

# Coffee Shop Research Proposal

## Introduction

The Bright Coffee Shop Sales dataset provides complete, consistent daily transactional data. With the arrival of a new CEO whose vision is to increase revenue and improve product performance, this data presents a valuable opportunity. As a Junior Data Analyst, my role is to extract actionable business insights from this dataset and prepare a presentation that supports strategic decision-making and aligns with the CEO's growth objectives.

## Problem Statement

Total revenue and product performance have shown signs of stagnation. Despite steady foot traffic, the business is no longer gaining value as before. This proposal seeks to uncover key factors influencing performance by analyzing transactional patterns related to time, date, location, product categories, and product IDs. The ultimate goal is to identify hidden opportunities for growth and efficiency.

## Objectives/Aim

Business Insights for a new CEO using Historical Transactional Data from Bright Coffee Shop:

- Maximize revenue using time- and location-based trends
- Enhance product performance through smarter stocking, pricing, and promotions
- Inform operational decisions such as staffing and store optimization
- Leverage digital marketing to amplify reach and drive sales

## Summary of Results

Several insights were extracted from the data analysis:

- **Sales Trends:** Most revenue is generated in the morning, accounting for 75% of store sales, with the Manhattan branch alone earning over R1.1 million. Fridays and Mondays emerged as the top-performing days.

- **Location Performance:** Hell's Kitchen and Manhattan, dominate revenue generation. Underperforming branches show potential through creative outreach such as mobile coffee carts and local events.
- **Product Performance:** Barista Espresso, Chai Tea, and Hot Chocolate contribute nearly 50% of total product revenue. These are ideal for promotions and combo bundles. Slow sold items like Drip Coffee and Organic Brewed Coffee could be promoted 7 days before the expire as wellness picks or paired with best sold to boost sales.
- **Operational Insights:** Staffing should be increased during morning peak hours, particularly on Mondays and Sundays, to handle demand efficiently and maintain customer satisfaction.
- **Digital Marketing:** Geo-targeted ads scheduled social media content e.g. TikTok, Facebook, Instagram etc. and mobile-based loyalty programs are key to reaching customers at the right time and place, especially for time-sensitive promotions and location-based campaigns.