



Bright Coffee Shop

Sales Analysis

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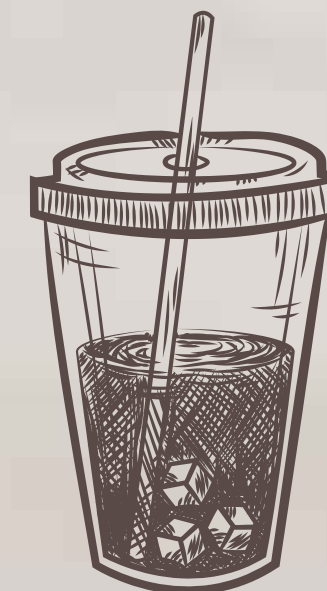
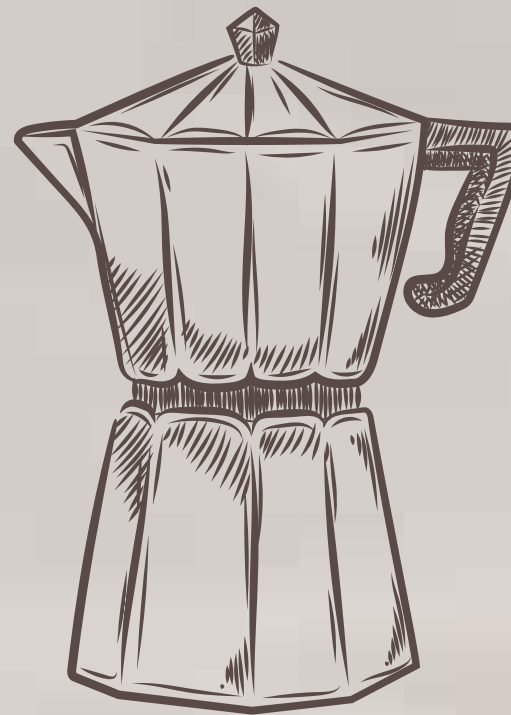
AGENDA

1. Project Context

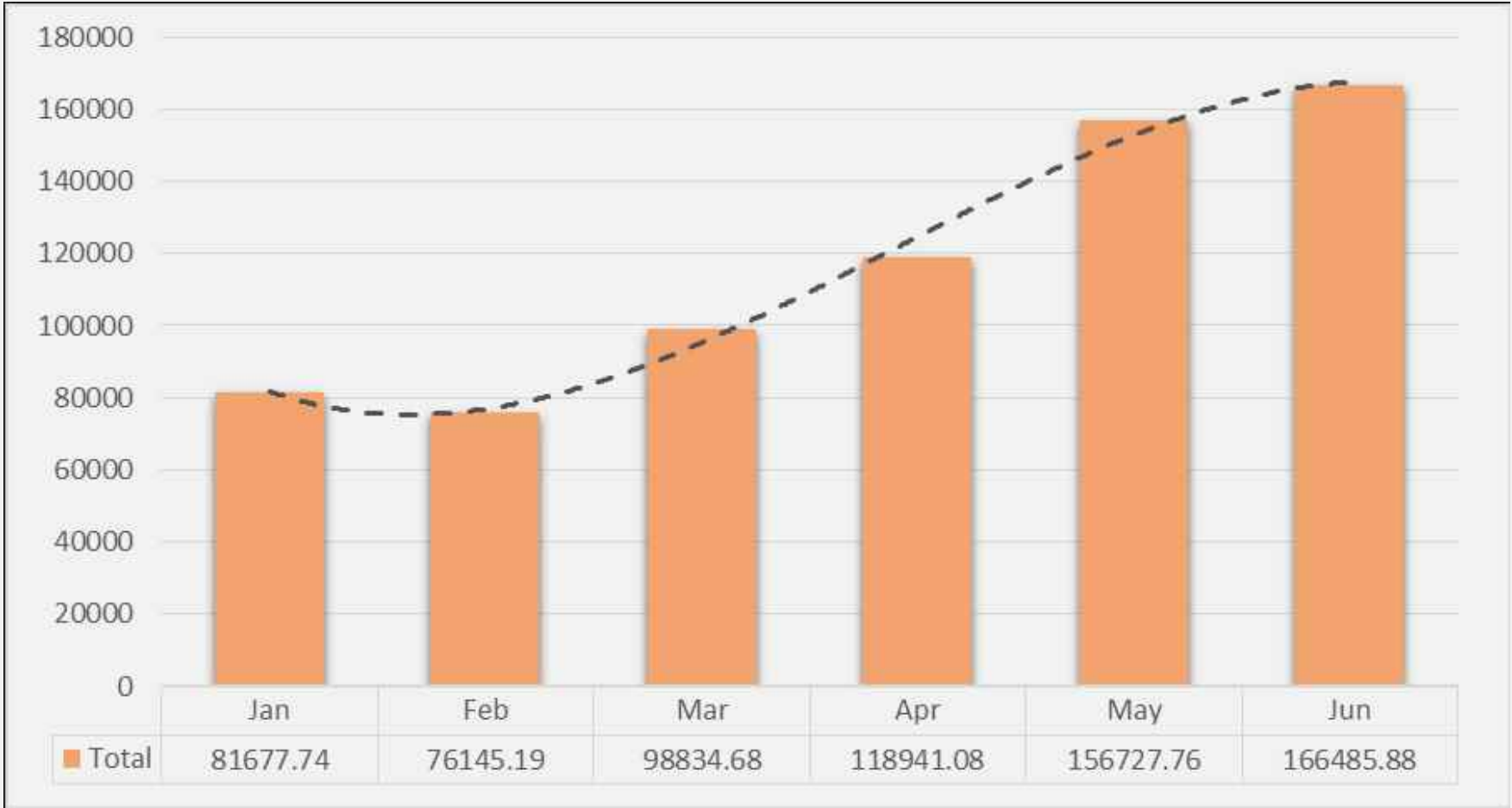
2. Sales Trends

3. Analysis

4. Recommendations

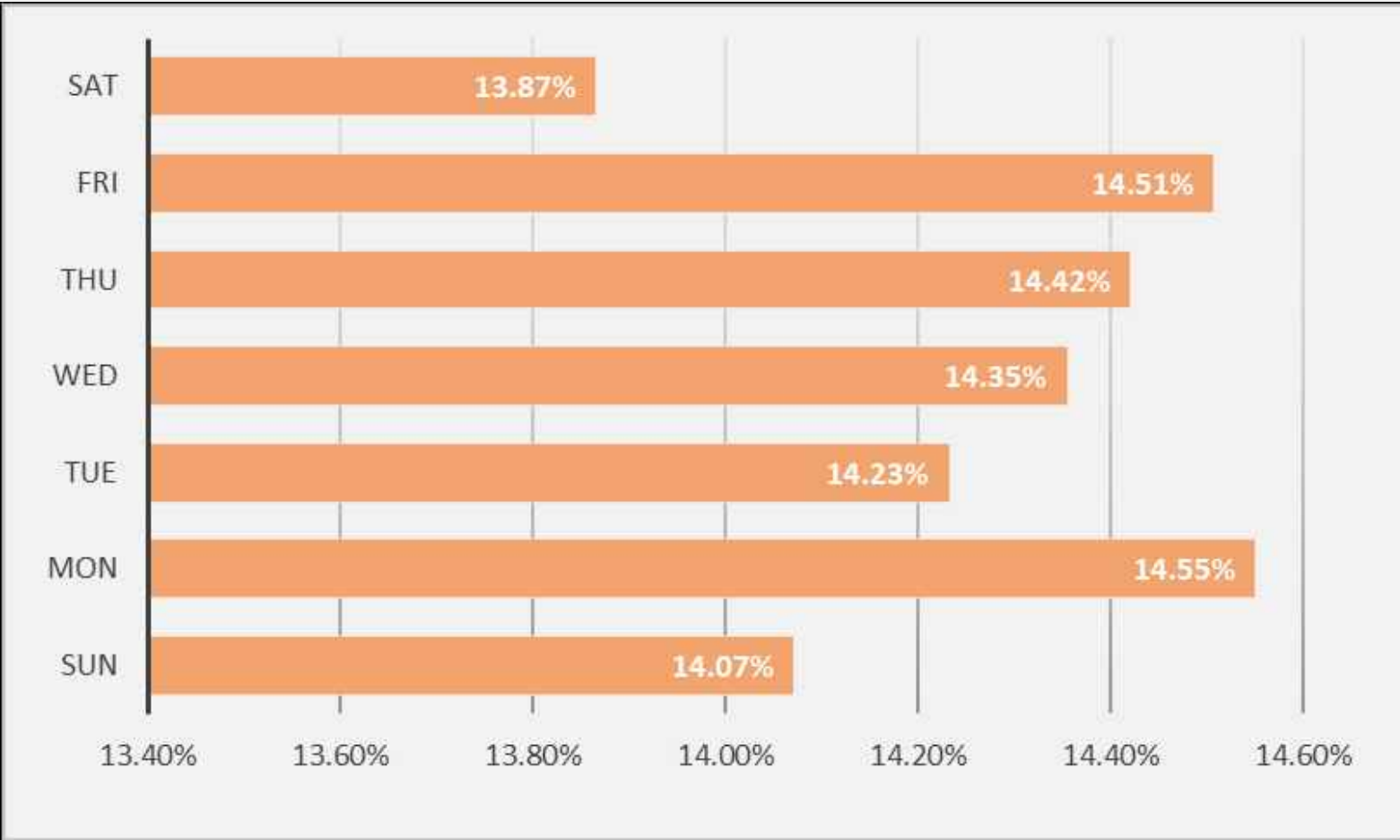


Six Month Sales & Weekdays trends



Key Insight

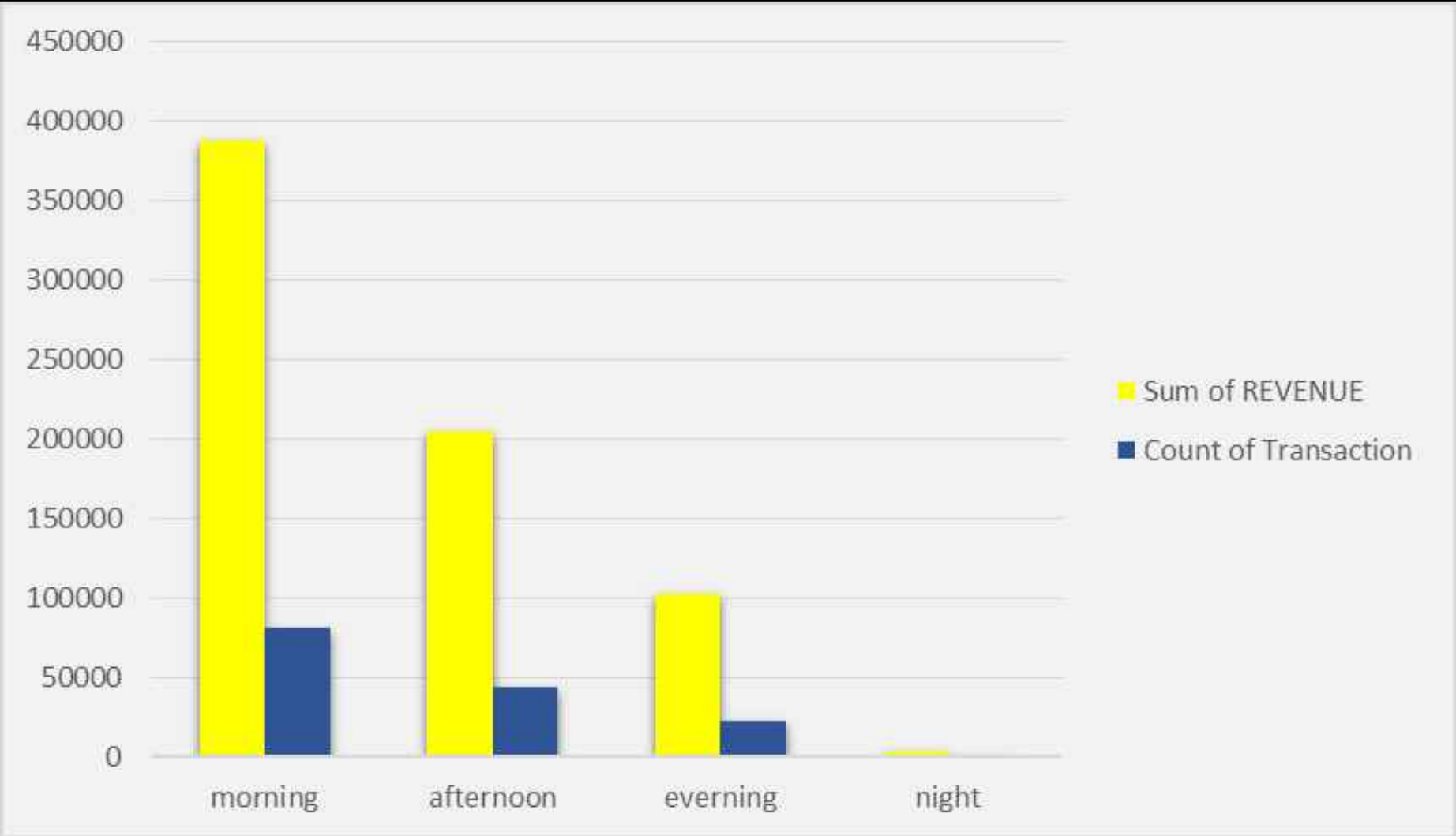
- Sales show a strong upward trend from January to June
- June recorded the highest sales with R166,485.88 revenue and May followed closely with R156,727.76
- February had the lowest sales: R76,145.19
- sales nearly doubled from February to June



Key Insight

- From Monday to Friday, sales are relatively consistent (between 14.2% to 14.55%)
- Monday leads with 14.55% of total weekly sales, followed closely by Friday (14.51%)
- Saturday (13.87%) and Sunday (14.07%) see slightly lower sales activity.

Time segment and transaction count

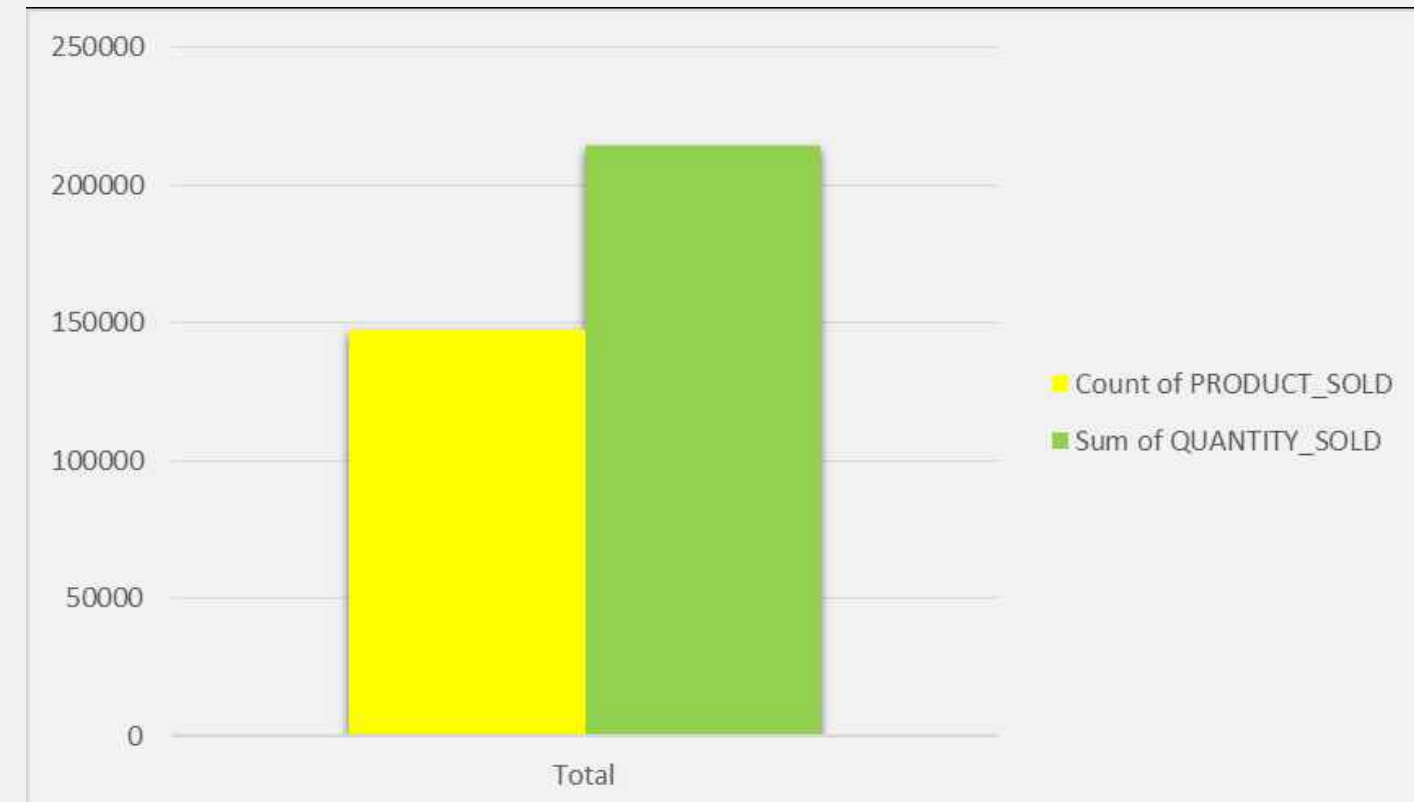
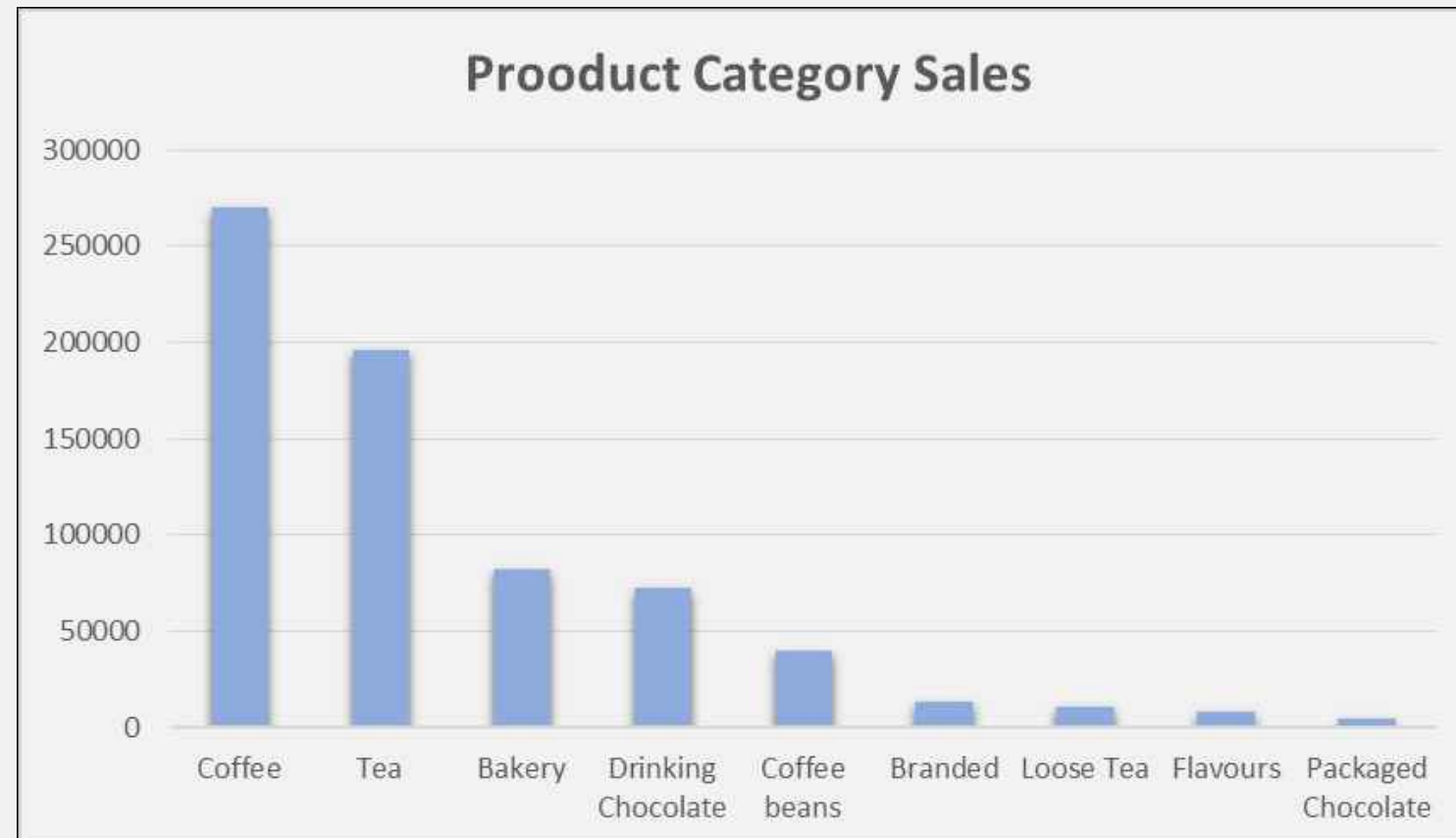


Description	Time range	Revenue %	Transaction %
morning	06:00:00 - 11:59:59	55.56%	54.63%
afternoon	12:00:00 - 16:59:59	29.30%	29.95%
everning	17:00:00 - 19:59:59	14.72%	15.01%
night	20:00:00 - 05:59:59	0.42%	0.41%

Key Insight

- 💰 Morning is a prime time generates R388288.67 which is 56% of total revenue & 81751 transactions Count which is 54.82% of all transaction count
- 🌞 Afternoon comes second with R204720.83 which is 29.30% of total revenue and 44427 transactions Count which is 29.79% of all transaction count
- 🌙 Evening & night is non-prime time together contribute R105802.83 revenue which is 15.14% of total revenue and 22938 transaction count which is 15.38% of all transaction count

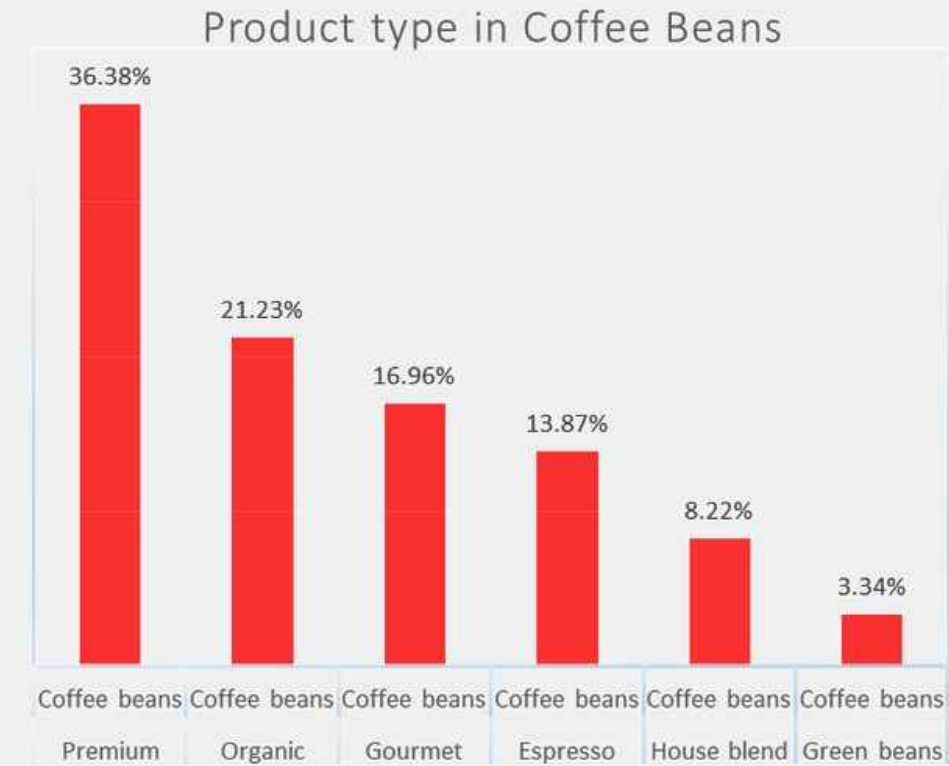
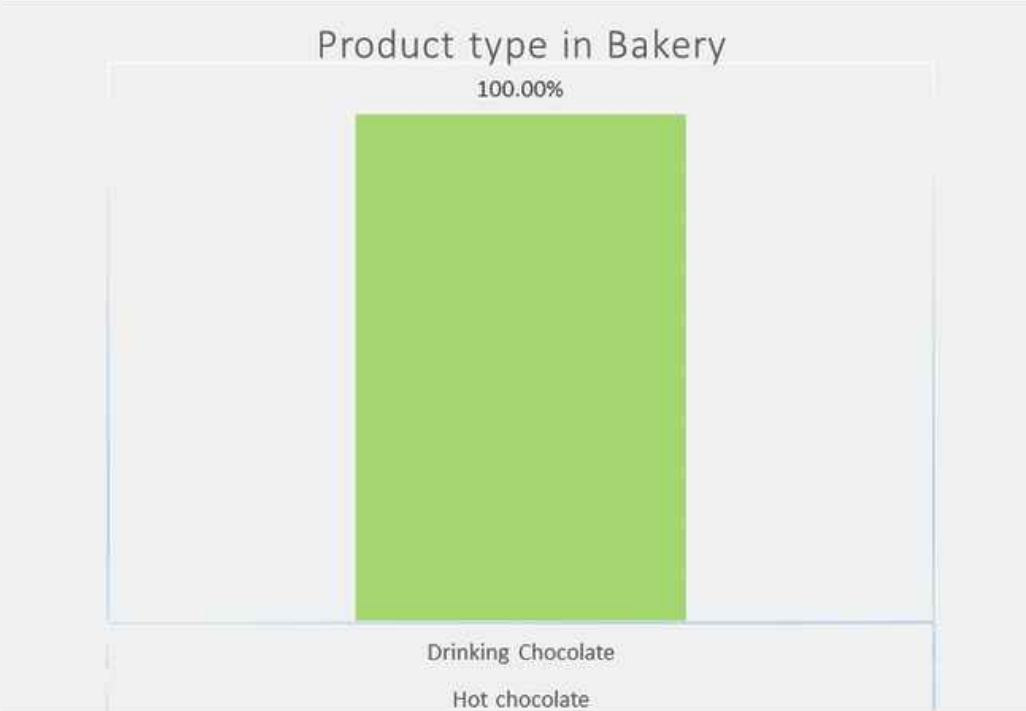
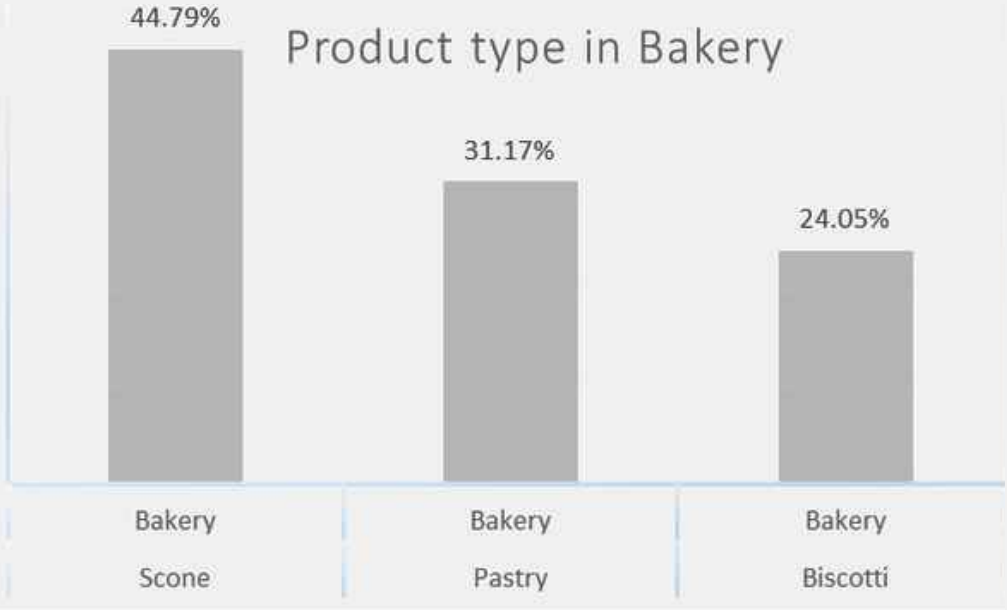
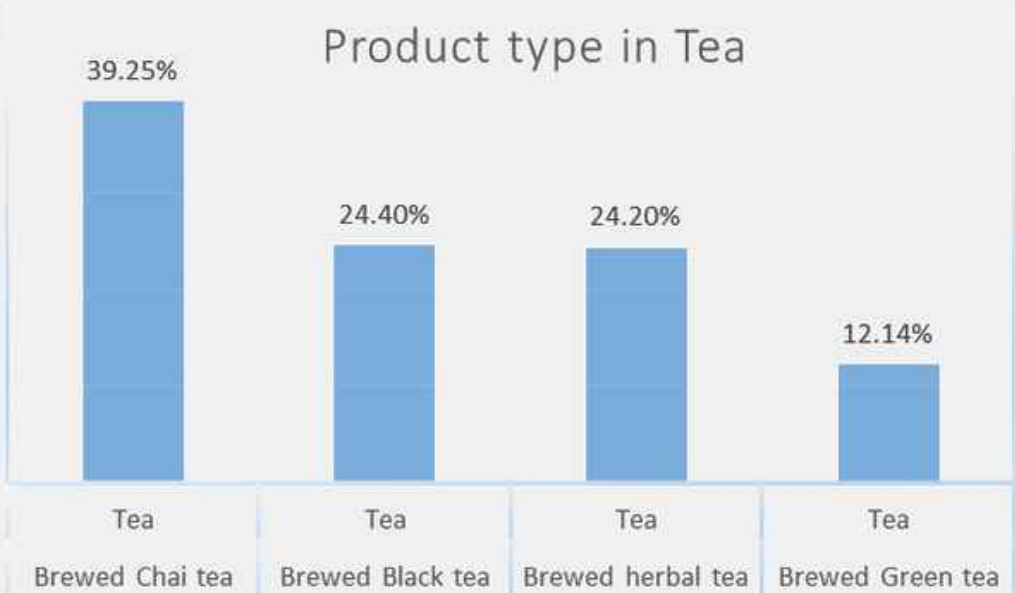
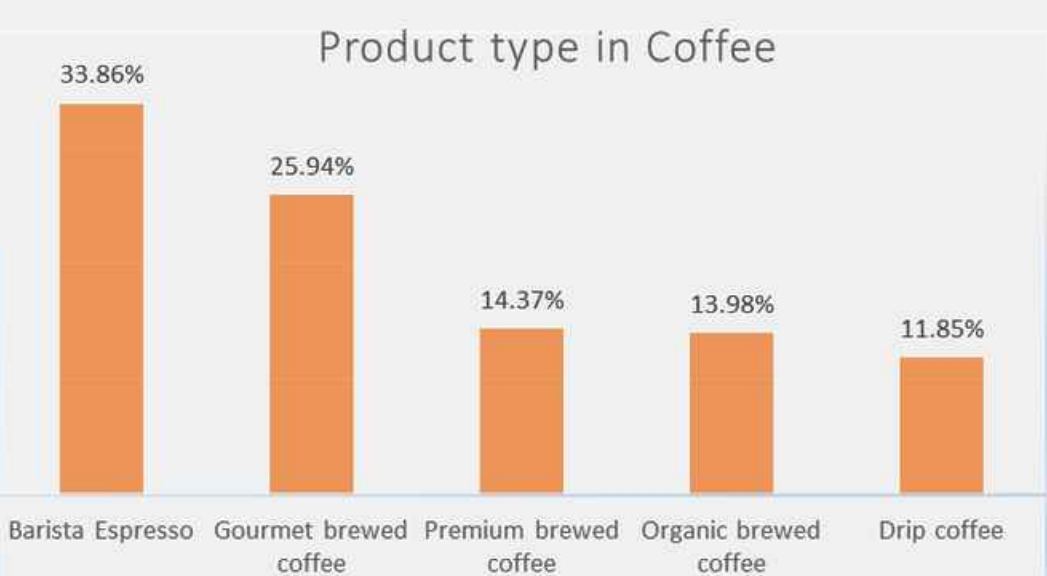
Product & Quantity Trends



Key Insight

- Showing sales from top performing product to least performing product
- coffee stands the best- selling product with 38.63% of total revenue followed by tea with 28.11%
- bakery and hot chocolate together contribute 22.14% of total revenue
- from coffee beans to packaged chocolate contribute less than 12%, making them our least active product.
- from all 3 -store total product sold is 149116 carrying total quantity of 149116

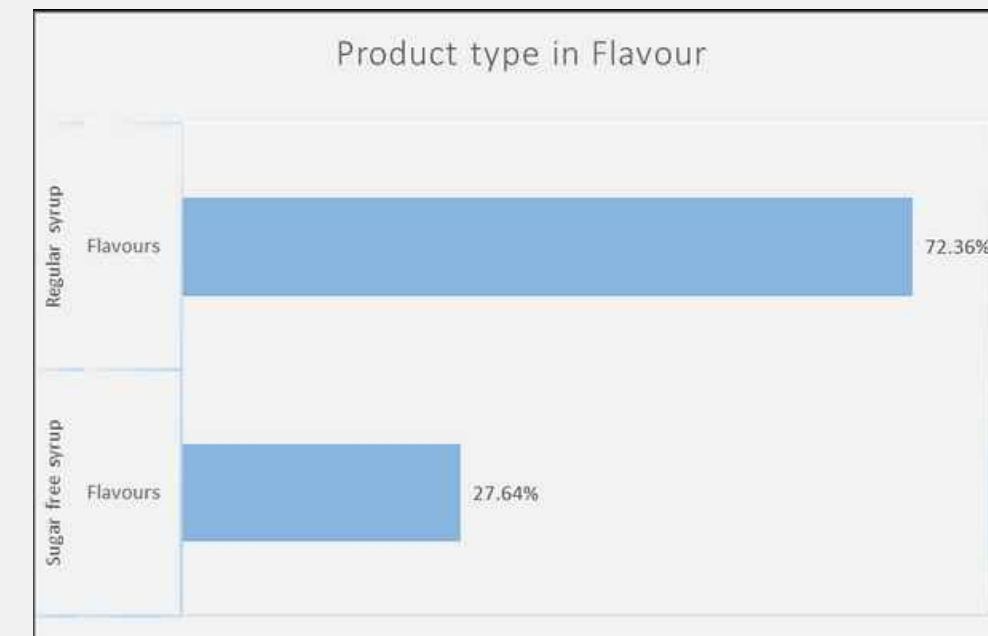
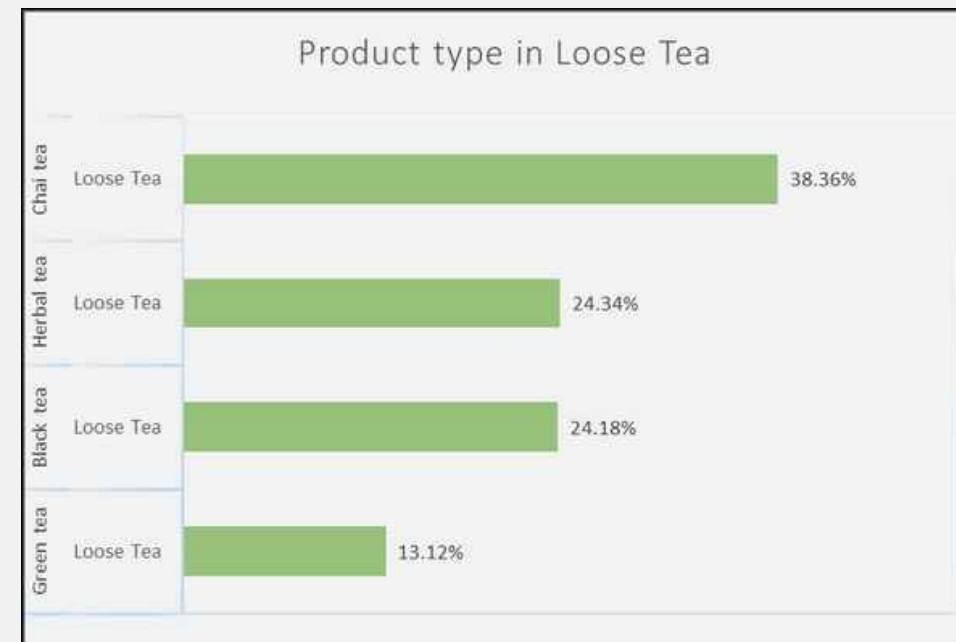
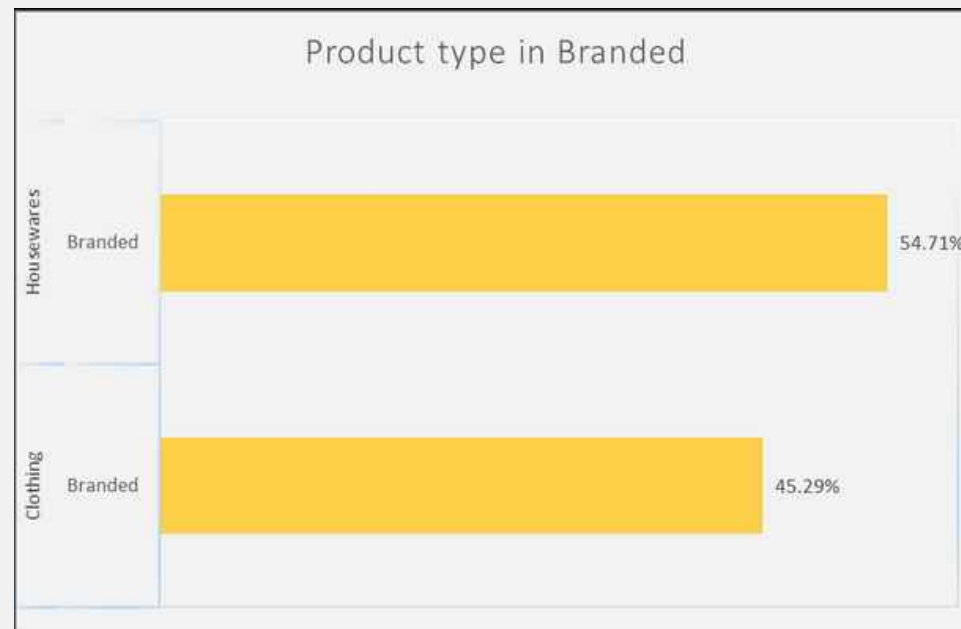
Revenue Champtions In Product type



Key Insight

- Showing product category and product type that holds 95 % share of total revenue

Low Yield Product type



Key Insight

- showing product category and product type that are classified as Low-yield product holding less than 6% of total revenue

Unit Price Analysis :Maximizing value across Product Category



Key Insight

- Price distribution is uneven, we understand from this that most Coffee have lower prices, while a few Coffees have higher prices
- Coffee beans hit the highest unit prices (up to R45), Branded comes seconds hitting the unit price up to R28.
- From bakery to flavours have narrower price ranges, unit prices is less than R10

Total Revenue Per Store in Six Month Period



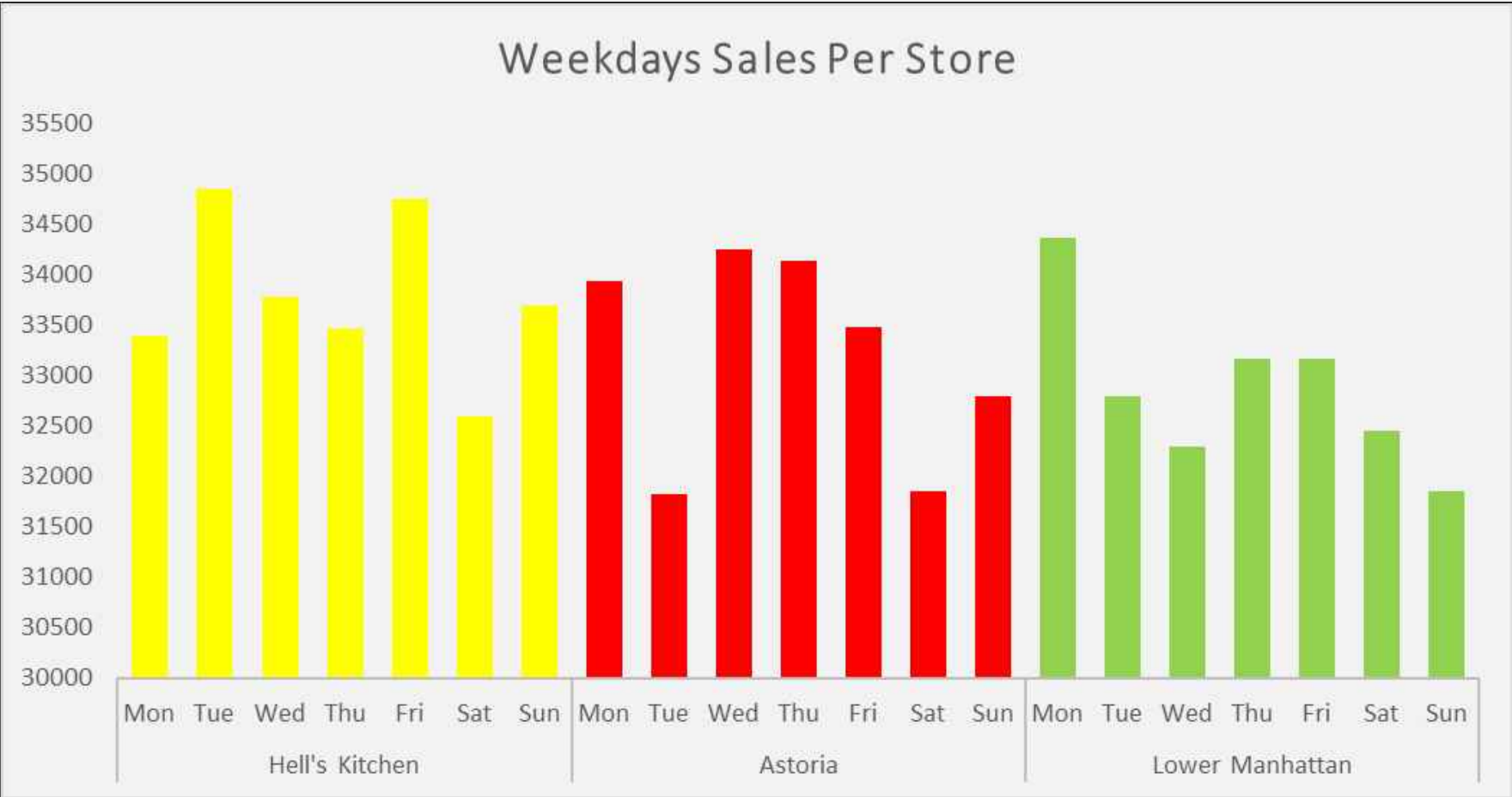
Key Insight

- Total revenue generated from each store location amounted to R236,511.17 for Hell's Kitchen, R232,243.91 for Astoria, and R230,057.25 for Lower Manhattan
- Hell's Kitchen leads in total revenue makes it our top performing store

Key Insight

- All stores sales show a strong upward trend from January to June
- Strong sales peaks occur in May and June, making them best profitable months in all stores

Weekdays And Transaction Count Overview



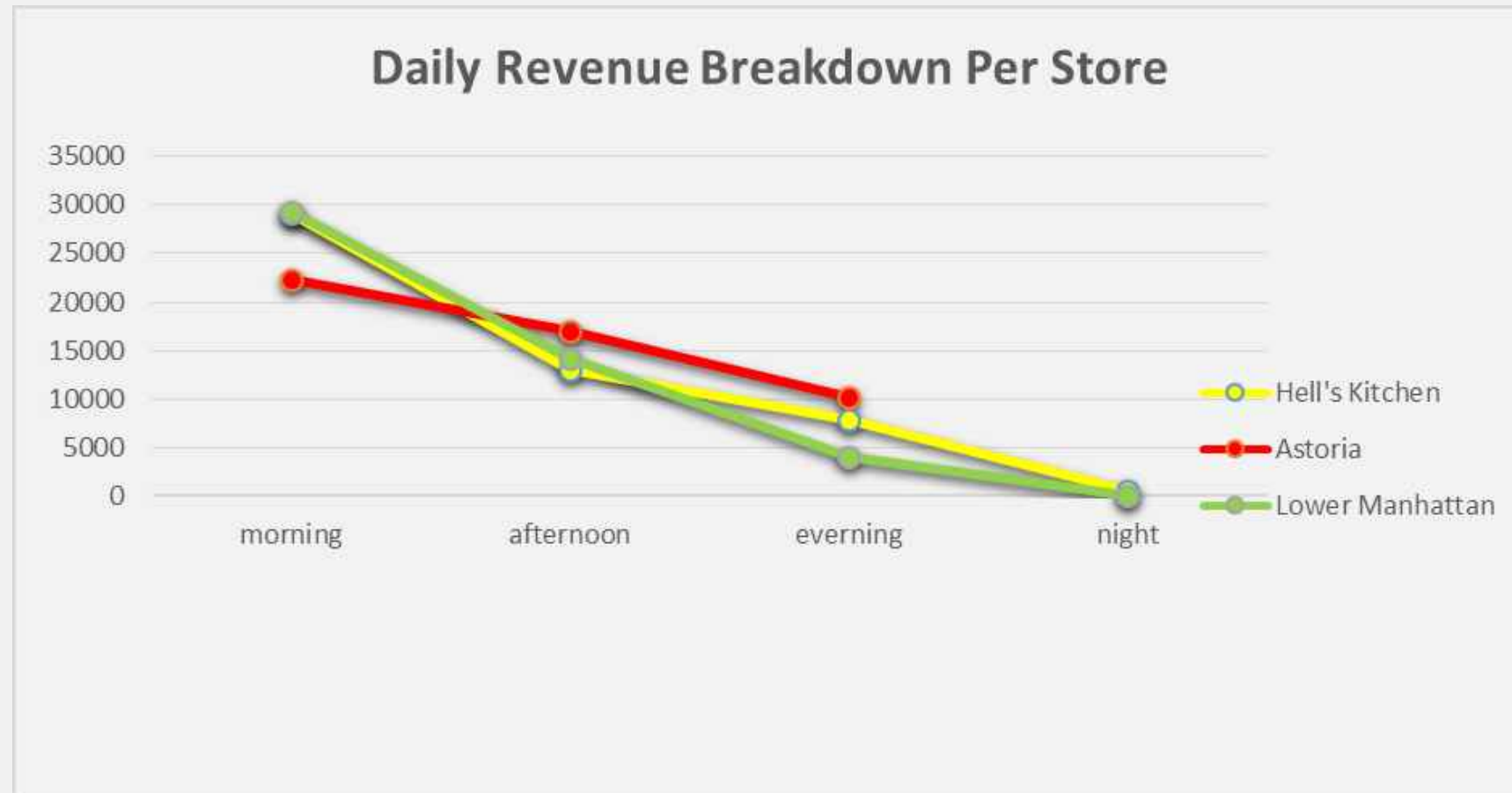
Key Insight

- Hell’s Kitchen has balanced sales across all weekdays, peaking slightly on Tuesday & Friday
- Astoria sees highest sales midweek (Wed–Fri), but dips sharply on Sunday
- Lower Manhattan shows a Monday spike, followed by steady decline toward the weekend

Key Insight

- Hell’s Kitchen leads in total transactions: 50,455
- Astoria is close behind: 49,660
- Lower Manhattan trails slightly at: 47,537

Daily Revenue And Product Trend



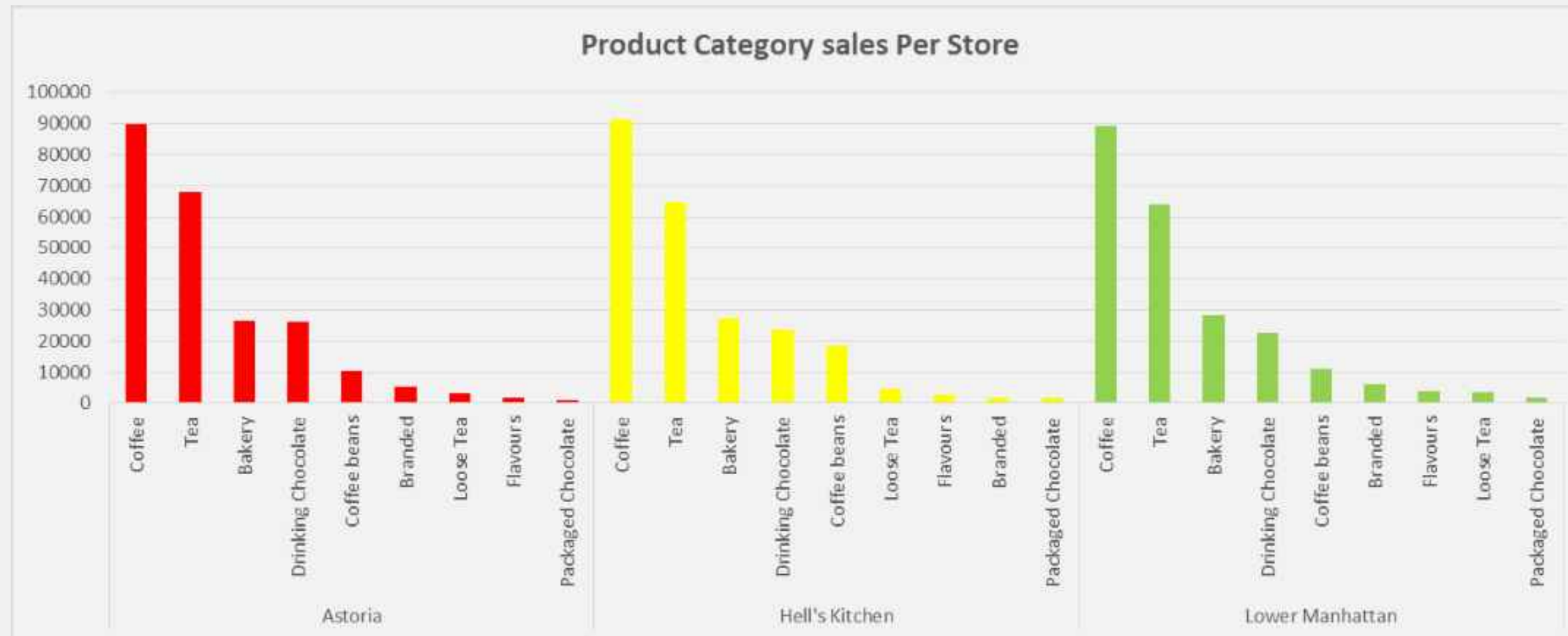
Key Insight

- All three stores—see their highest revenue in the morning, Lower Manhattan with R12289 revenue makes it our top morning king followed by Hell's Kitchen with R11560 Revenue in the morning.
- Astoria consistently earns more than other two stores in afternoon and evening

Key Insight

- Hell's Kitchen shows the highest sales volume, outperforming Astoria and Lower Manhattan in both metrics
- Astoria ranks second with 49,660, while Lower Manhattan lags behind at 47,537

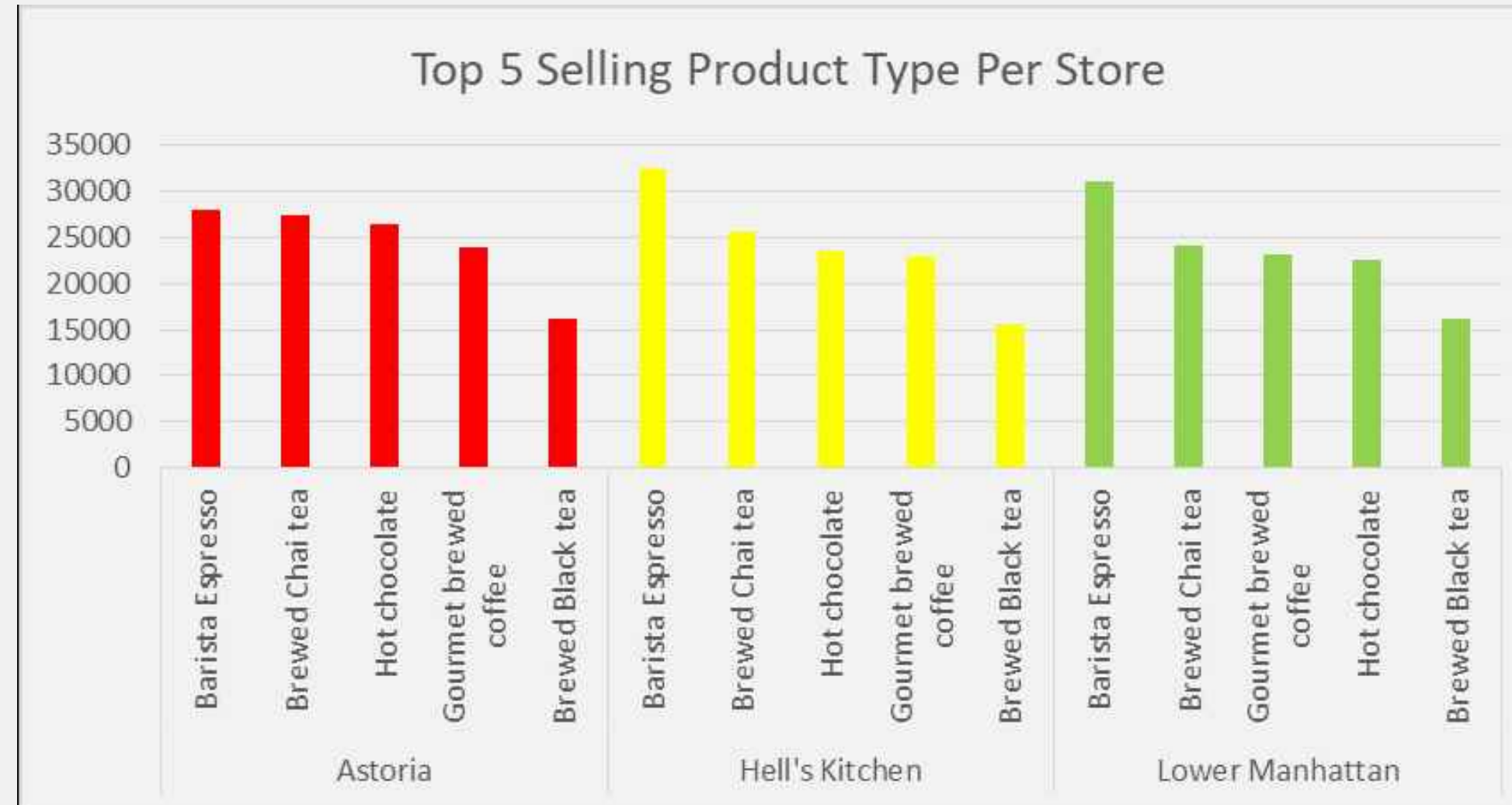
Product Category Performance Per Store



Key Insight

- Coffee and Tea are the top 2 categories in every store
- Hell's Kitchen shows a more balanced spread across product categories
- Astoria relies heavily on Coffee and tea, while Lower Manhattan has strong sales across Coffee, Tea, and Bakery

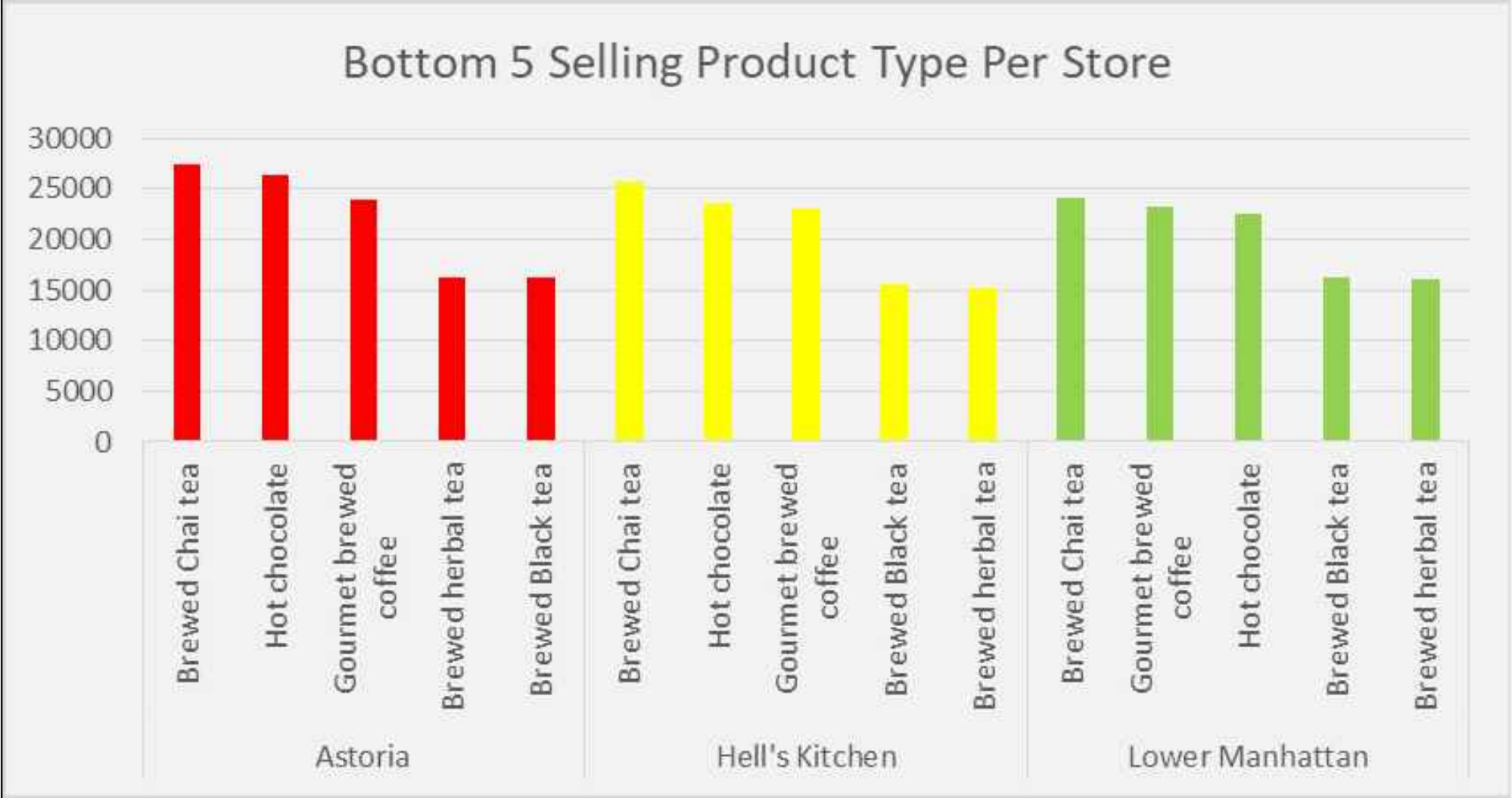
Top 5 Highest Grossing Product



Key Insight

- All 3 stores show Barista Espresso and Brewed Chai Tea in the top spots
- Hell's Kitchen leads in Barista Espresso sales overall
- Hot Chocolate performs better in Astoria, while Gourmet Brewed Coffee does well in both Hell's Kitchen and Lower Manhattan

Underperforming Product: Bottom 5 Sales



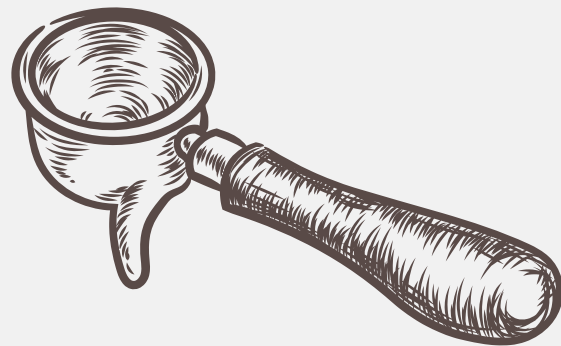
Key Insight

- Brewed Chai Tea and Hot Chocolate are also appearing in the bottom tier for some stores a sign of inconsistent demand across locations
- Brewed Herbal Tea and Brewed Black Tea consistently appear in the bottom 5 across all three stores
- Products like Gourmet Brewed Coffee fluctuate, underperforming in some stores (Hell’s Kitchen) but performing better in Astoria and Lower Manhattan

Recommendations

1. 📦 Product Optimization

- Introduce premium coffee variations based on local taste
- Bundle coffee with high-performing bakery items or tea for higher basket value
- Ensure consistent quality across stores
- Refresh packaging and product visibility on shelves to boost appeal



2. 📣 Marketing & Promotions

- Run “Morning Rush” deals: Coffee + pastry combo at a fixed low price.
- Launch “Coffee Happy Hour” promotions in low-traffic hours.
- Create seasonal campaigns tied to holidays or weather (e.g. “Winter Warmers”)
- Leverage loyalty programs for frequent buyers
- Highlight value in-store with signage like “Customer Favorites” or “Manager’s Pick”

3. Operational Efficiency

- Balance inventory for low-sellers—avoid overstock, invest in targeted sampling
- Train staff on upselling techniques for all product in the store
- Track redemption of promos and bundles to fine-tune future strategies
- offer mobile app for order to reduce traffic conjunction
- Use customer feedback and purchase patterns to understand friction points





THANK YOU.

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