

BRIGHTLIGHT COFFEE SHOP

SALES ANALYSIS

"Bringing Happiness in Every Cup"

Prepared by: Zibongile Mnyamana
Position: Junior Data Analyst
Date: 14th July 2025



EXECUTIVE SUMMARY

Objective

- This report analyzes historical sales data from Bright Coffee Shop to assist the new CEO in identifying trends in product performance, sales patterns over time, and store-level revenue. The goal is to uncover actionable insights to help grow revenue and improve operations.

Key Insights

- The morning period is the most profitable time of day, suggesting that many of our customers could be commuters.
- Barista Espresso is the top-selling product by revenue and volume in all our stores.
- Hell's Kitchen consistently outperforms other stores in both revenue and transactions.
- Afternoon sales are significantly lower than morning sales across all stores; however, Astoria records the highest afternoon sales compared to the other stores.

Summary of Recommendations

- Increase stock levels and staffing during morning peak hours.
- Bundle high-performing products like Barista Espresso with low-performing items to boost overall sales.
- Investigate Hell's Kitchen's sales strategy and apply it across other stores.

METHODOLOGY

This analysis began with an Excel dataset containing transactional records from Bright Coffee Shop.

The first thing I did was to perform data cleaning by:

- Removing duplicate records.
- Correcting inconsistencies in store names.
- Filtering out incomplete or invalid transactions.

Once my dataset was clean, I then converted it into a CSV format for compatibility with the Snowflake cloud data warehouse.

In Snowflake, SQL was used to perform the core data transformations:

- Checked row integrity to confirm a successful upload.
- Created new fields to segment sales data by month, day of the week, and time of day.
- Calculated total revenue using the formula: unit price × quantity sold.

It is these above transformations that prepared the dataset for time-based and product-level analysis, allowing for deeper insights into revenue trends across stores and time intervals.

methodology continuation.....

The processed dataset was then exported back to Excel for further analysis.

In Excel, pivot tables were created to show:

- Performance by month and store location.
- Revenue by month and 5 best-selling products.
- Revenue distribution by store location and time of the day.
- Units sold by store location and day.
- Revenue by store location and
- Revenue by product type and store location.

This structured approach ensured data reliability, grounded insights, and alignment with the business objective to identify revenue drivers and improvement opportunities for Bright Coffee Shop.

BRIGHT LIGHT COFFEE SHOP SALES ANALYSIS

Revenue brought forward by store location



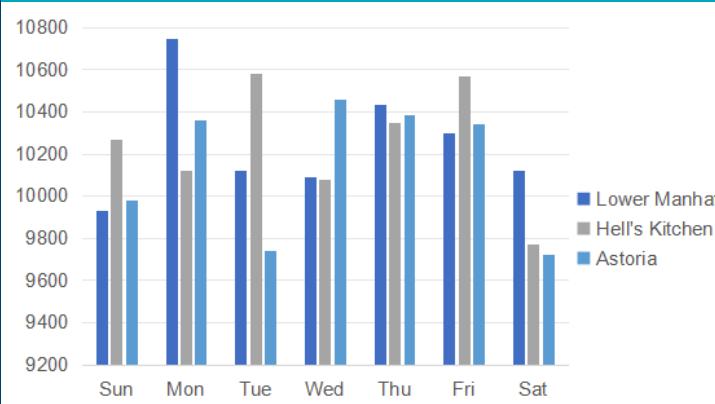
- All our stores are performing at similar levels, with Hell's Kitchen slightly in the lead with very small margin. It's safe to say we are doing well as we have a total revenue of R698,812.33 across all our stores.

Revenue by product type and store location

Store Location	Barista Espresso	Brewed Chai tea	Hot chocolate	Grand Total
Hell's Kitchen	12.89%	9.97%	9.34%	32.19%
Lower Manhattan	13.46%	10.65%	9.79%	33.89%
Astoria	11.60%	11.39%	10.93%	33.91%
Grand Total	37.94%	32.00%	30.06%	100.00%

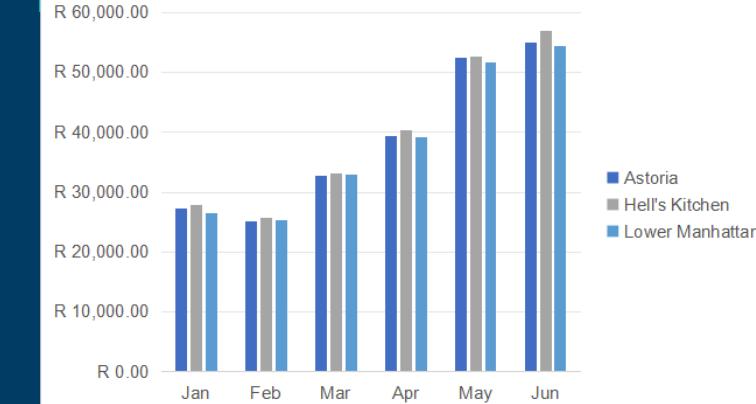
- Barista Espresso is the best performing product type across all our stores with the highest revenue coming from Hell's Kitchen, followed by Lower Manhattan, while Astoria leads in sales of Brewed Chai Tea and Hot Chocolate

Units sold by store location and day



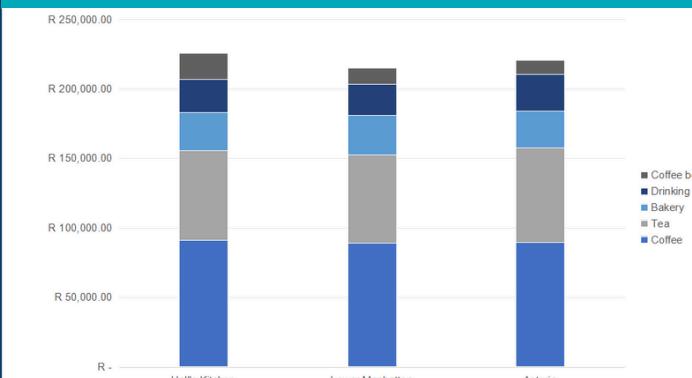
- Monday seems to be the busiest day in our stores, selling at least 15% of units on the day, while Saturdays are the least performing days with 14% of units sold.

Performance by month and store location



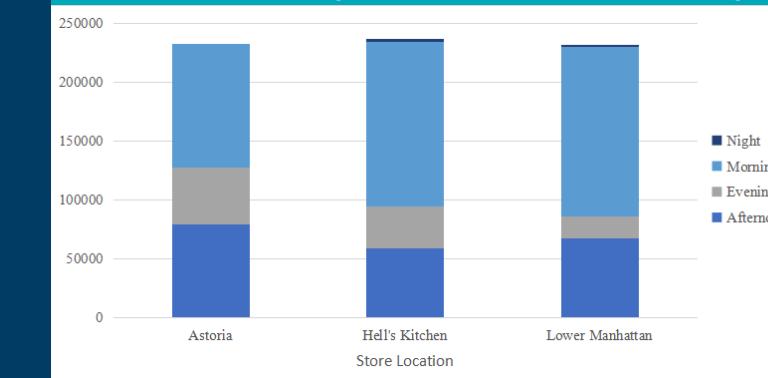
- Seasonality plays a significant role in sales performance, as seen on the monthly breakdown above. January and February (summer season) contributed 23% combined which is the lowest revenue across our stores, while June proves to be the best performing month as our sales reach its peak with 24% on June alone.

Revenue by store location and 5 best selling products



- Coffee is the driving force in our sales, contributing 41% of our revenue across our stores, followed by Tea which is contributing about 30% (10%) less than coffee. The least performing in this top 5 is Coffee Beans, with a contribution of 6.1% across all stores.

Revenue distribution by store location and time of the day



- Mornings proves to be the strongest and busiest time of the day as most of our revenue is made during this period, followed by Afternoons. We also notice that Astoria has sales that are slightly higher compared to the other stores in the Afternoons but quiet at Night time.

RECOMMENDATIONS

Hell's Kitchen

- This store has the highest revenue. We should try to replicate some of its effective practices — such as upselling techniques — in our other two stores.
- Ensure that our customer service remains excellent and monitor customer feedback regularly to help sustain this store's performance.

Morning Sales

- The morning period is the most profitable time across all our stores.. We should consider increasing our personnel and stock levels during this time to maximize profit.
- We should also increase stock availability for high-demand products such as Barista Espresso during this peak period.

Barista Espresso

- Barista Espresso is our top-selling product. We must boost stock availability to avoid running out.
- Additionally, we should provide marketing support to make sure its sales continue to grow.

Coffee Beans

- To improve performance in the Coffee Beans category, we could implement a coupon-based promotion.
- For example, customers who buy Barista Espresso (our top product) could receive a coupon redeemable for any Coffee Beans product. This will help drive interest in the lower-performing category.

Recommendations continuation.....

Astoria store

- Astoria performs well in Brewed Chai Tea and Hot Chocolate. We can explore localized marketing strategies that emphasize these strengths.
- We could also introduce in-store promotions to cross-sell underperforming items – for instance, we could offer a 20% discount voucher on-selected products when customers purchase Brewed Chai Tea or Hot Chocolate.
- Astoria records no sales during the nighttime period, we recommend closing the store after the evening shift to reduce operating costs, as remaining open at night results in a net loss.

Seasonality

- Summer (January and February) is our lowest-performing season in terms of revenue.
- To reduce this dip, we can launch summer-focused promotions, especially around cold beverages.

THANK YOU

From: Zibongile Mnyamana
Position: Junior Data Analyst
Email Address: zmnyamana1@gmail.com

