MS COFFEE SHOP

- Mpho Mmbengwa

AGENDA

- **Introduction & Objective**
- Purpose of the analysis and project goals
- Overview of dataset and tools used
- **Data Preparation & Methodology**
- Cleaning, transformation, and calculation steps
- Automation setup (SQL scripts & task scheduling)
- **Sales Performance Overview**
- Total revenue trends and overall business performance
- Revenue by store location
- Product category contributions
- **Product Insights**
- Top 10 highest-revenue products
- Slowest 10 performing products
- Average pricing and sales volumes

- **Time-Based Analysis**
- Peak and off-peak sales periods (30-minute intervals)
- Daily and weekly sales patterns
- **Key Insights & Findings**
- What drives Bright Coffee Shop's revenue
- Category and location performance comparisons
- **Strategic Recommendations**
- Marketing and promotional opportunities
- Stock optimization and staffing alignment
- Potential product adjustments or removals
- **Next Steps & Future Enhancements**

INTRODUCTION

Bright Coffee Shop has recently embarked on an exciting journey toward data-driven decision-making under new leadership.
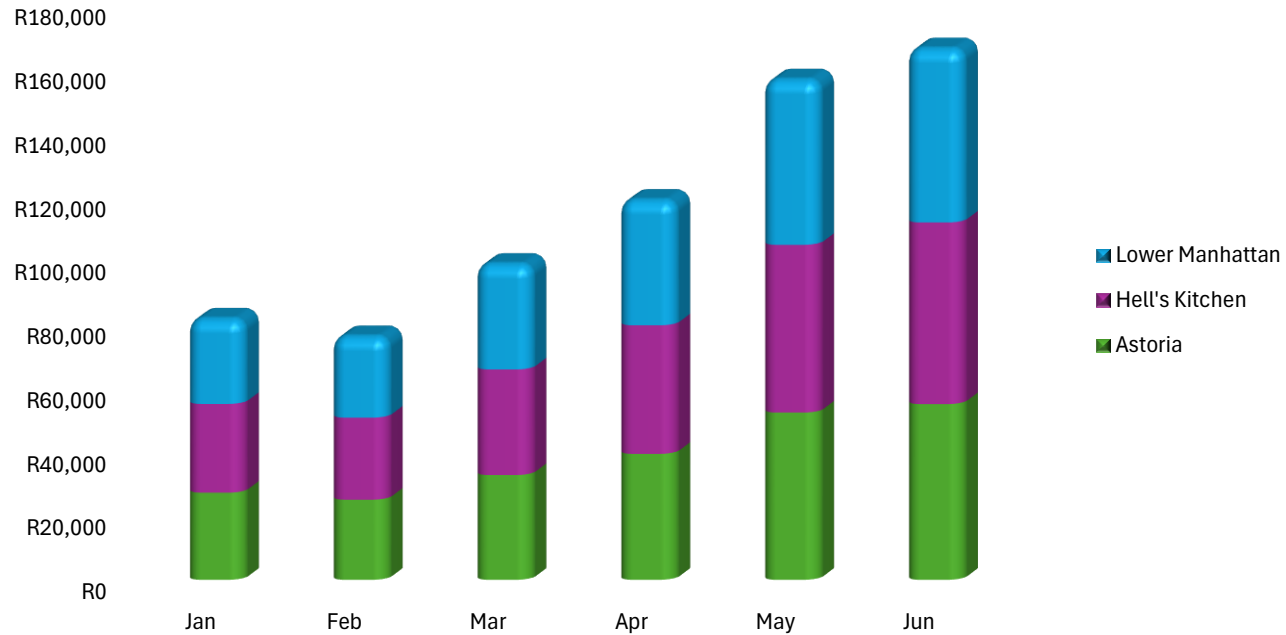
As part of this initiative, I analyzed the company's historical sales transactions to uncover patterns, identify top-performing products, and reveal opportunities to enhance overall profitability.

This analysis uses the **"Bright Coffee Shop Sales" dataset**, capturing detailed daily transactions across multiple store locations. By processing and visualizing this data, we aimed to answer four core business questions:
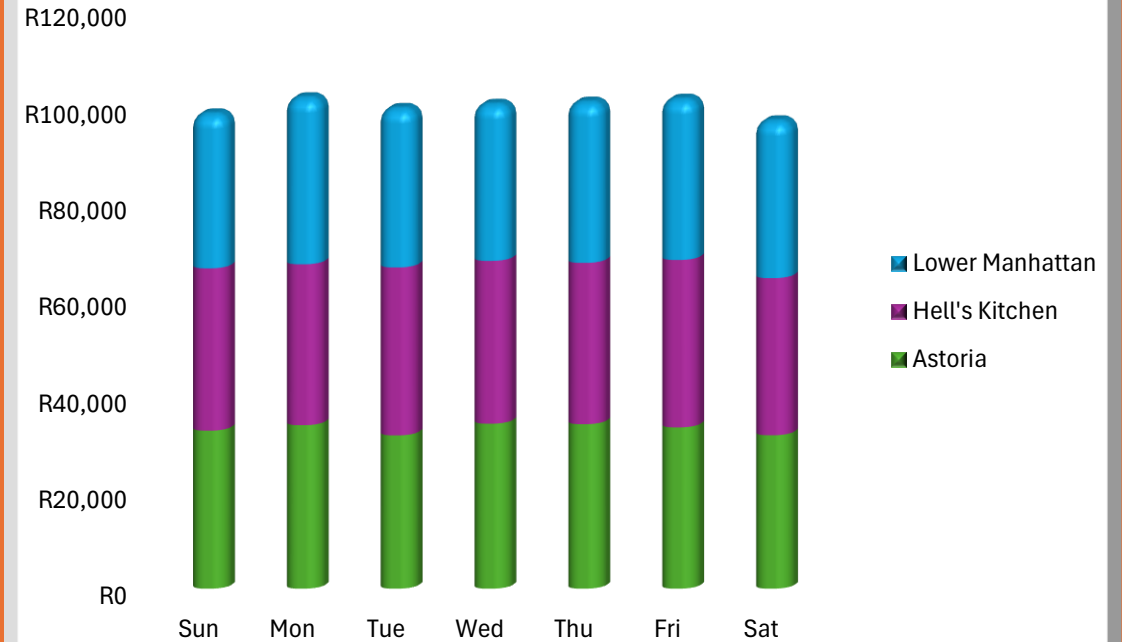
❖ Which products generate the most revenue?

❖ What time of day the stores perform best?

❖ How do sales trends differ by product and location?

❖ What strategic actions can drive future revenue growth?

Revenue Performance By Weekly & Monthly
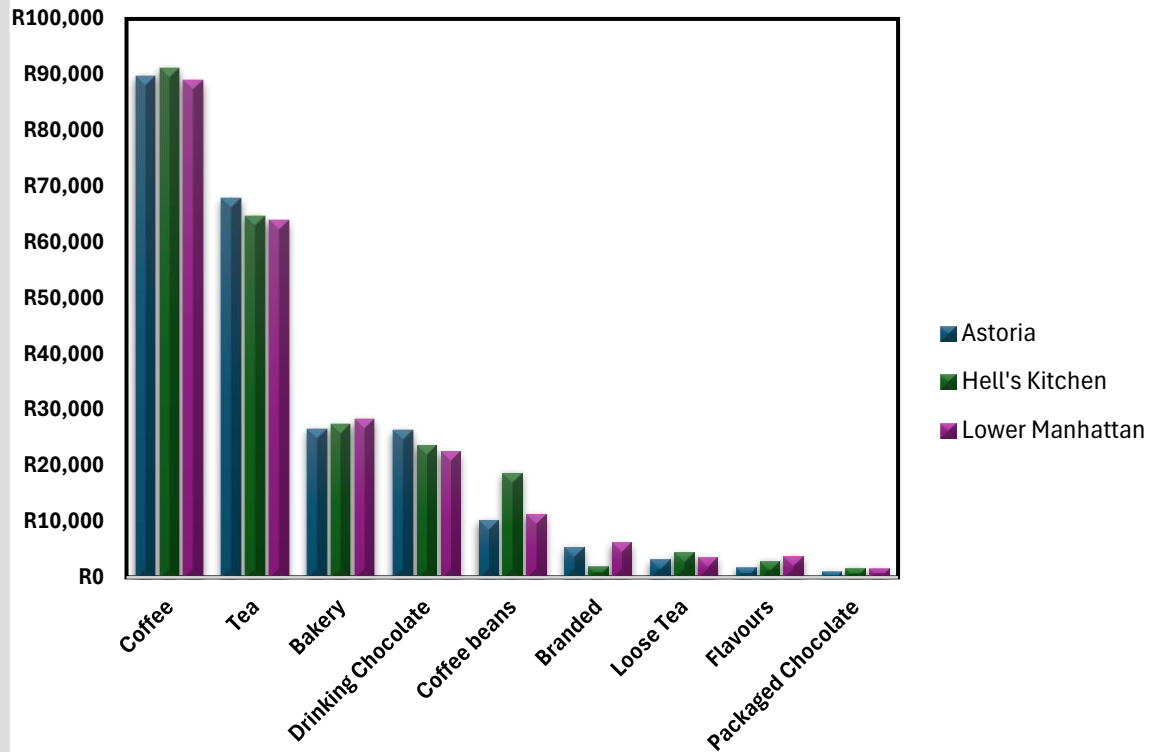
Revenue by Month

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

Revenue by Day

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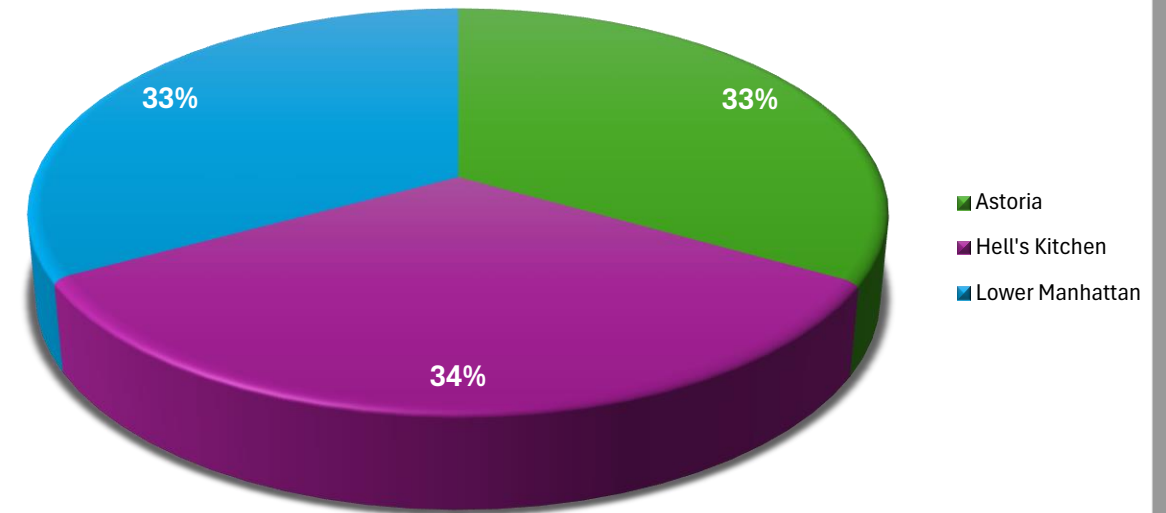- Lower Manhattan
- Hell's Kitchen
- Astoria

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Revenue Performance by Product Category & Store Location

Revenue By Product Category

Revenue by Store Location

Revenue by Product Category

Top Performers

Coffee is the clear revenue leader across all three store locations (Astoria, Hell's Kitchen, and Lower Manhattan).

Tea follows as the second-highest revenue generator, only slightly below Coffee , both are core beverage products.

Mid-Tier Products

Bakery and **Drinking Chocolate** form the middle range of revenue contributors ,moderate but consistent performers.

These could represent upsell or cross-sell opportunities alongside beverages.

Low Performers

Coffee Beans, **Branded Items**, **Loose Tea**, **Flavors**, and **Packaged Chocolate** show very low sales volume and revenue contribution.

They might be niche products or suffer from low visibility or demand.

Category Mix Insight

The revenue curve is steep , a small number of categories (Coffee, Tea) generate the majority of total revenue.

The "long tail" of small categories contributes very little — suggesting an 80/20 (Pareto) distribution.

Revenue by Store Location

Fairly Even Split

The pie chart shows **Lower Manhattan (34%)**, **Hell's Kitchen (33%)**, and **Astoria (33%)**.

This indicates that revenue is **almost evenly distributed** across locations , no single branch dominates.

Operational Implication

Since performance is balanced, strategies improving one location (e.g., better promotions or staff training) are likely replicable across all.

Potential Focus

Minor variations (Lower Manhattan slightly higher) could stem from:
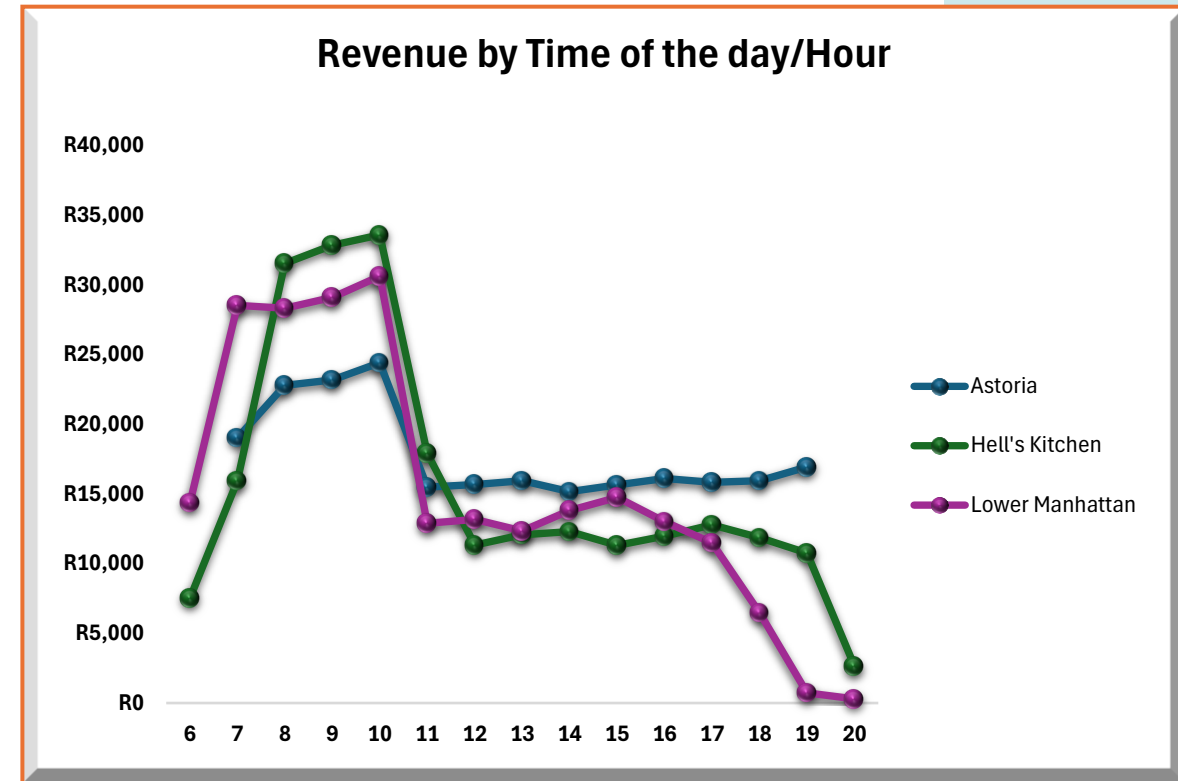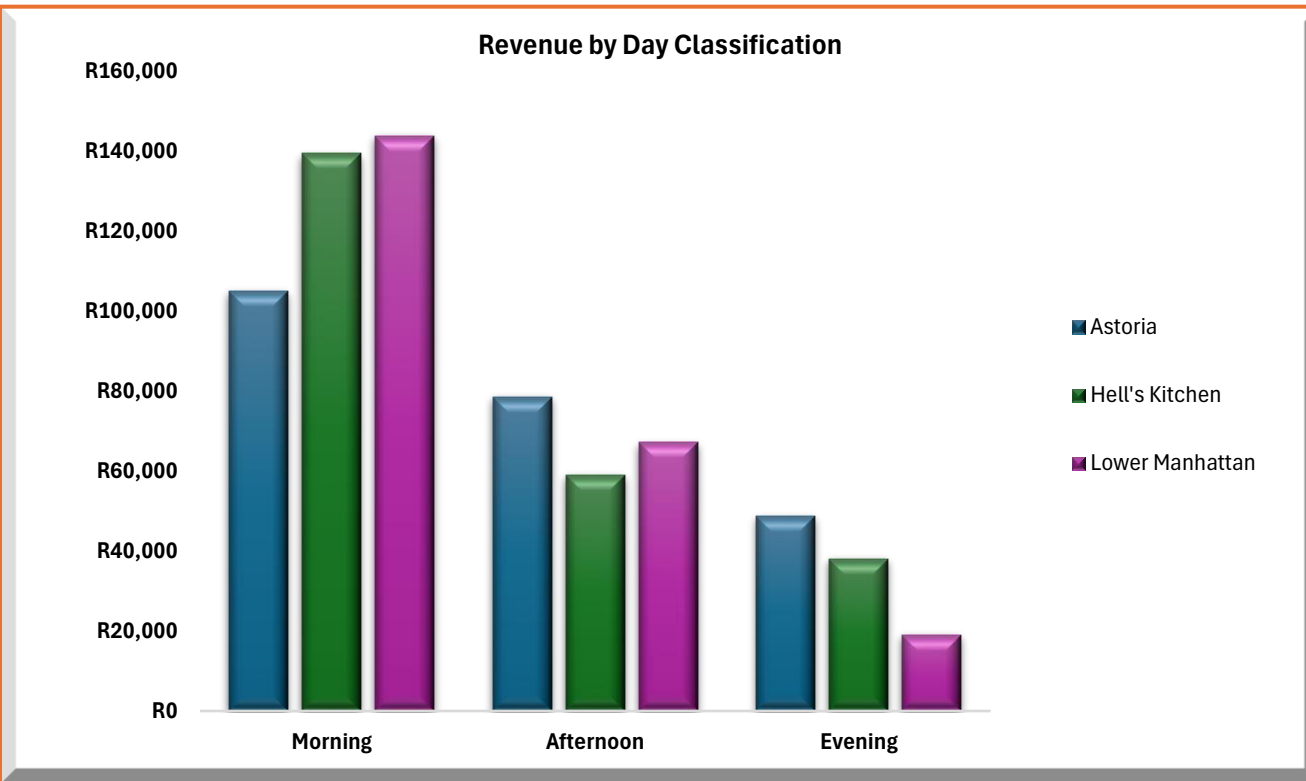
Higher customer traffic or pricing.

Slightly higher sales in top categories (Coffee, Tea).

Consistency Strength

Balanced revenue share indicates **uniform brand performance** , strong operational control and similar customer behavior patterns.

Revenue Performance by Time of The Day & Classification

Revenue by Day Classification

Astoria | Hell's Kitchen | Lower Manhattan

Revenue by Time of the day/Hour

Astoria | Hell's Kitchen | Lower Manhattan

- **Top product details by revenue (example top items)**:
- Sustainably Grown Organic Lg, Dark chocolate Lg, Latte Rg, Cappuccino Lg, Morning Sunrise Chai Lg , these appear among the top revenue generators (see the Top10 chart produced)
- **Peak Time:** the hourly summary chart I produced shows a clear peak hour(s) during 09:00 – 11:00
- **Peak Time**: during morning were the revenue Lowe Manhattan shows a high revenue followed by Hell's Kitchen

Business recommendations

Stock & Inventory

- Increase inventory for the top-selling products (the Top10 list).

Promotions by time bucket

- Run promotions or limited offers during identified slow 30-minute buckets (timed coupons).

Upsell / Bundles

- Bundle slow-moving items with best-sellers (e.g., pastry + top coffee) at a small discount.

Staffing

- Align staff schedules to peak 30-minute/ hourly buckets found in analysis.

Next experiments

- A/B test a morning loyalty incentive (target peak vs. shoulder periods).
- Automation
- Automate the ETL in Snowflake and schedule daily refresh; publish to Power BI for daily automated CEO dashboard.

Insight

Combined Insight

- **Core Drivers:** Coffee and Tea dominate revenue across *all* locations , product excellence and strong customer preference.
- **Growth Potential:** Focus marketing or bundling efforts on mid-tier items (Bakery, Drinking Chocolate) to lift overall revenue.
- **Rationalization:** Evaluate whether low-performing product lines (Flavors, Packaged Chocolate) justify shelf space or can be reformulated or promoted.
- **Balanced Store Network:** With nearly equal revenue shares, expansion or pilot tests can start in any location without major bias.

THANK YOU

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