morning at around 10AM, which is the time where the revenue peaks. The sales are also constant from 11AM until closing time at Astoria. It could be great for the company to also do some coffee promotions where you buy one product and get the second one at a discounted price.



MONTHLY REGIONAL SALES

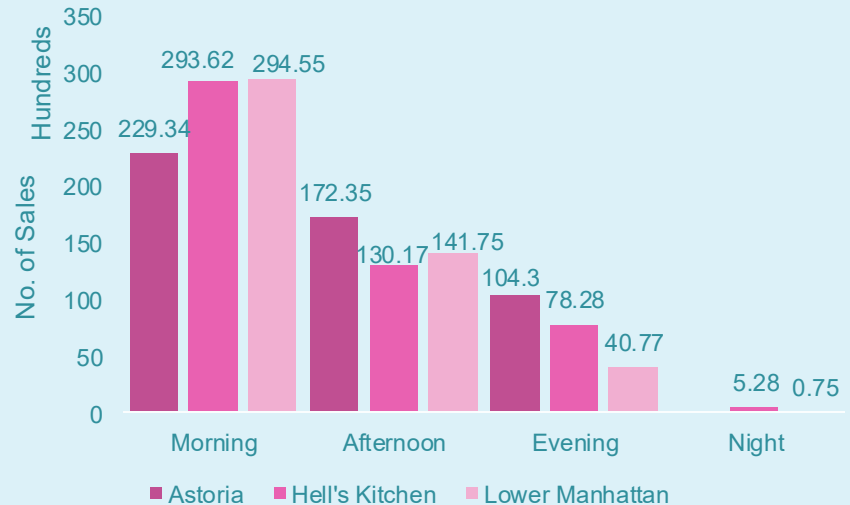
Hell's Kitchen has performed well across all the months and selling the most units as compared to Lower Manhattan and Astoria. The strategy of opening until late at night is most likely contributing remarkably to the profitable sales and revenue.

Regional Sales Overtime



Lower Manhattan	11296	10758	8150	6782	5533	5263
Hell's Kitchen	12071	11294	8629	7267	5868	5606
Astoria	11985	11475	8556	7180	5913	5490

Regional Sales By Time Of The Day



RECOMMENDATIONS

- Since packaged chocolate is not performing well in all stores, running a promotion where it is paired with one of the best performing product or making it a limited product instead of an all the time product could boost its sales. If there is no improvement in sales, discontinuing the product should be considered.
- Propose marketing campaigns aimed at slow sales period and launch loyalty programs
- Have a stocking strategy for the best selling products and align staff and stock with peak demand times for the proper operation of the stores
- There are low sales at night as compared to the morning and afternoon, so closing a bit earlier than the usual may be worth it for the company and the staff, or running an 'end of day' promotion for buy one get one free.
- With least revenue generated in the summer season which runs from December to February, introducing new products into the menu might improve the sales. Introducing products like iced teas or coffees and also run weekend specials to boost the revenue.

Thanks

