



BRIGHT COFFEE SHOP

LUYANDA NDLOVU

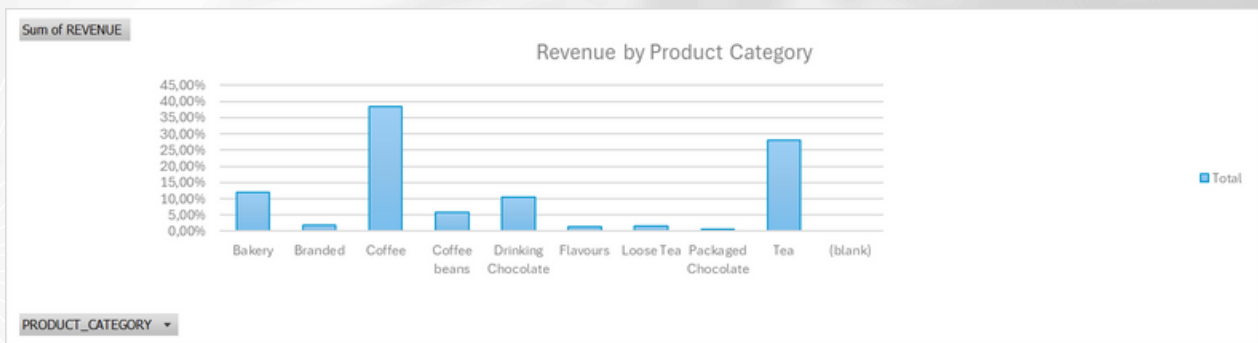
Objective

Analyze past sales(6 months) to help the new CEO understand:

- Best selling products
- Peak sales times
- Store performance
- Trends over time
- Opportunities for revenue growth



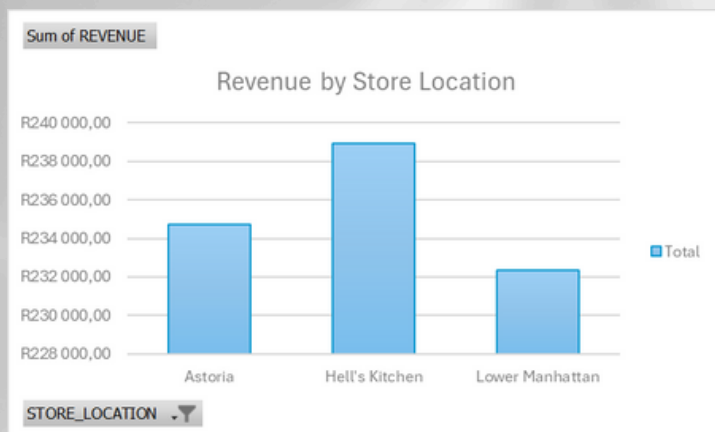
Revenue | Product Category



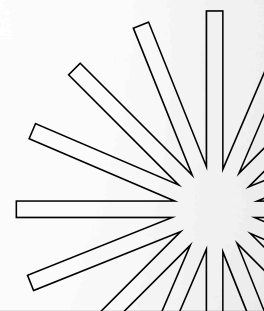
-Coffee generated the highest sales at 38.47% of total revenue in the last 6 months followed with Tea contributing 28.11%.

-All other categories contributed less than 15% each.

Revenue | Store Location



-Among the three locations, Hell's Kitchen led in revenue generation.



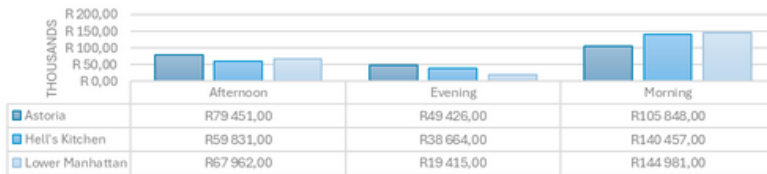
Performance Time of Day

Sum of REVENUE

Revenue by Time

STORE_LOCATION

Astoria Hell's Kitchen Lower Manhattan

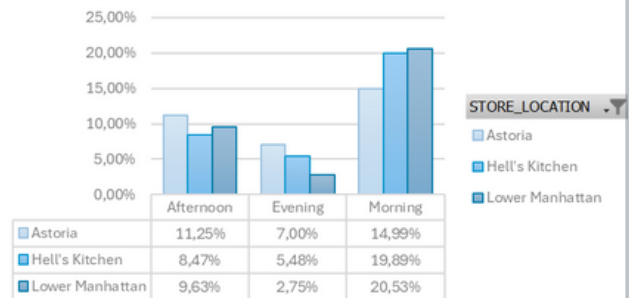


TIME_BUCKET

-Revenue peaked in the Morning, accounting for around 55% of sales followed by Afternoons.

-Evenings had the weakest performance accounting 15.23% of the revenue.

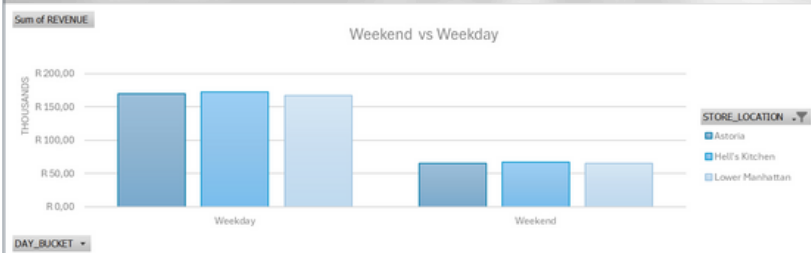
Sum of REVENUE



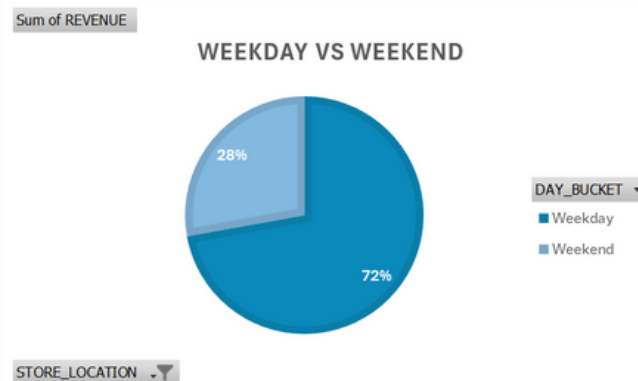
TIME_BUCKET

Performance

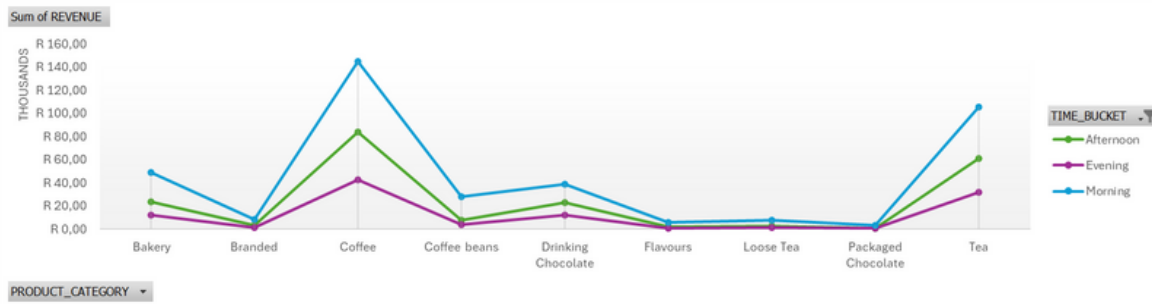
Weekend vs Weekday



-Weekdays contributed the majority of sales with 72.06% of revenue.

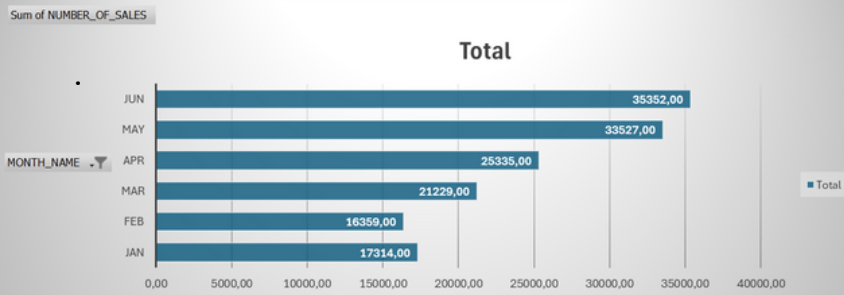


Trends Over Time



-The line graph shows Coffee and Tea generated the highest revenue across all time periods, with mornings consistently outperforming afternoons and evenings.

-As we approached the colder period, revenue spiked up.



Conclusion

Strengths

- morning coffee sale are a key driver of revenue
- weekday performance is strong

Weaknesses

- Evening sales are lower
- Astoria is underperforming
- Certain products have lower sales

Recommendations

- Introduce promotions to boost low sales

