



# Bright Coffee Shop Analysis

By Moleboheng Mahahle

# Introduction

I've analysed Bright Coffee Shop's historical sales data to uncover trends that can help us grow revenue and optimize product performance. Today, I'll share the key insights, supported by visualizations.



# Objectives

The analysis focused on four main questions:

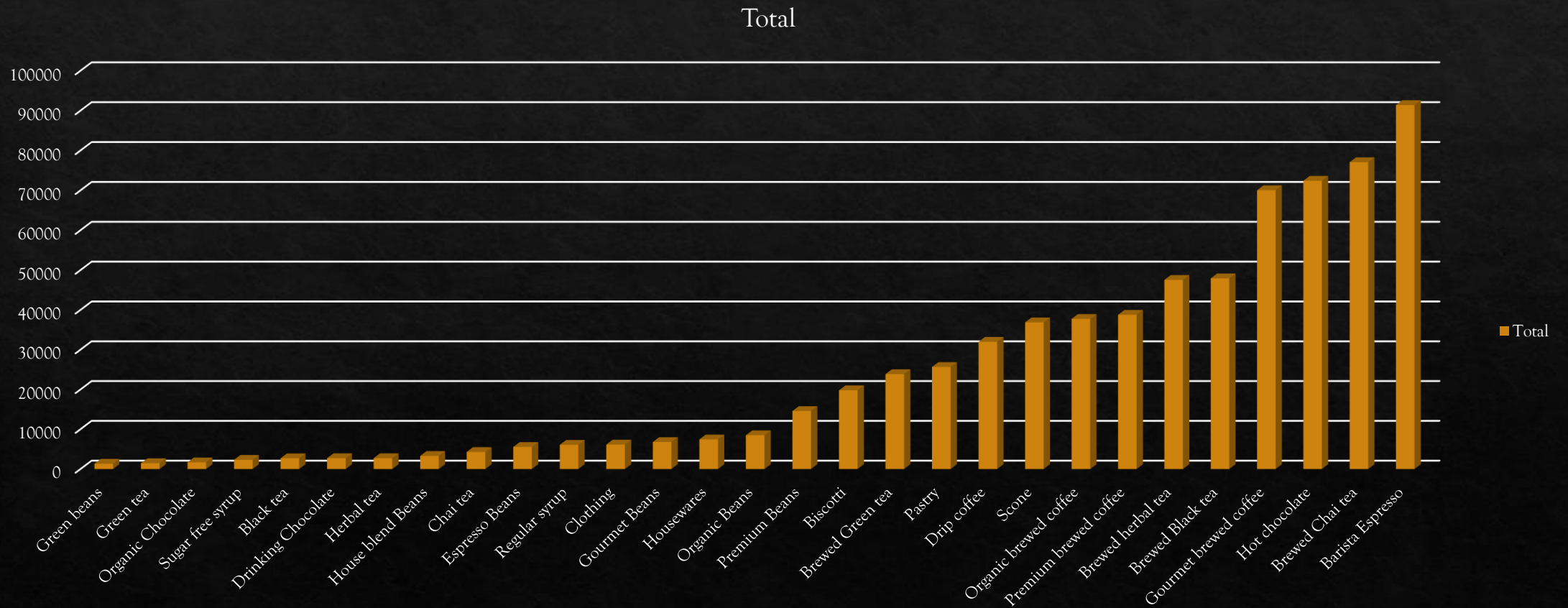
- ◊ Which products generate the most revenue?
- ◊ What time of day the store performs best?
- ◊ How do sales trends vary across products and time intervals?
- ◊ What actions can we take to boost performance?

# Methodology

- ◆ To answer these questions, I processed the raw transaction data by:
- ◆ Writing SQL queries in Snowflake
- ◆ Creating a time of day column to group sales into Morning, Afternoon and Evening intervals
- ◆ Calculating total revenue per product and category
- ◆ Calculating total sales per product and category
- ◆ Exporting the processed data to build visualizations in Excel and an interactive dashboard in Google Looker

The following chart shows total revenue per product type. As we see, Barista Espresso contributes the largest share, while Green beans contribute the least. This highlights where our strongest revenue streams are.

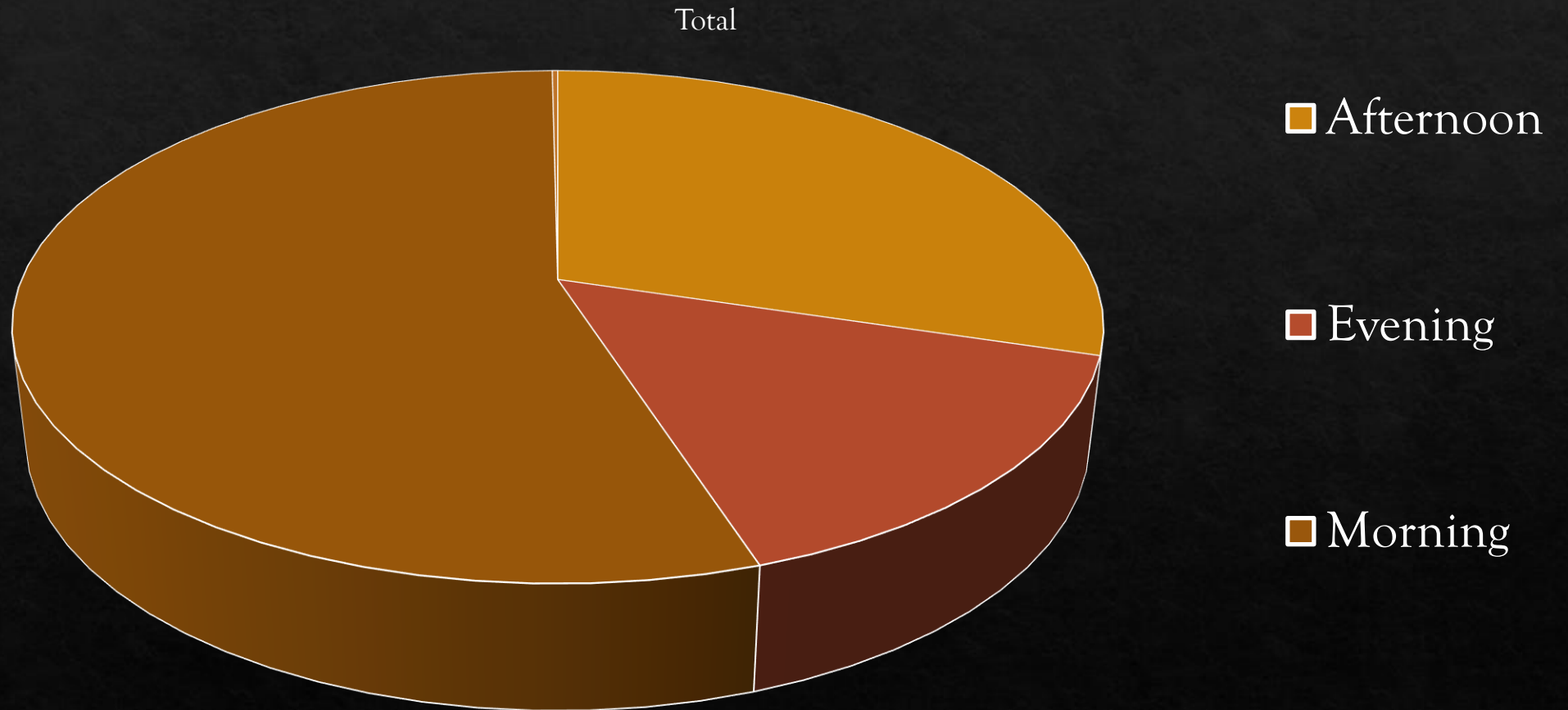
# Revenue by Product Type





When we look at sales by time intervals, we see clear peaks around the Morning(06:00 -12:00), which aligns with morning coffee runs and afternoon breaks. This suggests strong opportunities for targeted promotions during these hours.

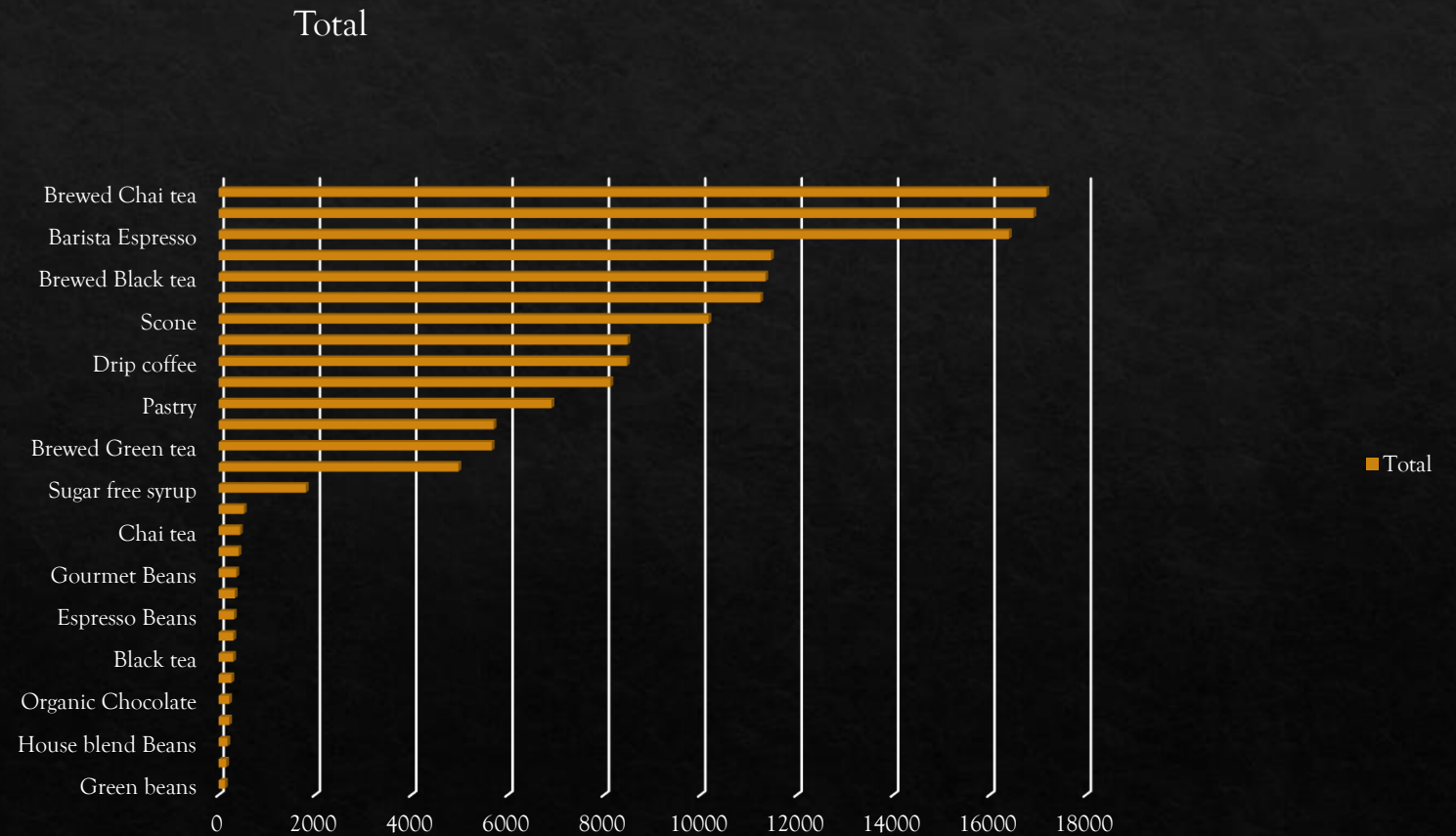
# Peak Sales Times





Looking at specific products, Brewed chai tea and Espresso Barista are the best sellers, while Black tea and Organic Chocolate are underperforming. We should look into heavy promotions for the underperforming products during our busiest times or consider phasing them out.

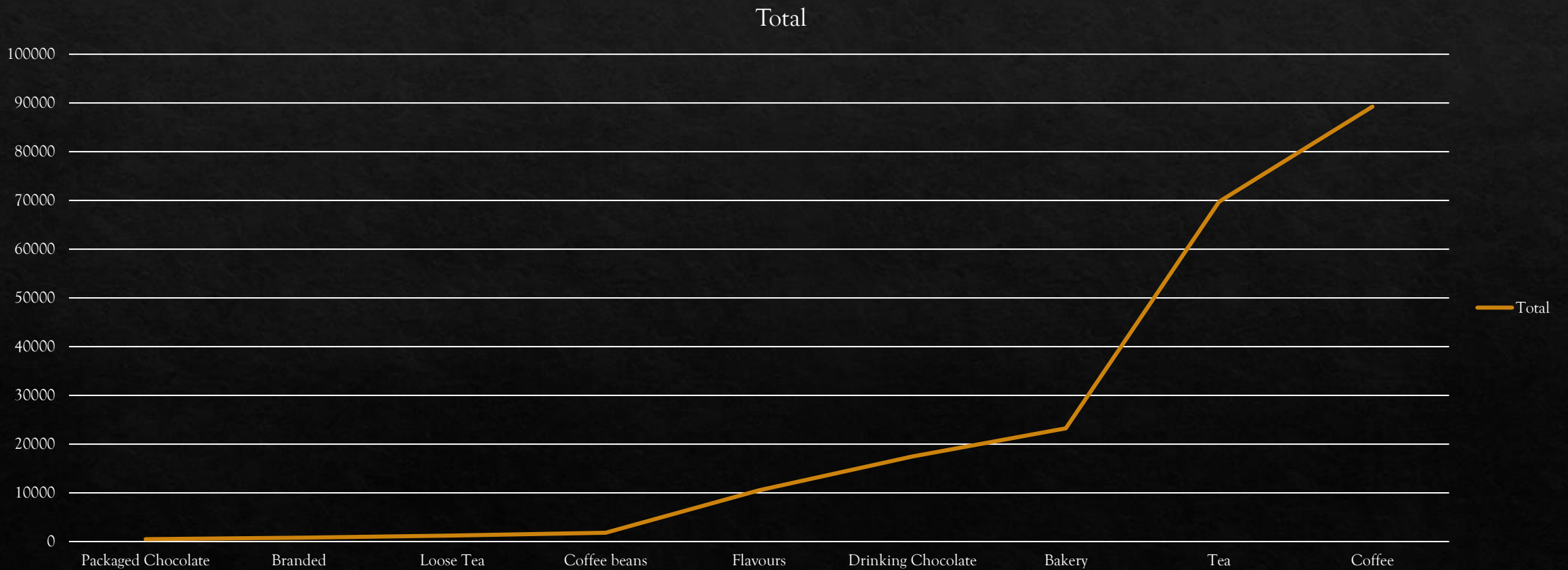
# Best And Worst Selling Product Types



The following chart shows the quantity of items sold by product category. Clearly indicating that the Coffee Category is the best performing category, with Packaged Chocolate being the least performing category.



# Quantity of Items Sold by Product Category



# Dashboard



# Conclusion

- ◆ In summary, our strongest revenue comes from the Coffee category, peak times are Mornings followed by Afternoons and we have clear opportunities to increase stock of the best-selling products to meet demand. We should consider marketing campaigns during our slower time slot to balance the flow of sales. Another recommendation is exploring loyalty programs to encourage repeat visits during off-peak hours.