

# Bright Coffee Shop Sales Analysis Report



**PRESENTATION BY MAHLATSE MOLOKO**

# Purpose:

To provide data-driven insights from historical transaction records at Bright Coffee Shop that will assist the newly appointed CEO in making informed decisions to:

- Grow company revenue
- Optimize product performance
- Identify sales trends across products and time
- Recommend actionable strategies for improved sales and operational efficiency



# Methodology Summary for the Coffee Shop

To support the CEO's strategic decisions, i followed a structured data analytics approach:

## 1. Data preparation & Cleaning

- Converted the provided Excel dataset to CSV
- Loaded the dataset into Snowflake for scalable querying
- Cleaned data by:
  - Converting unit\_price values with commas to decimals
  - Ensuring correct data types for all fields

## 2. Data Transformation

- Created a calculated column `total_amount = unit_price * transaction_qty`
- Bucketed transactions into 30-minute intervals (`transaction_time_bucket`) to analyze sales by time of day
- Standardized product types and categories for grouping

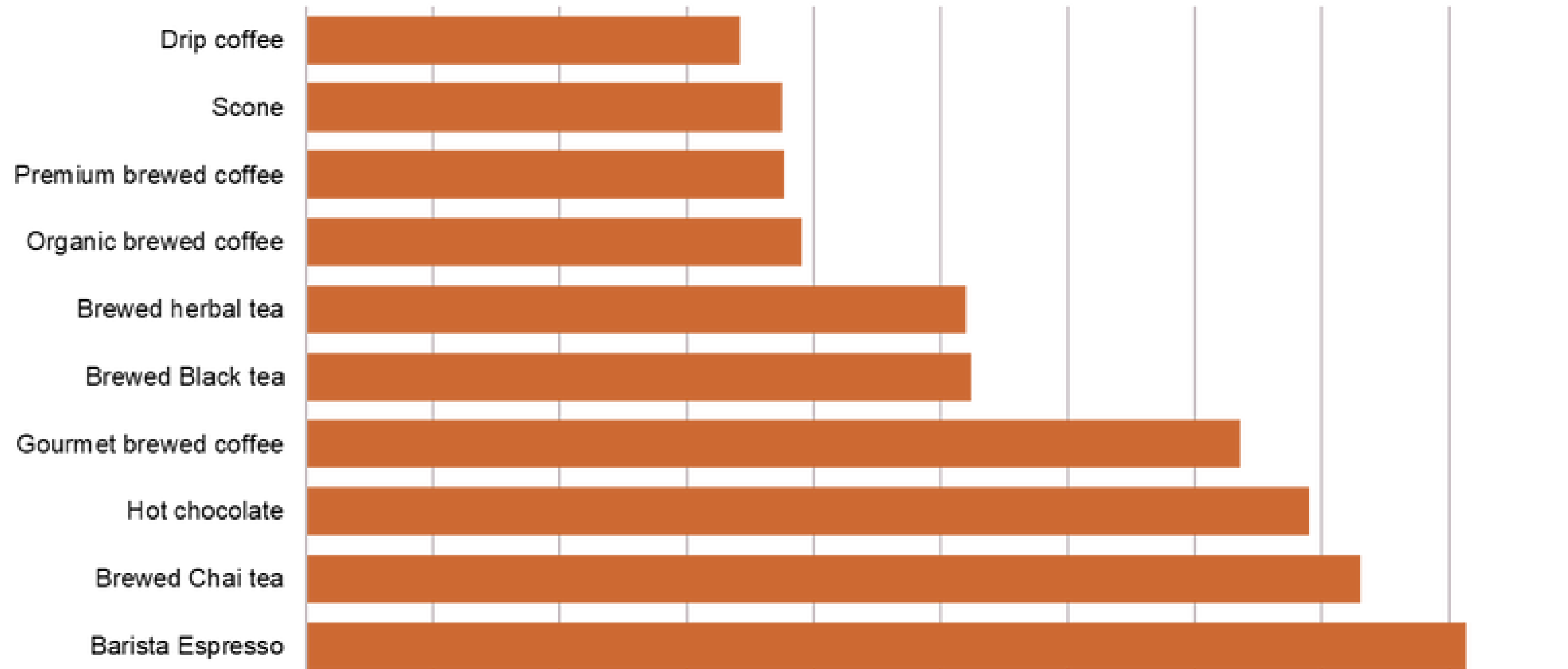
## 3. Data Aggregation

- Performed SQL queries to calculate:
  - Total revenue and units sold per product type
  - Sales volume across time buckets
  - Identification of best- and worst-selling products

## 4. Data Export & Visualization

- Exported processed data into Excel
- Built pivot tables and interactive charts to uncover key sales patterns and trends

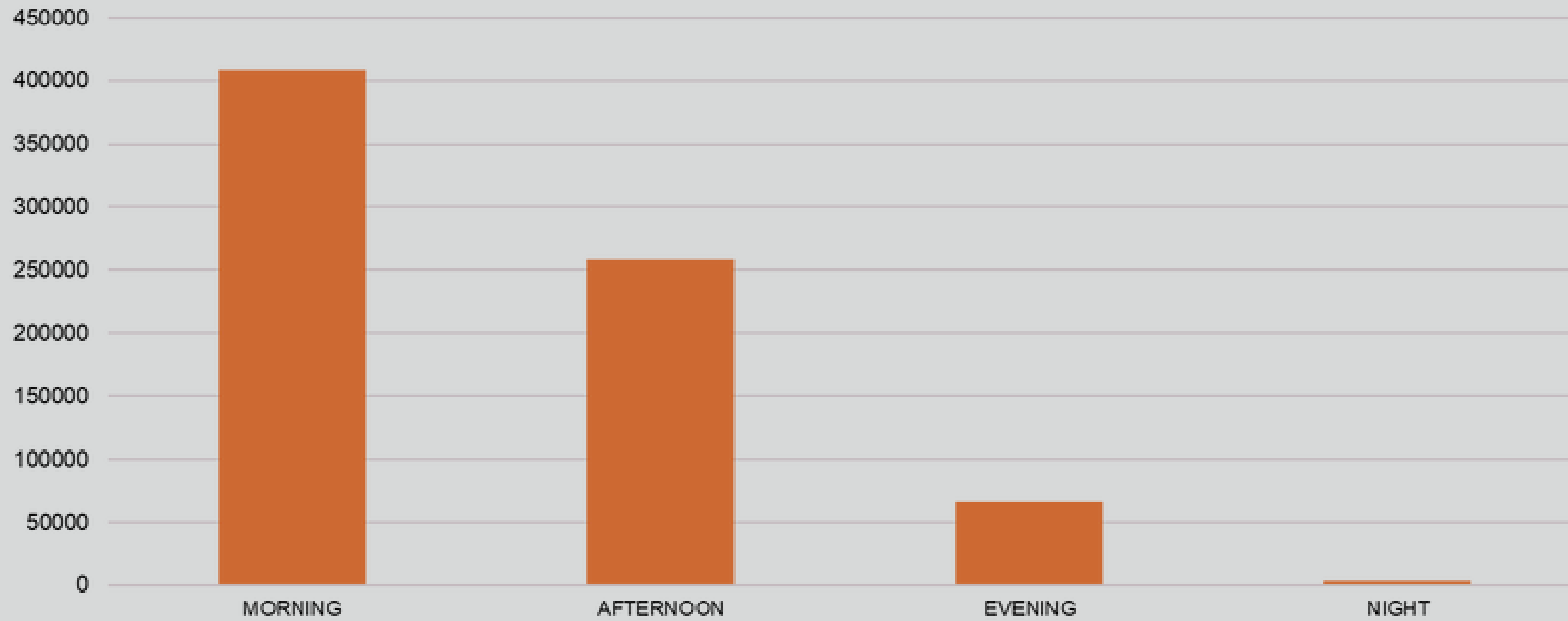
# Total Revenue by Product Type



Certain product types (e.g; Barista Espresso and Brewed Chai tea) contribute significantly more to revenue.

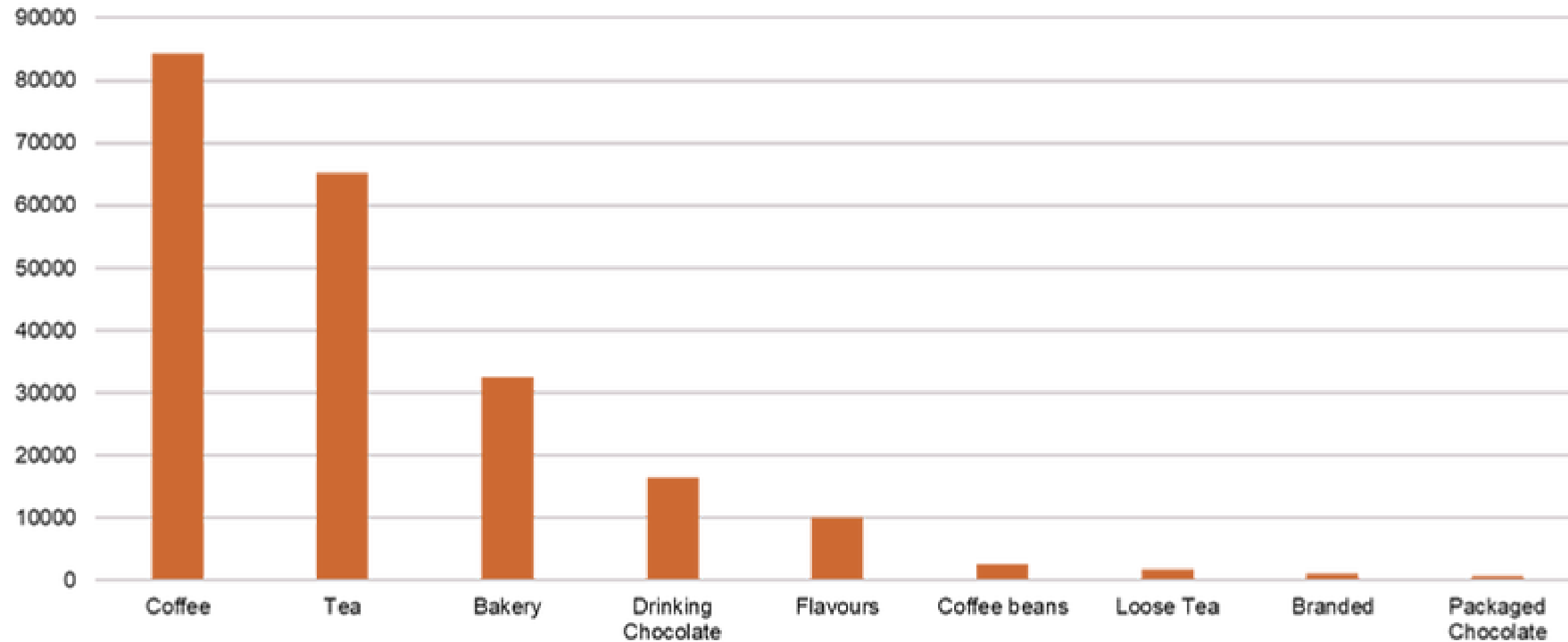


# Sales by Time Bucket



Sales peak between morning—afternoon and drop sharply after evening and night

# Units Sold by Product Category



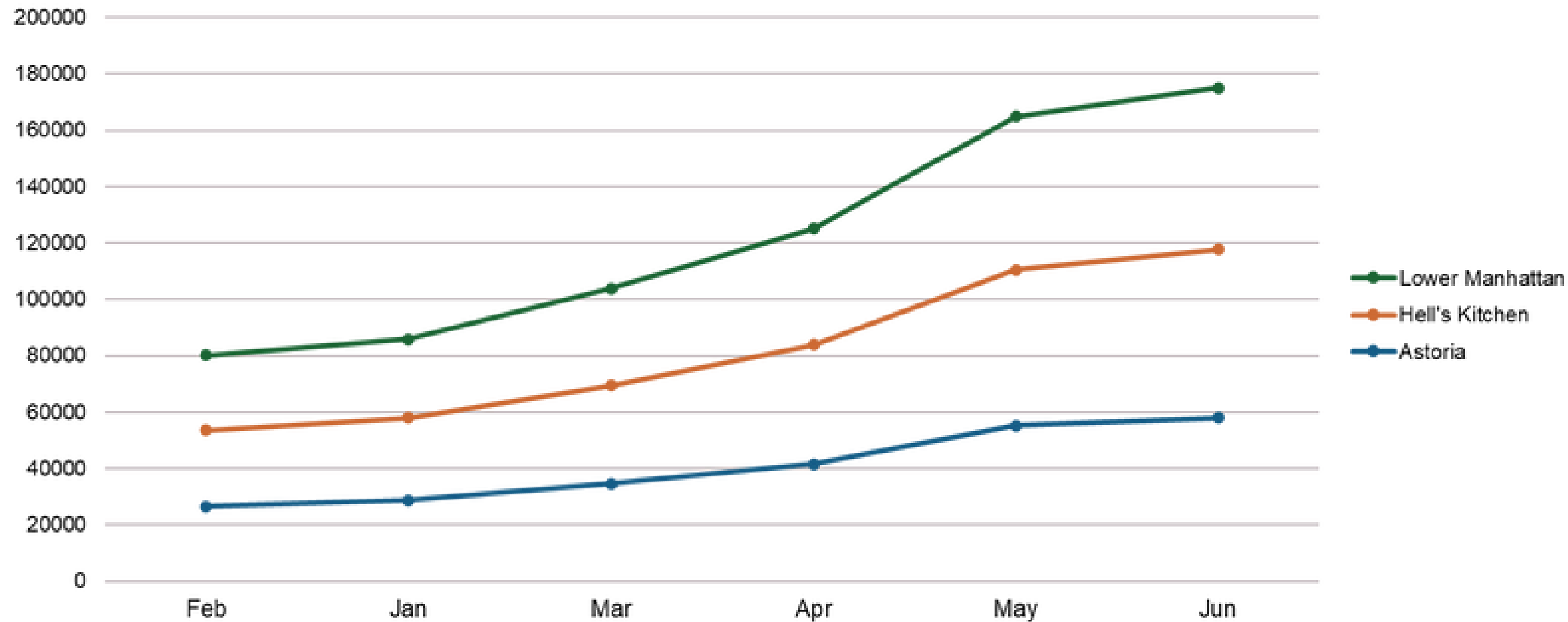
Coffee (39%) and Tea (30%) dominate sales, driving nearly 70% of total units sold.

Bakery ranks third (15%), showing strong performance as a food companion.

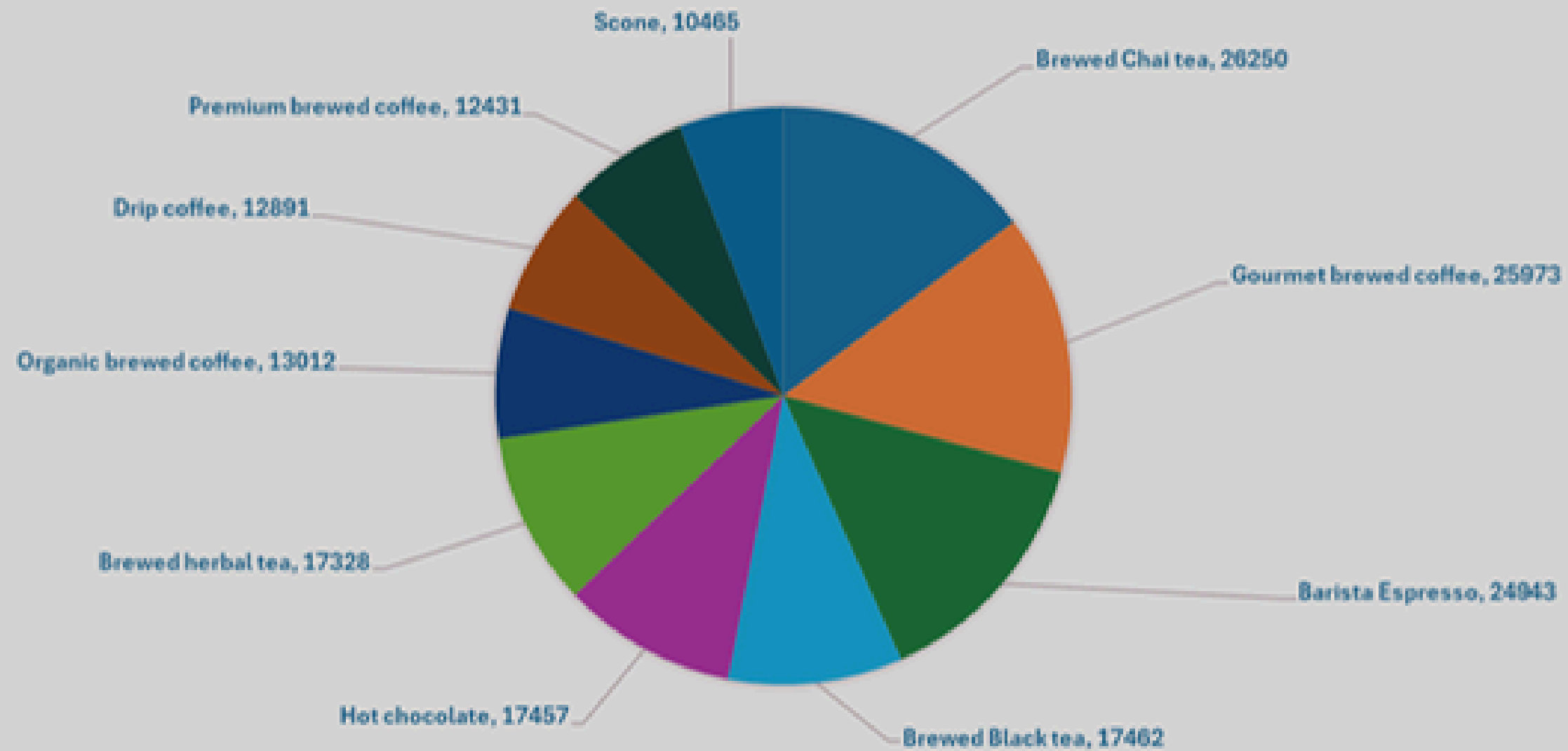
Low-volume items like Packaged Chocolate, Branded, and Loose Tea contribute minimally and may need strategic review.

# Weekly Sales Trend

Steady Growth: Monthly revenue increased consistently from January (85K) to June (175K) — more than 2x growth in six months.



SHOWS WHICH CATEGORIES PERFORM BEST.







# Strategic Recommendations

1. Capitalize on Peak Sales Periods (May—June)
2. Double Down on High-Performing Categories
3. Reassess Underperforming Products
4. Standardize Best Practices Across Locations
5. Enhance Morning-Time Promotions
6. Automate Sales Reporting
7. Introduce Loyalty Programs

# Next Steps for Growth

01

## **Automate Reports**

Streamline data collection to improve efficiency and accuracy.

02

## **Multi-Location Tracking**

Expand analytics capabilities to monitor performance across all locations effectively.

03

## **Loyalty Program Strategy**

Develop engaging rewards programs to enhance customer retention and satisfaction.