Brightlight Coffee Shop

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Background

Enhance product performance and revenue growth by extracting actionable insights from historical data and presenting them to the CEO to inform decision-making.

Objective

Use analytics, SQL, and data visualization skills to help Bright Coffee Shop understand:
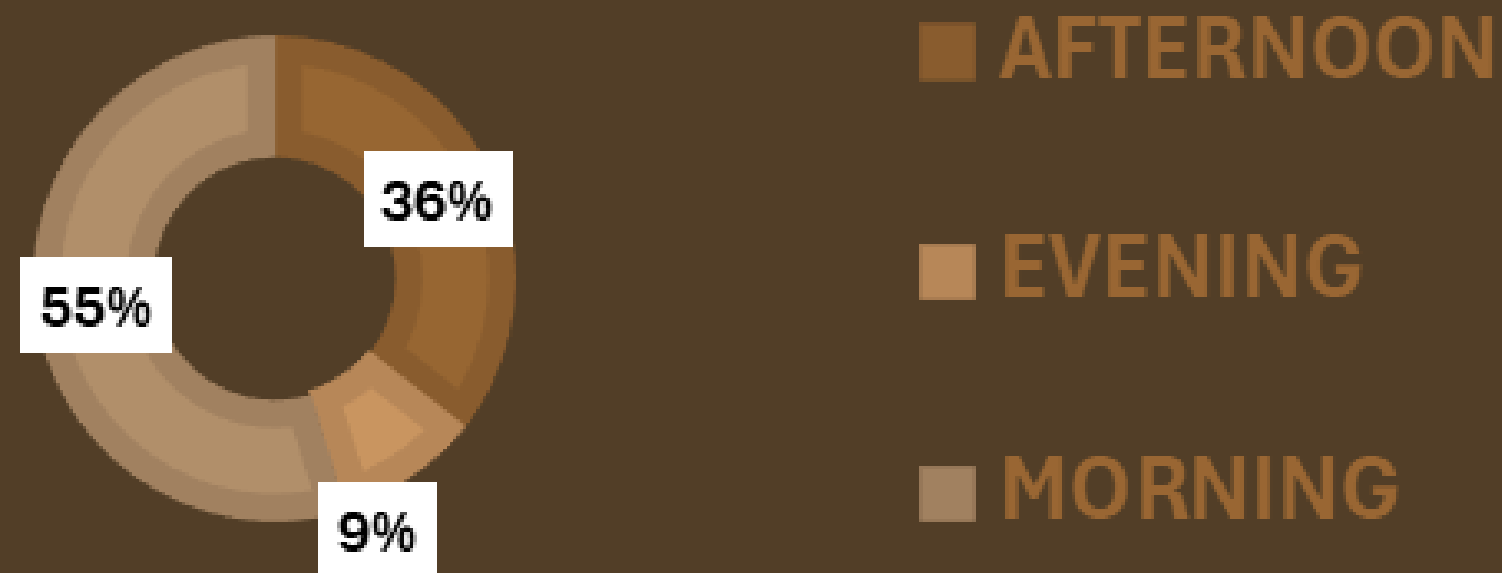- Which products generate the most revenue
- What time of day does the store perform best
- Sales trends across products and time intervals
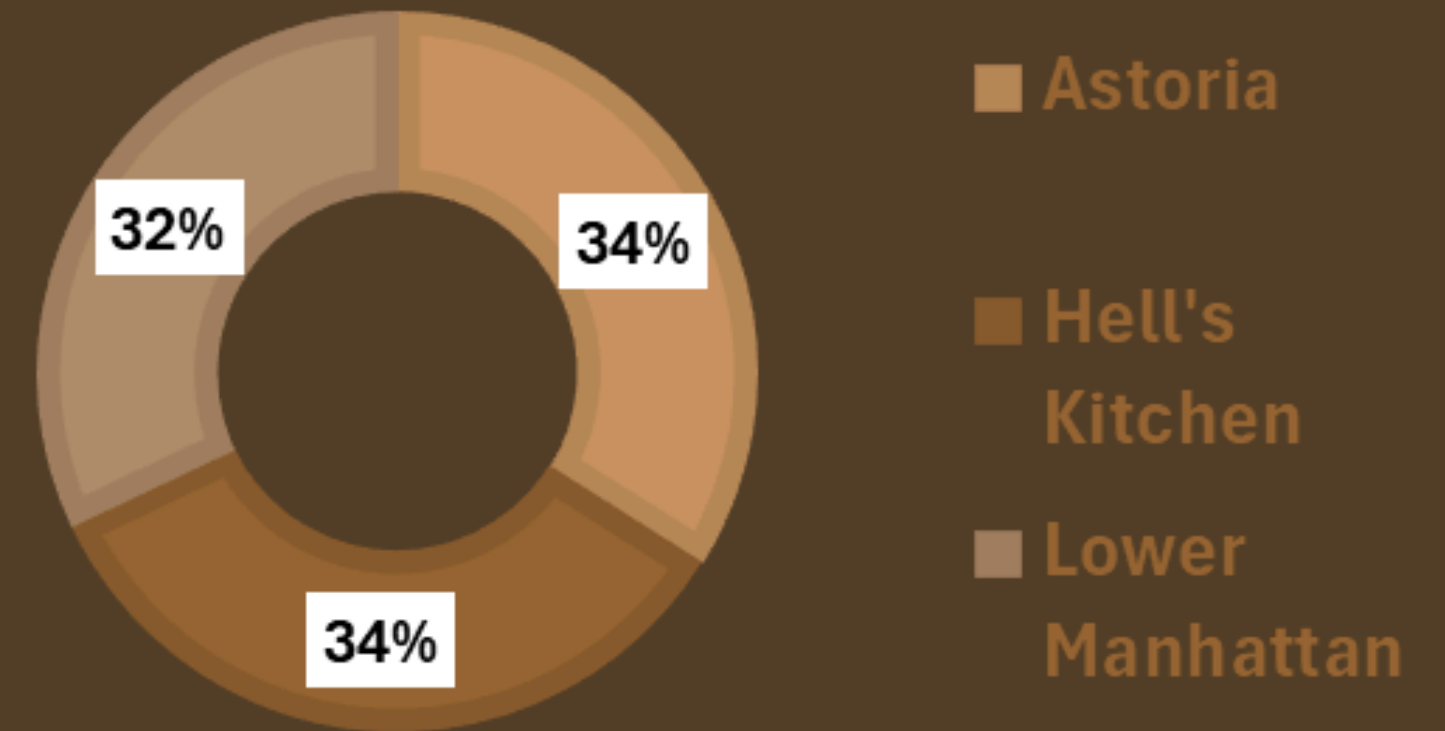- Recommendations for improving sales performance

Agenda

1. **Background and Objectives**

2. **Sales Trends**

3. **Store Location Distribution**

4. **Product Performance**

5. **Transactions Performance**

6. **Recommendations**

Total Sales Trends

REVENUE BY PERIOD OF THE DAY

- AFTERNOON
- EVENING
- MORNING

36%
55%
9%

REVENUE % BY CITY

32% 34%
34%

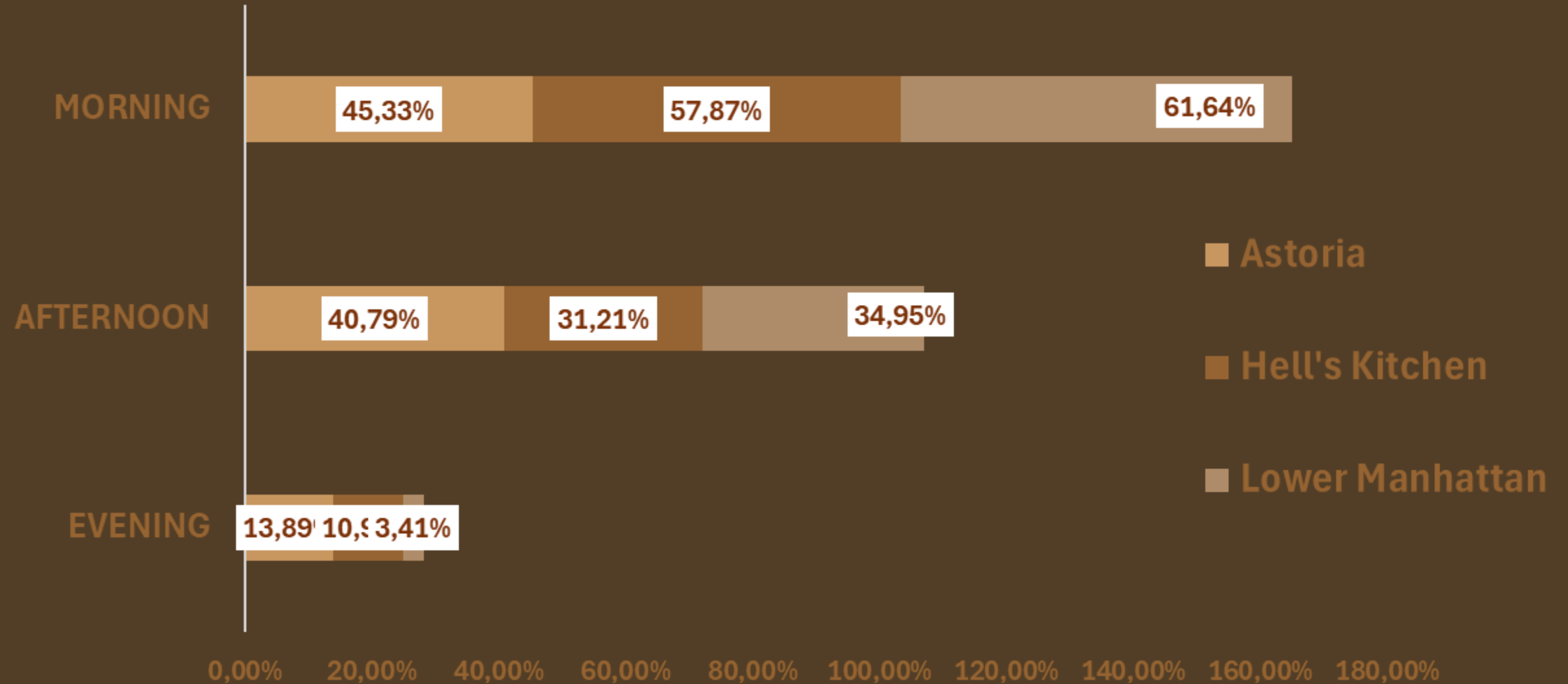- Astoria
- Hell's Kitchen
- Lower Manhattan

Key Insights:

Morning is the Most Profitable Period (55%)

- Over half of the total revenue is generated in the morning, indicating strong customer activity or demand during this period.
- This could be due to early business hours, peak commuter traffic, or breakfast-related sales.
- Both Hell's Kitchen and Lower Manhattan contribute the highest revenue share at 34% each.
- This indicates strong and balanced performance in these two locations.
- It may reflect high customer density, spending power, or effective operations in these areas.
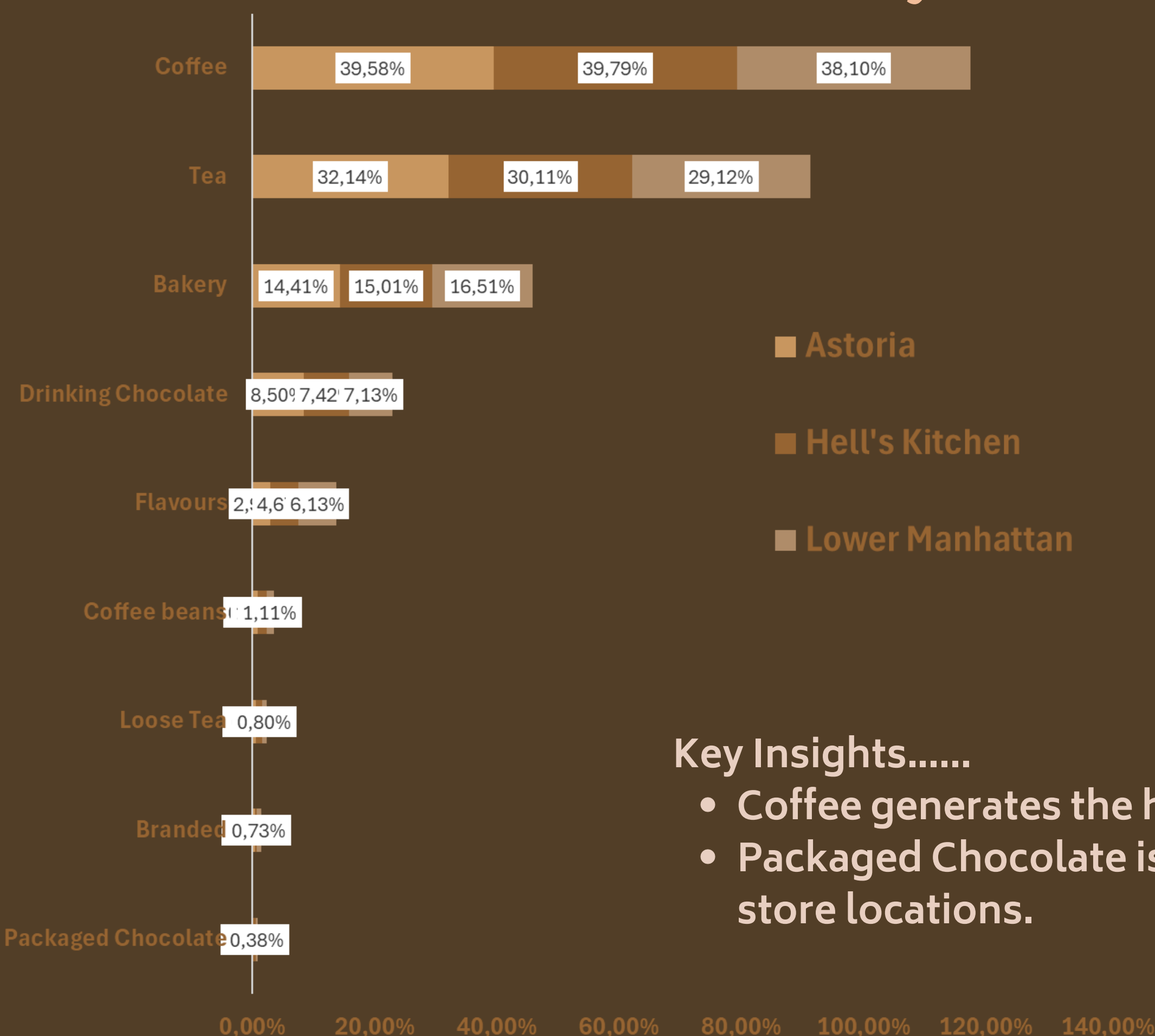
Period of the day by Store Location

Chart: Horizontal stacked bar chart showing Period of the day by Store Location.

- **MORNING**: 45,33% (Astoria), 57,87% (Hell's Kitchen), 61,64% (Lower Manhattan)
- **AFTERNOON**: 40,79% (Astoria), 31,21% (Hell's Kitchen), 34,95% (Lower Manhattan)
- **EVENING**: 13,89% (Astoria), 10,9% (Hell's Kitchen), 3,41% (Lower Manhattan)

Legend:
- Astoria
- Hell's Kitchen
- Lower Manhattan

X-axis: 0,00% 20,00% 40,00% 60,00% 80,00% 100,00% 120,00% 140,00% 160,00% 180,00%

Key Insights......
- Morning dominates revenue generation across all cities this aligns with earlier charts showing overall revenue concentration in the morning.
- Astoria stands out for stronger afternoon and evening revenue share compared to the other cities, suggesting better balance throughout the day.
- Lower Manhattan is highly dependent on morning sales, with very little activity in the evening, possibly due to business type clientele or early closing hours.
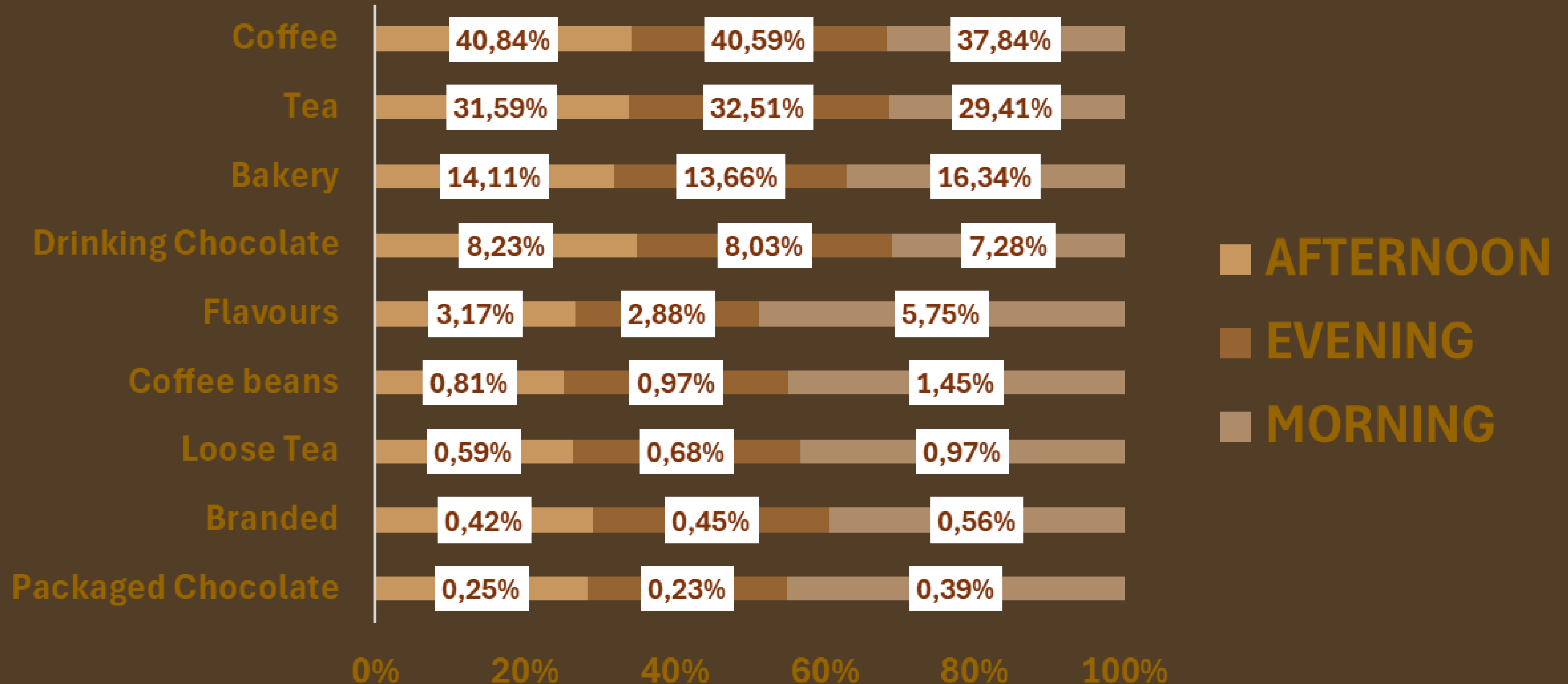
Product by Store Location

	Astoria	Hell's Kitchen	Lower Manhattan
Coffee	39,58%	39,79%	38,10%
Tea	32,14%	30,11%	29,12%
Bakery	14,41%	15,01%	16,51%
Drinking Chocolate	8,50%	7,42%	7,13%
Flavours	2,9%	4,6%	6,13%
Coffee beans		1,11%	
Loose Tea	0,80%		
Branded	0,73%		
Packaged Chocolate	0,38%		

Key Insights......
- Coffee generates the highest sales in all three store locations.
- Packaged Chocolate is generating the least sales in all three store locations.

Period of the day by Product Category

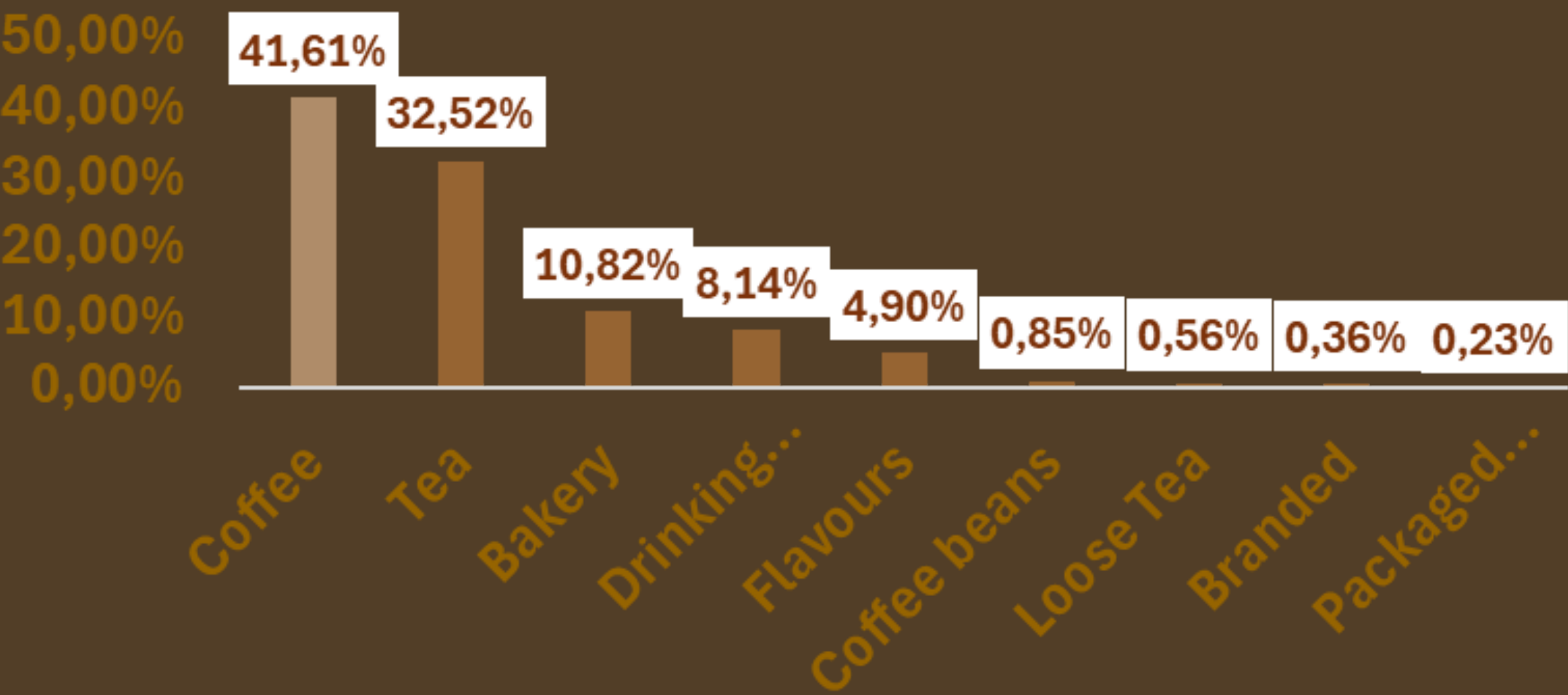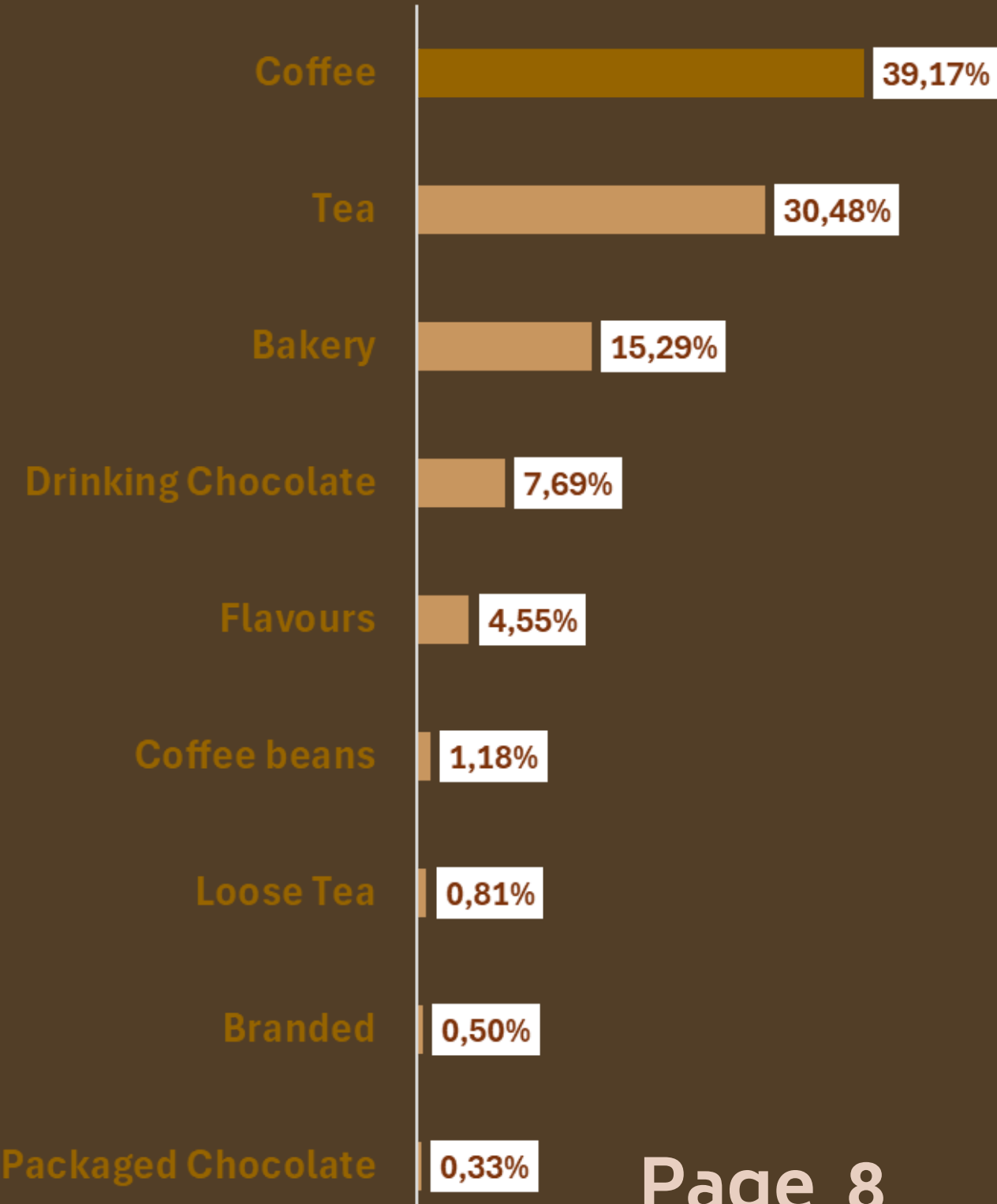| Category	AFTERNOON	EVENING	MORNING
Coffee	40,84%	40,59%	37,84%
Tea	31,59%	32,51%	29,41%
Bakery	14,11%	13,66%	16,34%
Drinking Chocolate	8,23%	8,03%	7,28%
Flavours	3,17%	2,88%	5,75%
Coffee beans	0,81%	0,97%	1,45%
Loose Tea	0,59%	0,68%	0,97%
Branded	0,42%	0,45%	0,56%
Packaged Chocolate	0,25%	0,23%	0,39%

Key Insights......
- Coffee generates the highest sales in the morning and afternoon between 40%.
- Packaged chocolate generates the lowest sales morning, afternoon and evening.

Summary of Product Category

QUANTITY PER CATEGORY

- Coffee: 41,61%
- Tea: 32,52%
- Bakery: 10,82%
- Drinking...: 8,14%
- Flavours: 4,90%
- Coffee beans: 0,85%
- Loose Tea: 0,56%
- Branded: 0,36%
- Packaged...: 0,23%

REVENUE PER CATEGORY

- Coffee: 39,17%
- Tea: 30,48%
- Bakery: 15,29%
- Drinking Chocolate: 7,69%
- Flavours: 4,55%
- Coffee beans: 1,18%
- Loose Tea: 0,81%
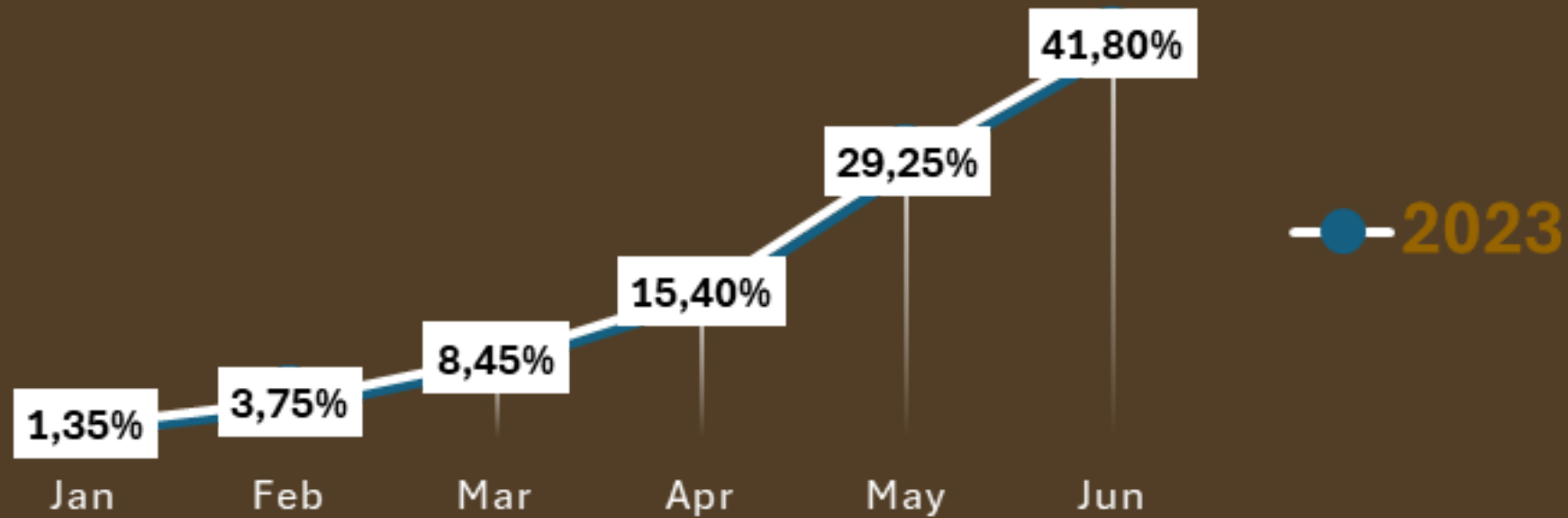- Branded: 0,50%
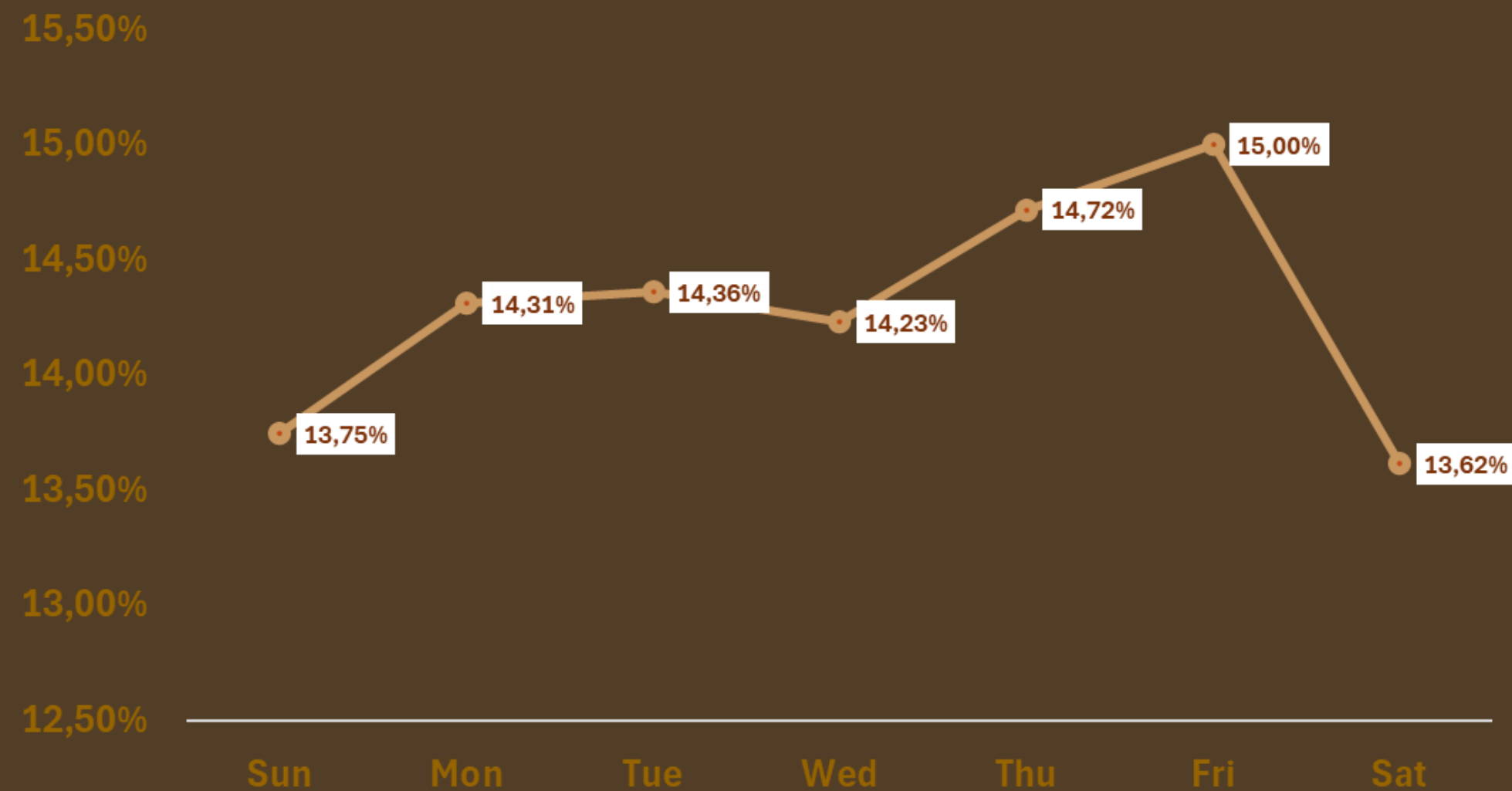- Packaged Chocolate: 0,33%

Key Insights.....
Coffee remains the product category that generates the highest sales and most quantity sold.

Transactions by Month-to-Month and Weekday

TRANSACTION BY MONTH TO MONTH IN 2023

Jan: 1,35%
Feb: 3,75%
Mar: 8,45%
Apr: 15,40%
May: 29,25%
Jun: 41,80%

●—2023

WEEKDAY TRANSACTION COUNT

15,50%
15,00%
14,50%
14,00%
13,50%
13,00%
12,50%

Sun: 13,75%
Mon: 14,31%
Tue: 14,36%
Wed: 14,23%
Thu: 14,72%
Fri: 15,00%
Sat: 13,62%

Key Insights......
- **Product transactions grew steadily from January to June, with a notable increase in June, with 41.8% from 1.35% in January.**
- **Friday has the highest sales with 15%.**

Page 9

Recommendations

Revenue Performance

- Launch early bird promotions or loyalty discounts.
- Expand breakfast-focused product lines or services
- Introduce new morning-specific items (e.g. breakfast bundles, quick-grab options, coffee upgrades).
- Continue successful practices that attract and retain customers in these locations.
- Benchmark best practices from top performing areas.
- Run pilot campaigns in Astoria based on what works elsewhere.

Sales Across All Store Locations

Maximize Coffee Sales (Top-Performing Product)
- Bundle Coffee with Other Items:
    - Offer combo deals (e.g., Coffee + Muffin, Coffee + Chocolate) to increase average spend.
- Revamp Packaged Chocolate Strategy (Lowest Seller)
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Revenue Distribution by Time & City

- Capitalize on Morning Revenue (All Cities).
- Replicate Astoria's Balanced Day Performance.
- Boost Evening Revenue in Lower Manhattan.
- Localize Strategies by Area.

Based on January–June Transaction Growth and Day-of-W Sales Insights

- Capitalize on June's Momentum.
- Analyze the key drivers behind June's performance (e.g., promotions, seasonal trends, customer behavior).
- Maximize Friday Sales Potential
- Introduce Friday-exclusive deals to encourage higher foot traffic or order volumes.
- Balance Sales Across the Week.
- Offer weekday-only promotions (e.g., "Midweek Madness" or "Buy 1 Get 1 on Wednesdays") to drive consistent traffic.
- Use loyalty programs or point-based incentives for purchases made from Monday to Thursday.

Thank You