Bright Coffee Shop Sales Insights

Period covered: Jan-Jun 2023

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Project Overview – Bright Coffee Shop Insights

Objective

This project aims to extract actionable insights from historical sales data to support the CEO's decision-making. Specifically, the analysis will address:
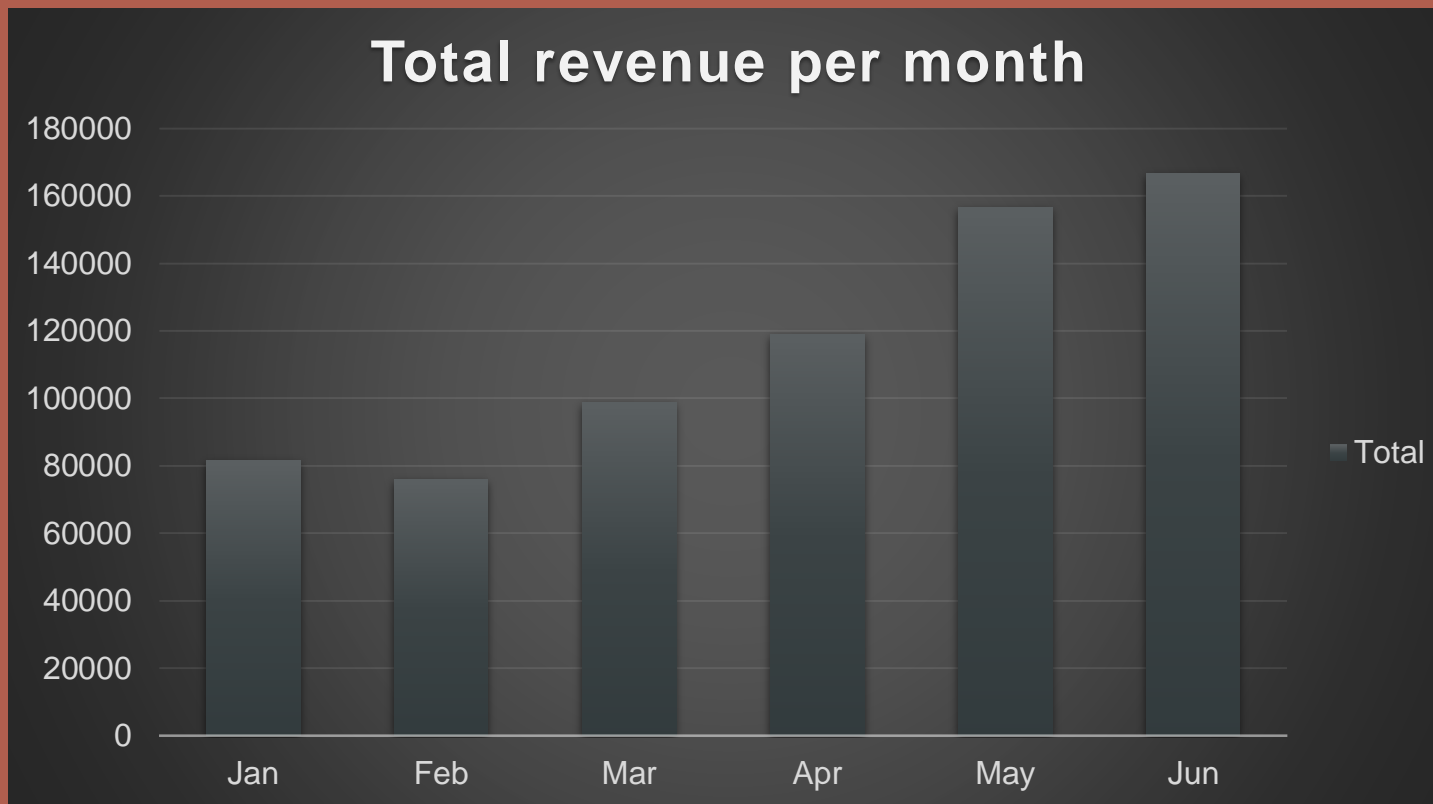
❖ **Top-performing products** by revenue

❖ **Peak business hours** during the day

❖ **Sales trends** by time intervals and product categories

❖ **Recommendations** for increasing overall sales performance
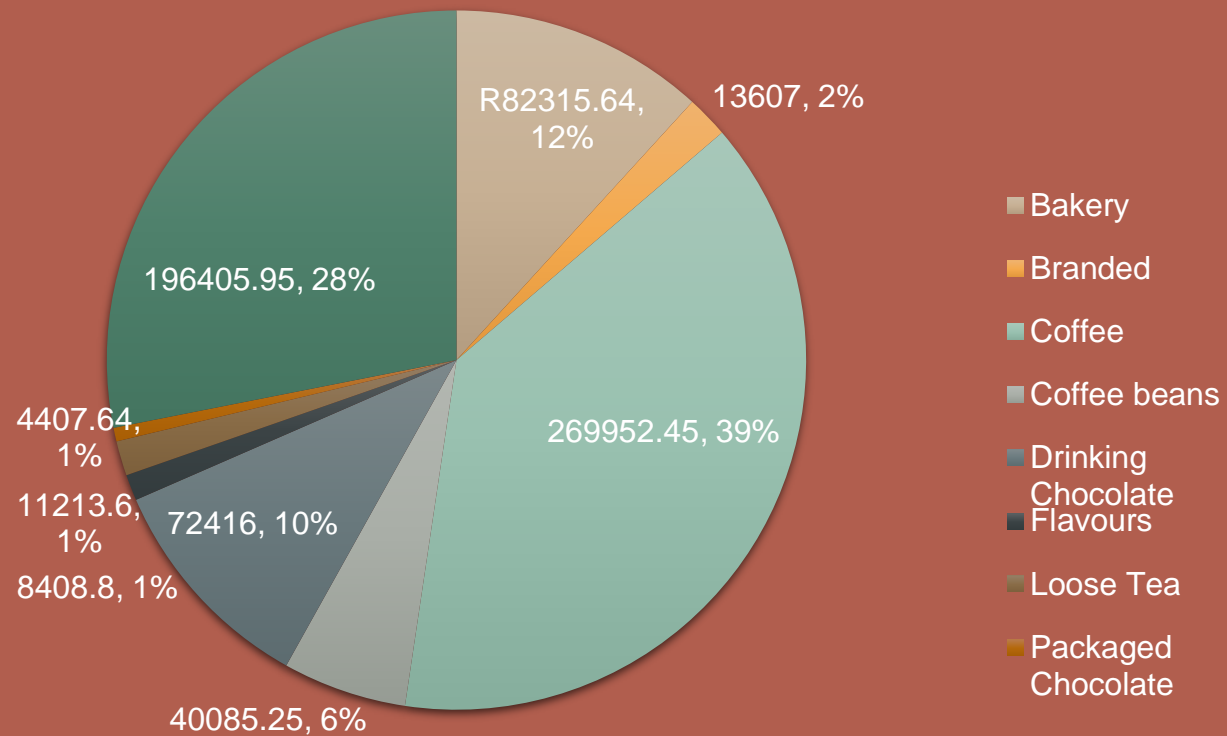
Total Sales

Monthly total sales

Total revenue per month

June achieved the highest monthly sales with R166,485.88, followed by May at R156,727.76. February recorded the lowest sales, totaling R76,145.19.

Breakdown of Total Revenue by Product Type

Pie chart data:

- R82315.64, 12%
- 13607, 2%
- 196405.95, 28%
- 269952.45, 39%
- 4407.64, 1%
- 11213.6, 1%
- 72416, 10%
- 8408.8, 1%
- 40085.25, 6%

Legend:
- Bakery
- Branded
- Coffee
- Coffee beans
- Drinking Chocolate
- Flavours
- Loose Tea
- Packaged Chocolate

With R269,952.39 in sales, Coffee led all product categories, making up a significant 39% of total revenue.

Top Revenue-Generating Product Categories

Coffee

Coffee is the top-selling product with R269,952.45, contributing 39% of total revenue.

Tea

Tea follows with R196,405.95 (28%), making beverages the core revenue drivers.
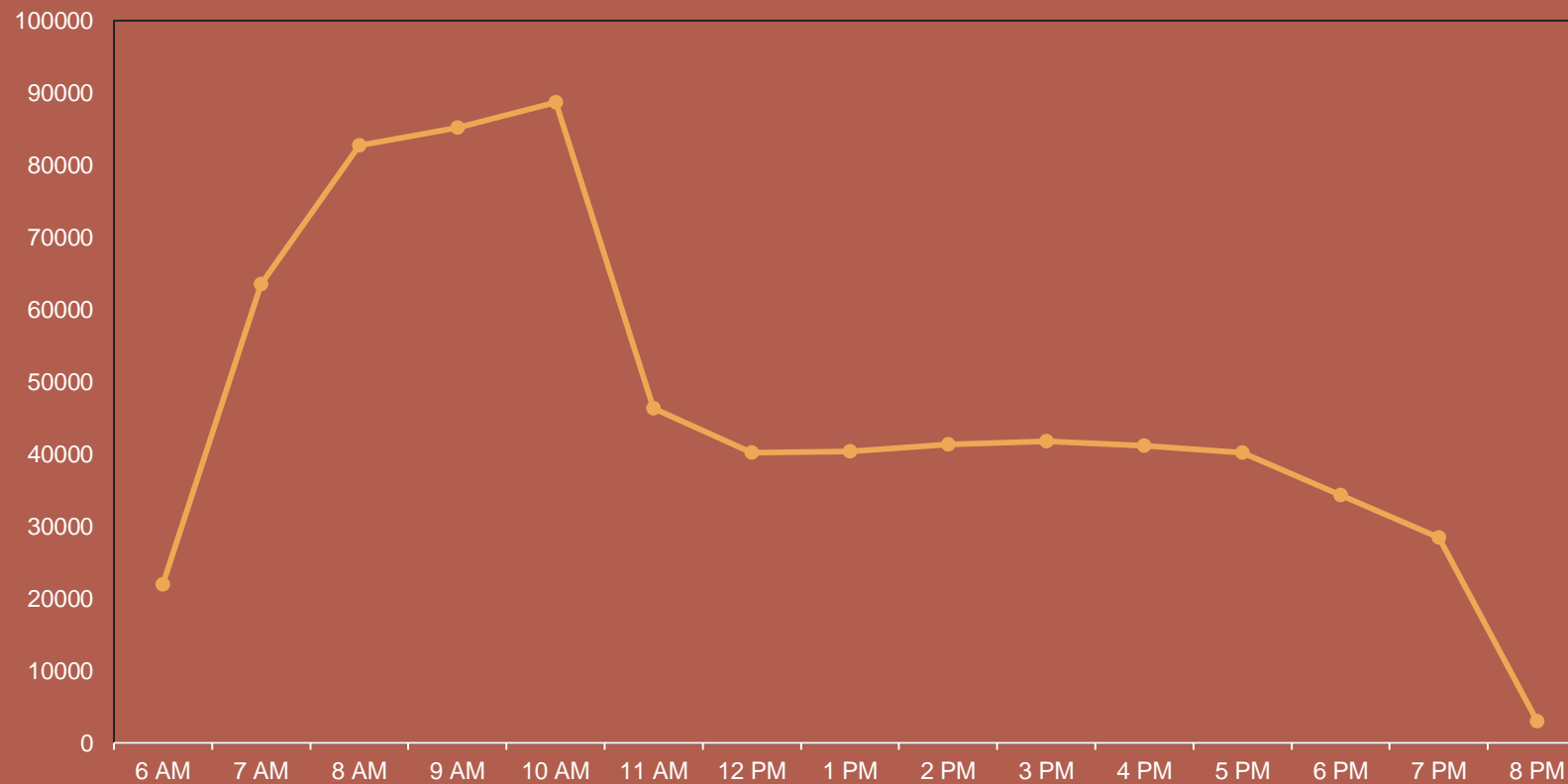
Bakery

contribute 12respectively, showing strong support from food items.
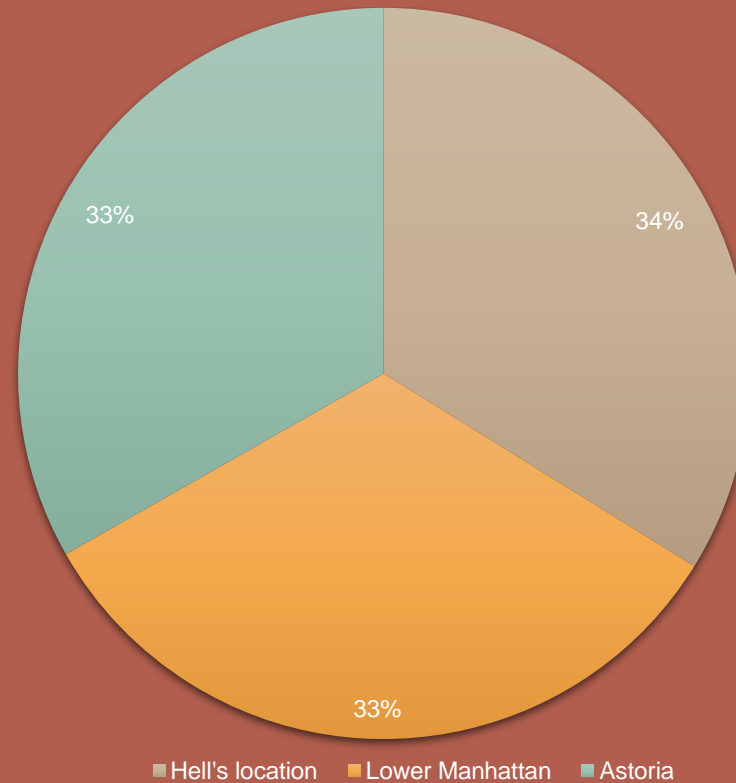
Drinking Chocolate

Drinking Chocolate contribute 10%, respectively.

Hourly Sales performance

- The highest sales occur between 8 AM and 10 AM, making it the most profitable time of day.

Total sales per location

33%

34%

33%

Hell's location   Lower Manhattan   Astoria

Hell's Location led in sales with R236,511.17, accounting for 34% of overall revenue.

INSIGHT

Percentage contribution by product

Product	Total Revenue (R)	Percentage Contribution (%)
Coffee	269,952.45	38.6%
Tea	196,405.95	28.1%
Bakery	82,315.64	11.8%
Drinking Chocolate	72,416.00	10.4%
Coffee Beans	40,085.25	5.7%
Branded	13,607.00	1.9%
Flavours	8,408.80	1.2%
Loose Tea	11,213.60	1.6%
Packaged Chocolate	4,407.64	0.6%
Grand Total	698,812.33	100%

o Coffee contributes the most at 38.6% of the total revenue.

o Tea follows closely with 28.1%, making it a significant contributor.

o Bakery is third with 11.8%.

o Drinking Chocolate and Coffee Beans contribute 10.4% and 5.7% respectively.

o Branded, Flavors, Loose Tea, and Packaged Chocolate contribute smaller percentages, with Branded contributing 1.9%.

Sales by Store Location with Percentage Contribution

Store Location	Total Sales (R)	Percentage Contribution (%)
Hell's Location	236,511.17	33.8%
Lower Manhattan	230,057.25	32.9%
Astoria	232,243.91	33.2%
Grand Total	698,812.33	100%

- o Hell's Location contributes 33.8% of the total sales, making it the highest among the three locations.
- o Astoria follows closely with 33.2%, while Lower Manhattan contributes 32.9%.
- o All locations combined make up 100% of the total sales.

Monthly Sales Percentage Contribution

Month	Total Sales (R)	Percentage Contribution (%)
June	166,485.88	23.8%
May	156,727.76	22.4%
April	118,941.08	17.0%
March	98,834.68	14.1%
January	81,677.74	11.7%
February	76,145.19	10.9%
Grand Total	698,812.33	100%

o June had the highest contribution to total sales with 23.8%.
o February had the lowest with 10.9%.
o June and May combined account for nearly half of the total sales (46.2%).

Recommendations

Focus on High Performing Products

Coffee and Tea alone contribute 66.7% of total revenue.

Action

Promote premium options or bundles for Coffee and Tea.

Boost Underperforming Product Sales

Products like Packaged Chocolate (0.6%), Loose Tea (1.6%), and Flavours (1.2%) are underperforming.

Action

❖ Run promotions or sampling campaigns for these products.

❖ Improve shelf visibility or offer them as add-ons at checkout.

Optimize Sales by Time of Day

Most sales occur between 6 AM and 11 AM, especially at 8–10 AM.

Action

❖ Offer morning-specific deals (e.g., Coffee + Bakery combo from 6–11 AM).

❖ Increase staffing and stock availability in the morning window.

Thank You

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