



BrightCoffee shop Sales Analysis



Summary



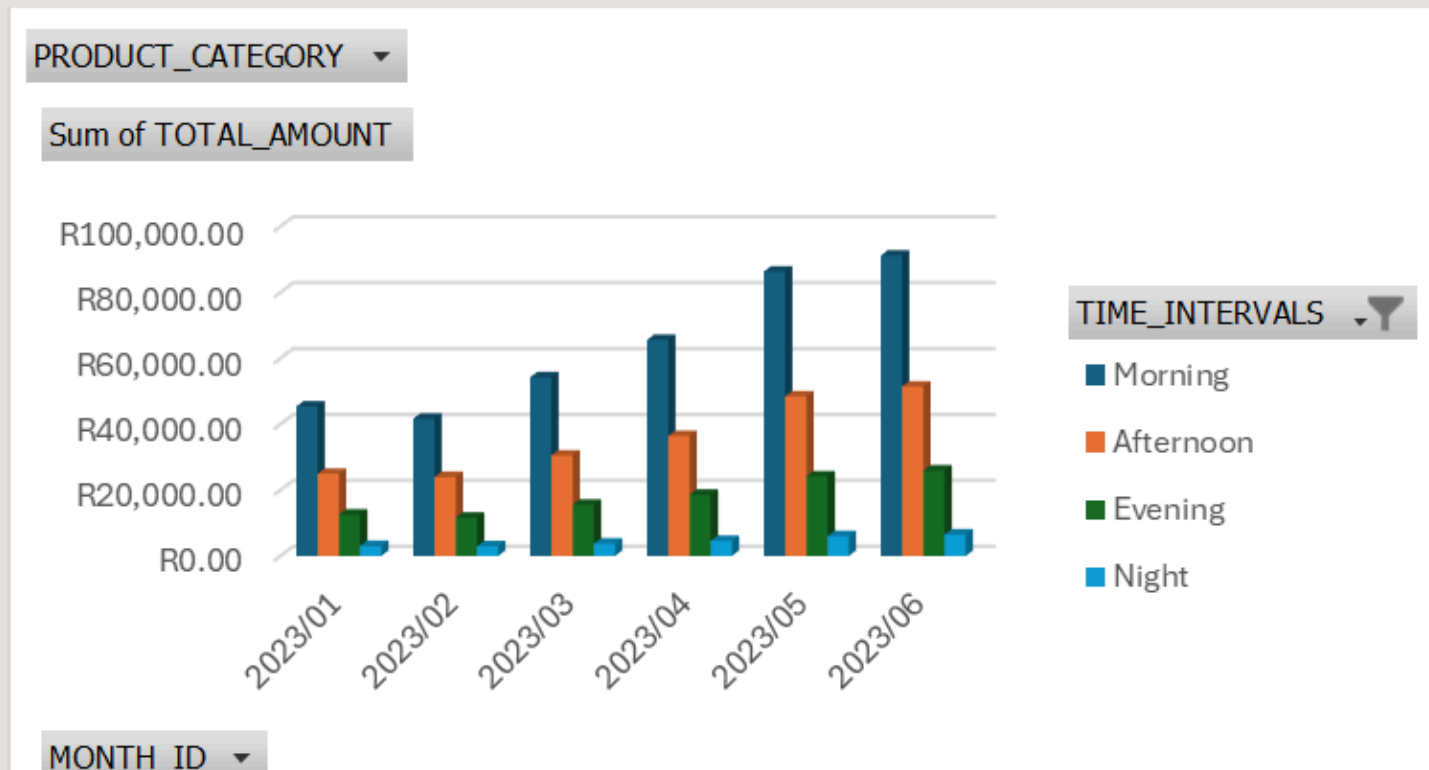
A dataset titled **Bright Coffee Shop Sales**, which contained a transactional information about a coffee shop, was provided to me and I was tasked to provide actionable insights from this data and prepare a presentation to the **CEO**, to assist them in making informed **Decisions**.



METHODOLOGY

- **Created a table from the data set, and I added extra columns to help me with analysis.**
- **Provided insights about the coffee shop sales and determined things like: which store location is making the highest sales.**
- **Provide the most selling product in the coffee shop.**
- **Was able to provide the times in which the coffee shop is mostly busy.**

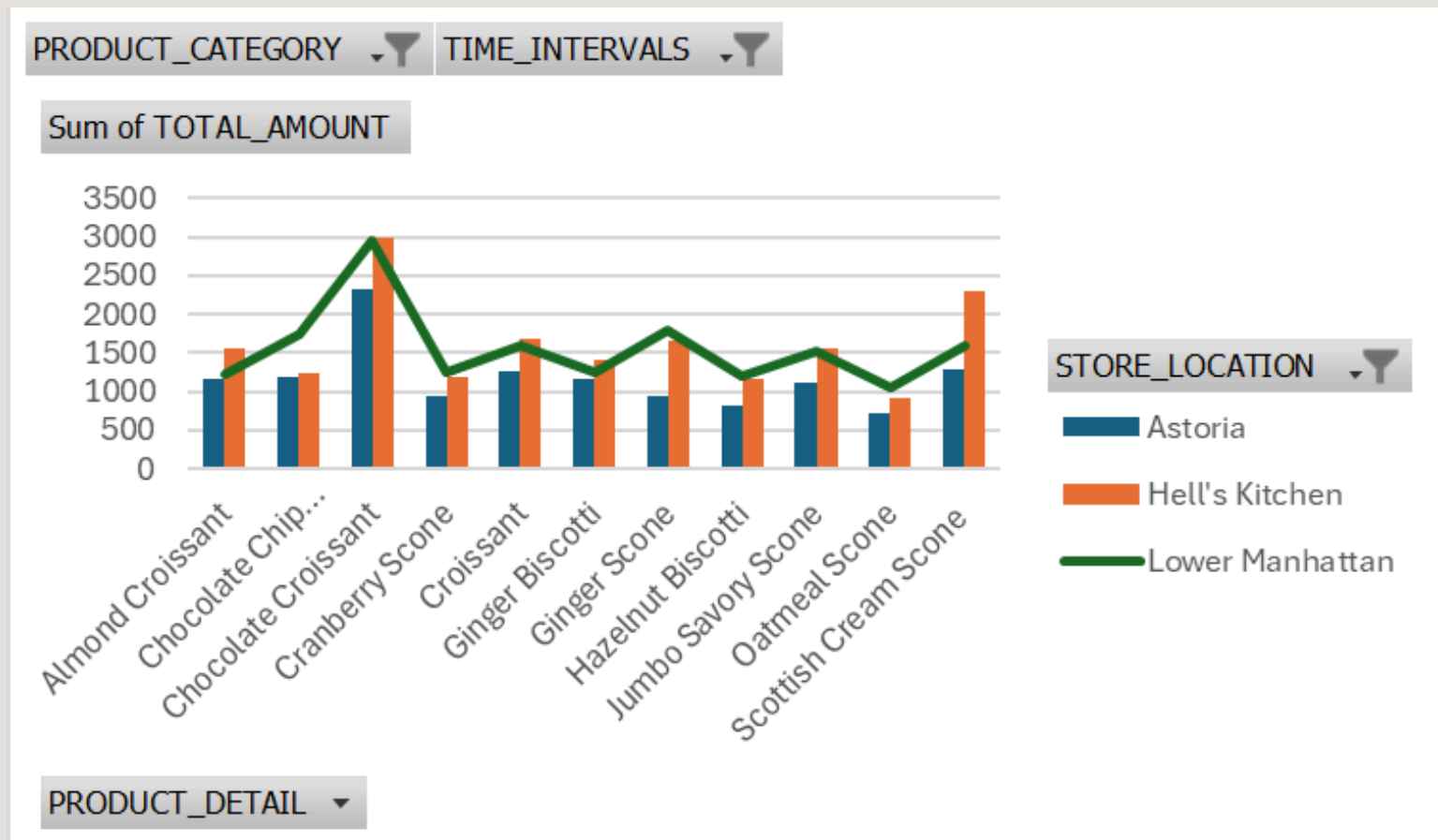
Analysis



Key Highlights

- The highest amount of sales made, this is categorized by the Product category in the graph.
- Mornings are the most selling time for the coffee shop, this is demonstrated by the time intervals in the graph.
- June is the month where the highest sales were made, this is shown by the MonthID.

Analysis



Key Highlights

- The most selling store using the product Category filter.
- The most selling Product in the Coffee Shop
- From the different Time Intervals , I was able to dertermine,the times where the most selling Products are making sales.

Final Recommendations

- Have a Plan to gain more People to buy in the coffee shop, different marketing strategies should be implemented.
- Everything in the coffee shop must Align to the target market, as it has been identified that the coffee shop is mostly busy in the mornings, that shows that it is people that are working so Having a fast wifi in the coffee shop and plugs will help those that are working in remote environments, come and have a coffee in the shop while they are working.





THANK YOU



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