Bright Coffee sales analysis

Insights from Transaction data
01 January 2023 to 30 June 2023

Mphareng Whity Madihlaba

Agenda

1. Objectives

2. Dataset Overview

3. Overall Sales Performace

4.. Trends

4. Key Insights and Reccomendations

Total sales Overview

❖ Time frame

January 1 2023 to June 30 2023

❖ Total transaction

149 116 total transactions
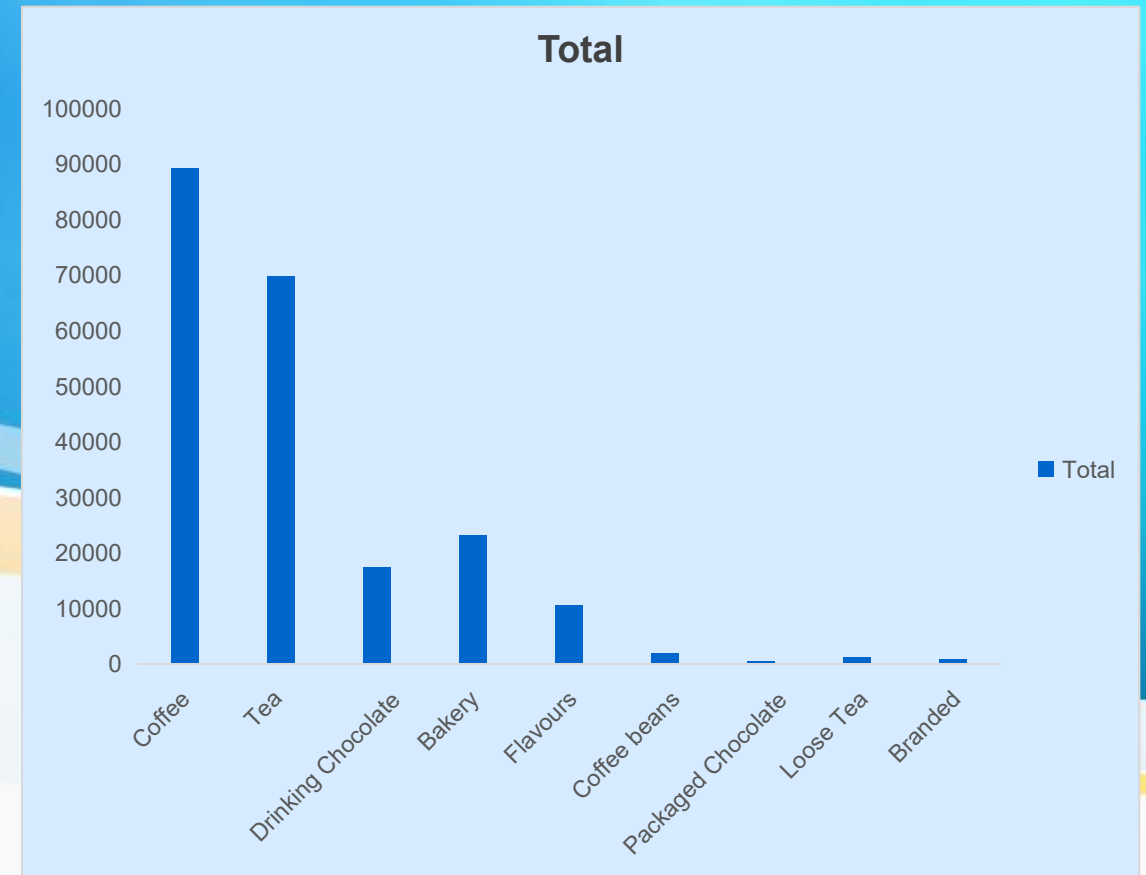
❖ Total units sold

214 470 units sold

❖ Total Revenue from sales

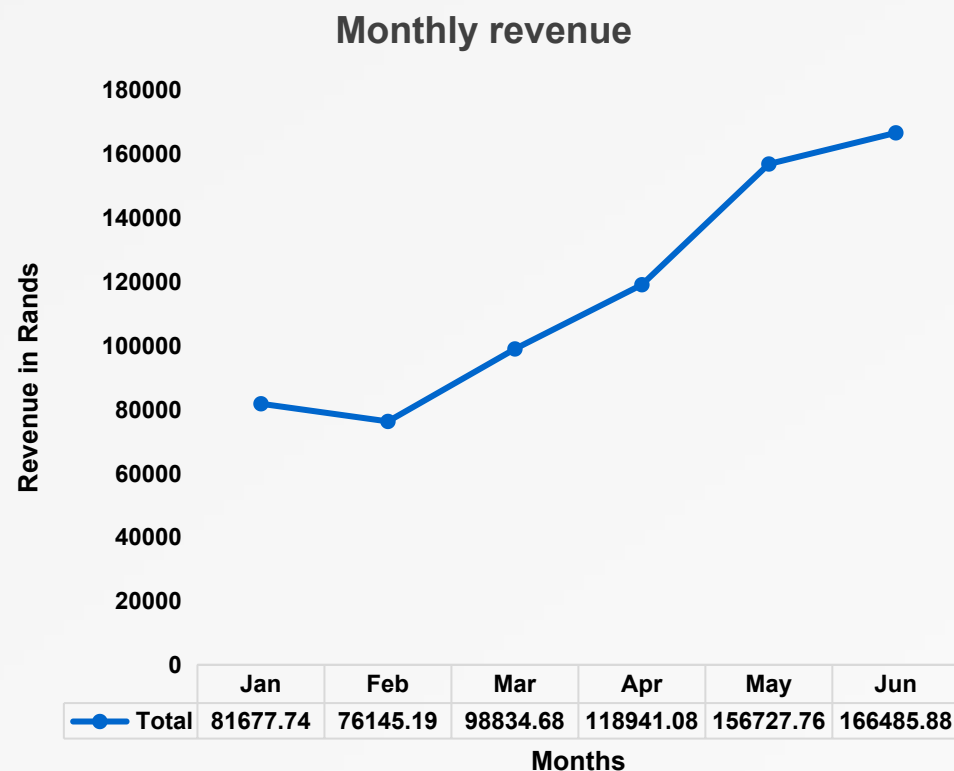R698 014 total revenue of coffee sales

❖ Number of stores

Three

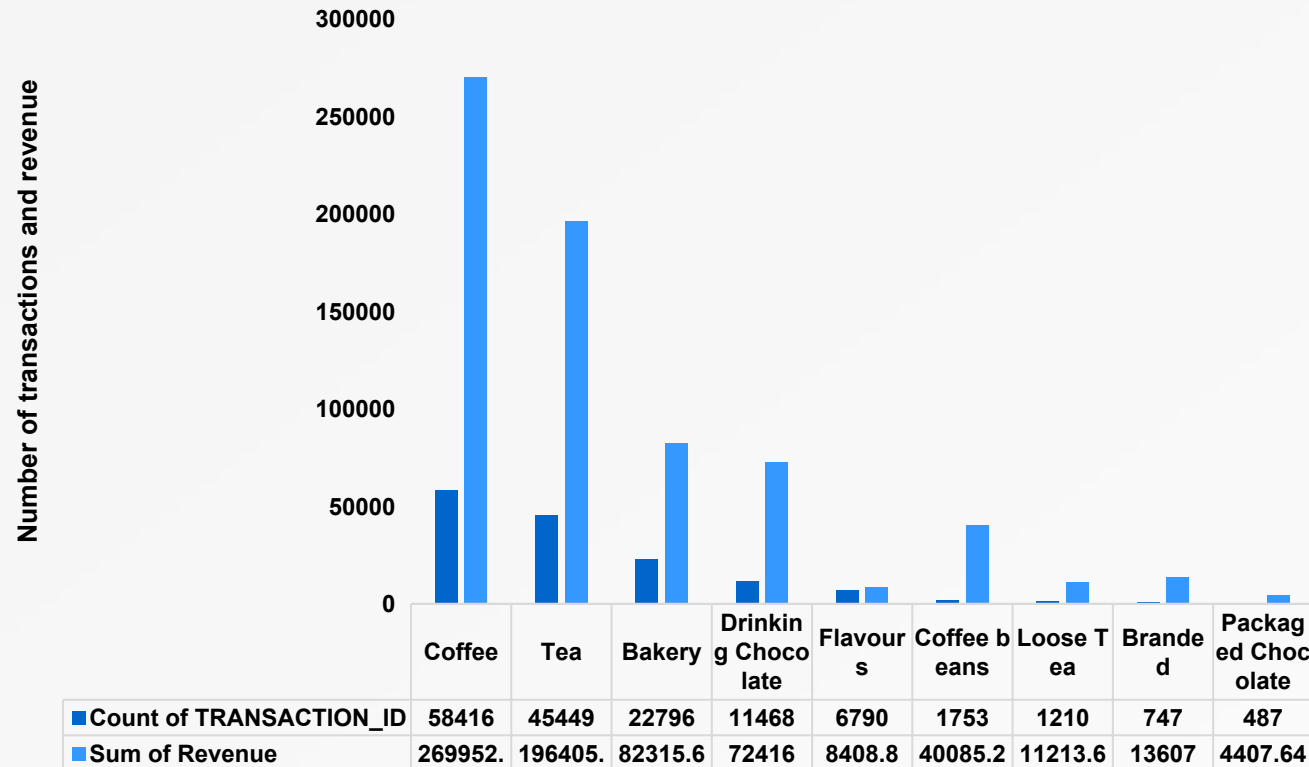Total units sold per product category

Monthly revenue trend

Monthly revenue

	Jan	Feb	Mar	Apr	May	Jun
—●— Total	81677.74	76145.19	98834.68	118941.08	156727.76	166485.88

Months

- ❖ Steady growth month over month
- ❖ Revenue more than doubled from January to June
- ❖ Peak revenue in June(166 486), 140% growth higher than January
- ❖ Strong upward trend starting March
- ❖ Suggests bussiness growth or seasonal demand increase

Sales by product category

Transaction count and revenue per product category

Number of transactions and revenue

|	Coffee	Tea	Bakery	Drinking Chocolate	Flavours	Coffee beans	Loose Tea	Branded	Packaged Chocolate
■ Count of TRANSACTION_ID	58416	45449	22796	11468	6790	1753	1210	747	487
■ Sum of Revenue	269952.	196405.	82315.6	72416	8408.8	40085.2	11213.6	13607	4407.64

❖ Coffee drives the business, high revenue and highest customer demand
❖ Coffee dominates both revenue and volume, accounting for 39% of total revenue

Top five product categories
❖ Coffee
❖ Tea
❖ Bakery
❖ Drinking chocolate
❖ Flavours

Product type and detail insights
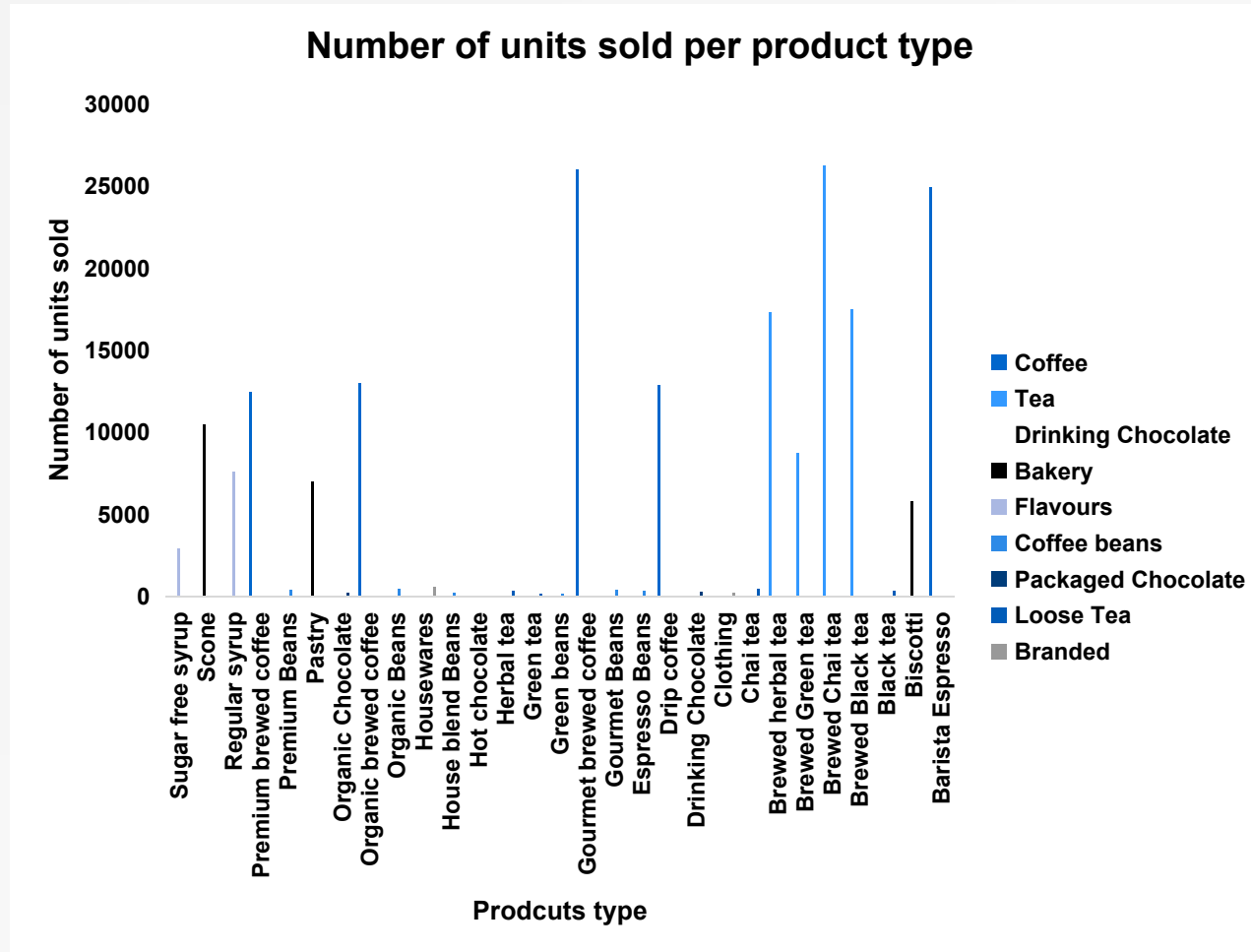
❖ Brewed Chai Tea is the top selling product type with 26 250 units

❖ Gourment Brewed coffee(Coffee) follows closely with 25 973 units

❖ Green beans(Loose tea) is the lowest selling product type at only 134 units

Product revenue efficiency

Revenue per product type
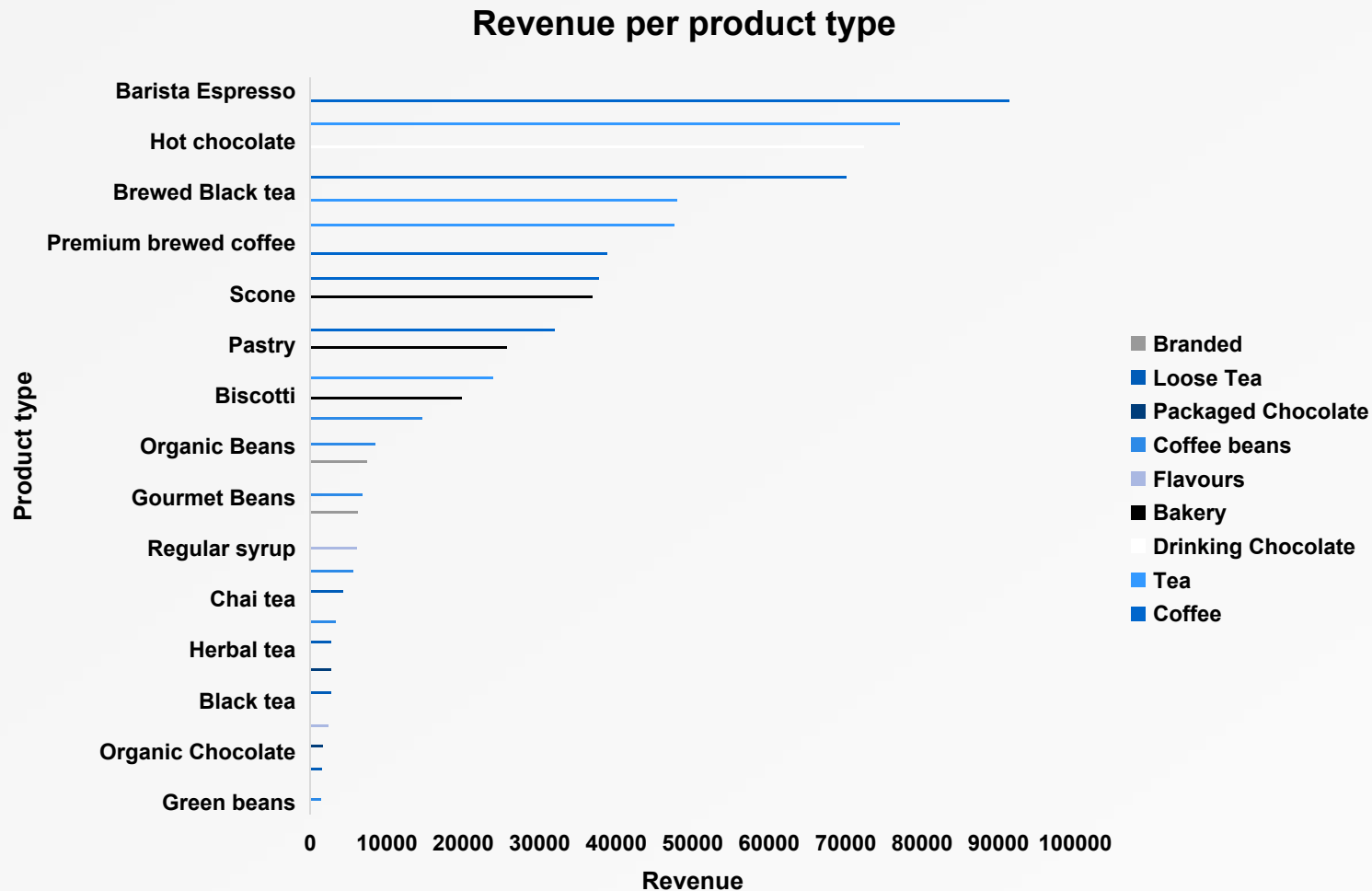
❖ Barista Expresso(coffee) is the top revenue generator

❖ Brewed Chai tea(Tea) ranks second, strong performance for tea category

❖ Hot chocolate(Drinking chocolate) comes third

❖ Gourment Brewed Coffee(coffee) is also among top earners

❖ Green Beans(Loose tea) shows lowest revenue, may need reavaluataion

Store performance

Revenue per store Location
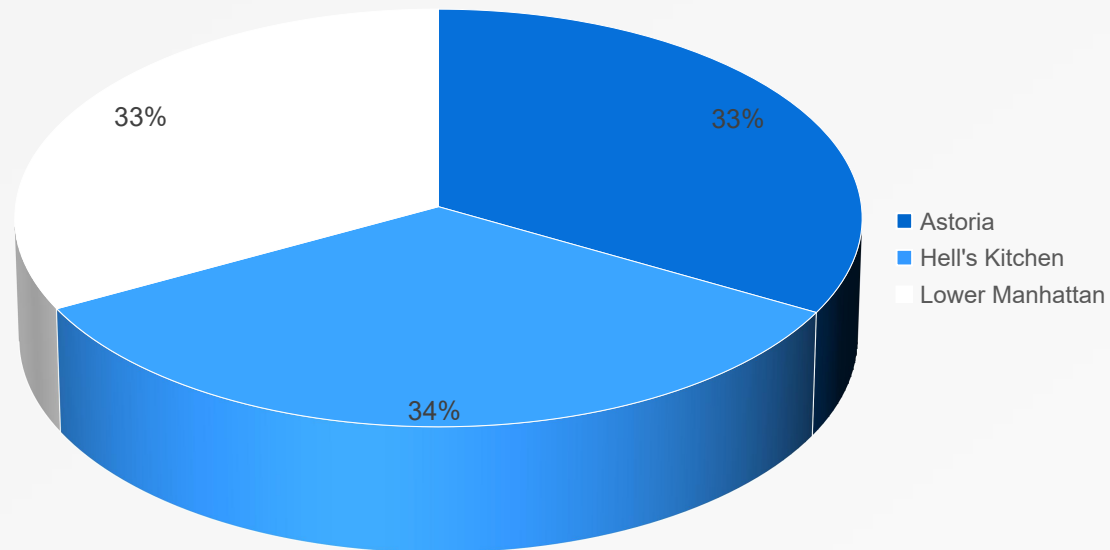
STORE_LOCATION	Sum of Revenue
Astoria	232243,91
Hell's Kitchen	236511,17
Lower Manhattan	230057,25
Grand Total	**698812,33**

- ❖ Hell's Kitchen is the top performing store by a narrow margin
- ❖ All three stores have similar performance, with only a 2.8% difference between the highest and lowest
- ❖ The store performnace suggest strong consistency across locations

Time based sales trends

Revenue per time cohort

- Morning 56%
- Afternoon 29%
- Evening 15%
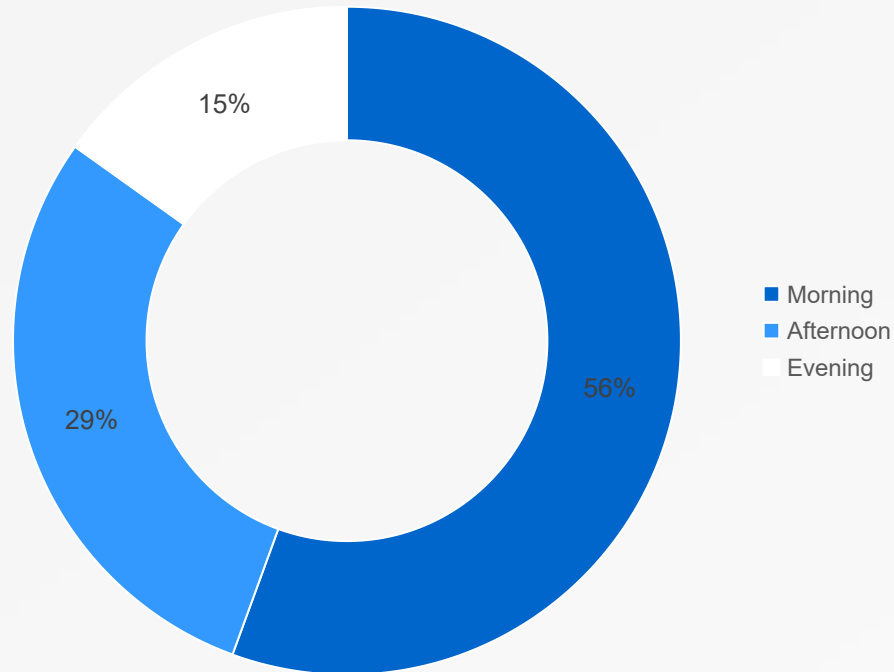
Time cohort

Time slot	Class	Count of transactions
06:00:00-12:00:00	Morning	81753
12:00:00-17:00:00	Afternoon	44432
17:00:00-21:00:00	Evening	22931

❖ Morning generates the highest revenue, nearly double the afternoon and almost 4 times evening sales

❖ Morning demand spike, likely driven by coffee and breakfast products

❖ Afternoon sees moderate traffic, potentially for upselling or loyalty promotions

Customer purchase behavior

Average basket size

1.44 items per transaction

❖ On average, customers buy 1 to 2 items per visit

❖ Indicate a quick stop behaviour(e.g. grab a coffee or tea)

❖ Opportunity to increase apend through combos

Key insights and reccomendations

Key Insights

❖ Coffee is the top revenue generator by far
❖ Morning is the most profitable time of day
❖ Average basket size is low at 1.44 items per transaction
❖ All three stores have similar performance, with minor differences

Reccomendations

❖ Focus maketing and stock availibity on coffee in the morning
❖ Promote bundle deals (e.g coffee plus scones) to increase basket size
❖ Use check-out promps to drive add-on purchases
❖ Monitor underperforming categories(e.g. packaged chocolate and loose tea) and consider product optimization or cocnsider phasing out the products

THANK YOU!