

Bright Coffee Shop



SALES INSIGHTS PRESENTATION

This presentation provides key insights from a sales data analysis conducted for Bright Coffee Shop.

The objective was to identify top-performing products, understand customer buying behavior across different times of the day, and uncover trends that can inform marketing and operational decisions.

The findings are based on processed transactional data, and are supported by visual dashboards and pivot analysis using Microsoft Excel.



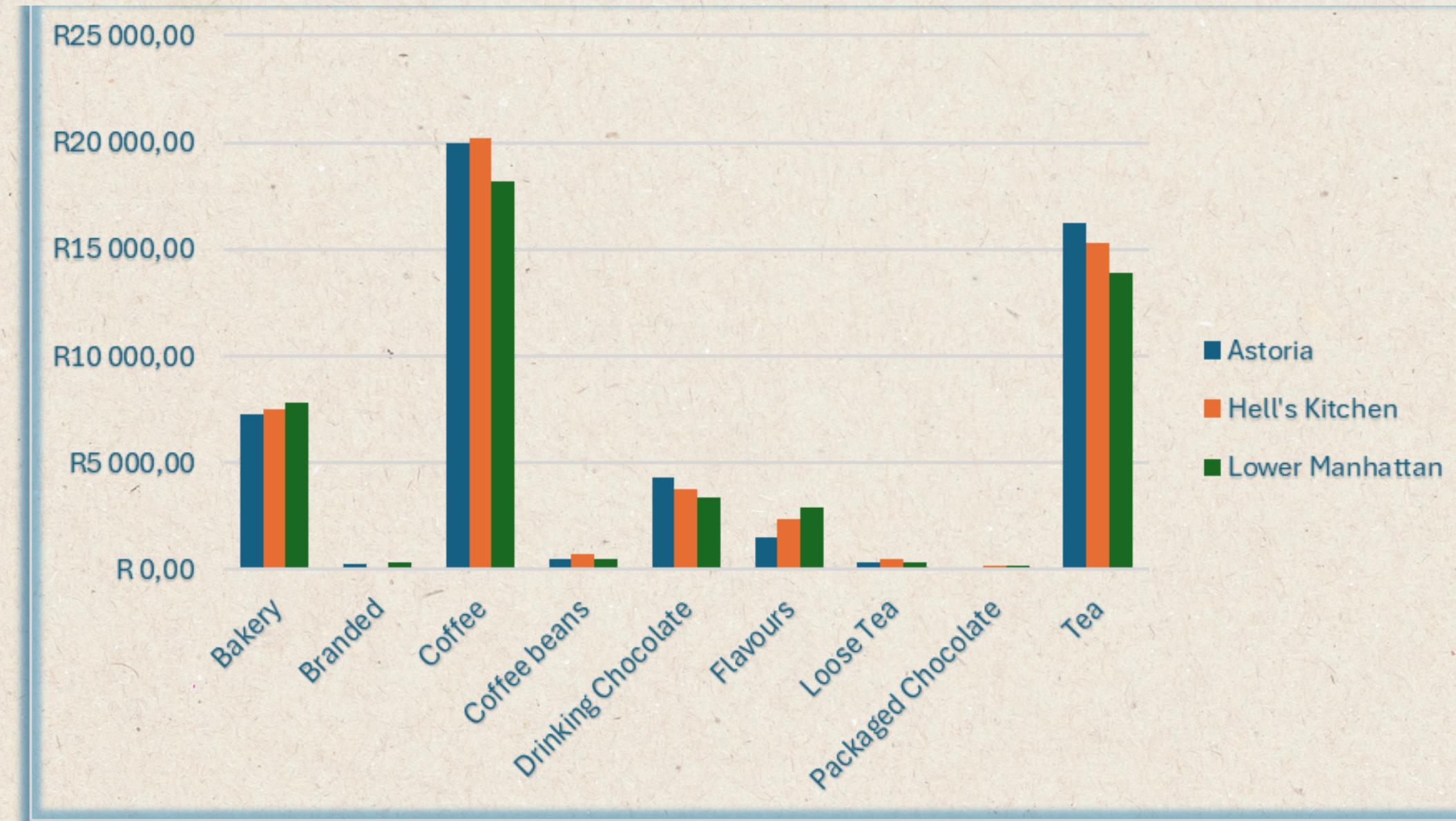
Phuti Lecia Mochueneng



What We Set Out to Understand

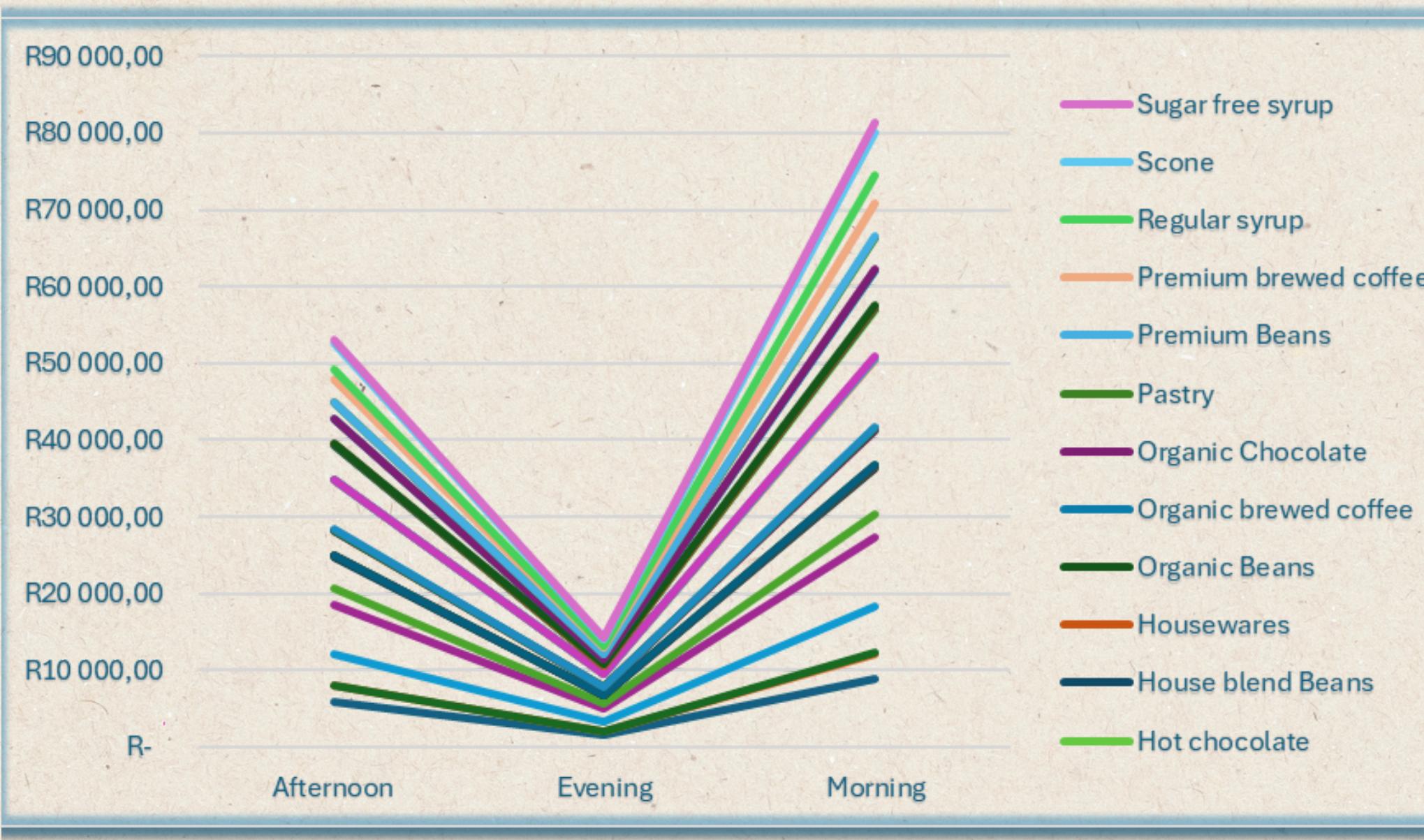
- Which products generate the most revenue?
- When does the store perform best?
- What are the top performing products?
- How do product sales vary throughout the day?
- What are the recommendations and What should we do next?

Total Revenue by Product Category for Each Store Location



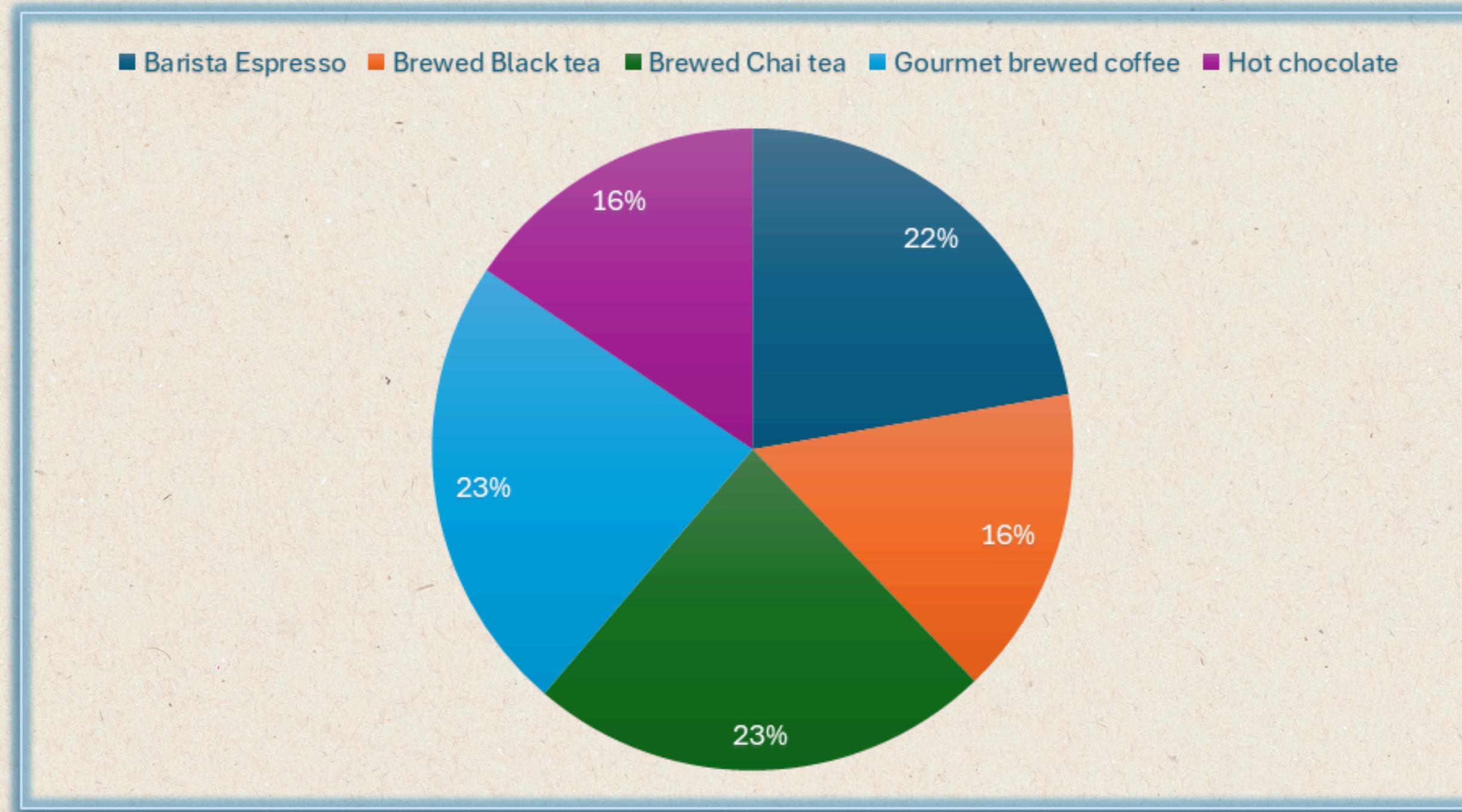
Coffee is the top-selling product category, generating R58,303, which is nearly 40% of the total revenue across all stores. Hell's Kitchen leads slightly as the top-performing store with R50,594 in total revenue.

Sales Patterns by Time and Product



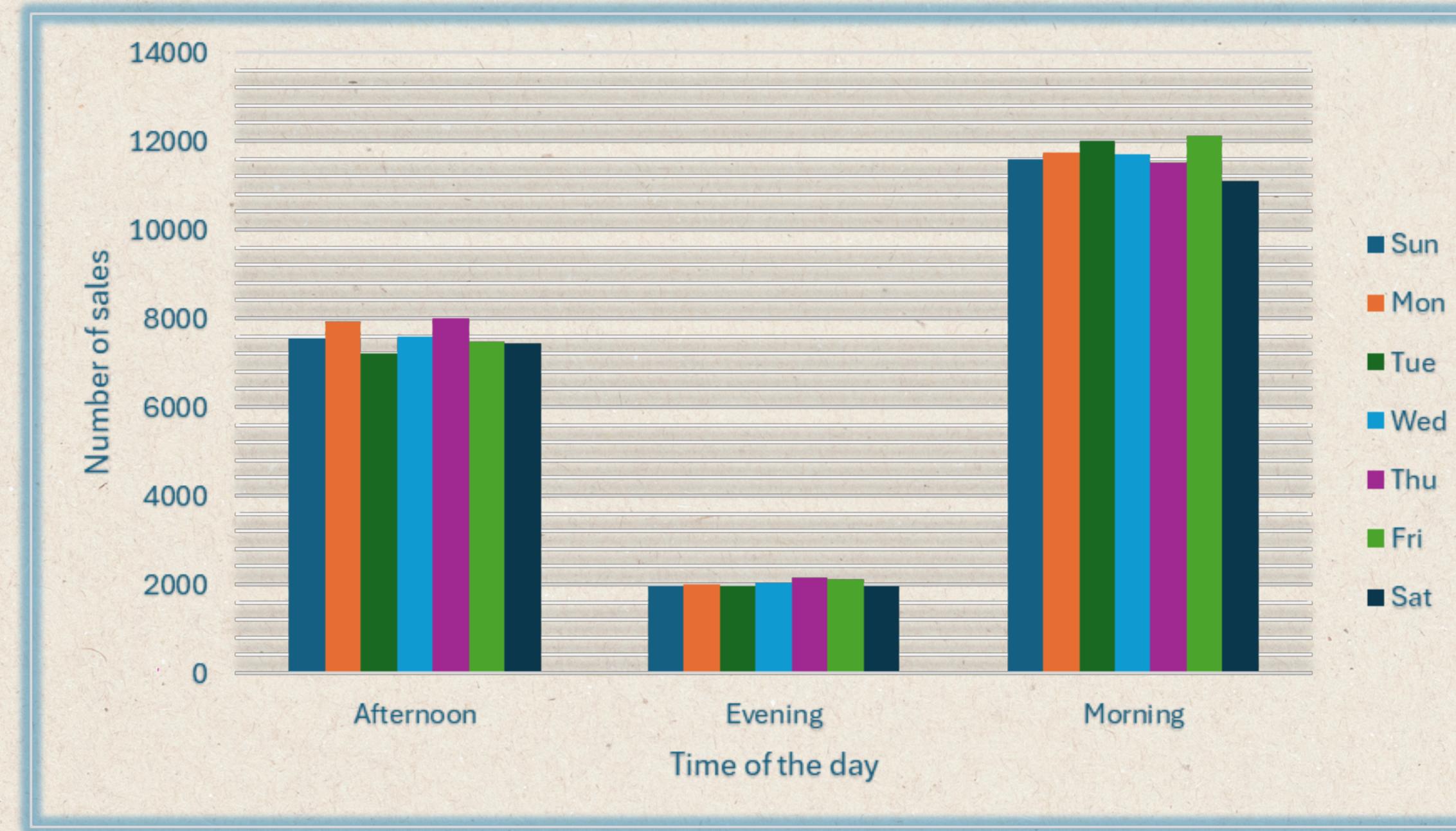
Morning drives the highest product sales, totaling R81,385, which is over 54% of total revenue. Best-selling product in the Morning: Gourmet brewed coffee (R8,838) and Chai tea (R8,985). Evenings are the lowest revenue period, contributing only R14,175, less than 10% of the total.

Top-Selling Product Types



Brewed Chai Tea is the top-selling product, with 26,250 units sold, closely followed by Gourmet Brewed Coffee at 25,973 units. These two alone account for 46% of total sales among the top 5 products.

Peak Time Intervals for Sales



Morning is the peak sales period, with 81,751 sales — that's over 54% of total weekly sales. The busiest day overall is Friday, with 21,701 sales, followed closely by Thursday and Monday.

Based on the analysis, the following actions are recommended:

Recommendations:

- Focus on best-sellers like Brewed Chai Tea and Gourmet Brewed Coffee by promoting them more and bundling with snacks to increase spending. Leverage the busy morning period with exclusive deals and ensure staffing and stock are optimized. To improve low evening sales, introduce "Happy Hour" offers or create a more relaxed, inviting atmosphere.
- Bakery items generate strong revenue and can be used to complement popular drinks. Customize product promotions per store based on their strengths – for example, focus on Coffee in Hell's Kitchen and Tea in Astoria. Lastly, consider phasing out low-performing products like Packaged Chocolate and Loose Tea to focus on what sells best.

Next Step:

Next steps include automating daily sales reports for real-time insights and tracking performance by location to identify what's working best. The team should also monitor product performance regularly and prepare the analytics setup to support future store expansions.



Thank You
Bright Coffee Shop

