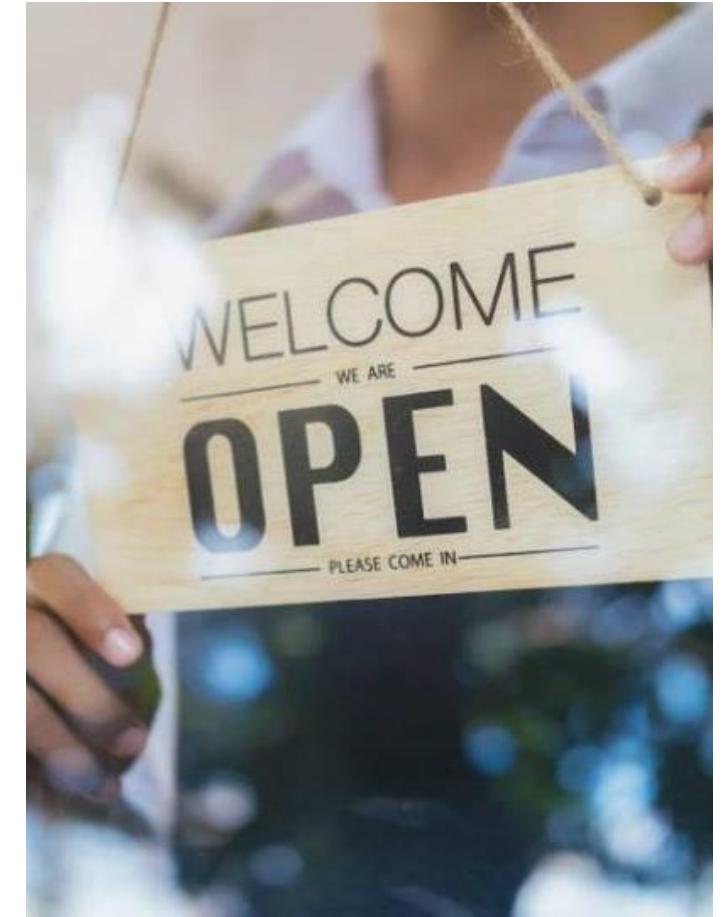


MS COFFEE SHOP



AGENDA

- Introduction & Objective
- Data Preparation & Methodology
- Sales Performance Overview
- Product Insights
- Time-Based Analysis
- Recommendations
- Key Insights & Findings



INTRODUCTION

Bright Coffee Shop has recently embarked on an exciting journey toward data-driven decision-making under new leadership.

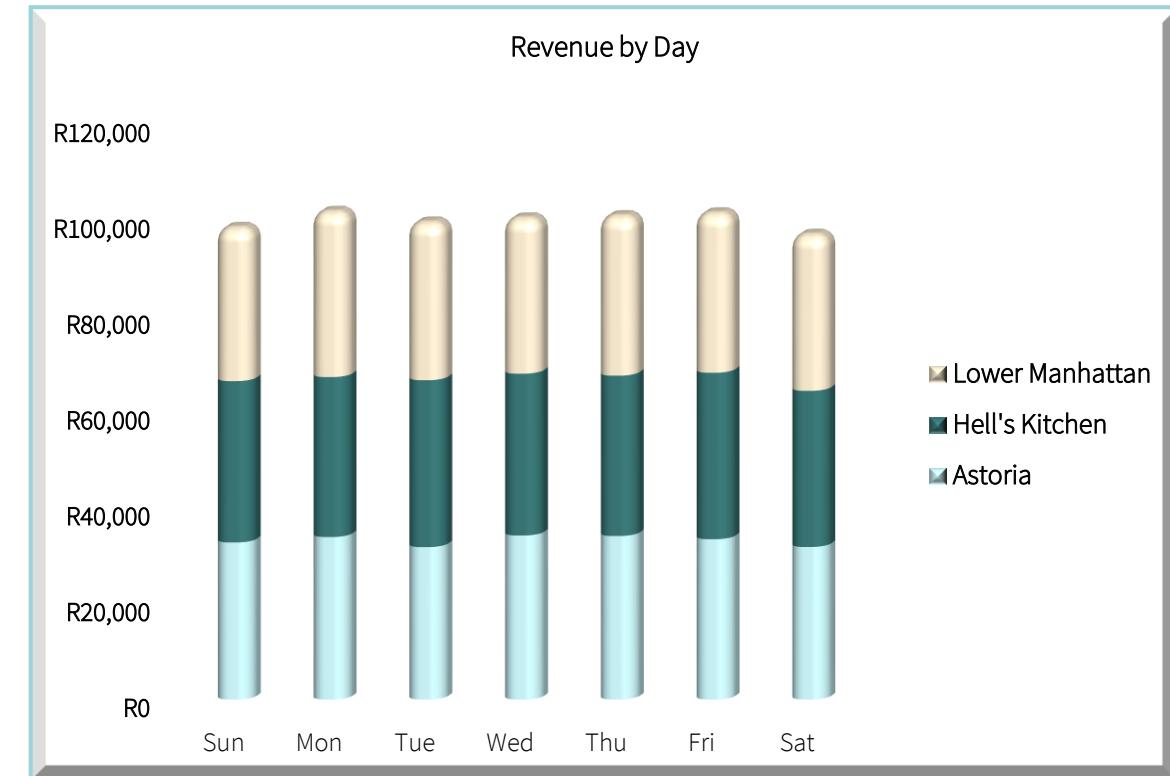
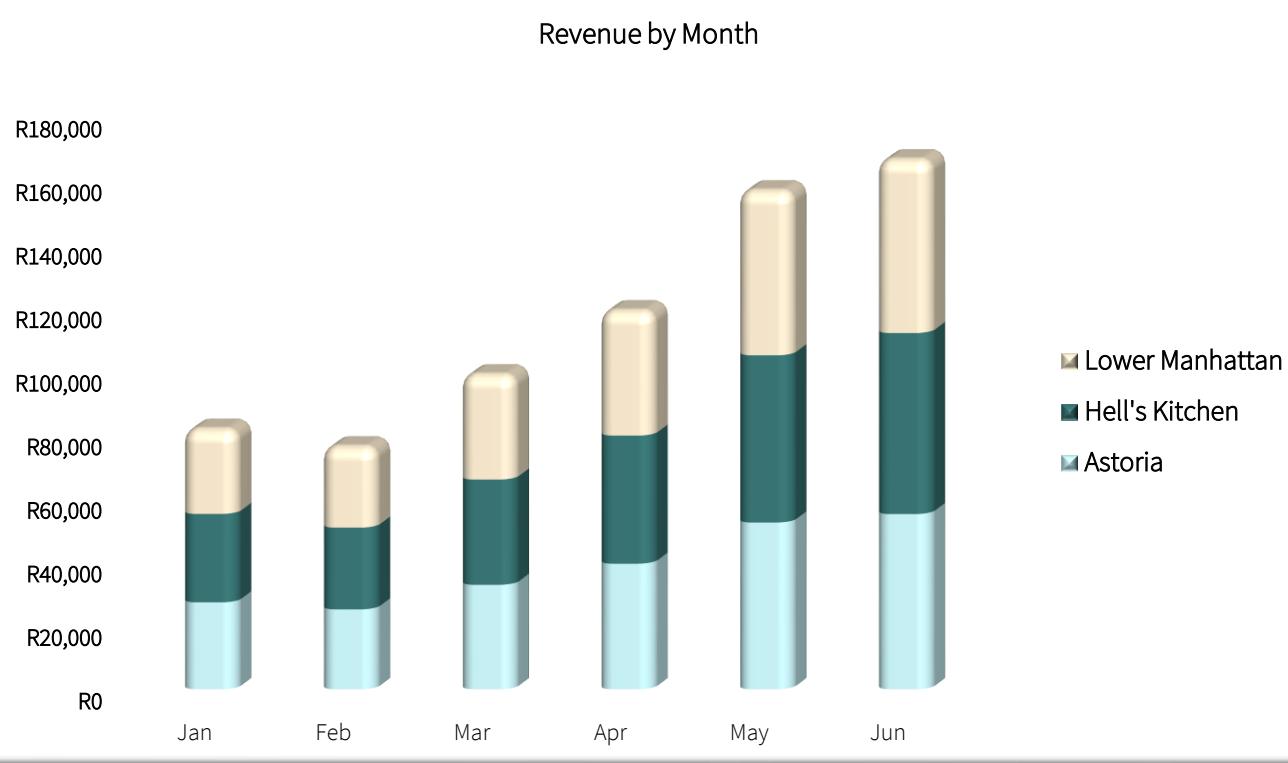
As part of this initiative, I analyzed the company's historical sales transactions to uncover patterns, identify top-performing products, and reveal opportunities to enhance overall profitability.

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?

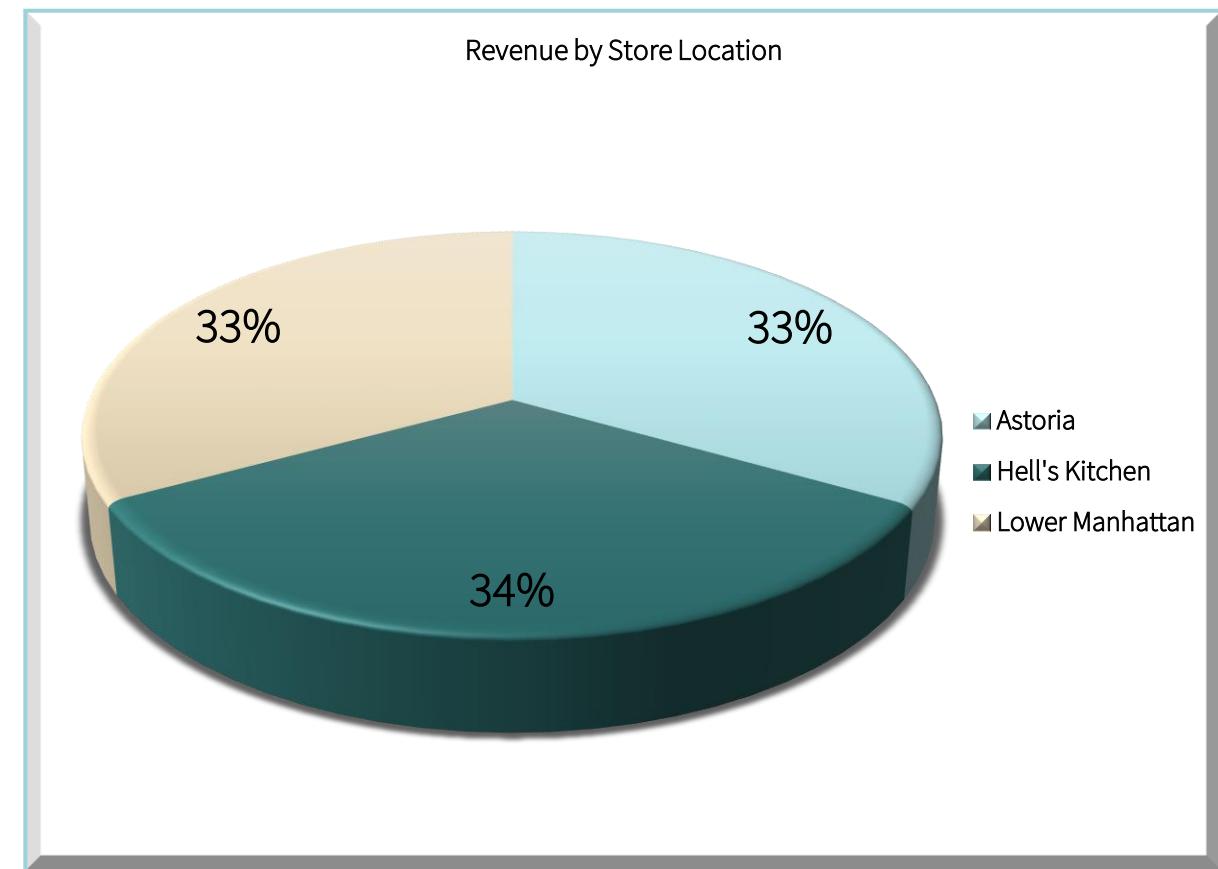
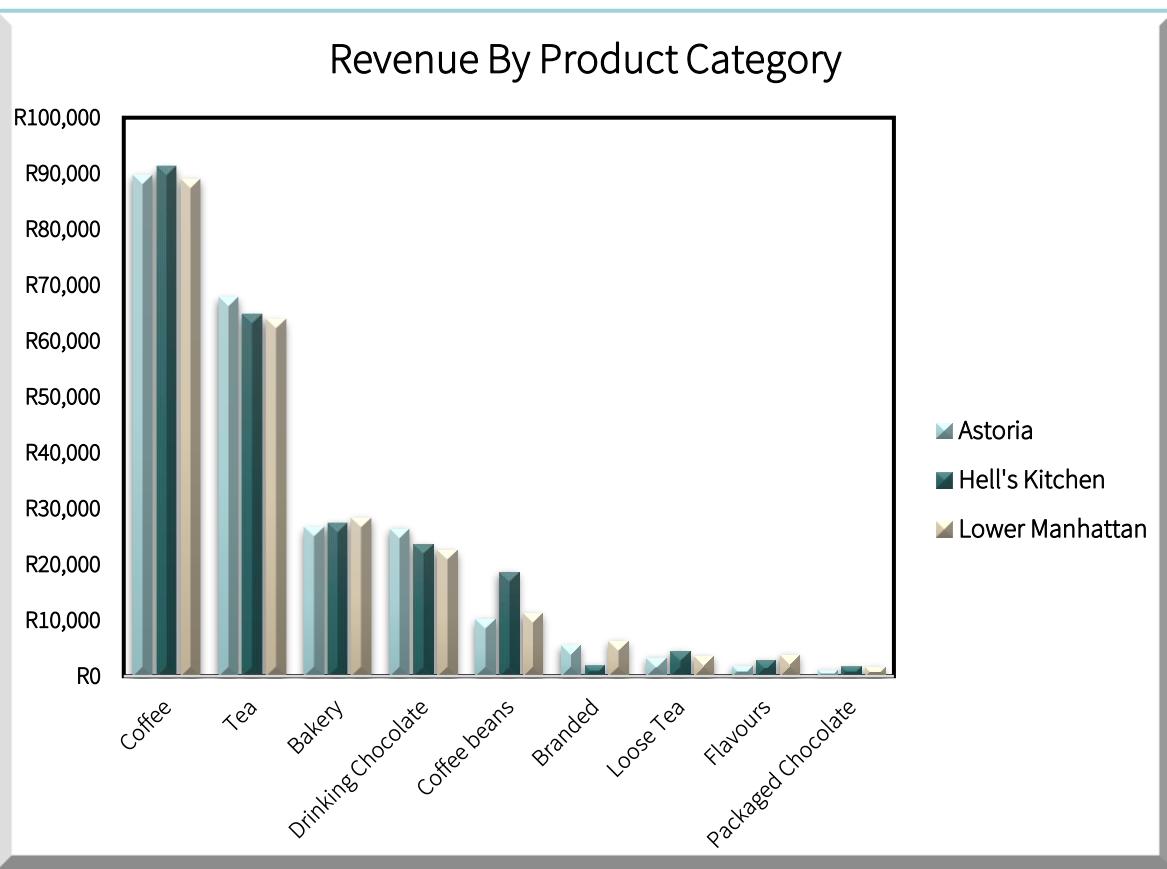
Insite

- Revenue by Day: Highest on Fridays and weekends.
- Revenue by Month: Peaks in March and May.
- Location Comparison: Lower Manhattan leads slightly, but all stores perform similarly.



Insite

- Top Categories: Coffee and Tea dominate (Pareto principle: 80/20).
- Mid-Tier: Bakery and Drinking Chocolate, good upsell potential.
- Low Performers: Coffee Beans, Flavors, Packaged Chocolate, consider rationalization.
- Location Split: Revenue is evenly distributed (Astoria, Hell's Kitchen, Lower Manhattan)

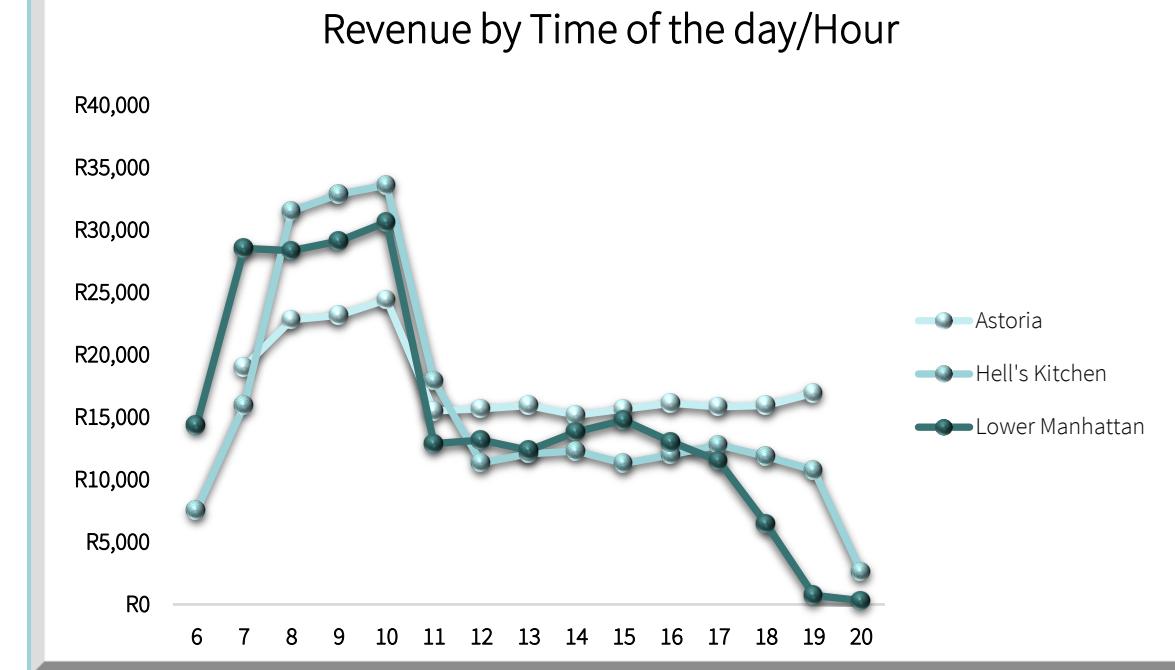
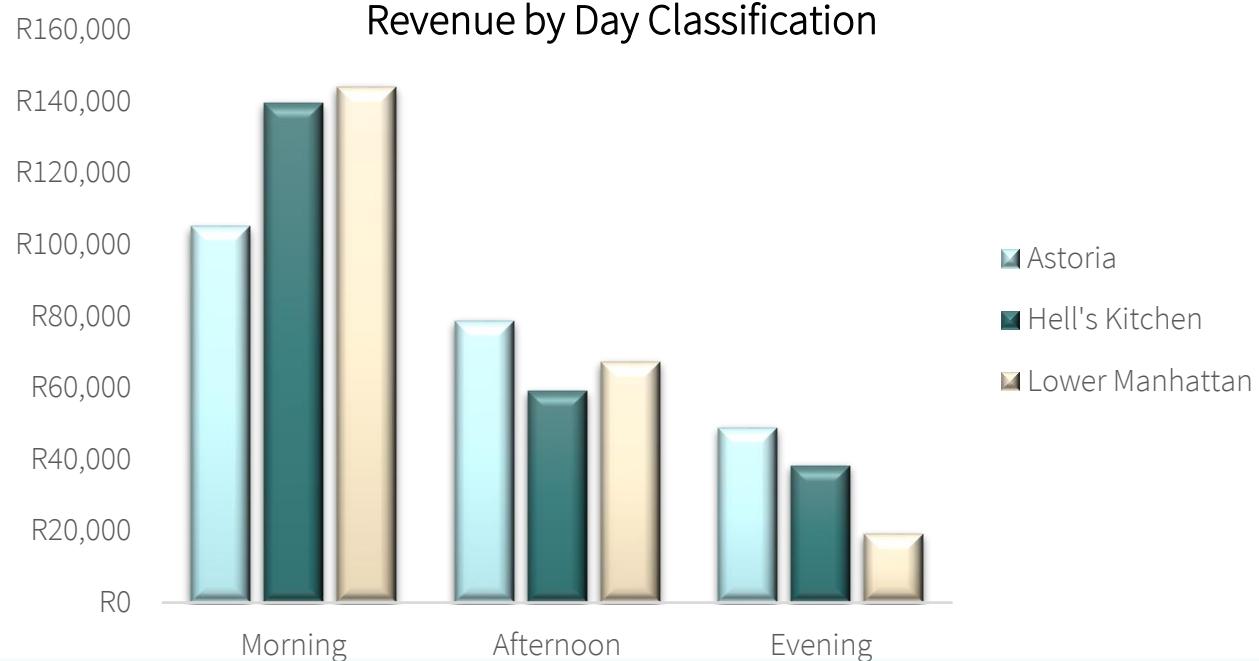


Top product details by revenue (example top items):

- 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

Recommendations

- **Marketing:** Promote mid-tier products and bundle with top sellers.
- **Inventory:** Stock up on top 10 products.
- **Staffing:** Align shifts with peak hours.
- **Promotions:** Target slow 30-minute intervals with timed offers.



THANK YOU



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