



## Product brief: Coffee Shop Sales

Business briefings for a New CEO using Historical Transactional Data from Bright Coffee Shop

**Problem Statement:**  
The business has recently appointed a new CEO whose mission is to grow the company's revenue and improve product performance. Extract actionable insights from historical data and prepare a presentation to assist the CEO in decision-making.

**Importance of Solving the Problem Now:**  
Explain why it is crucial to address these problems immediately rather than when problem arises.

**Data Points and Potential Churn:**  
Include data points that highlight the potential churn due to these problems, based on the generated correlation data.

**Opportunity:**  
Extract actionable insights from historical data and prepare a presentation to assist the CEO in decision-making.

**Target Audience:**  
New CEO and other Stakeholders

**Definition of Done:**  
Data visualization skills to help Bright Coffee Shop understand:  
 -What products generate the most revenue  
 -What time of day the store performs best  
 -What items across products and store intervals  
 -Recommendations for improving sales performance

**Success Metrics / OKRs:**  
Use the key insights that the store should deliver, such as:  
 -Sales by product category and store intervals  
 -High performing and low performing products  
 -Real revenue calculations