

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.

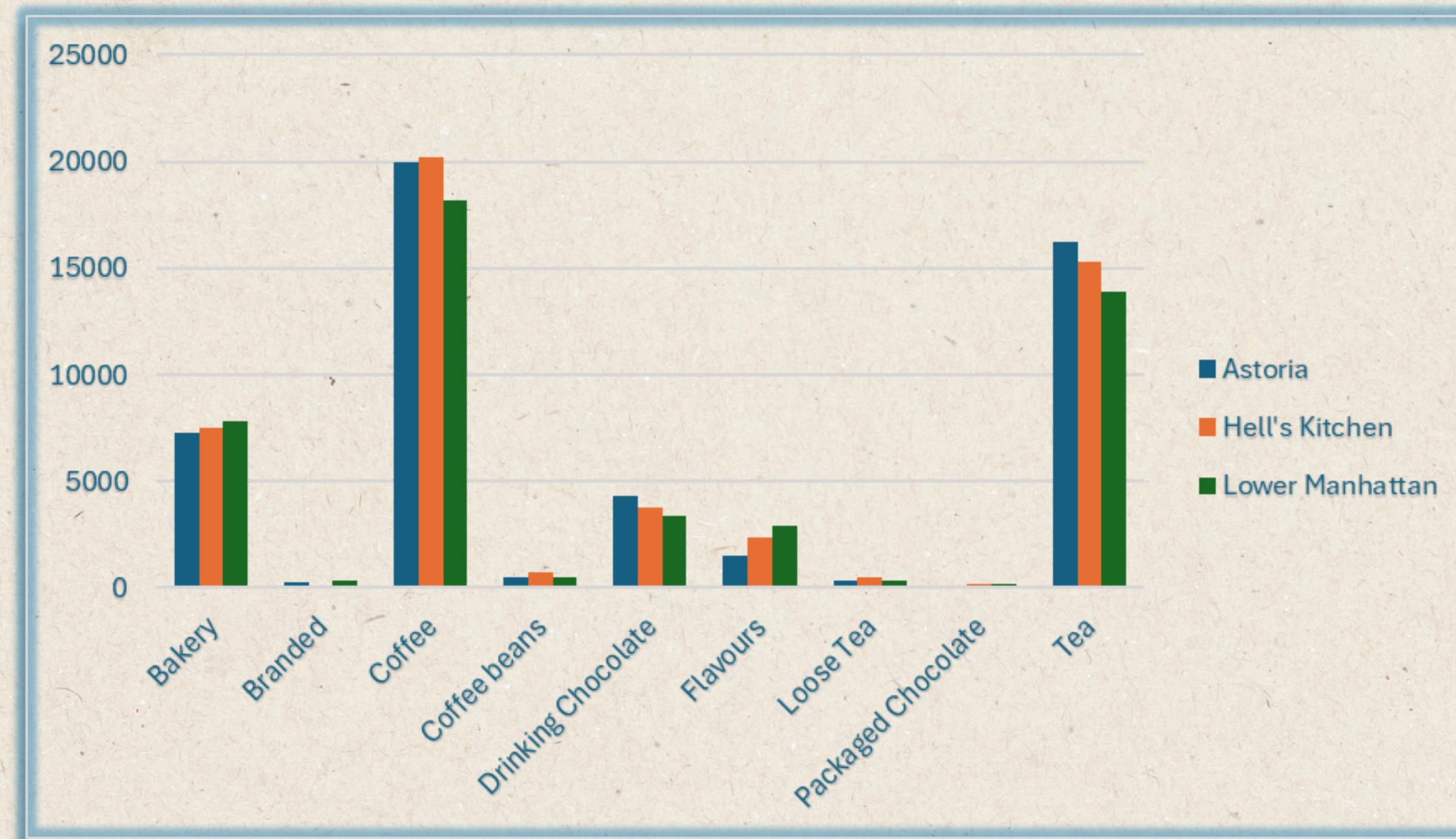




What We Set Out to Understand

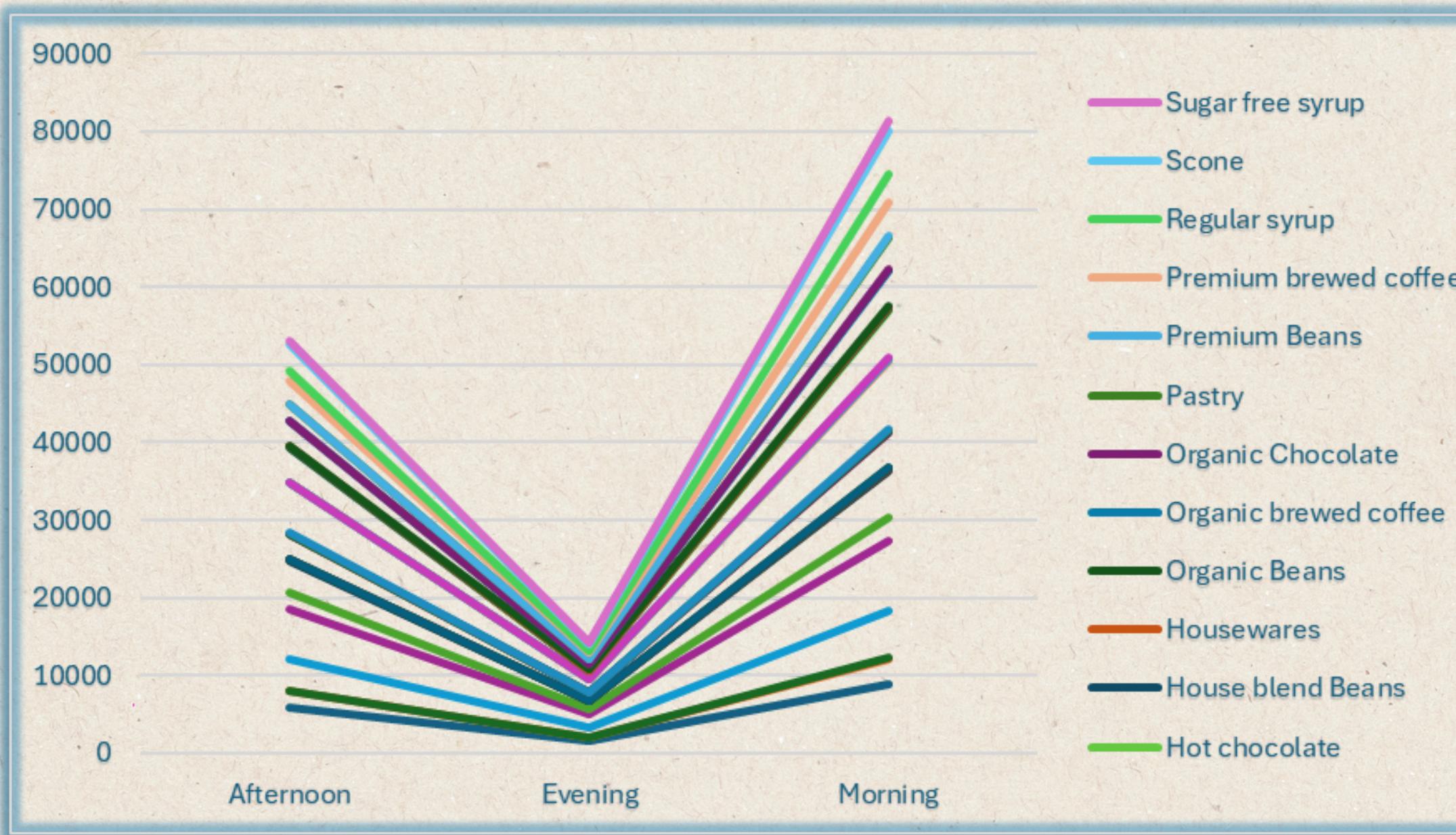
- Which products generate the most revenue?
- When does the store perform best?
- What are the top performing products?
- How do product sales vary throughout the day?
- What are the recommendations and What should we do next?

Total Revenue by Product Category for Each Store Location



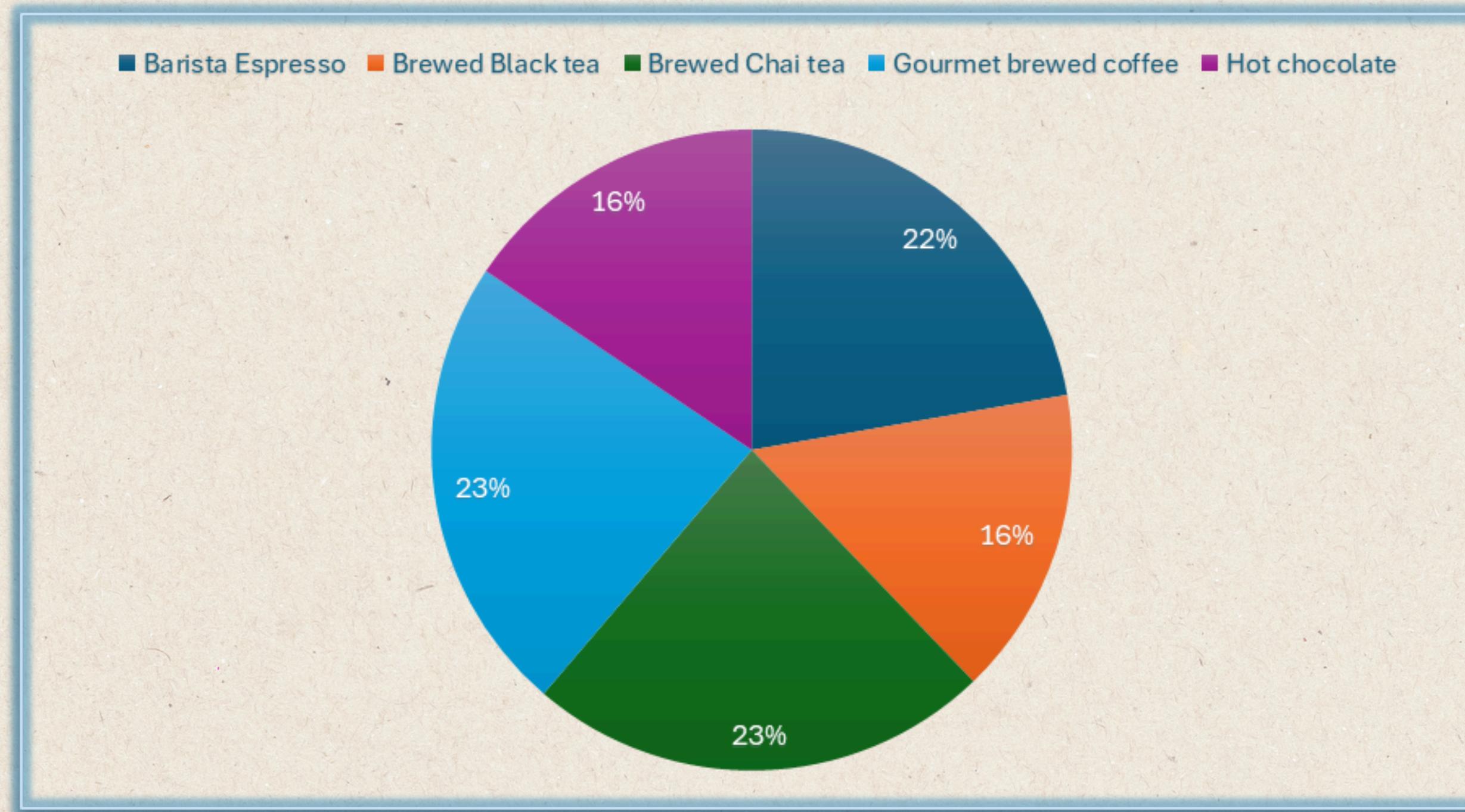
Hell's Kitchen has the highest coffee revenue at approximately R320,000, followed by Astoria with about R303,890, and Lower Manhattan with around R236,275. Low performers like Packaged Chocolate, Loose Tea, and Flavours generated less than R15,000 each across all locations.

Sales Patterns by Time and Product



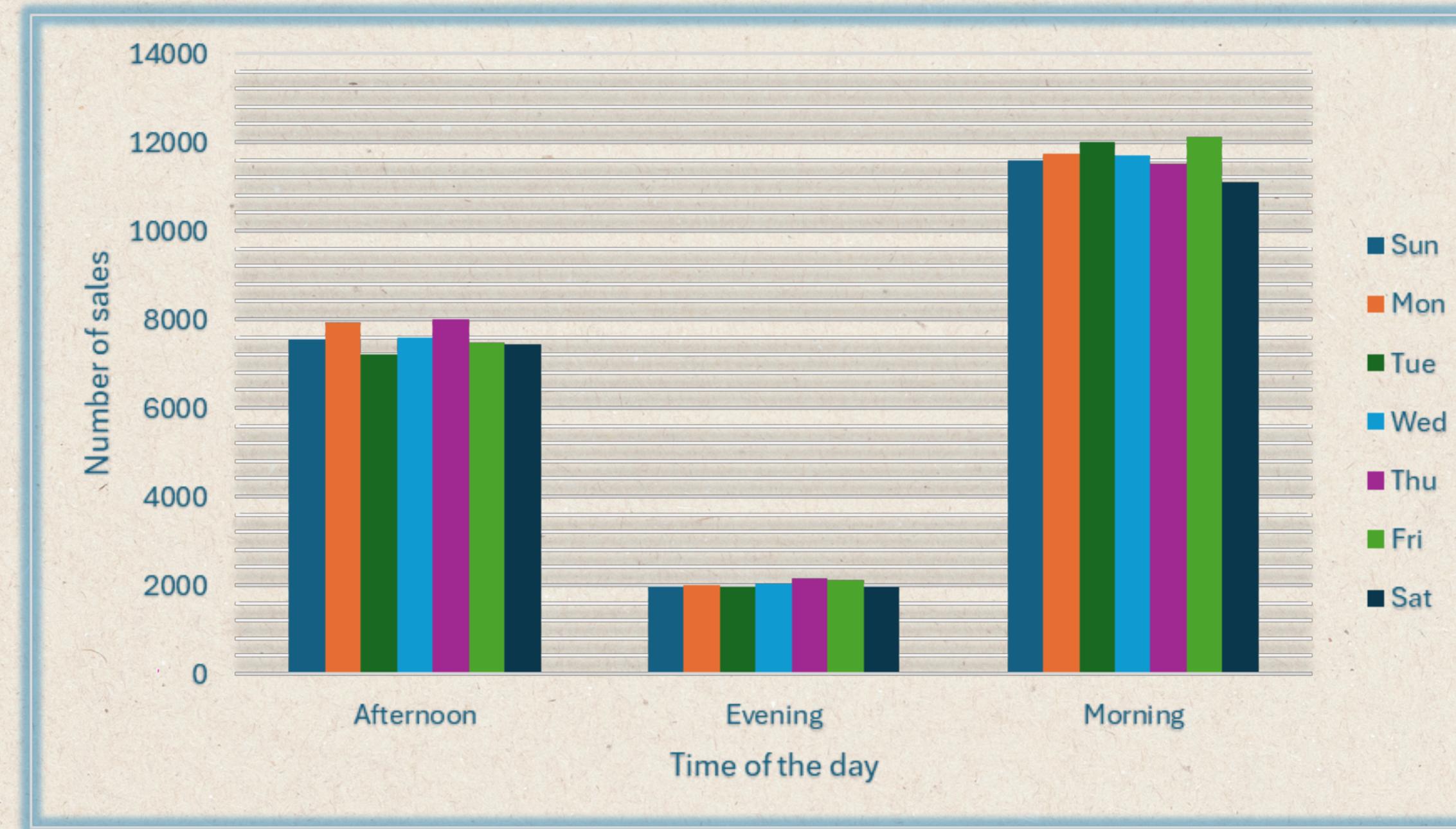
- Morning is the most profitable period with approx. 13,000+ sales per day, peaking across all weekdays.
- Afternoon follows with around 8,000–9,000 daily sales.
- Evening is the lowest-performing period, under 3,000 daily sales, across all days

Top-Selling Product Types



- Gourmet Brewed Coffee and Brewed Chai Tea are tied at 23% each—together they command nearly half the sales.
- Barista Espresso follows closely at 22%, making these three the dominant product types with 68% of total sales.
- Brewed Black Tea and Hot Chocolate each contribute 16%, placing them clearly behind the leaders.

Peak Time Intervals for Sales



Morning consistently sees over 12,000 sales daily, making up more than 55% of total daily transactions. Evening drops below 3,000 sales, contributing under 12% of daily sales.

Based on the analysis, the following actions are recommended:

Recommendations:

Bright Coffee Shop should run targeted promotions during low-performing evening hours and ensure best-selling items like Barista Espresso and Brewed Black Tea are always in stock, especially in top-performing locations like Astoria. Underperforming products such as Packaged Chocolate and Frozen Items should be reviewed or bundled with popular items to boost sales. A simple loyalty program for morning customers could also increase repeat purchases.

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

