

BRIGHT COFFEE SHOP

Presentation by Livhuwani Mainganye

Date:11 May 2025



Project Content

1. Project Context

2. Methodology

3. Analysis

4. Recomandation

5. Closing Remarks



Project Context

Project Description

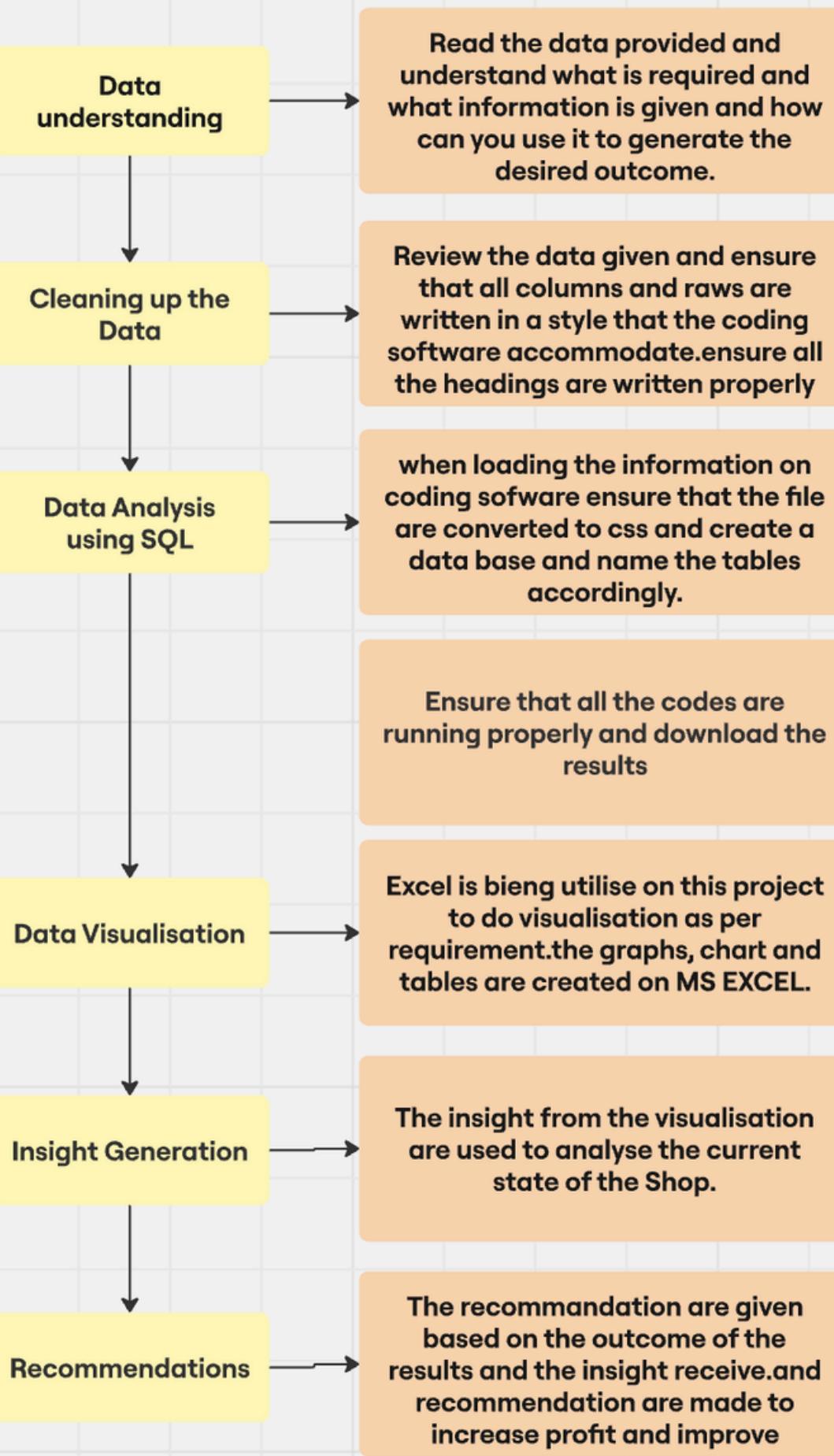
Bright coffee shop sales has appointed a new CEO with the mission to grow the company's revenue and improve production performance. Historical Data set information has been provided to the Junior Data analyst to provide insight on the position of the business and assist the CEO with decision making.

Purpose and Objectives

The aim is to determine the following:

- Product that generate most `Revenue.
- Best time of the day the store performs the most.
- Sales trend across products & time `interval.
- Recommendation for improving sales performance.

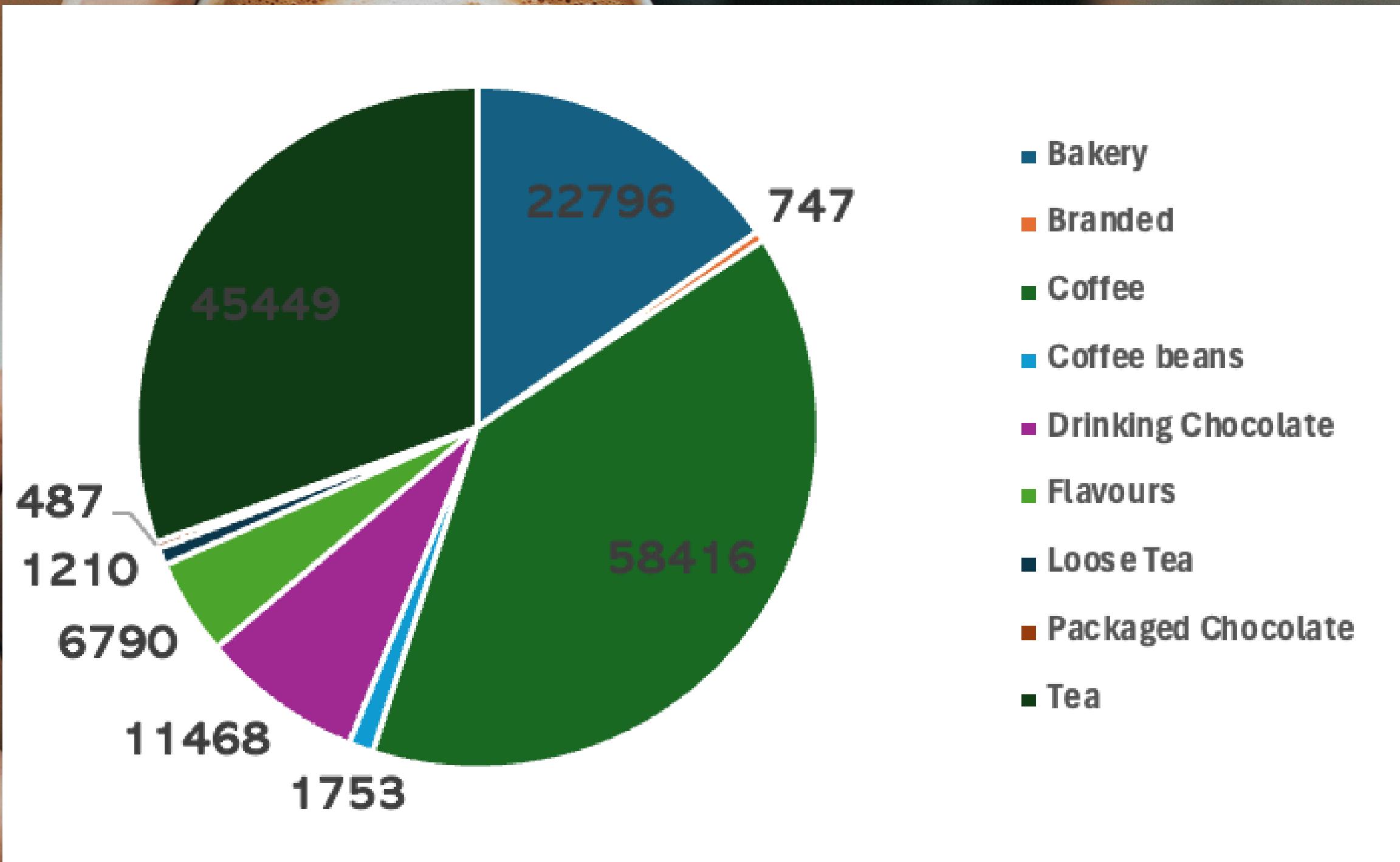
Methodology



Methodology- Is system of methods used in a particular area of study or activity.

Revenue per product Analysis

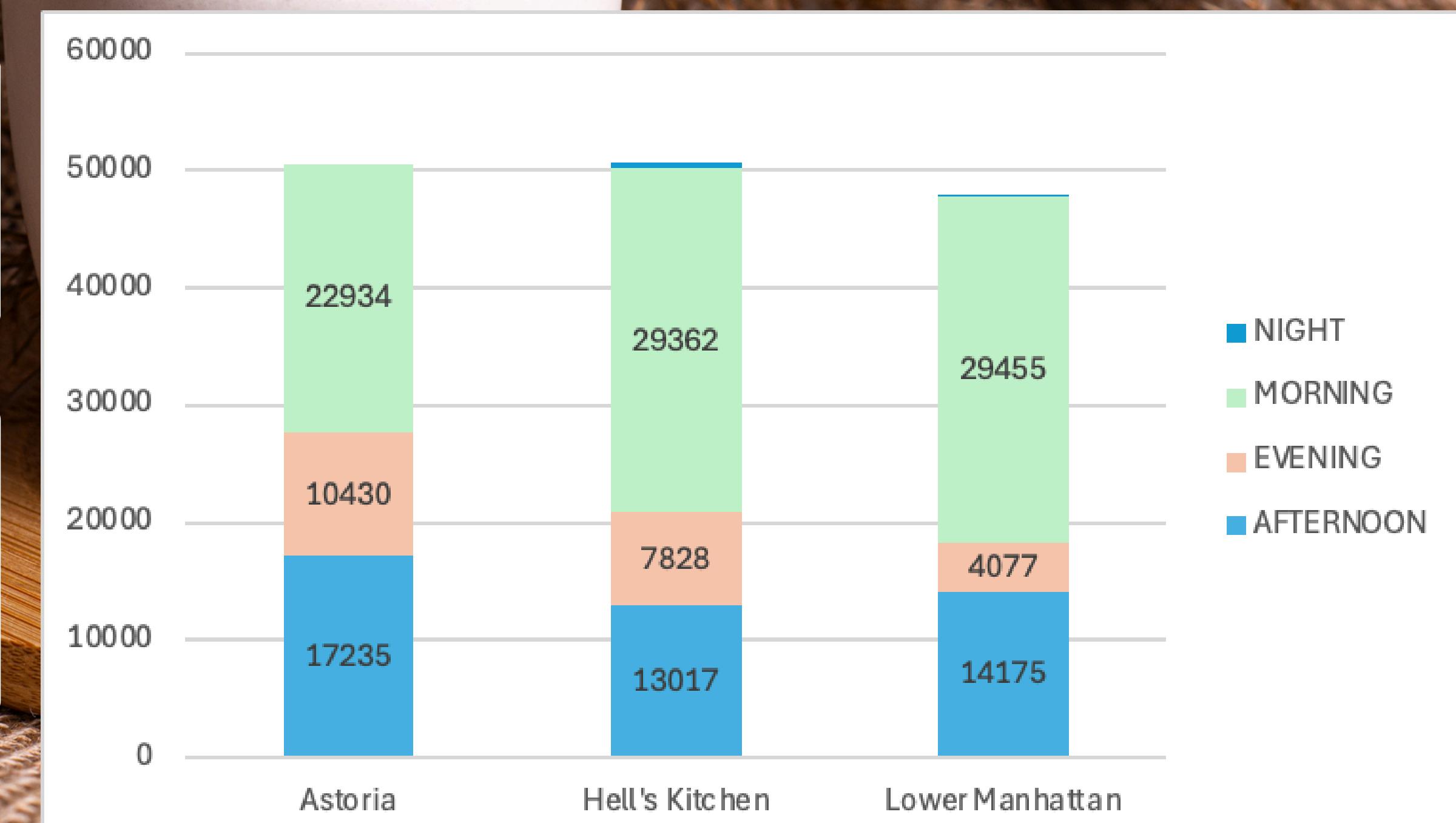
Coffee- 39% Sales
Tea- 30% sales
Bakery- 15% sales
Drinking Choclate- 8%



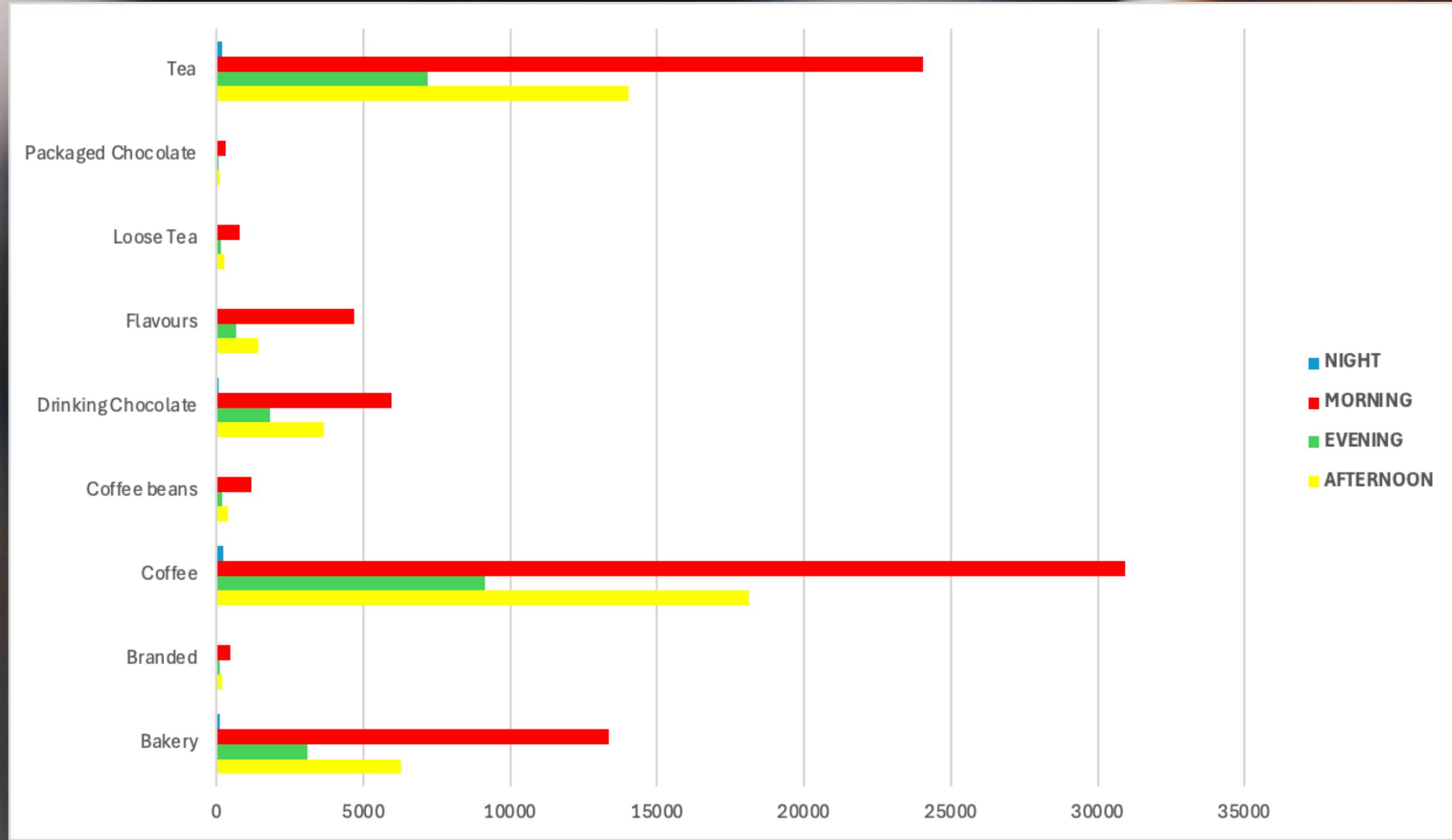
Store Performance Analysis

Hell's kitchen makeses the most sales of 50735 followed by Astrio making 50599 and lastly Lower Manhantan making 47782.in total this stores makes 149 116.

Morning makes the most sales for all the stores which makes the total sales of 81 751,followed by the Evening that is making 22 335.Lastly there is no much sales that are made in the evening as they total to 603.



Sales Trends Across Products



Total sales Volume

Morning-149 116 units
Afternoon- 44 427 units
Evening-22 335 units
Night- 603 units

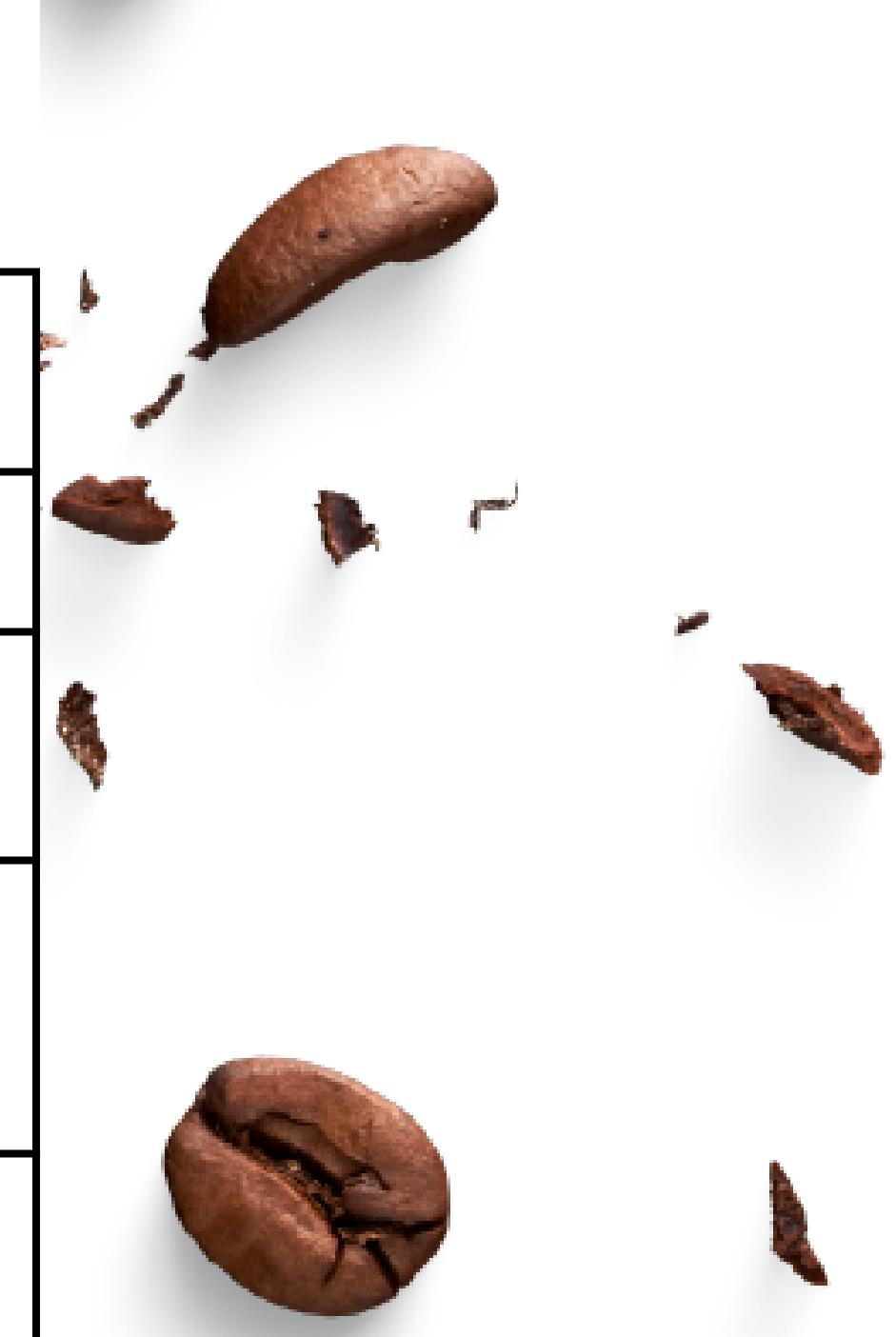
Total selling overall

1. Coffee-58416 Units
2. Bakery-22796 units
3. Tea-45449 units
4. Drinking Chocolate-11468 units

Recommendations

Recommendations to Increase Sales

Products Performance	Time Analysis recommendation
Focus on coffee and Tea as they are the items that Generates More sales	Open earlier if possible to and provide morning exclusive deals.
Promote more of tea and other items and look at the possibility of phasing some items out that dont sell at all	Provide lunch time snacks and introduce loyalty to retain customers.
Consider buddling items that are selling the most like coffee with backery items especially in the morning.	Evenings ,promote take home items.
Products such as Drinking Chocolate can be offered seasonly	Reduce staff in the evening as there is less activity happening.
Items with low csale like loose tea and coffee beans,investigate the cause of low sales and replace them with high selling items.	Stock up more on items that sells the most to keep high inventory and optimise the floor layout to reduce movement.use customers feed back to improve some of the things.





A hand holds a white cup filled with coffee beans against a dark, blurred background of more coffee beans.

THANKS

Bright Coffee shop