



BRIGHT COFFEE SHOP

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ABOUT US

SERVICE

# BRIGHT COFFEE SHOP SALES ANALYSIS PRESENTATION

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## BRIGHT COFFEE SHOP SALES ANALYSIS PRESENTATION



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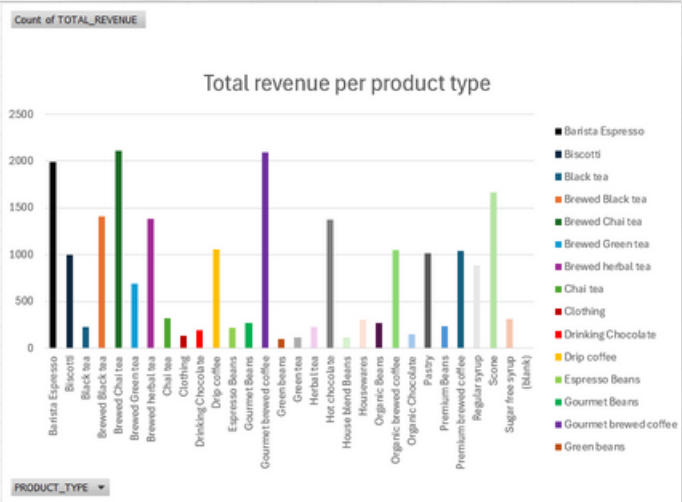
**BRIGHT COFFEE SHOP  
ANALYSIS WITH ACTIONABLE,  
DATA-DRIVEN INSIGHTS THAT  
REVEAL CUSTOMER TRENDS,  
REVENUE PATTERNS, AND  
GROWTH OPPORTUNITIES  
HIDDEN IN PAST  
TRANSACTIONS TO HELP OUR  
CEO MAKE EXCEPTIONAL  
DECISIONS**

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Based on sales performance, brewed chai tea and gourmet brewed coffee are our top-performing product categories, while green beans and green tea are among the lowest. I recommend increasing stock levels for the top performers to meet demand and maximize revenue, while carefully reviewing the underperforming items. If the trend continues, it may be more efficient to reduce inventory for those items or explore strategies to improve their sales

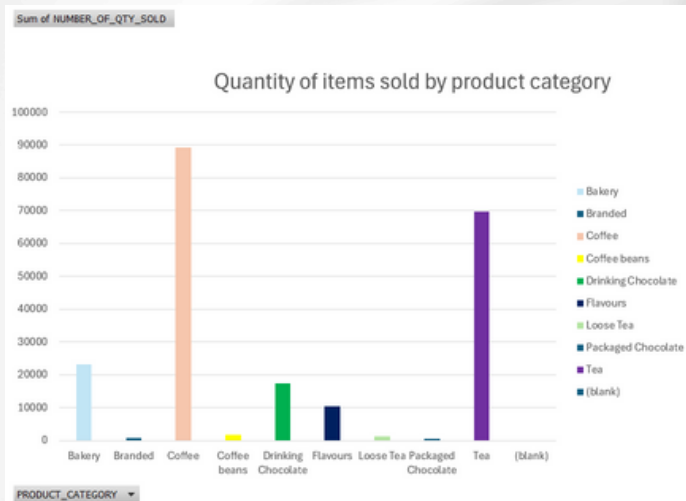


Row Labels	Sum of TOTAL_NUMBER_OF_SALES
Morning	81751
Afternoon	53172
Evening	14193
(blank)	
<b>Grand Total</b>	<b>149116</b>

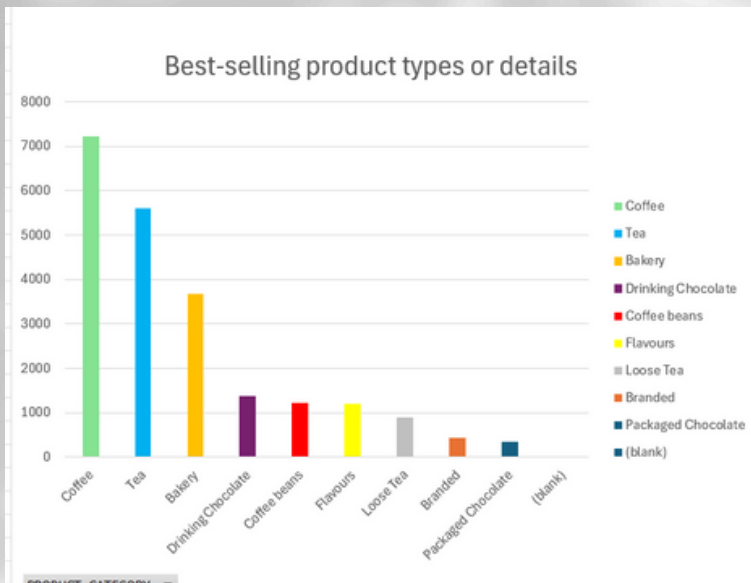
Peak time intervals for sales



From the sales data, we can see that the morning has the highest number of sales, followed by the afternoon, and the evening has the least. Because of this, I recommend increasing the amount of products available in the morning when demand is high. For the evening, we can reduce the stock a bit since fewer items are sold at that time. This way, we can avoid wasting products and possibly save money while making the most out of peak sales hours.



From the data, we can see that coffee and tea have the highest quantities sold, while branded loose tea and packaged chocolate have the lowest. This shows that customers prefer coffee and tea more, so we might need to focus on these top sellers when planning stock and future promotions



it's clear that coffee and tea are the top-selling products. In contrast, branded loose tea and packaged chocolate have the lowest sales. This might mean customers are more interested in drinks like coffee and tea, rather than packaged items





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# THANK YOU

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