

Bright coffee

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Agenda

- Objectives
- Methodology
- Data Workflow
- Key Metrics
- Pivot Findings
- Charts & Visual Insights
- Recommendations
- Conclusion



Objectives

- To analyze sales performance across products, time, and store locations
- To identify key revenue drivers and patterns in customer behavior
- To provide actionable insights that support strategic decision-making
- To recommend opportunities for growth and optimization



Methodology

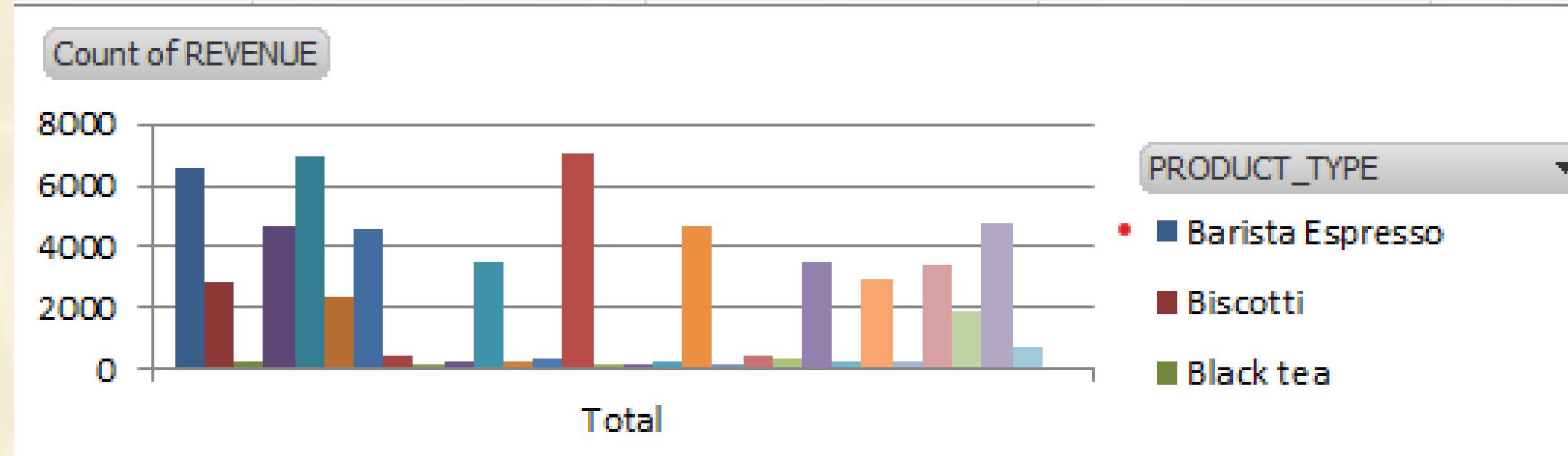
Methodology Type: Quantitative, Descriptive Data Analysis

This methodology process to analyze Bright Coffee data from a source table and transform it into decision-ready insights. The workflow starts with planning in MIRO, extracts clean measures via SQL, transports the result as CSV, prepares and validates in Excel, summarizes insights using PivotTables and PivotCharts, and finally communicates findings in a presentation.



Key Insights (Visuals)

1. Revenue by Product Type



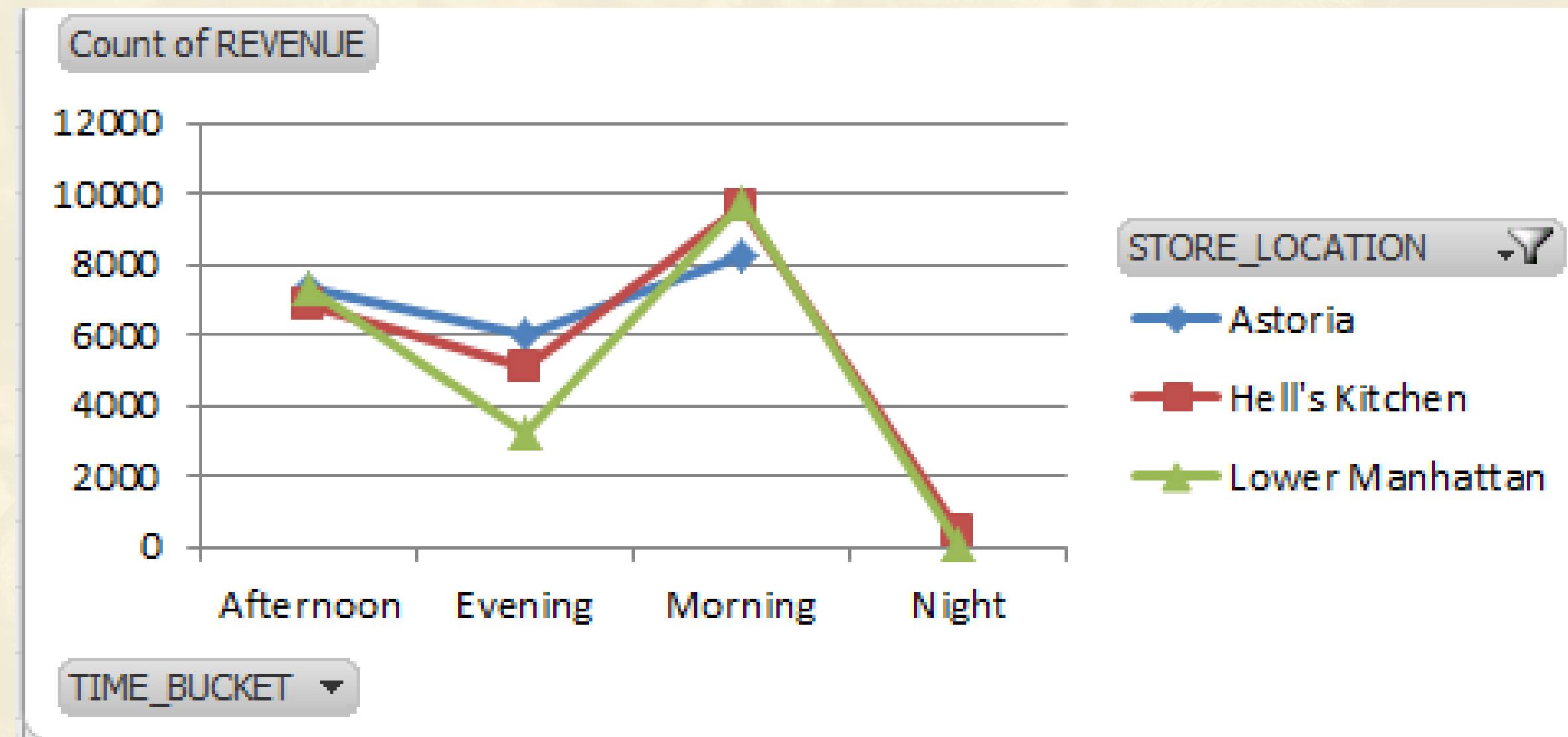
Over 60% of our revenue is coming from coffee products, with gourmet brewed coffee being the single most profitable line.

- Top performers:
 - Gourmet Brewed Coffee – highest revenue contributor (7,029).
 - Brewed Chai tea- strong performer (4,660).
 - Barista Espresso – steady sales (6,588).
- Low performers: Green Beans (121), Green Tea(145), House blend beans(156).



Key Insights (Visuals)

2. Sales by Time Bucket

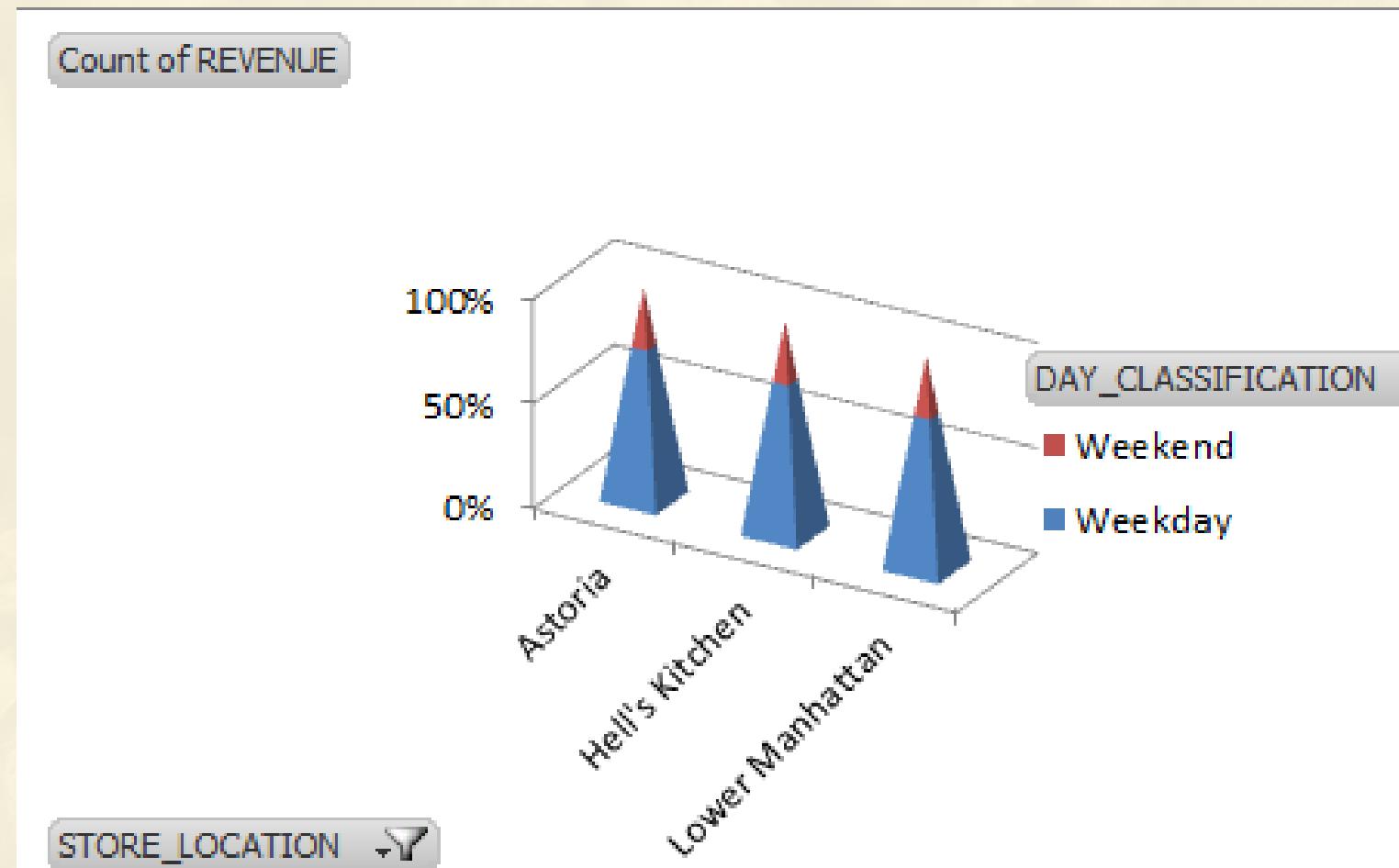


- **Morning = Peak (43% of sales, 27,694) – strongest across all locations.**
- **Afternoon = Solid (34%, 21,490) – consistent demand.**
- **Evening = Weak (22%, 14,333) – underperforming.**
- **Night = Minimal (<1%, 548) – not worth focusing on.**



Key Insights (Visuals)

3. Weekday vs Weekend



- All three stores are weekday-driven businesses (72% of sales, 46,027)
- Weekend sales are weaker – potential for growth through campaigns (18,038)



Conclusion

- Data-driven insights have highlighted clear opportunities to increase revenue.
- Strategic recommendations emphasize maximizing sales, enhancing operational efficiency, and strengthening customer engagement.
- By leveraging automation and implementing loyalty initiatives, the business is well-positioned for sustainable and scalable growth.