

Bright Coffee Shop Sales Analysis Presenetation By Mavis

HOT



Objective & Scope

Purpose:

- Understand past sales to help grow revenue
- Give clear, actionable insights to the CEO

Scope:

- Analyze product performance
- Identify sales trends over time
- Recommend ways to increase sales

Methodology

Data:

- Daily sales records from Bright Coffee Shop

Tools:

- SQL (Snowflake): to clean and prepare the data
- Excel: to make charts and summaries
- Miro: to plan the steps

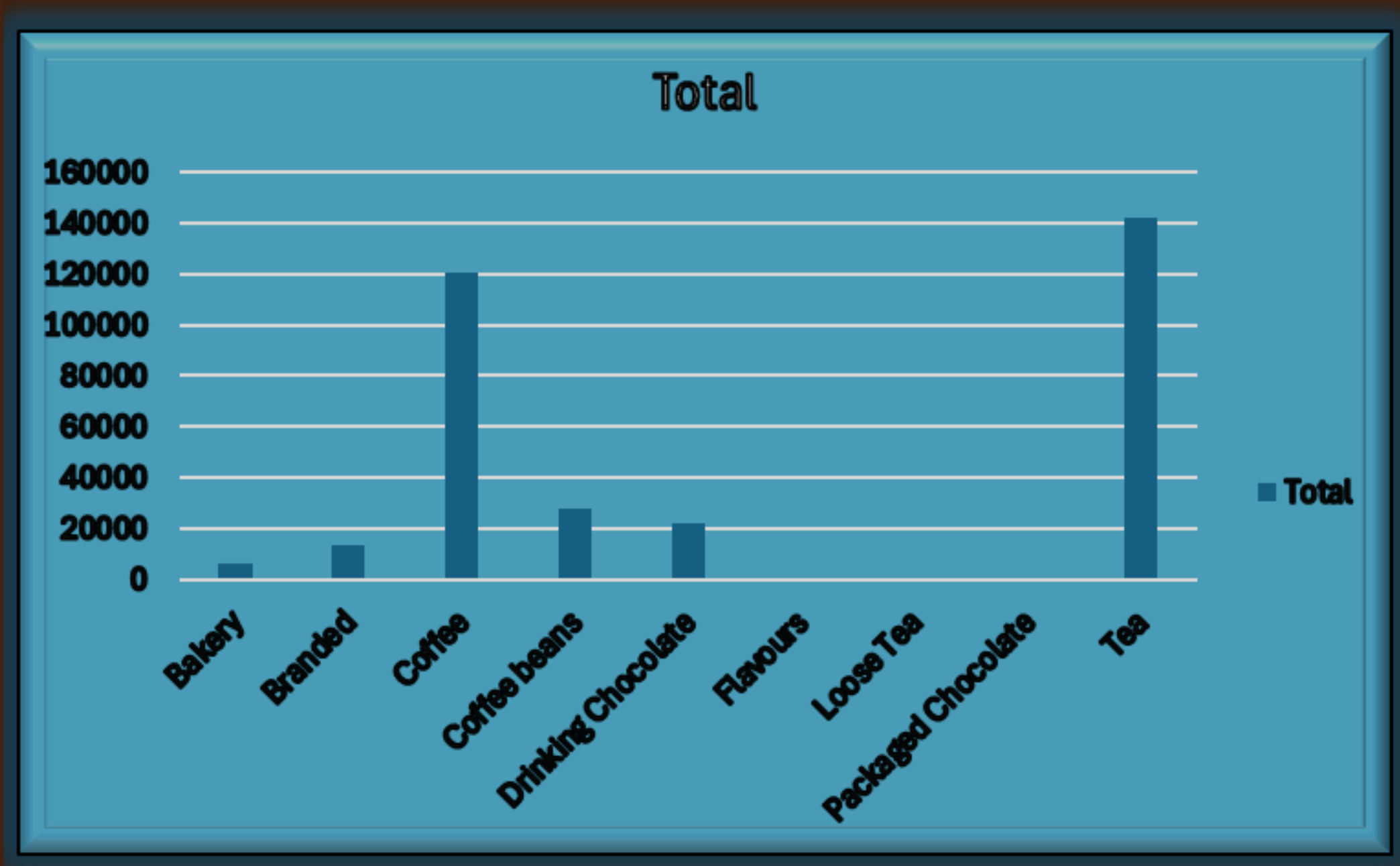
Steps:

- Clean the data → Organize it → Study it → Give advice

Revenue by Product Category

Insight

- Coffee, Tea, and Coffee Beans products are top earners



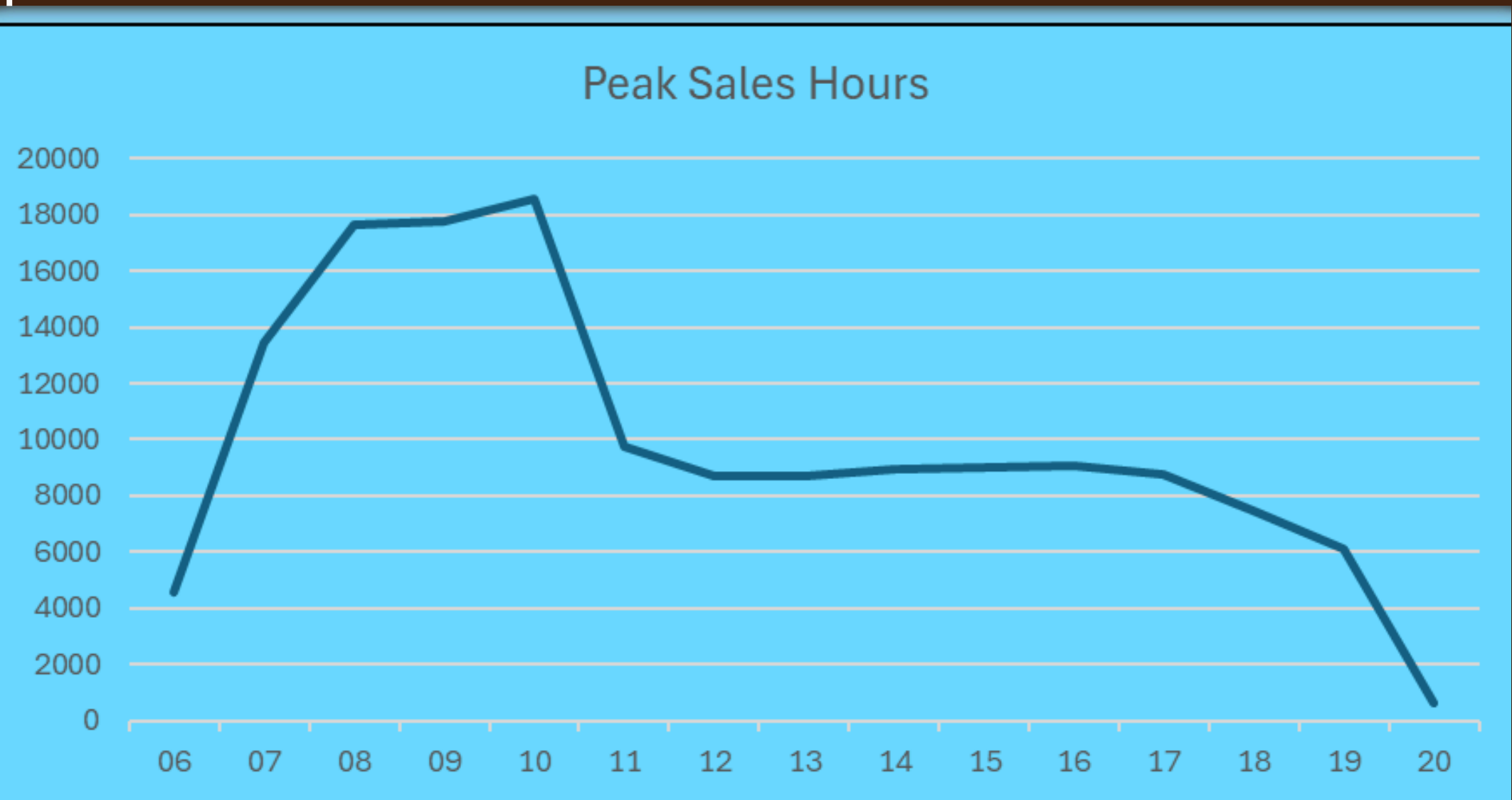
Peak Sales Hours

Insight:

Most sales occur between 8 AM – 11 AM

Action:

Target loyalty offers & marketing during non-peak hours



Best-Selling Products

Visual:

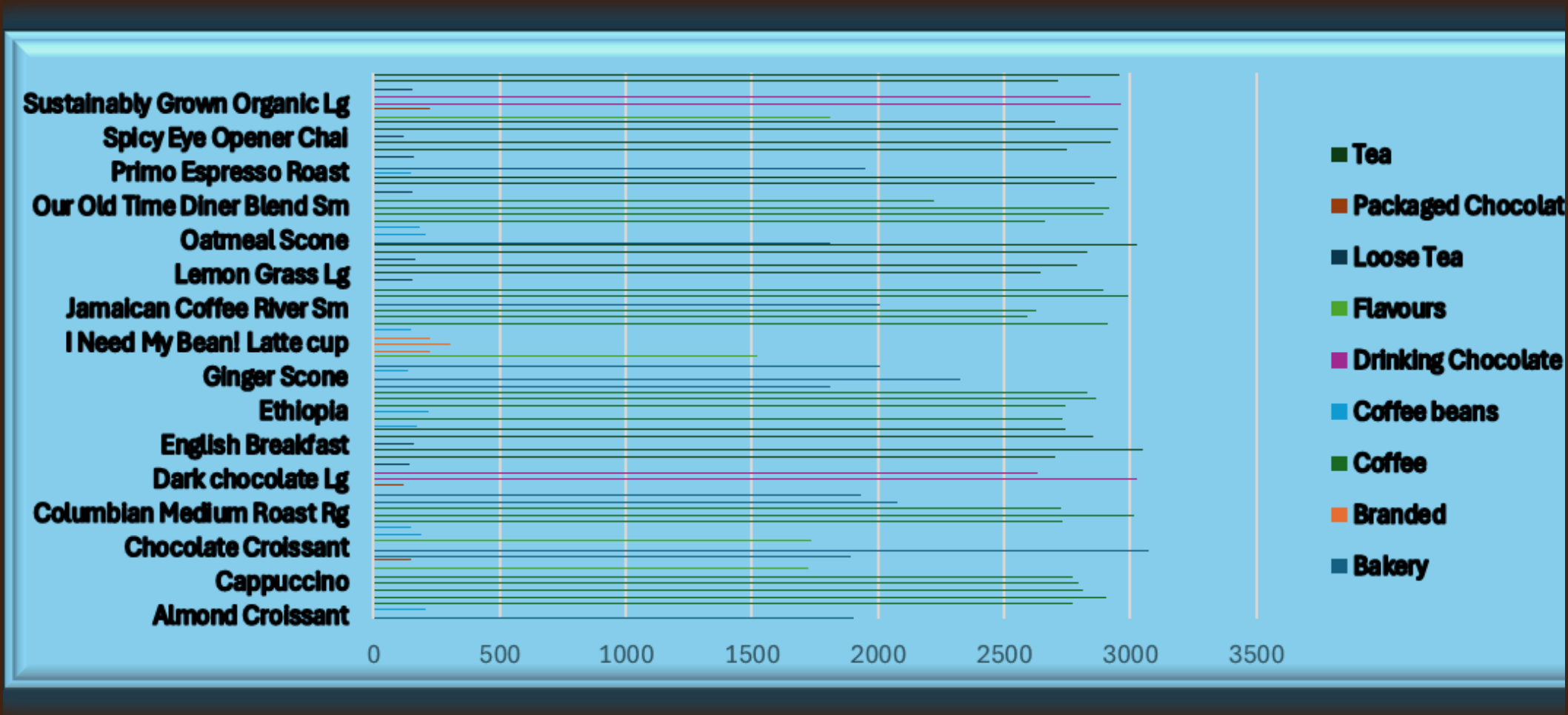
Bar chart shows top 5 product details

Insight:

Sustainably Grown Organic Lg and Dark Chocolate Lg are leading

Action:

Always keep best-selling products in stock and tell more people about them.



Underperforming Items

Visual:

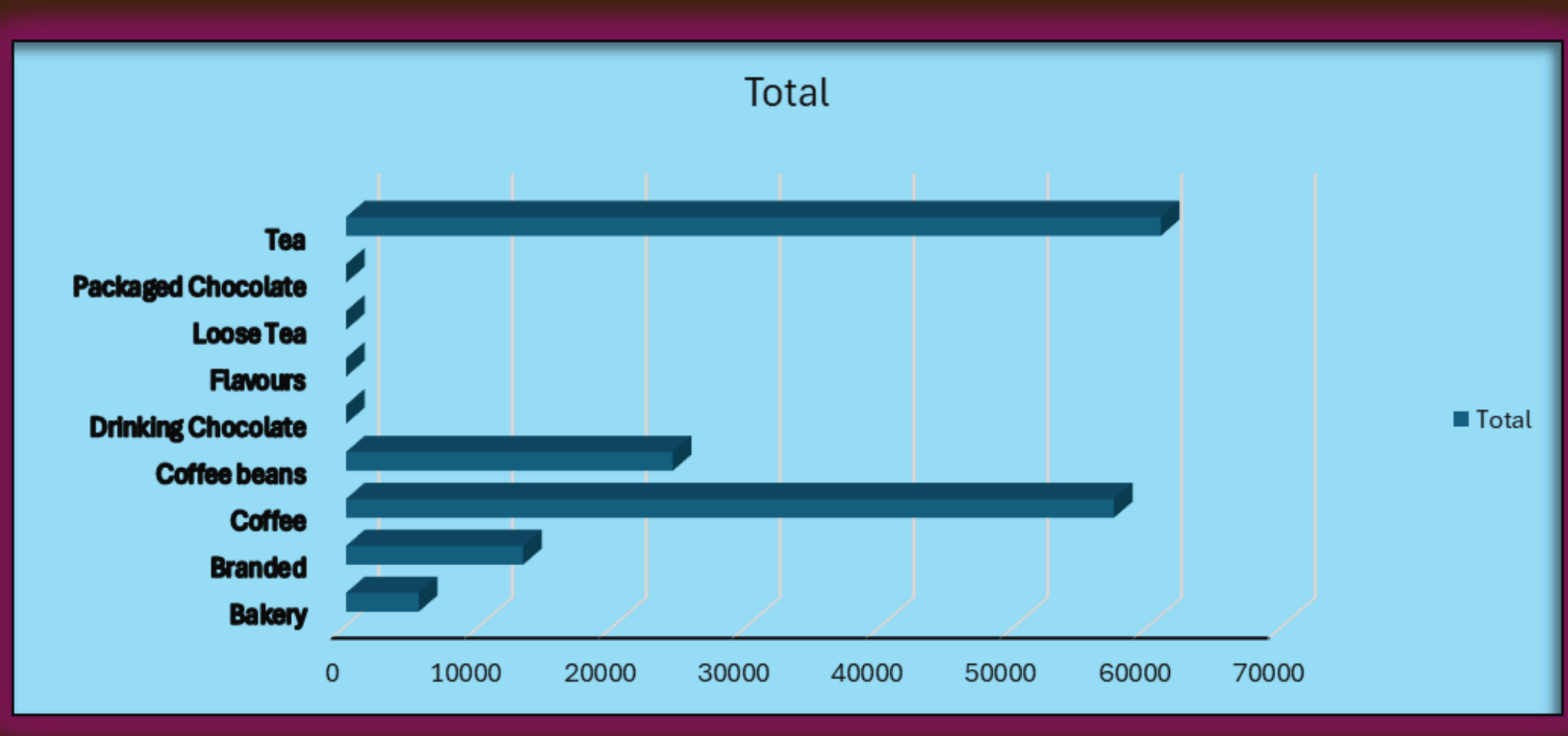
Chart shows the bottom 5 products

Insight:

Branded and Flavours categories underperform

Action:

Consider removing these items



Recommendations

- Run special offers when the shop is quiet
- Keep more of the best-selling items in stock
- Change prices or bundle items that don't sell well
- Set up daily sales reports automatically for managers

Appendix
SQL logic
Sample data rows
Pivot tables

THANK YOU!!!!!!

Woot!