



Bright Coffee Shop

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Project Overview

01 Project Context

02 Data & Timeframe

03 Analysis

04 Recommendations

05 Next Steps

06 Closing Remarks



Project Context

The insights will support Bright Coffee's CEO in achieving the mission to grow the company's revenue and improve product performance.

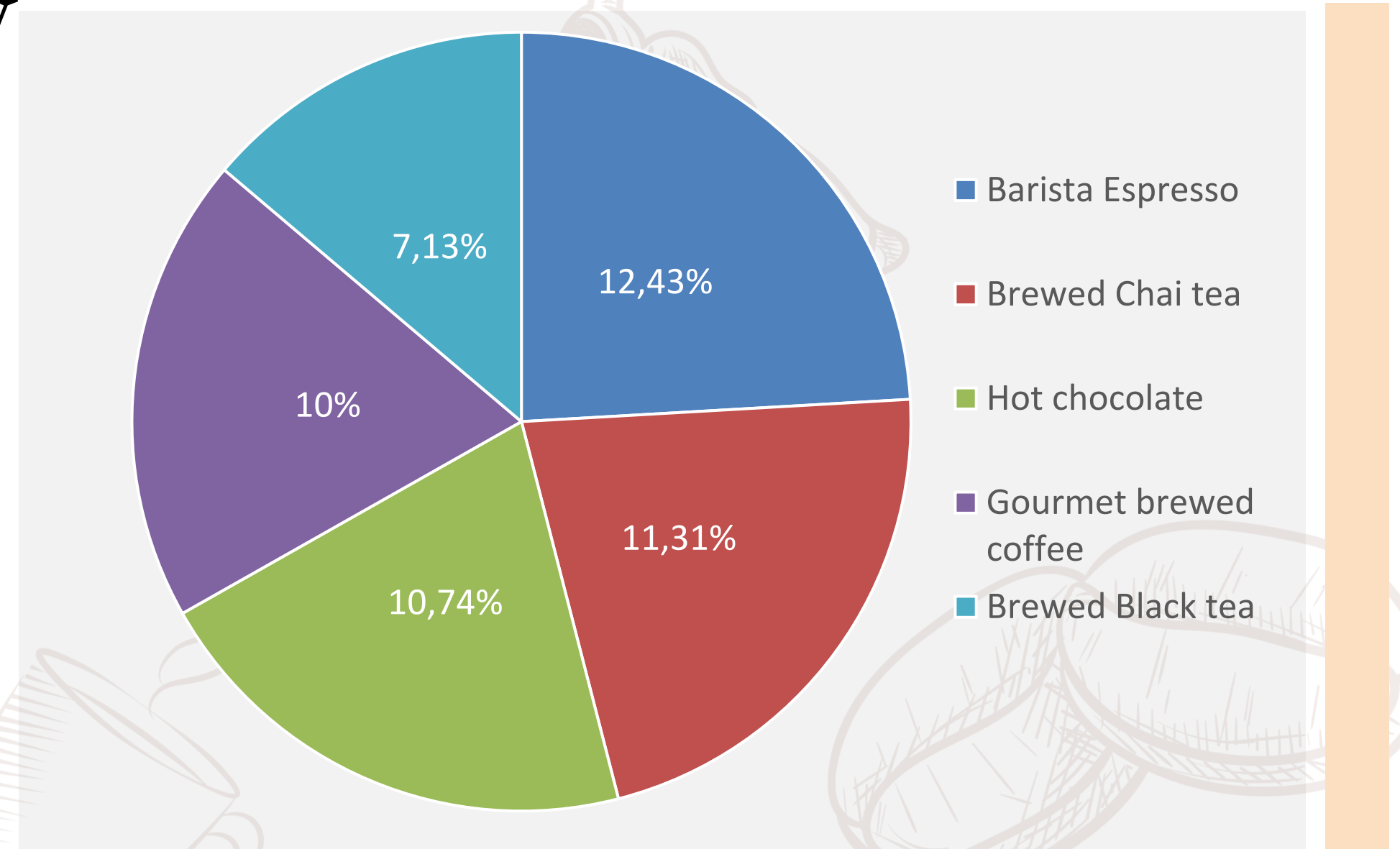
Data & Timeframe

The analysis leverage historical, numerical and textual data for the period January 2023- June 2023.



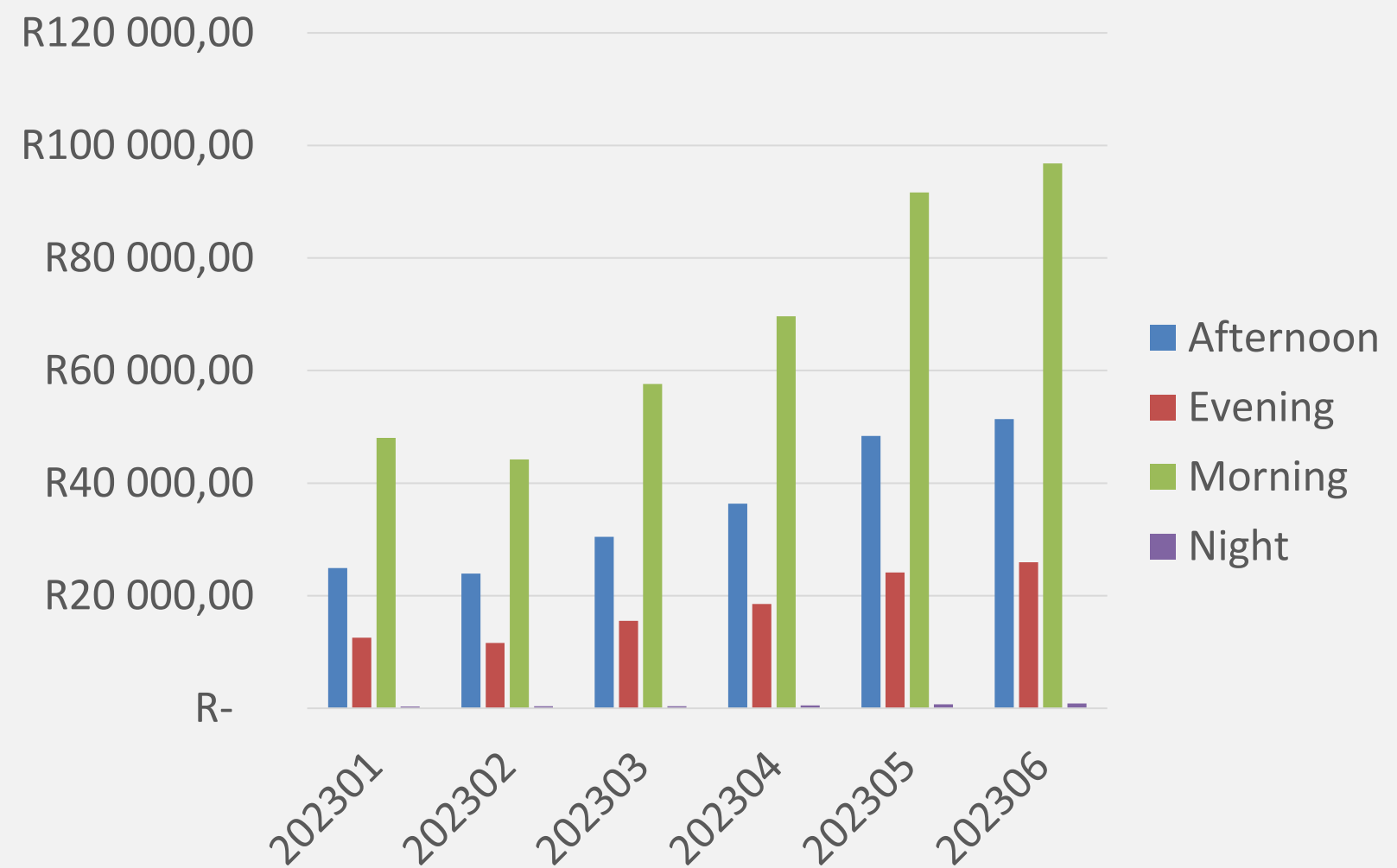
Top Five Selling By Product Category

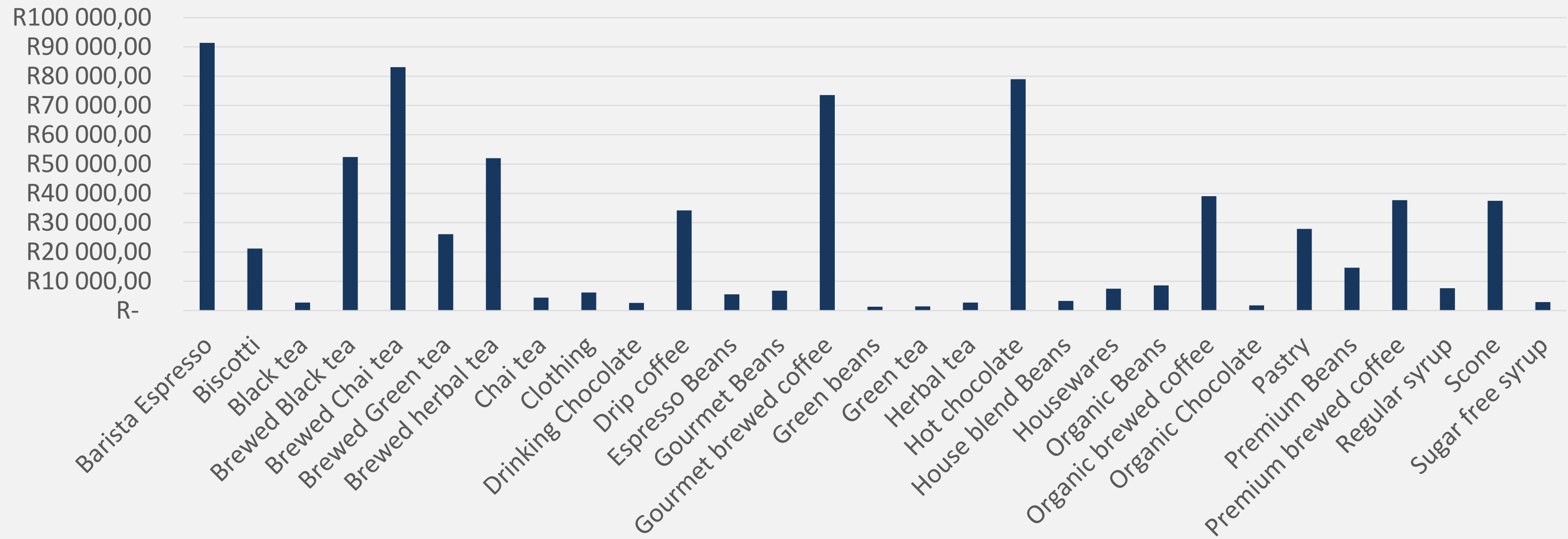
- The top five products contribute evenly to revenue, with Barista Espresso leading at 12.43%, showing balanced customer preferences and a resilient product mix.
- The relatively even distribution among the top five suggests revenue is not overly reliant on a single product, indicating a resilient menu strategy.



Total Amount of Sales by Time

- The Morning time bucket consistently generates the highest revenue, significantly outperforming other time slots every month.
- All time buckets (except Night) show progressive growth from January to June.



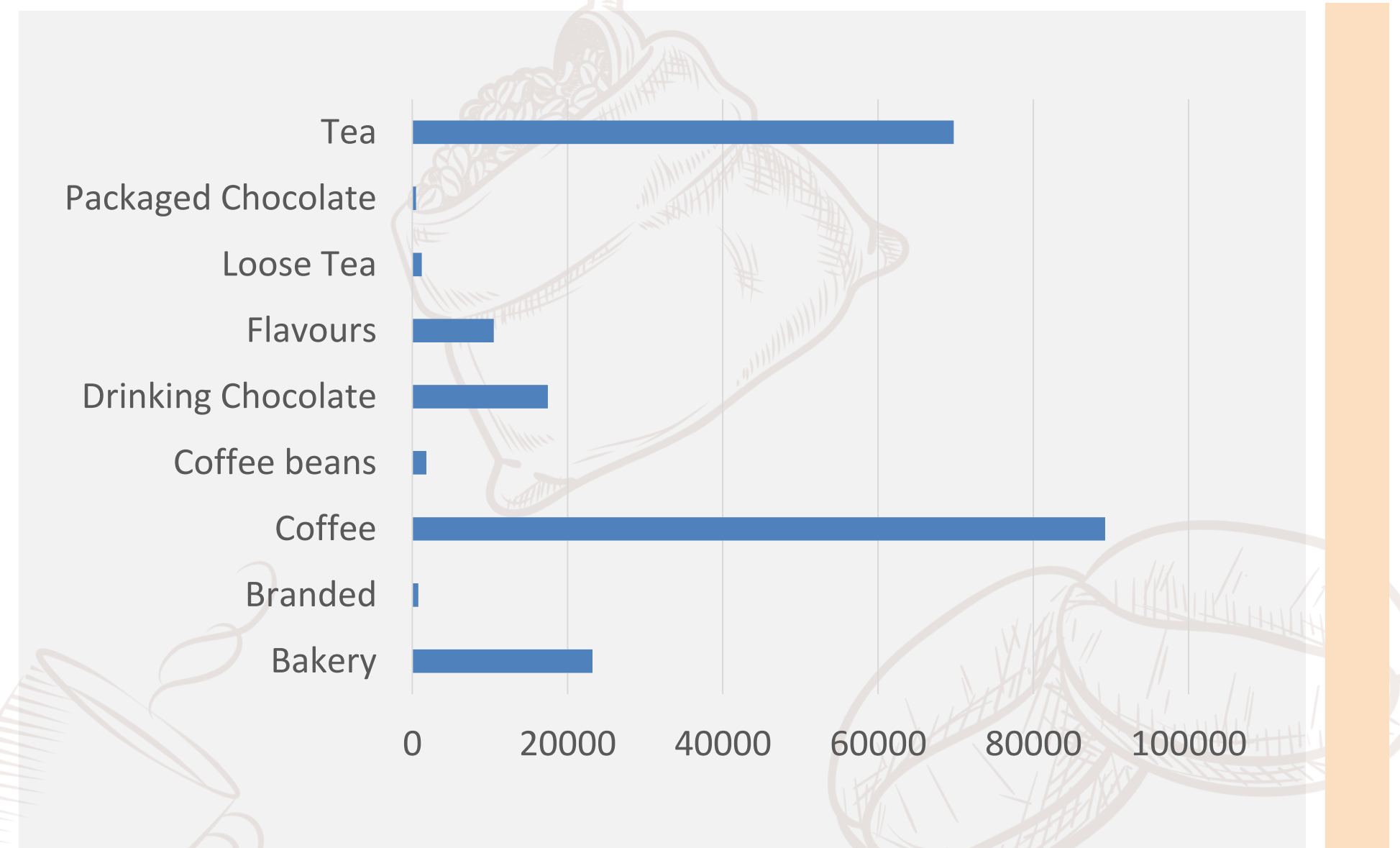


Total Revenue Per Product Type

- Barista Espresso is the revenue driver, generating R91,363, signaling strong consumer preference, with Green Beans showing minimal revenue impact.

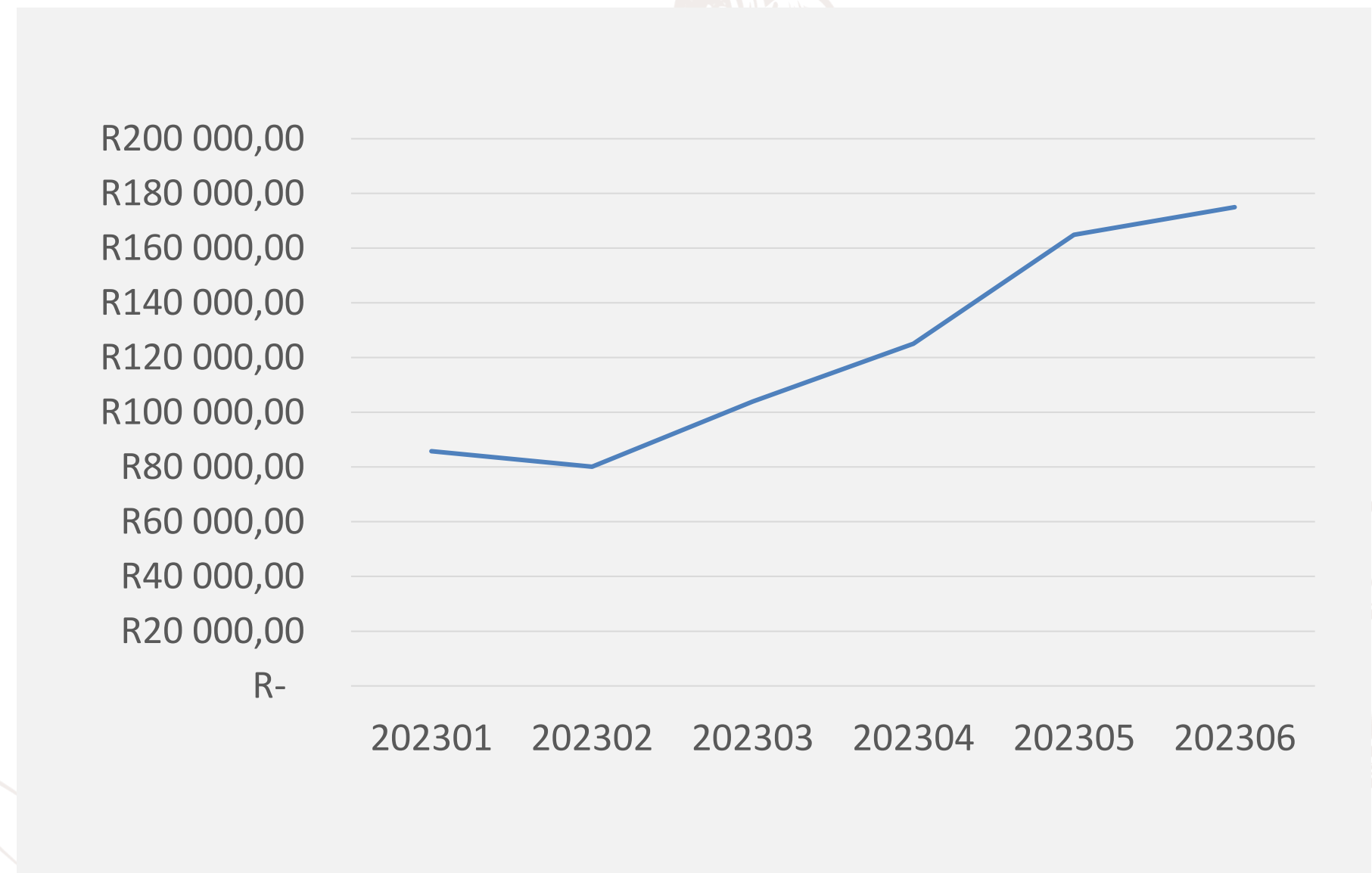
Quantity Sold by Product Category

- Coffee and tea dominate sales volume by a significant margin, highlighting them as core revenue drivers and key areas for focused marketing and inventory planning.



Monthly Revenue

- June 2023 marked the peak in monthly revenue, likely driven by strong seasonal demand- potentially influenced by colder weather increasing customer preference for hot beverages.





Recommendations

01. Double Down on High Performers

Invest in promoting and expanding availability of top selling products like Barista Espresso, and bundle them with low-selling products like Green Beans to increase sales and profitability.

02. Leverage Morning Sales Peaks

Enhance promotions, loyalty rewards, or limited-time offers during the morning to maximize revenue as demonstrations, lectures, speeches, reports, and more.

Reduce Inventory Waste and optimize product mix

Streamline offerings to focus on high-margin, high-demand , and evaluate low-performing.

Next Steps

- **Capitalize on Morning Demand Patterns-** Given the consistently high revenue generated during morning hours, it is recommended to implement targeted loyalty initiatives and bundled product offerings during this time slot to maximize revenue per customer and enhance retention.
- **Drive Growth Through High-Performing Product Lines-** With Barista Espresso and Brewed Chai Tea emerging as top revenue contributors, Promotional campaigns and strategic upselling could further increase their share of total sales.
- **Rationalize Underperforming Products and Time Slots-** underperforming segments should be reviewed for potential consolidation, repackaging, or discontinuation to optimize operational efficiency and reduce overhead.





Closing Remarks

Bright Coffee's growth is driven by strong morning sales and top-performing products like Barista Espresso. June's revenue peak highlights the impact of seasonal demand. Focusing on key time slots, product promotions, and streamlining underperformers will help sustain momentum and boost efficiency.

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Thank You

Great ideas, Great Coffee