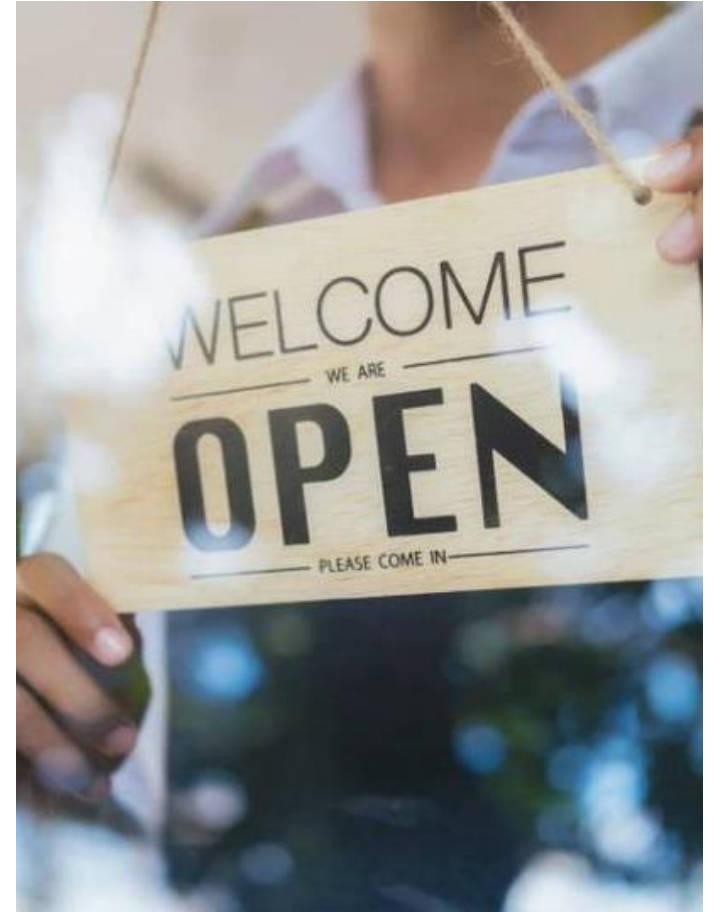


# MS COFFEE SHOP

## 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.

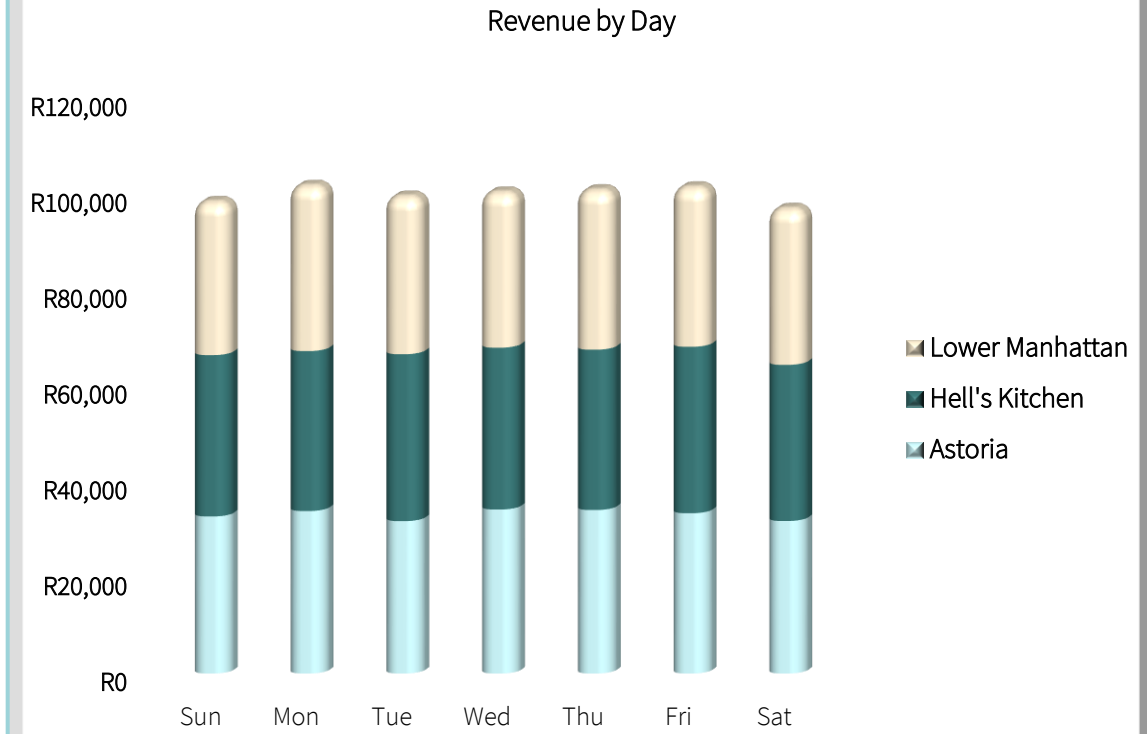
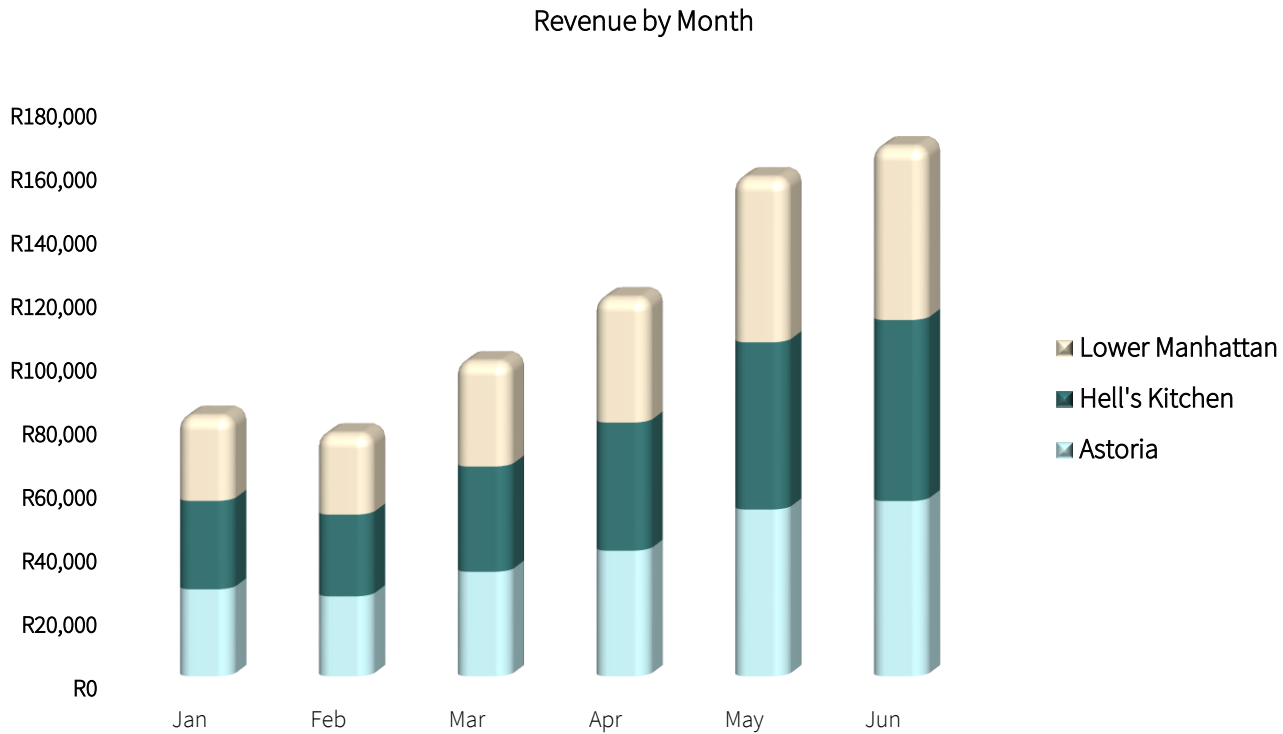
As part of this initiative, I analyzed the company's historical sales transactions to uncover patterns, identify top-performing products, and reveal opportunities to enhance overall profitability.

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

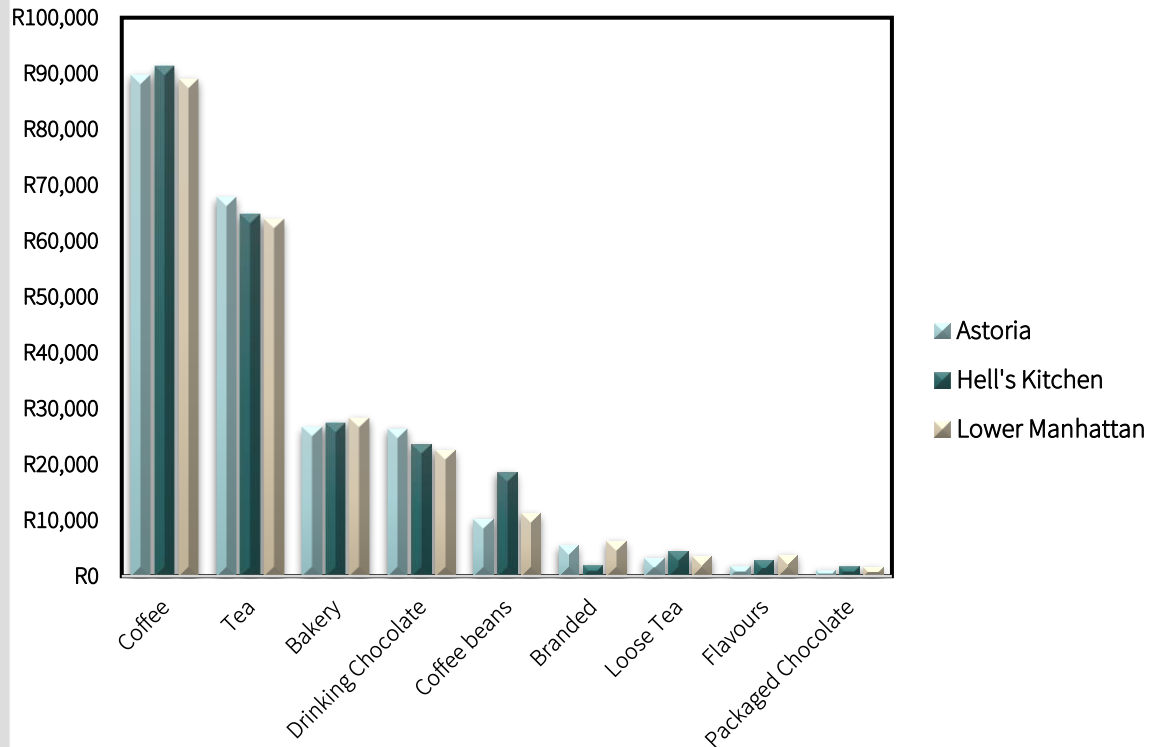
- Revenue by Day: Highest on Fridays and weekends.
- Revenue by Month: Peaks in March and May.
- Location Comparison: Lower Manhattan leads slightly, but all stores perform similarly.



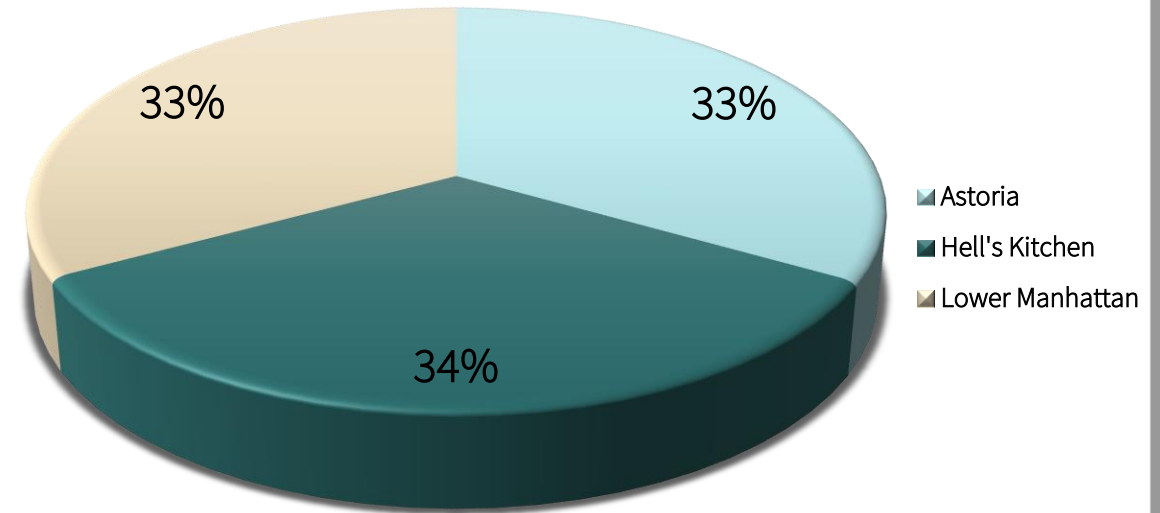
## Insite

- 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)

Revenue By Product Category



Revenue by Store Location

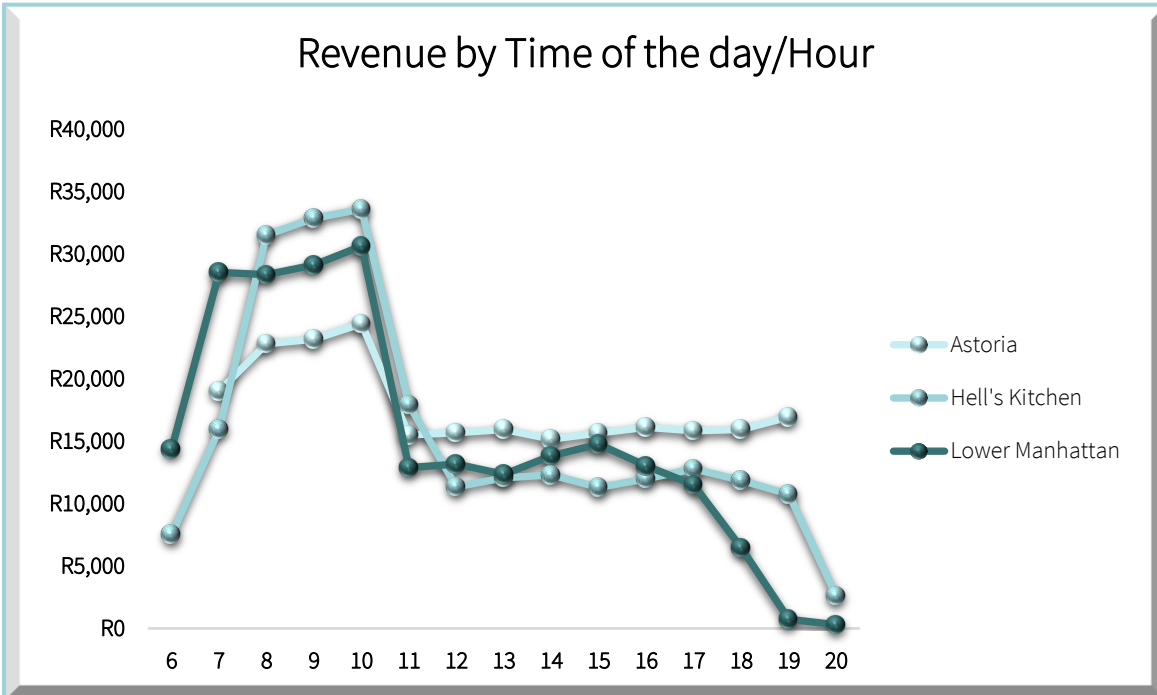
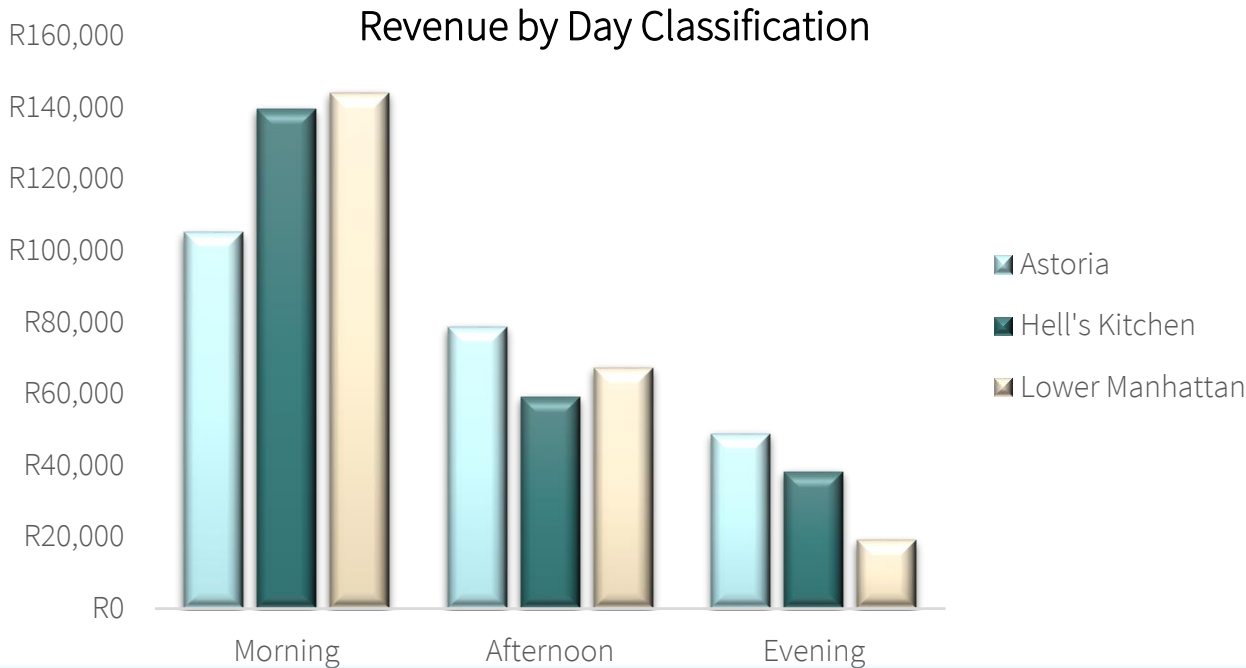


Top product details by revenue (example top items):

- 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



- Mpho Mmbengwa
- [shauline29@gmail.com](mailto:shauline29@gmail.com)
- Website