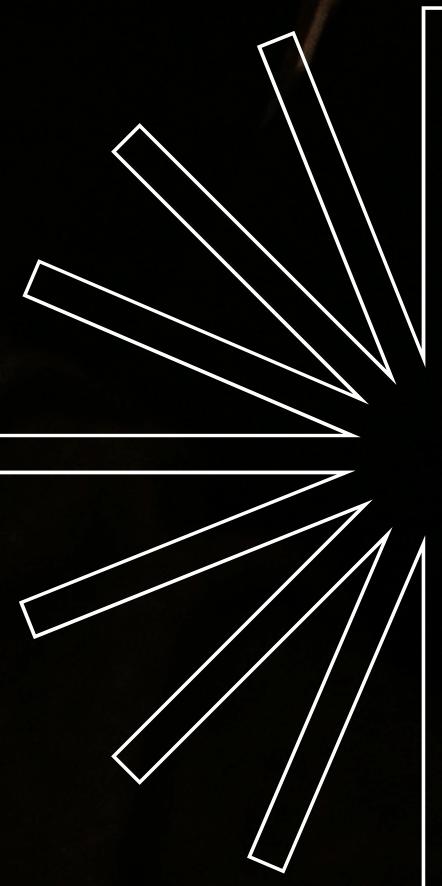
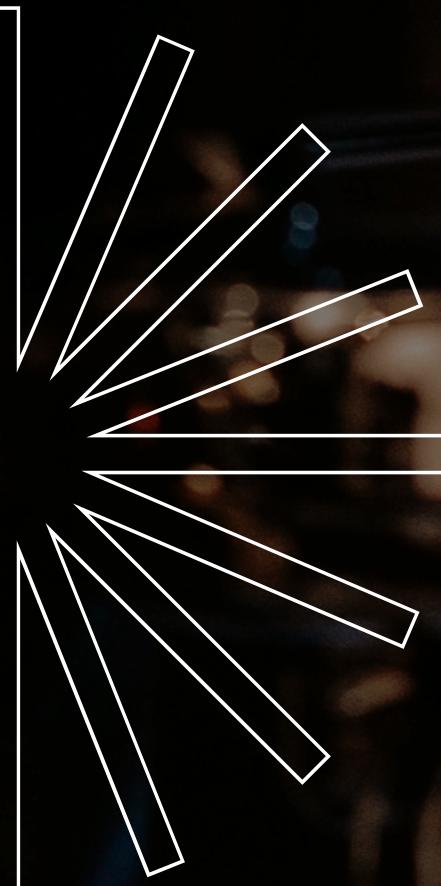




MEGAN-LEE
WILLIAMSON

BRIGHT COFFEE SHOP





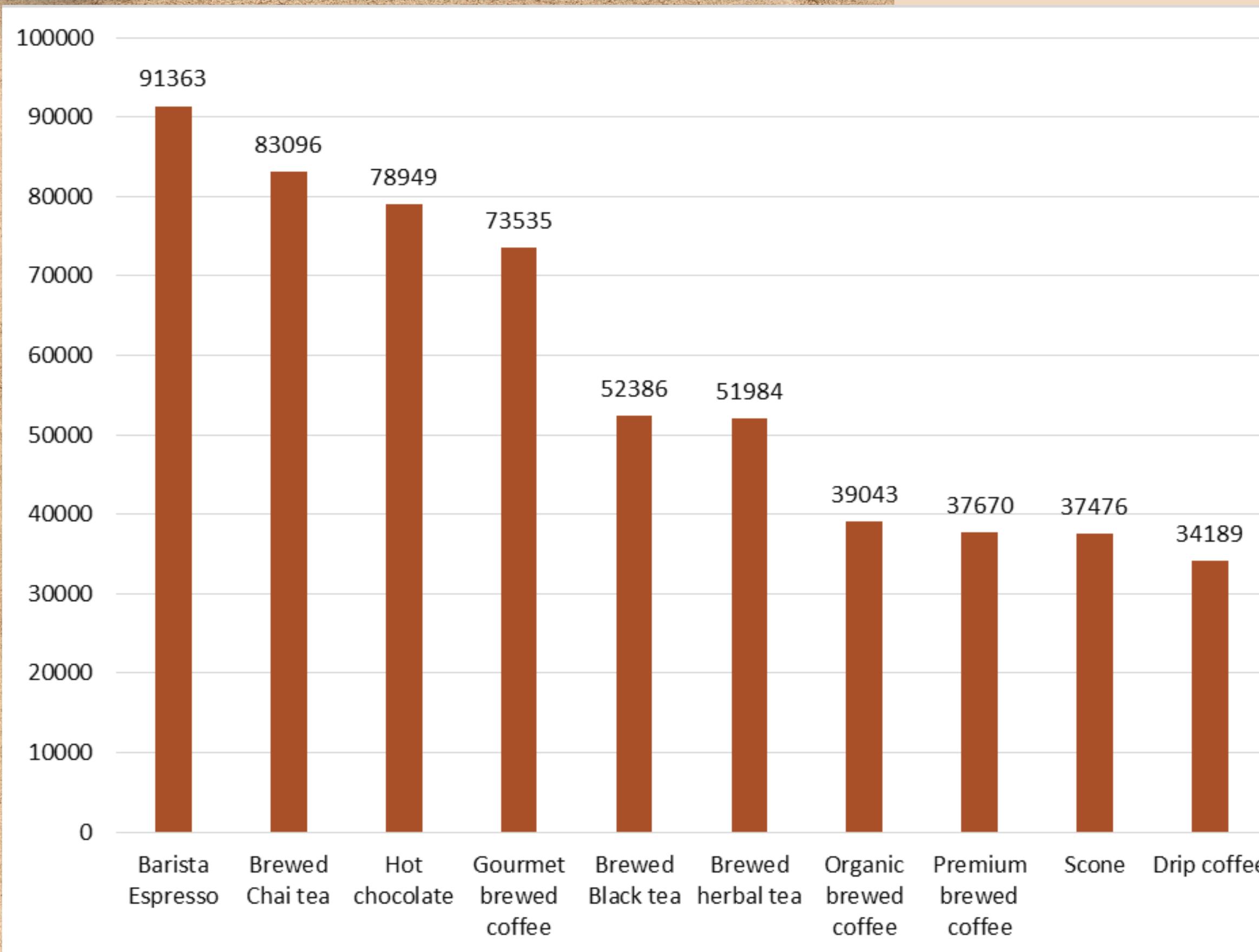
Objective

The objective of this analysis is to uncover key sales patterns and performance insights for Bright coffee shop by answering the following questions:

- 1. Which products generate the most revenue?**
- 2. What time of day the store performs best?**
- 3. What are the sale trends across products and time intervals?**
- 4. What actionable strategies can be recommendations for improving sales performance?**



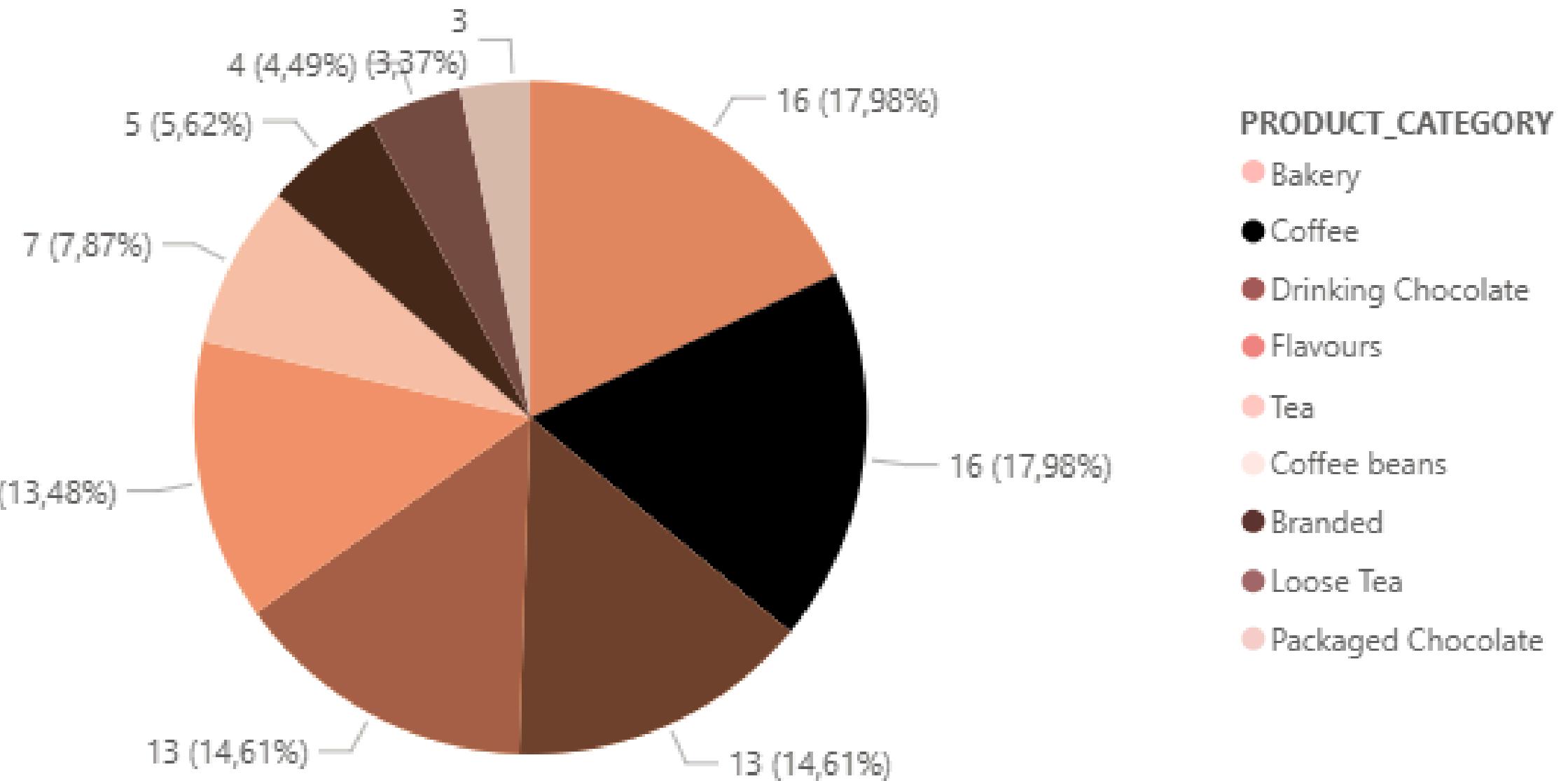
TOP 10 PRODUCT TYPES THAT GENERATE THE MOST REVENUE.



- THE TOTAL NUMBER OF SALES/ UNIQUE NUMBER OF PRODUCTS SOLD BETWEEN 01 JANUARY 2023 - 30 JUNE 2023 IS 149 116.
- THE TOTAL REVENUE OF ALL THE PRODUCTS SOLD IS R734 795.



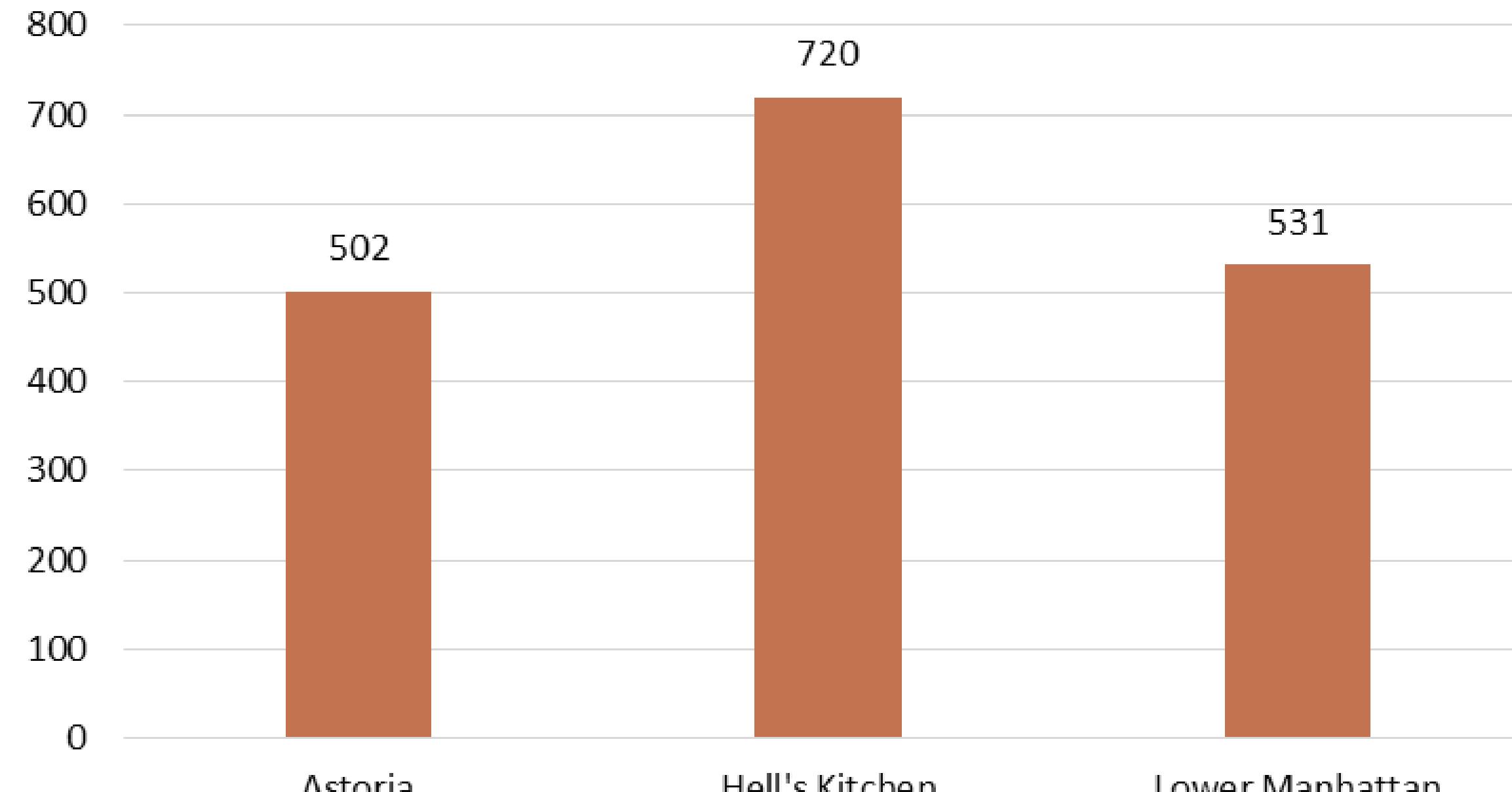
Bright Coffee Shop



PRODUCT_CATEGORY	Count of NUMBER_OF_SALES
Bakery	16
Coffee	16
Drinking Chocolate	13
Flavours	13
Tea	12
Coffee beans	7
Branded	5
Loose Tea	4
Packaged Chocolate	3

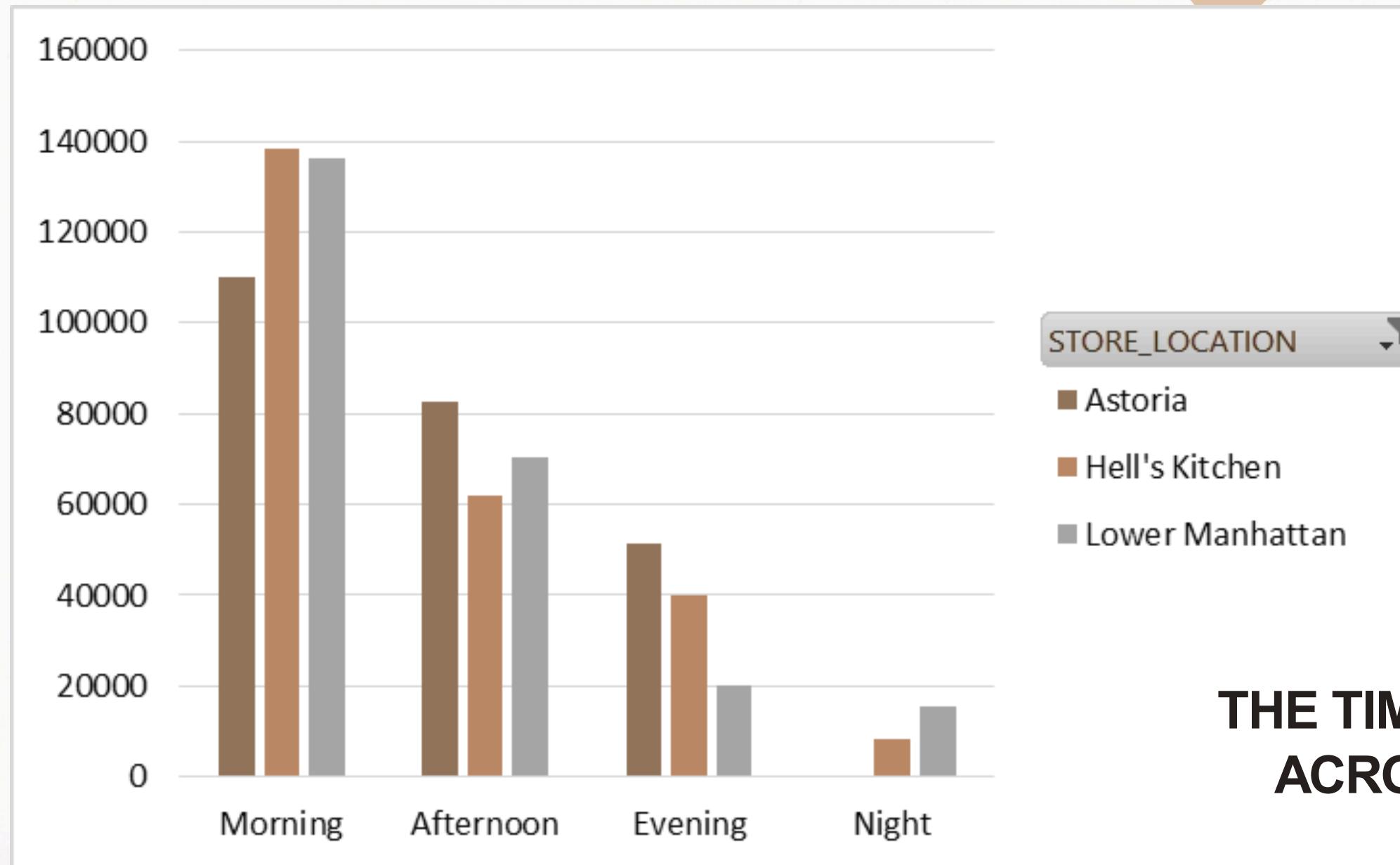
- **THE BAKERY AND COFFEE CATEGORY HAS THE HIGHEST NUMBER OF SALES WHILE THE PACKAGED CHOCOLATE HAS THE LOWEST NUMBER OF SALES**

NUMBER OF SALES BY STORE LOCATION



- Hell's Kitchen has the highest number of sales and Astoria has the lowest number of sales.

TIME OF THE DAY THAT PERFORMS BEST AT DIFFERENT LOCATIONS

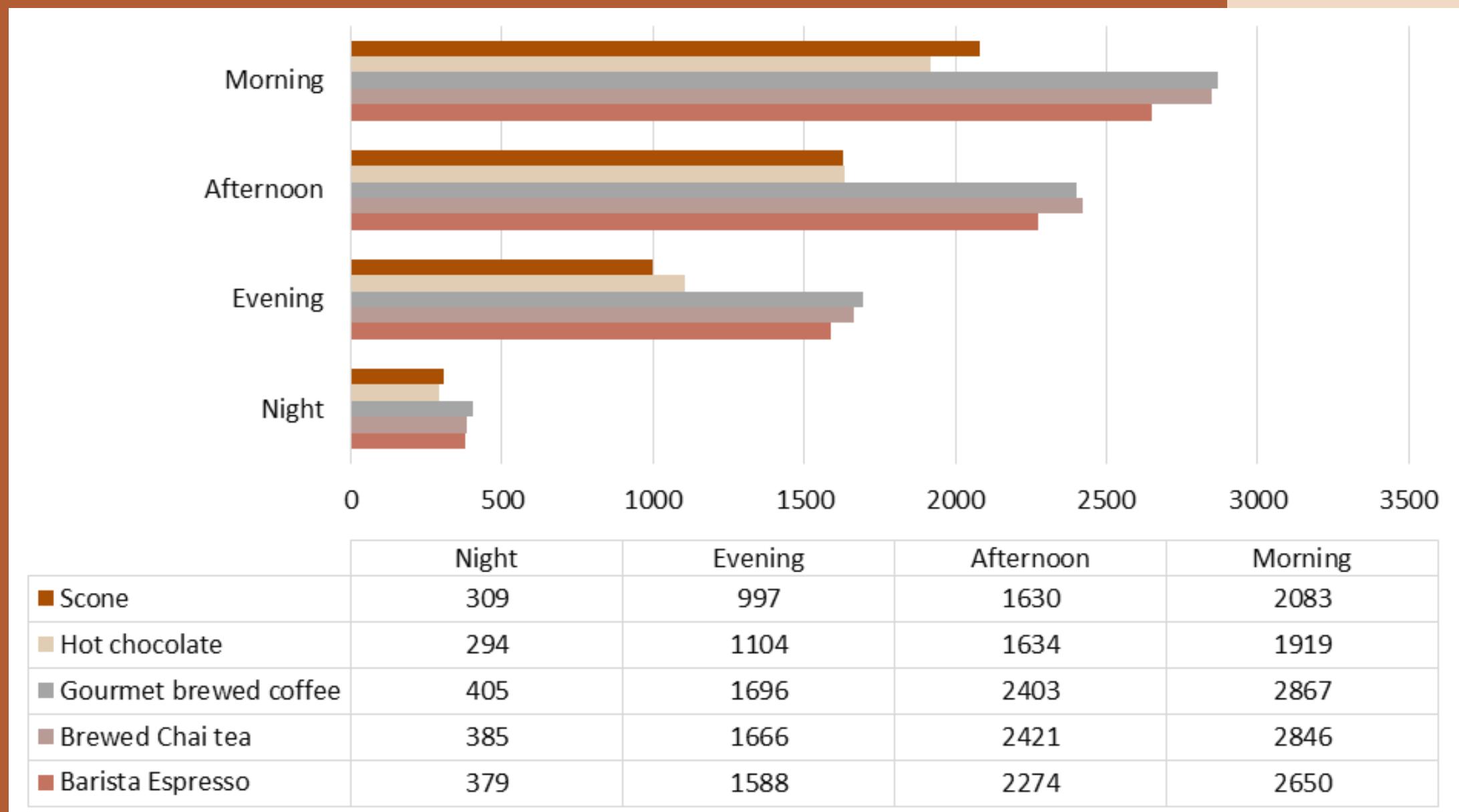


- MORNING HOURS LEAD IN SALES ACROSS ALL LOCATIONS
- AFTERNOON HOURS ARE SLIGHTLY LOWER THAN MORNINGS
- NIGHT PERIOD SHOWS A SIGNIFICANT DECLINE IN REVENUE

THE TIME OF THE DAY THAT PERFORMS THE BEST ACROSS ALL LOCATIONS IS IN THE MORNING.



TOP 5 SALES TREND ANALYSIS: PRODUCT TYPE VS. TIME INTERVALS



TOP 5 POPULAR PRODUCTS



SCONE



HOT
CHOCOLATE



GOURMET
BREWED
COFFEE



BREWED
CHAI TEA



BARISTA
ESPRESSO

- THE PRODUCTS THAT SHOW TO BE GENERATING LESS REVENUE ACROSS ALL LOCATIONS ARE GREEN TEA AND GREEN BEANS .



Recommendations for improving sales performance

1. Promote top 3 performing products during peak hours.
 2. Offer loyalty rewards during slow time buckets.
 3. Bundle high-performing products with underperforming ones.
 4. Introduce promotions or discounts in the Evenings/Night to increase traffic.
 5. Increase staff during morning rush and ensure sufficient stock of top morning items like barista espresso and scones.
- 



BRIGHT COFFEE SHOP

Thank You.