



BRIGHT COFFEE SHOP



Presented by
**LETHABO
MAGONGOA**

Institution
Brightlight

01



OVERVIEW

Comprehensive analysis of coffee shop sales utilizing Snowflake for data cleaning and exploratory data analysis (EDA), complemented by Power Bi for creating interactive data visualization dashboard. Developed a SQL and Excel project to analyze data for a coffee shop. The project aims to build a detailed dashboard providing insights on the different aspects of sales performance, namely, trends by location and time, product sales, and analysis of the orders.

02



AGENDA

- USAGE TRENDS
- ANALYSIS
- RECOMMENDATIONS

SUMMARY OF DATA

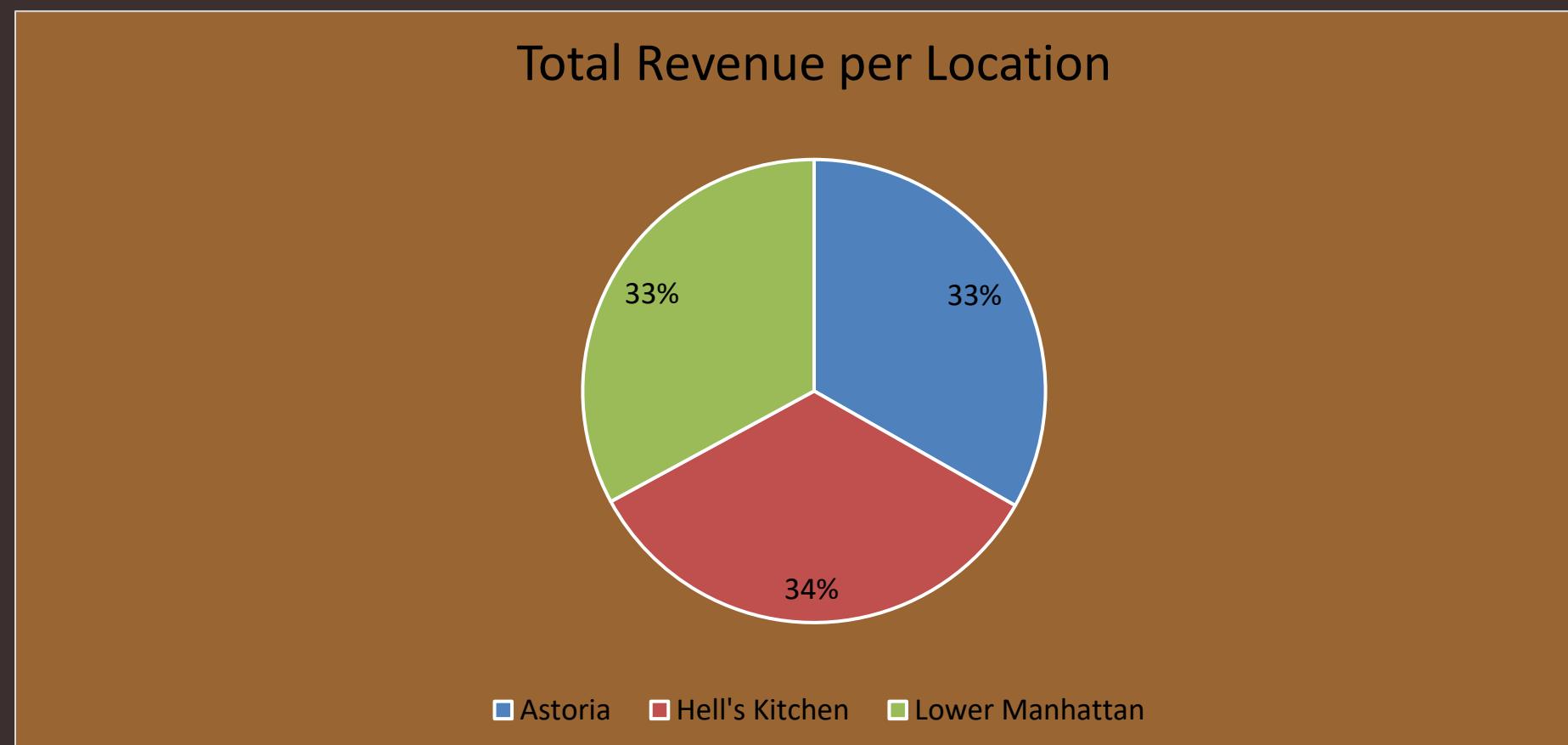
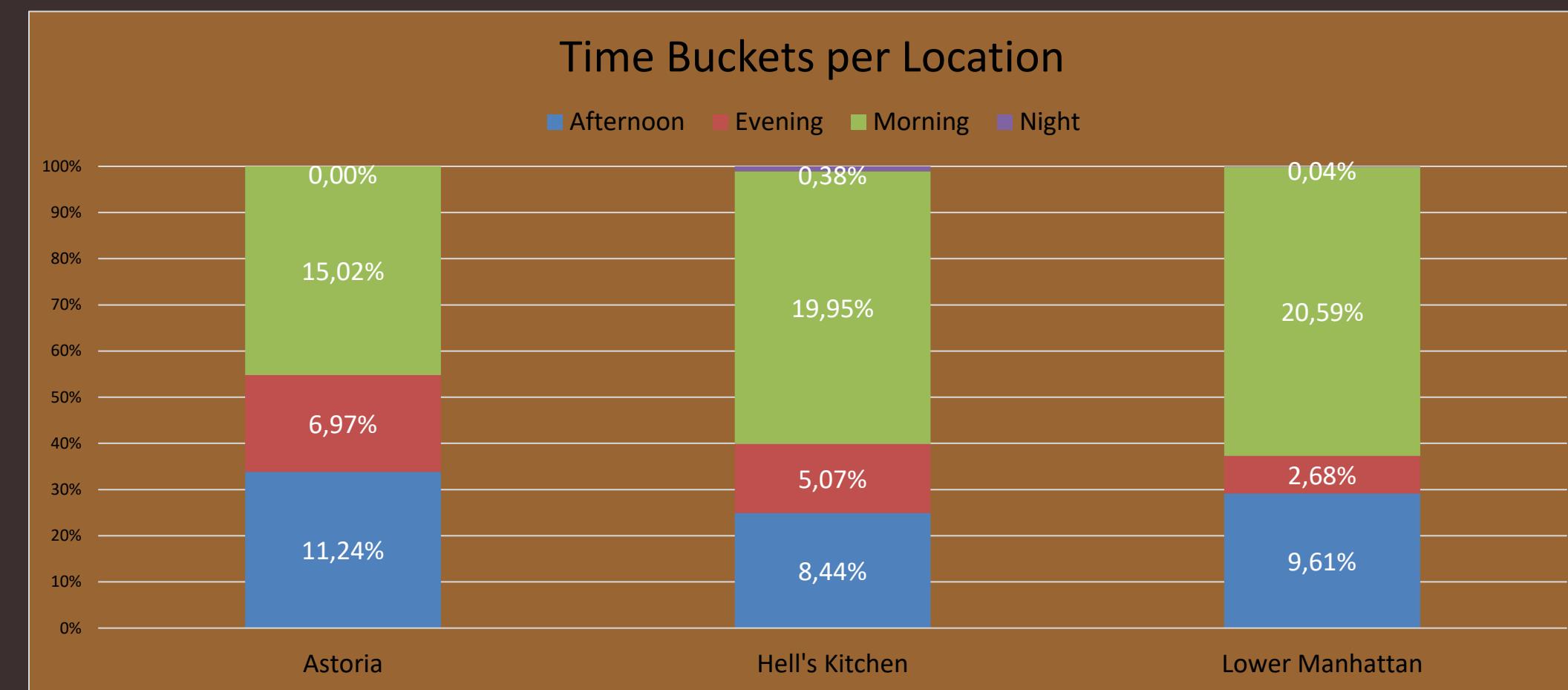
- ANALYSIS PERIOD
 - 1 Jan - 30 Jun 2023
- X3 LOCATIONS:
 - ASTORIA
 - HELL'S KITCHEN
 - LOWER MANHATTEN
- REVENUE - \$698 812.33

STORE PERFORMANCE



Shows the best performance from each store by time of the day. Mornings have the highest sales across all stores followed by afternoon time.

TIME BUCKETS	
Morning	06:00:00 - 11:59
Afternoon	12:00:00 - 16:59
Evening	17:00:00 - 19:59
Night	20:00:00 - 05:59

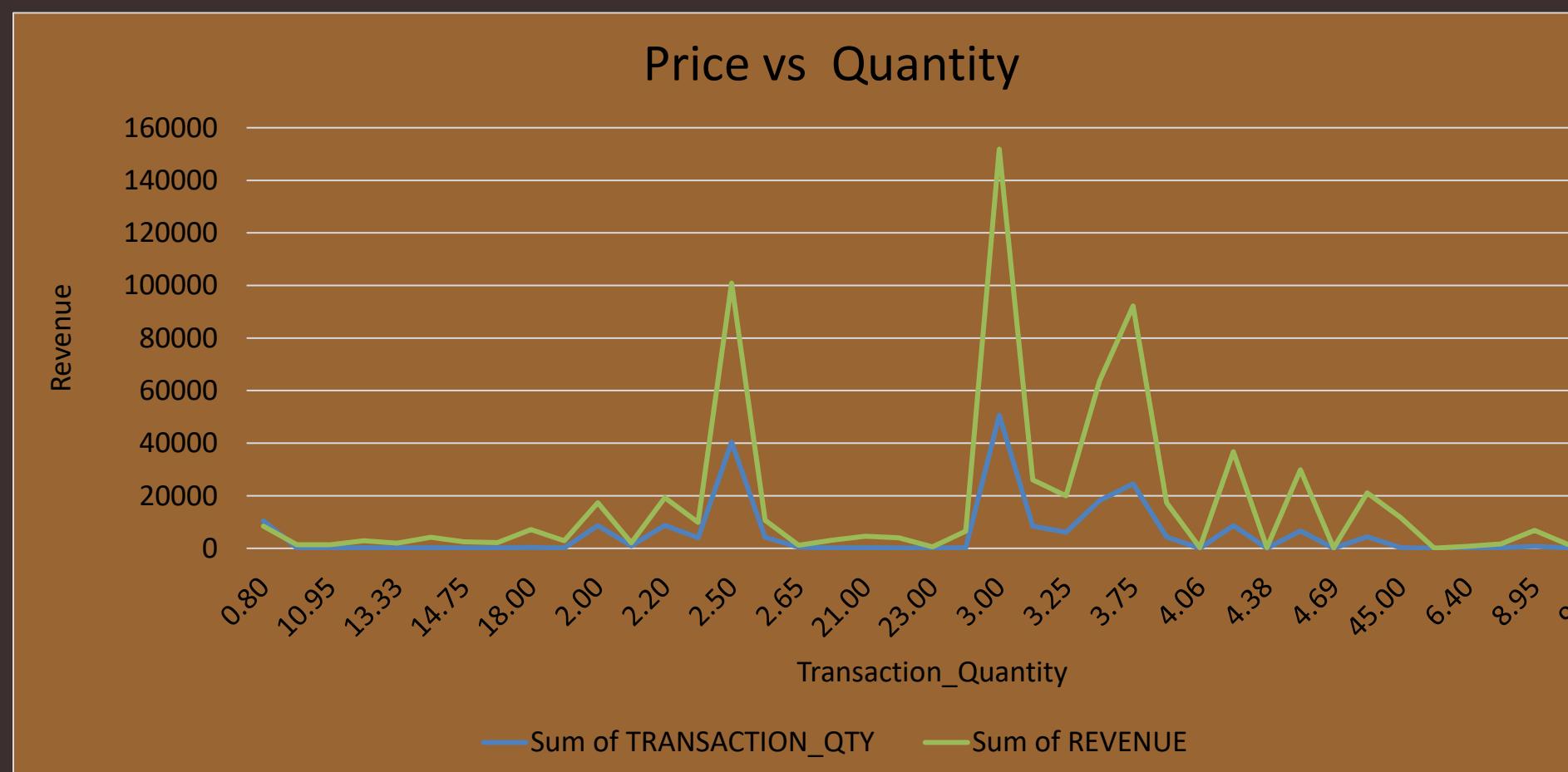
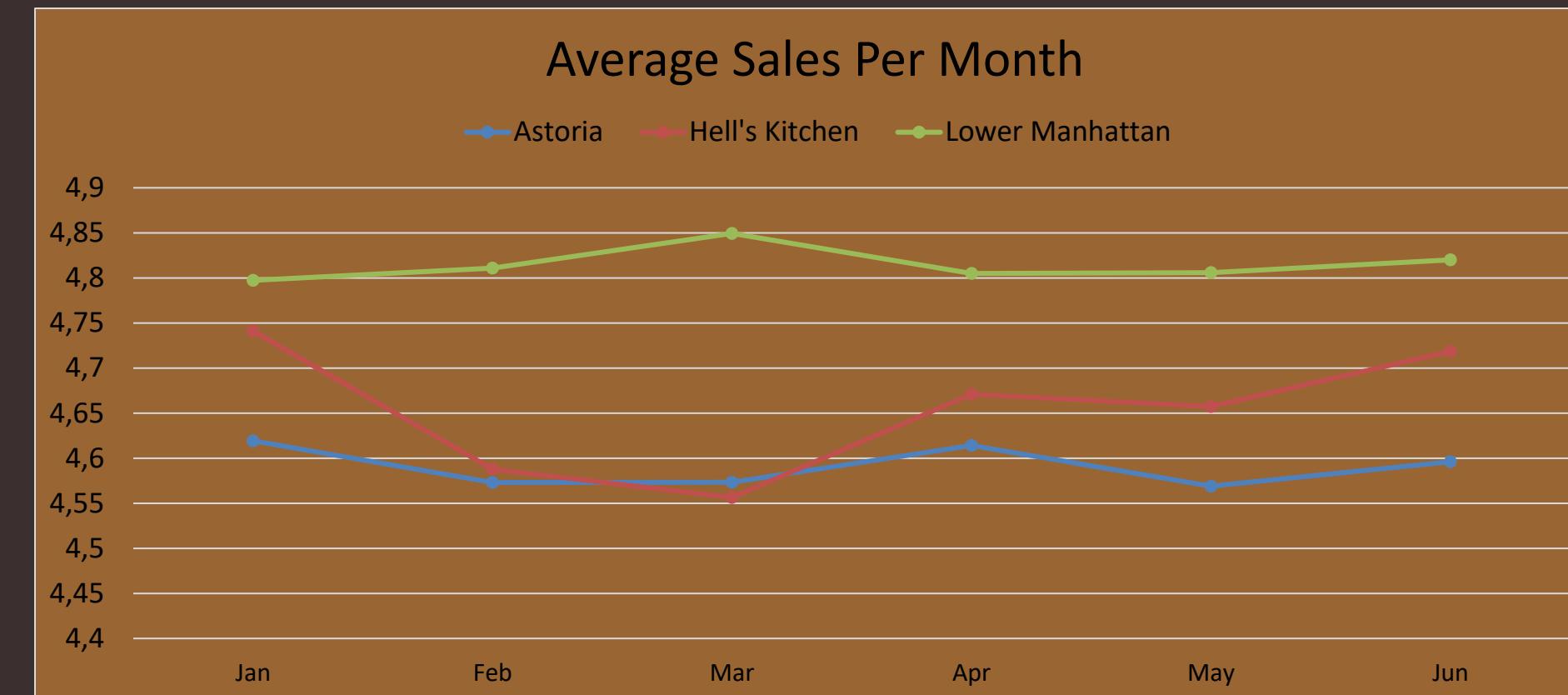


Order Quantities by the Day of the Week reflect the days on which most orders are made. Monday, Thursday and Friday have the highest orders.

05

PERFOMANCE COMPARISON BY MONTH

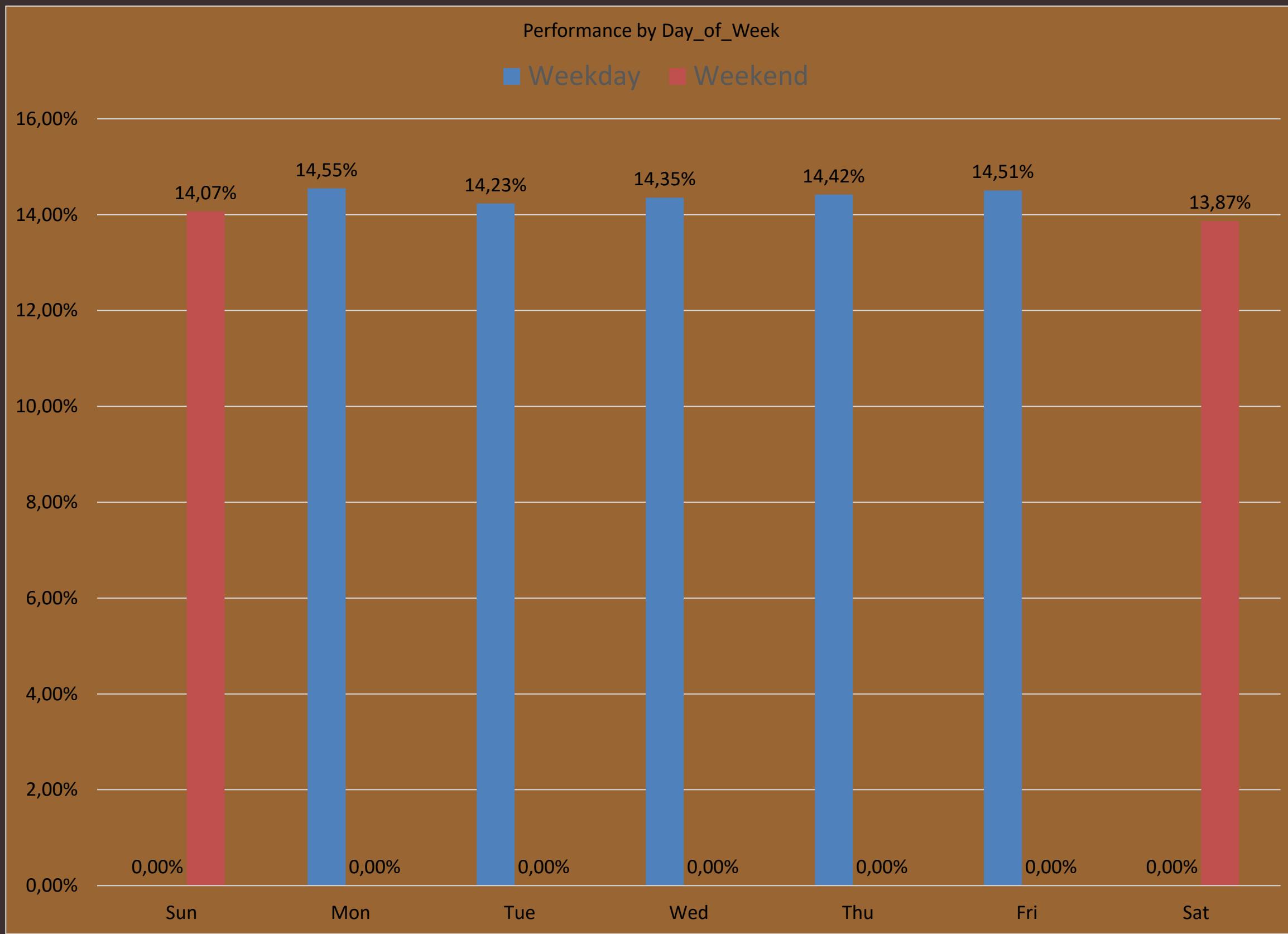
Shows the best performance from each store by time of the day. Mornings have the highest sales across all stores followed by afternoon time.



This shows how price affects quantity sold. This will assist with pricing strategy and discounts.

05

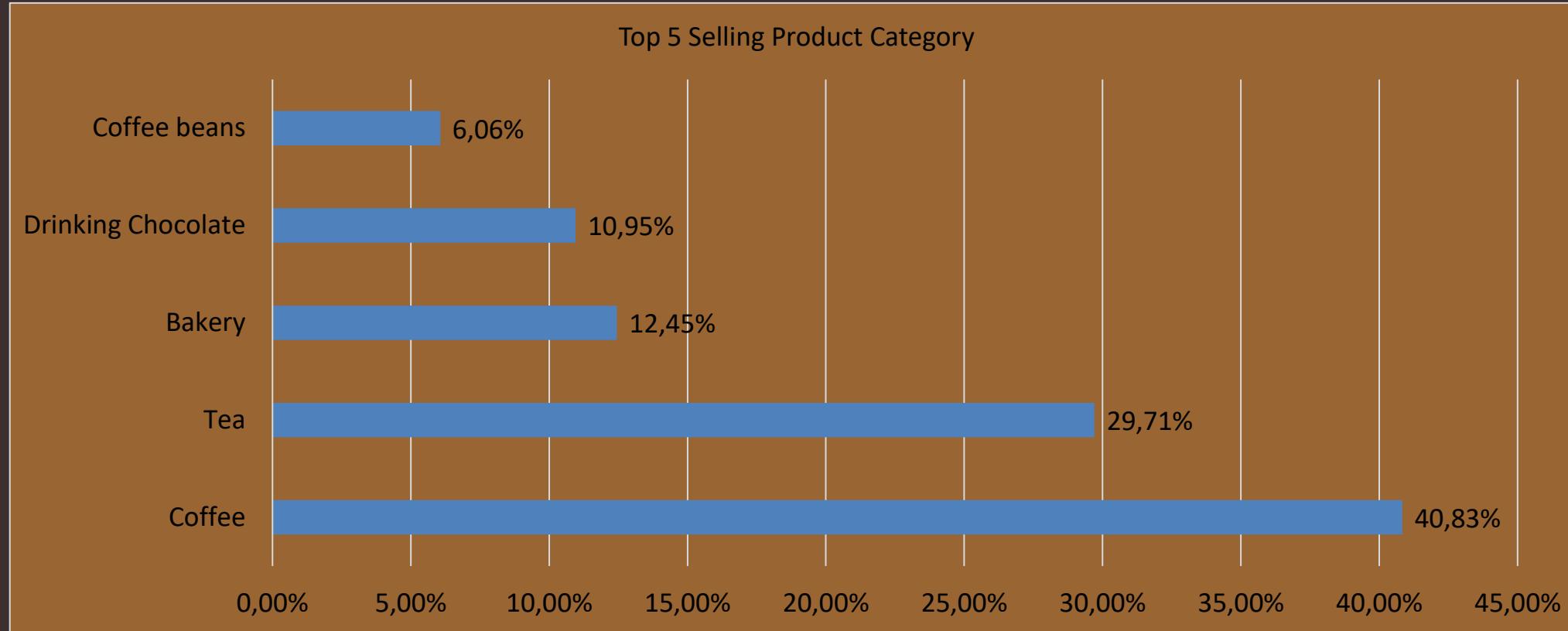
PERFOMANCE BY DAY_OF_WEEK



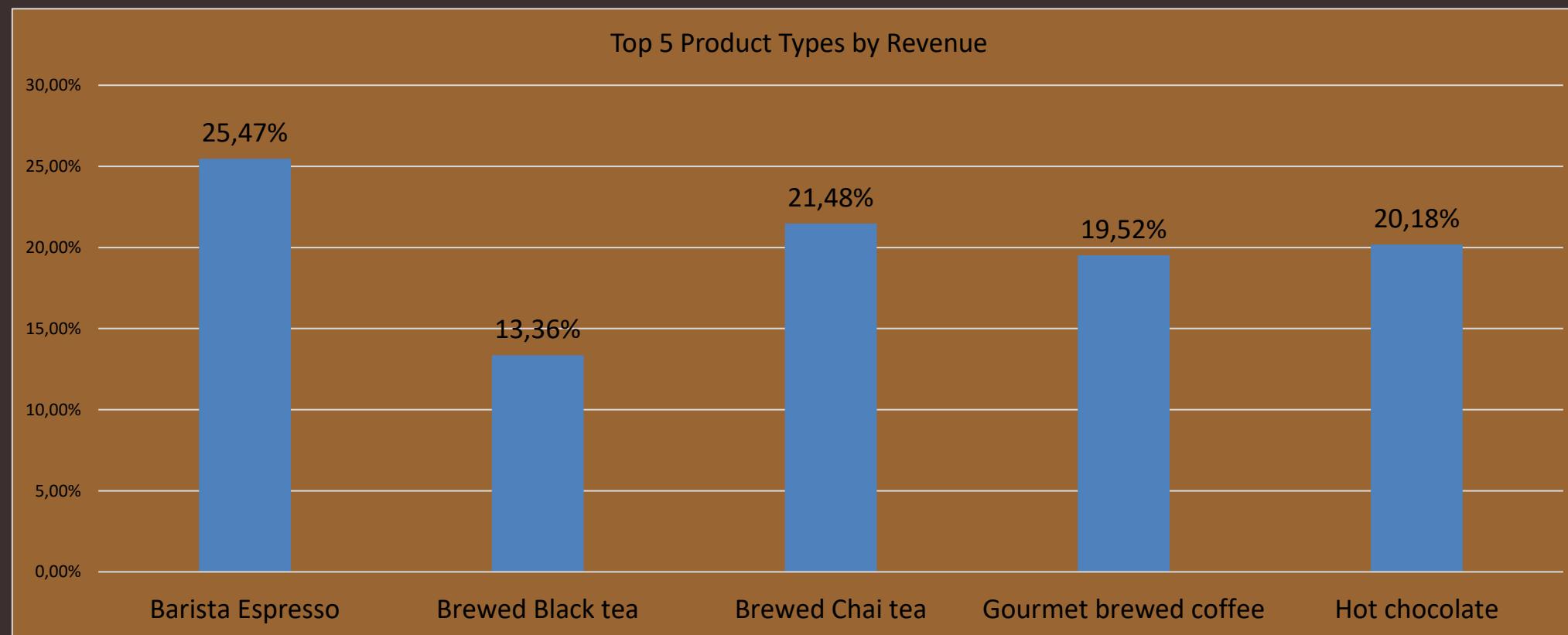
Shows which days of the week bring in the most revenue. Weekdays sell the most than weekends.

05

TOP SELLING PRODUCTS



Identifies which product category contributes most to total revenue. Coffee is the highest selling at 40.83% and the least selling top 5 product is Coffee Beans at 6,06%



Top 5 selling Product_Types within the Product_Categories. Barista Coffee at 25,47% from the Coffee category is selling the highest, followed by Brewed Chai Tea at 21,48%.

KEY FINDINGS

- Coffee has been the best performing product in the last 6 months with total revenue of 0.27M followed by Tea.
- Store performance is fairly balanced across locations.
- Mornings generate the highest revenue at 47% of declining through the day.
- Revenue has been on an upward trend since January with significant lows noted at the end of each month.



RECOMMENDATIONS



- Target High_Value Products: A seasonal "Buy One Get One Free" promotion would be advantageous for coffee beans, as they are the bestperforming product. Customers are more likely to brew coffee at home during the colder months, so this would encourage bulk purchases. Sales would be increased if this offer was announced a month in advance.
- Increase Sales During Slow Months: January and February usually yield lower profits. Use seasonal promotions, like reward cards or a free drink on customers' birthdays, to combat this. During the slower winter months, this tactic can help raise revenue, sign-ups, and customer engagement.
- Optimize Product Categories and Operating Hours: Since 8 PM is the least productive hour, offering end-of-day promotions with tempting prices can increase sales and engage clients. To create new interest and appeal, think about switching out underperforming product categories with new ones or rotating existing ones.
- Customer input for ongoing development: Distribute surveys at the conclusion of every season to get input from customers regarding overall experience, product satisfaction, and service quality. This insightful information can be used to enhance offerings and boost overall company performance.

