

Bright Coffee Shop

Sales Analysis

Njabulo Nkosi



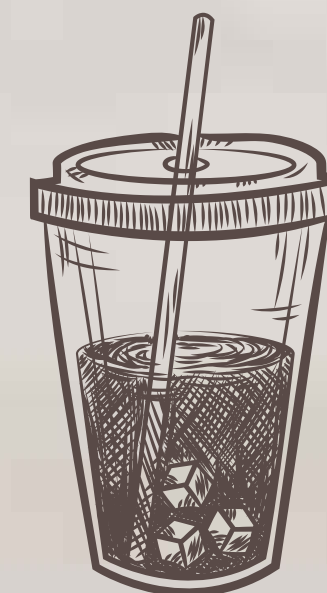
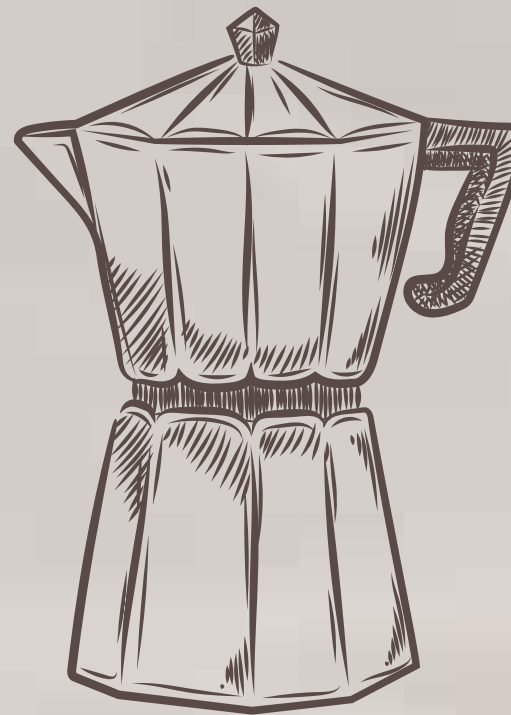
AGENDA

1. Project Context

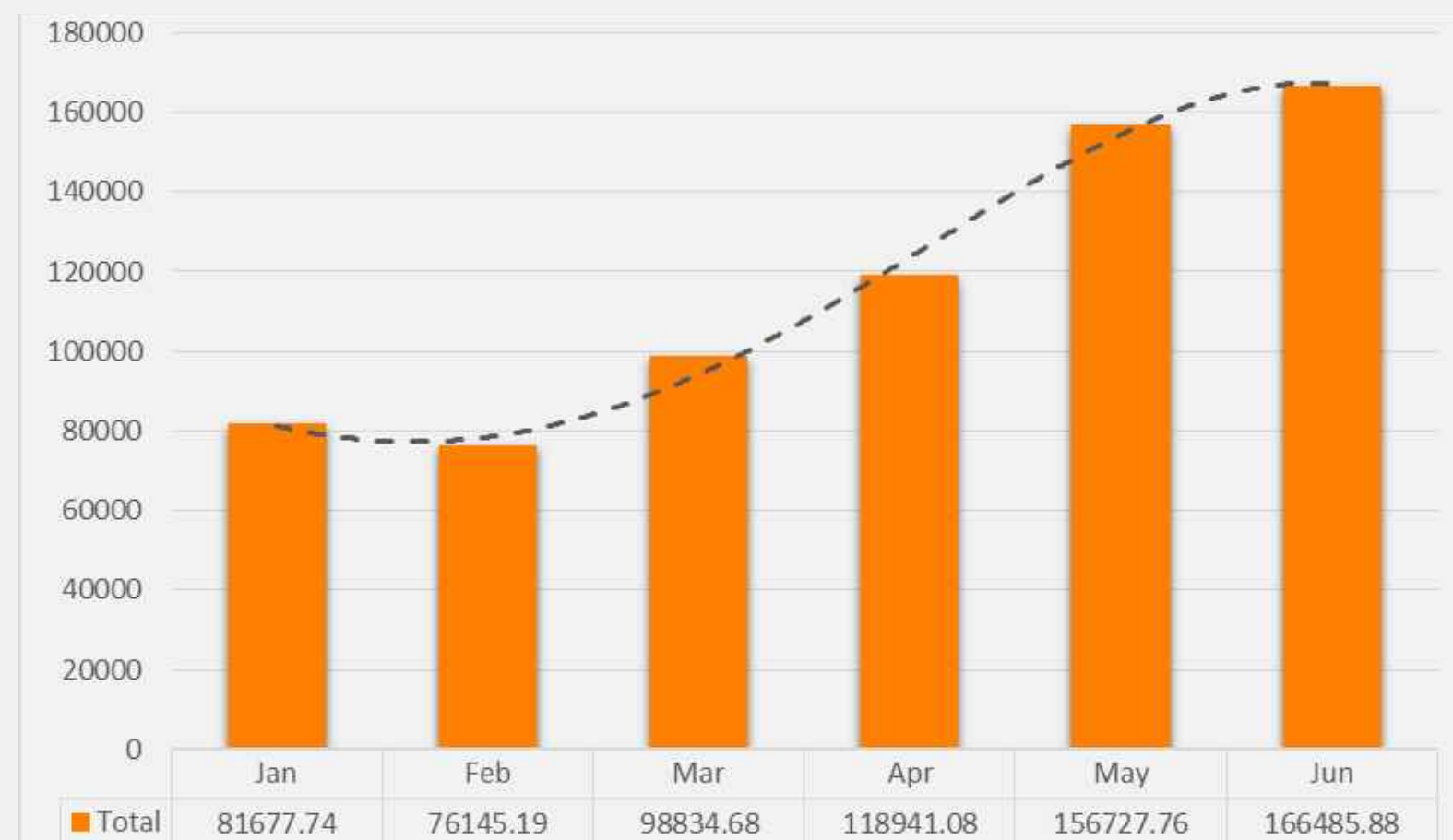
2. Sales Trends

3. Analysis

4. Recommendations

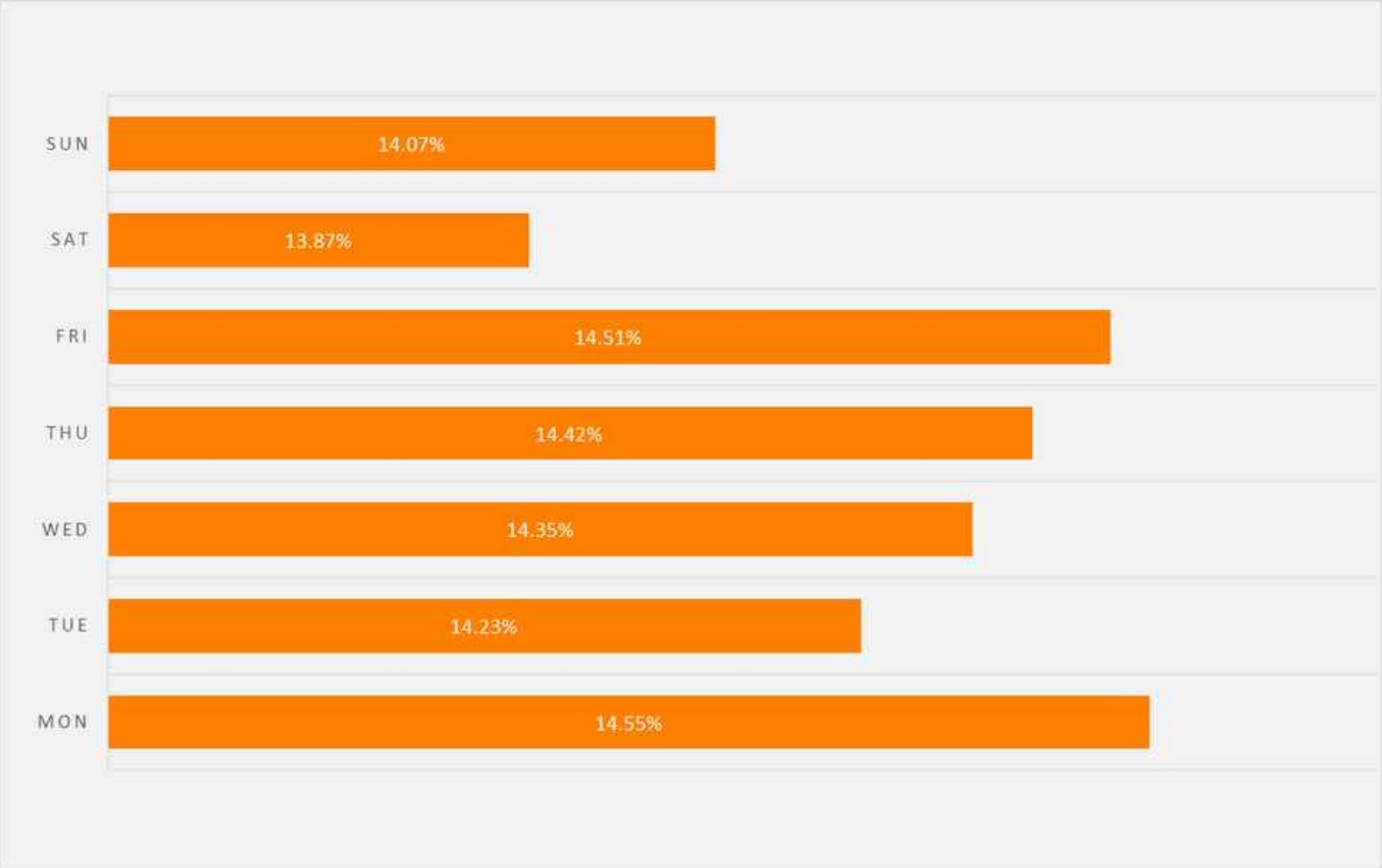


Six Month Sales & Weekdays trends



Key Insight

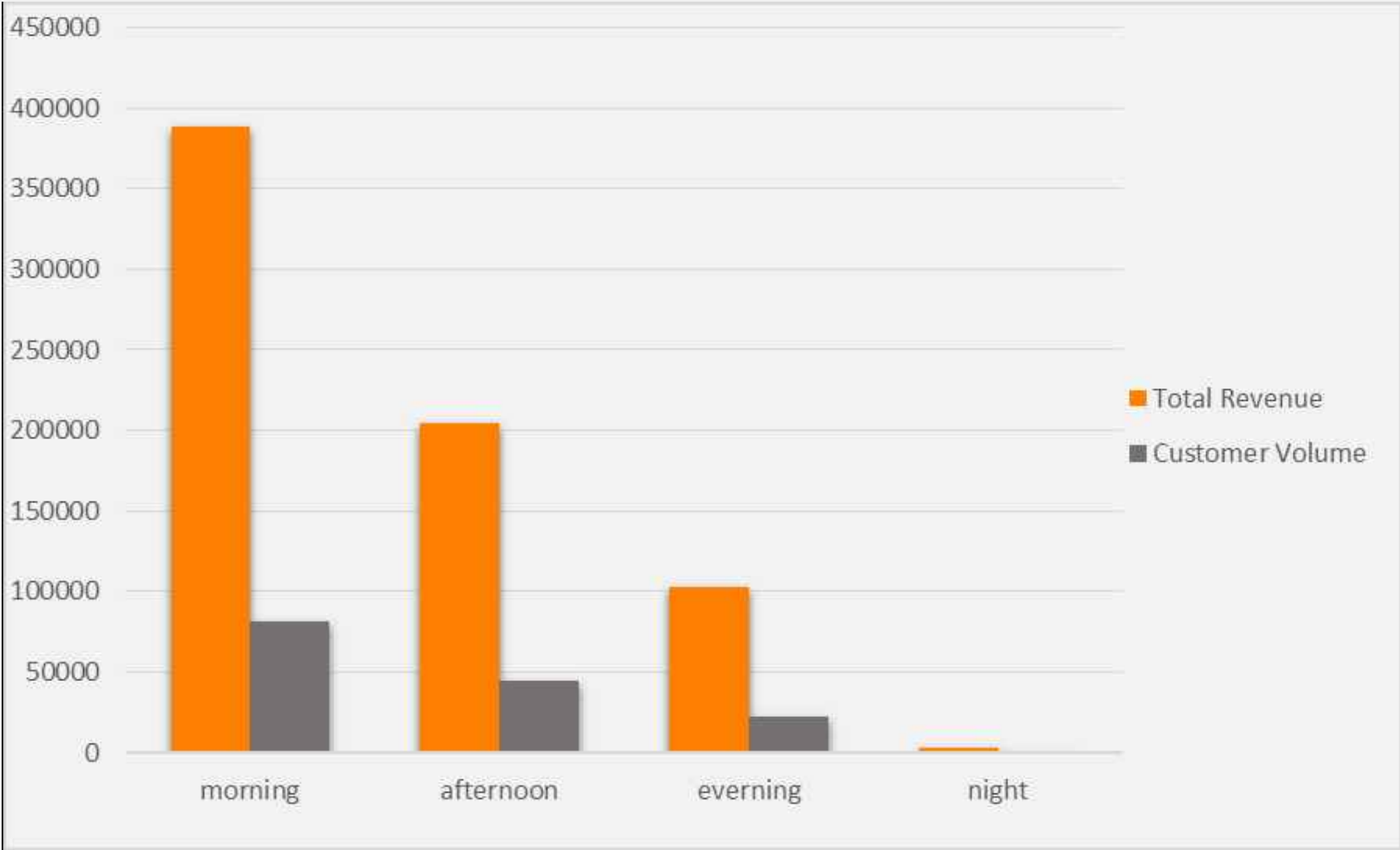
- Sales show a strong upward trend from January to June (from 12% to 24%)
- June recorded the highest sales with R166,485.88 revenue, which is 24% and May followed closely with R156,727.76 revenue which is 22%
- February had the lowest sales: R76,145.19 which is 11% of total revenue



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 frame & Customer volume

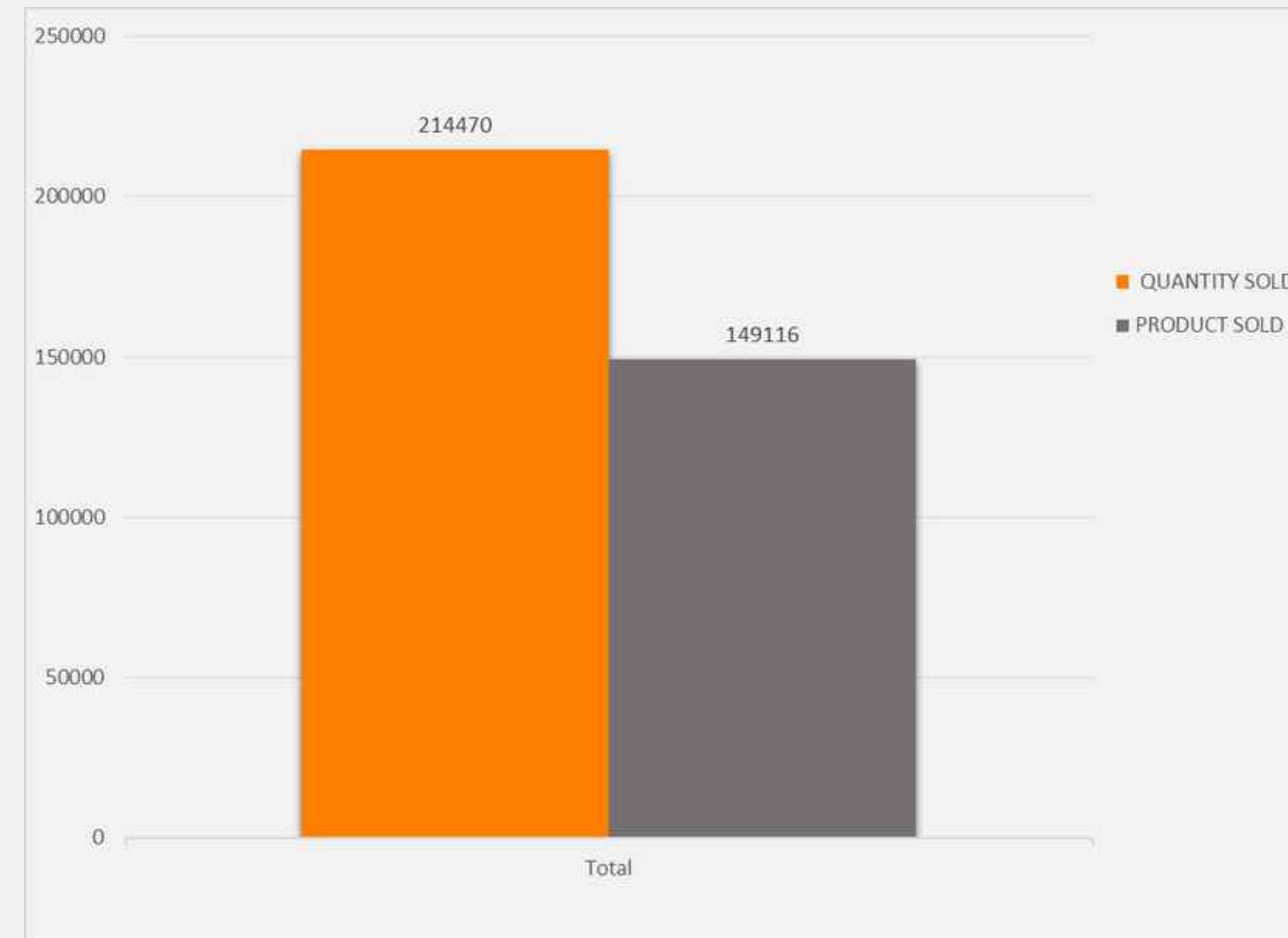
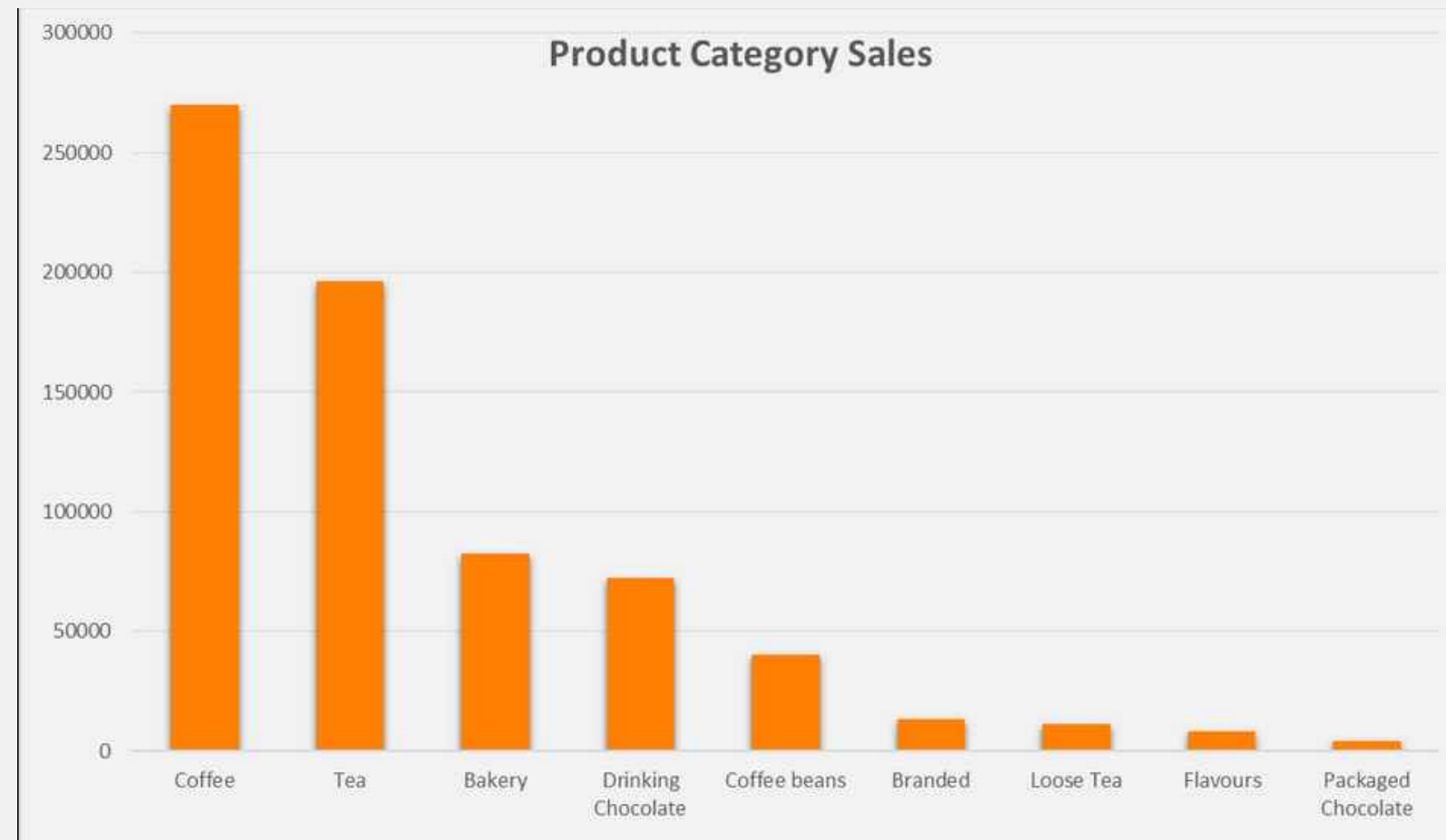


Description	Time range	Revenue %	Customer Vol %
morning	06:00:00 - 11:59:59	55.56%	54.63%
afternoon	12:00:00 - 16:59:59	29.30%	29.95%
everning	17:00:00 - 19:59:59	14.72%	15.01%
night	20:00:00 - 05:59:59	0.42%	0.41%

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

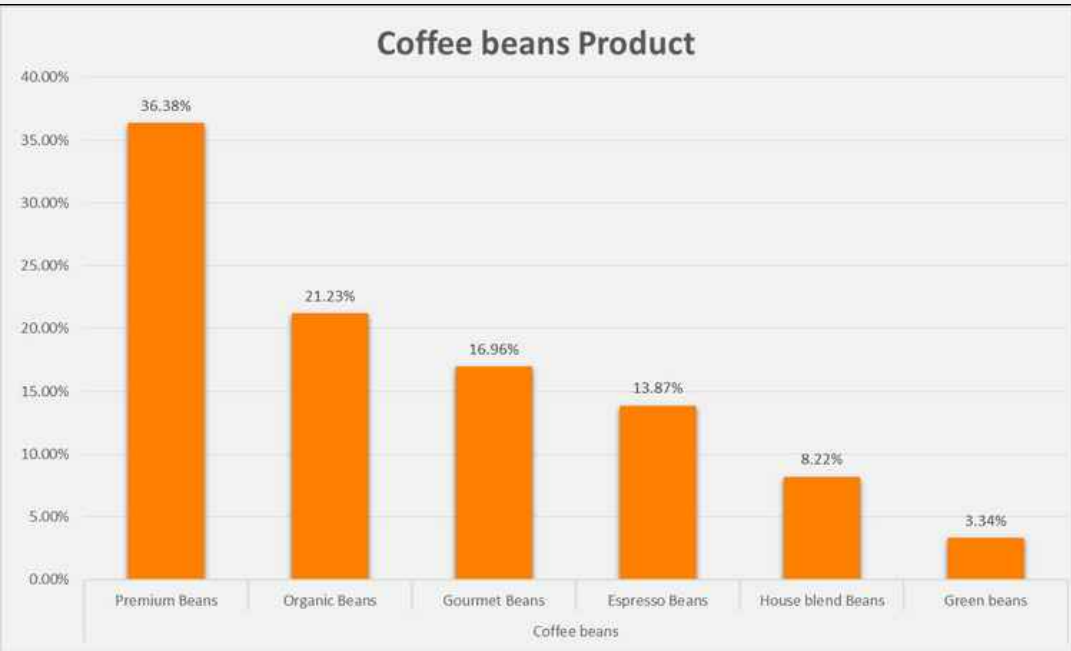
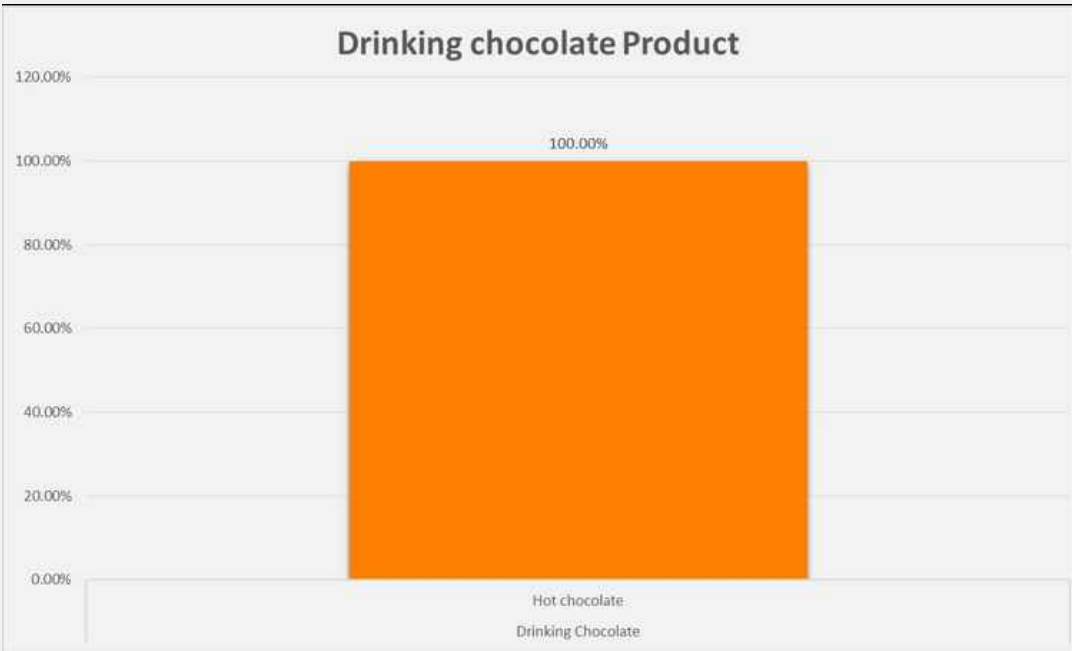
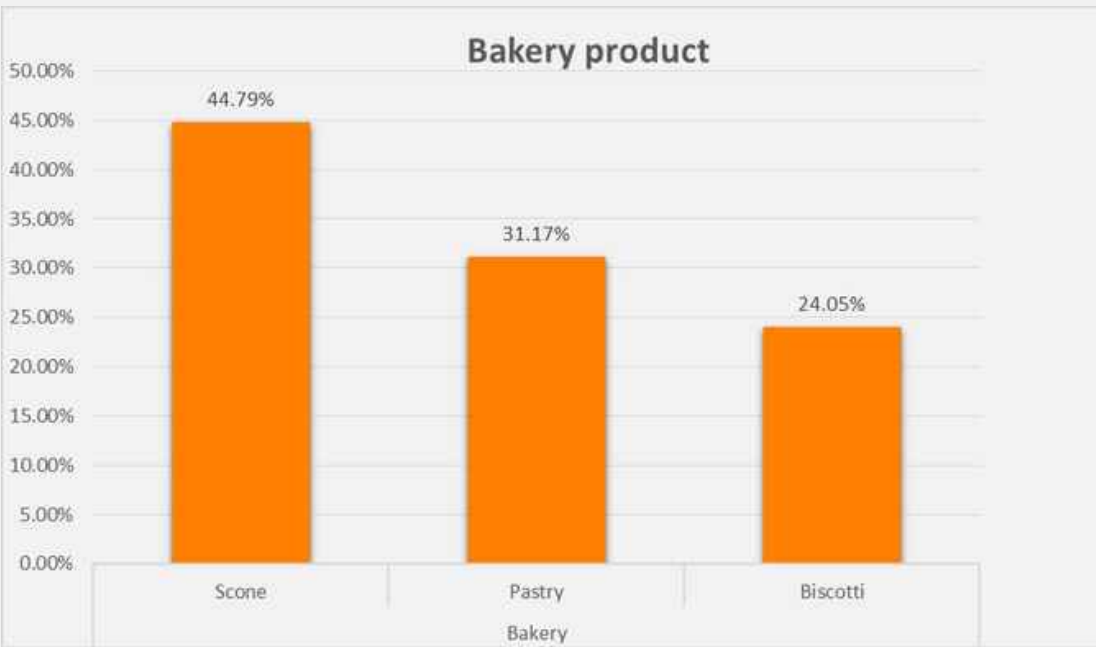
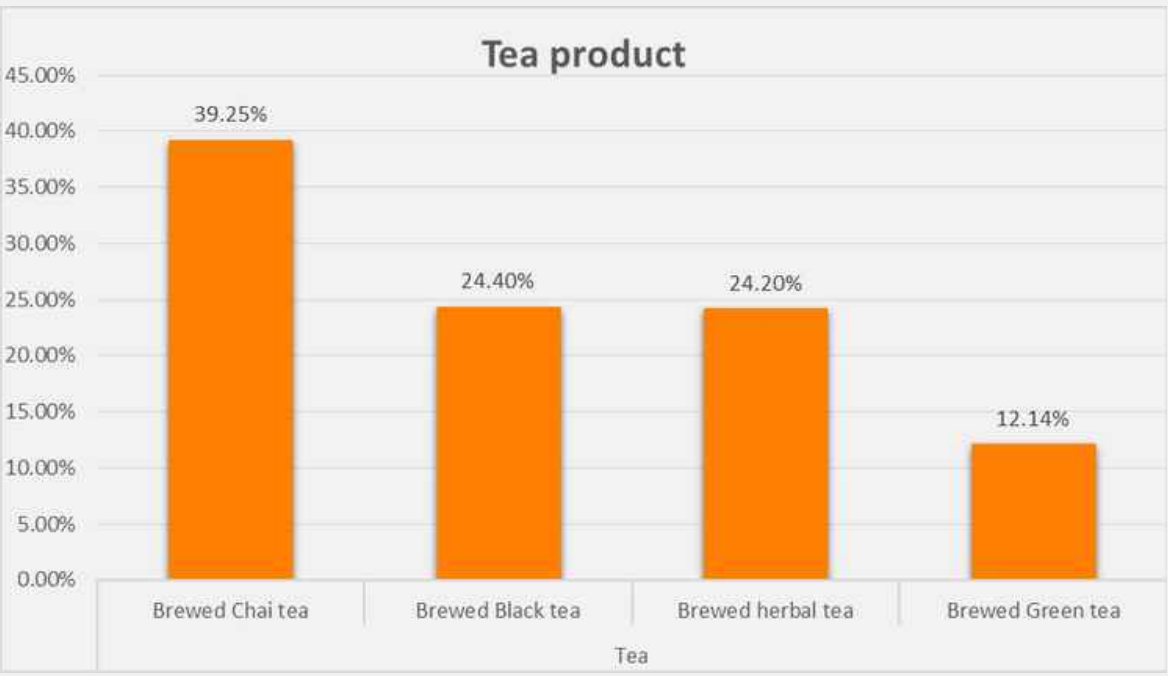
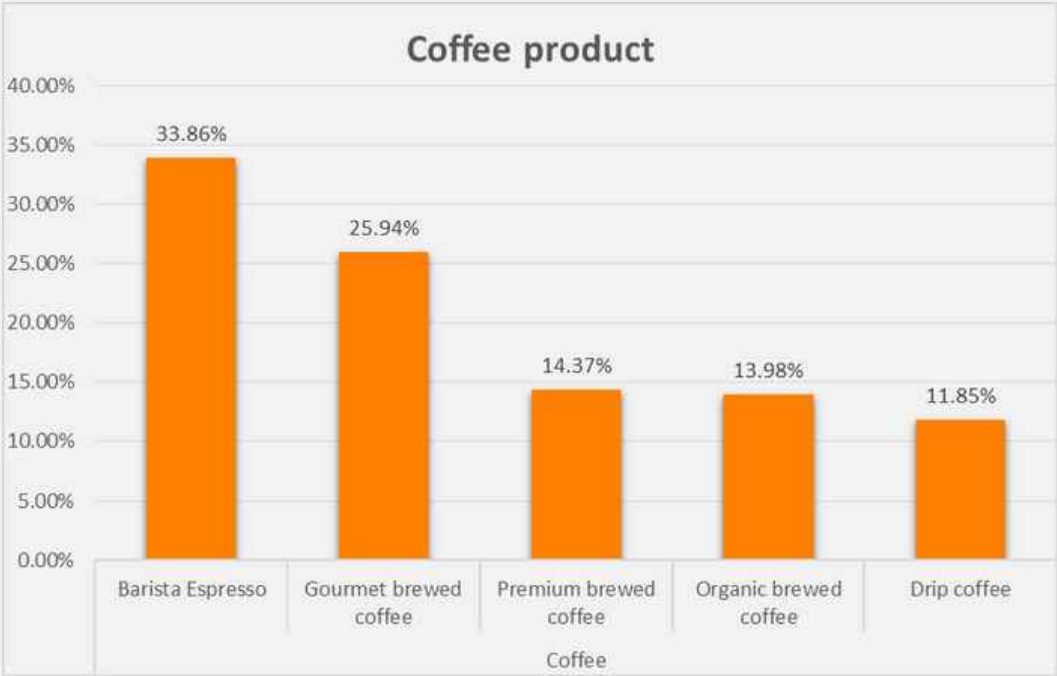
Product & Quantity Trends



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

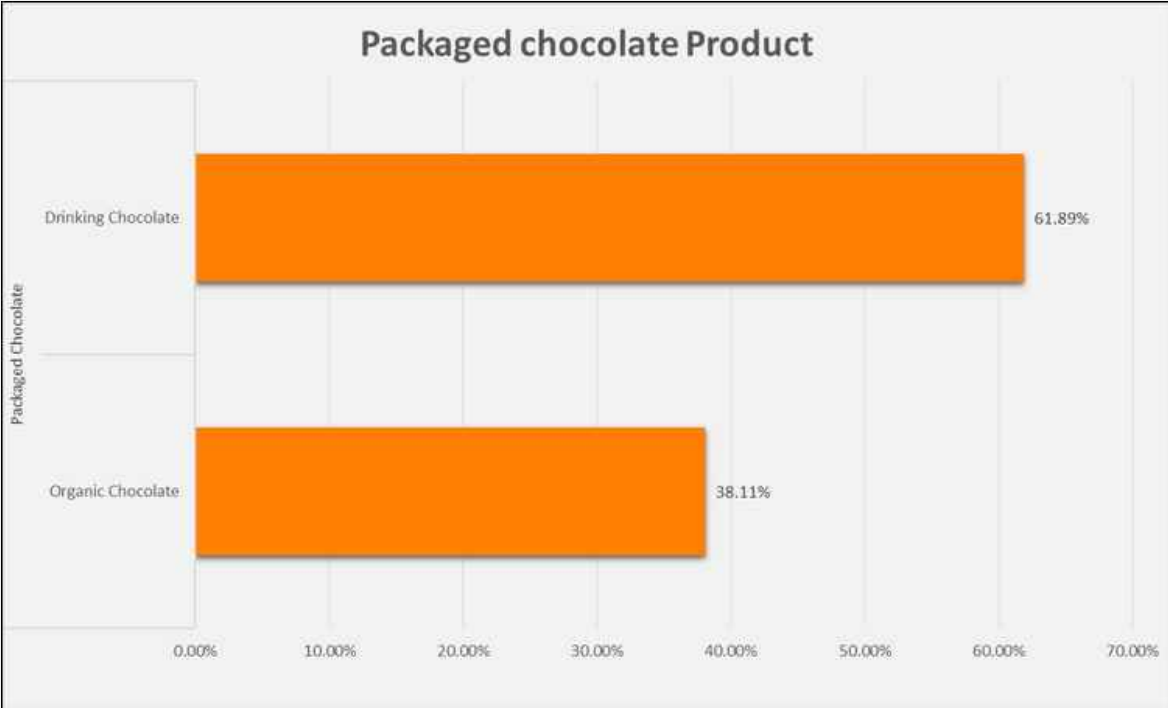
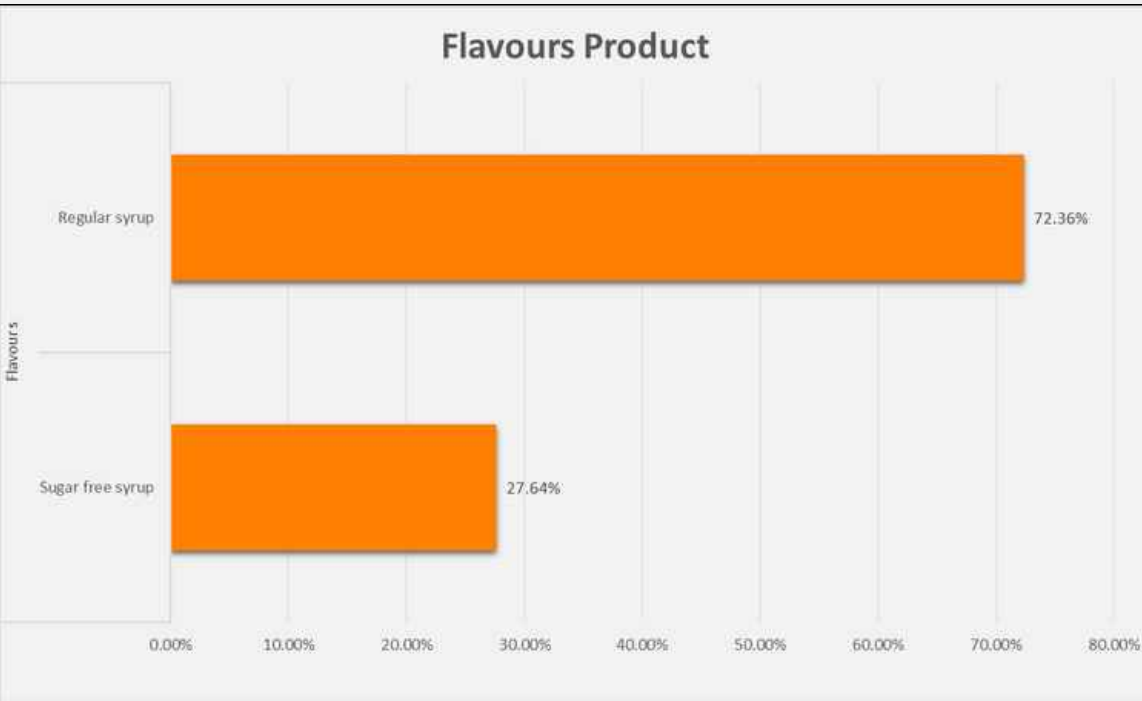
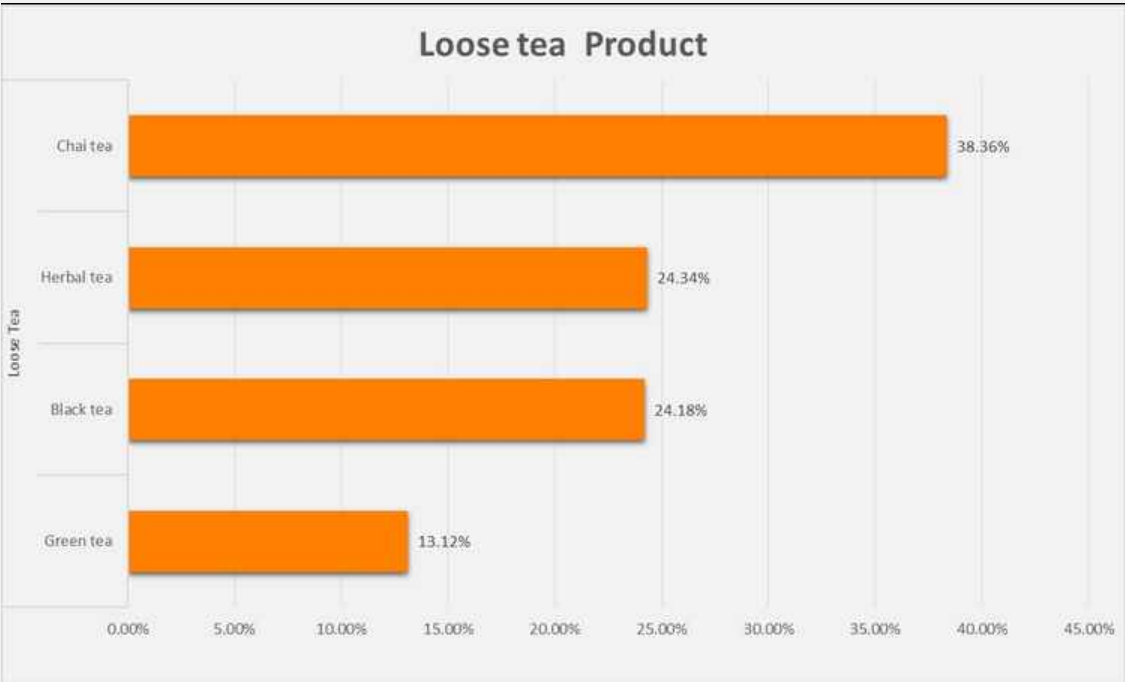
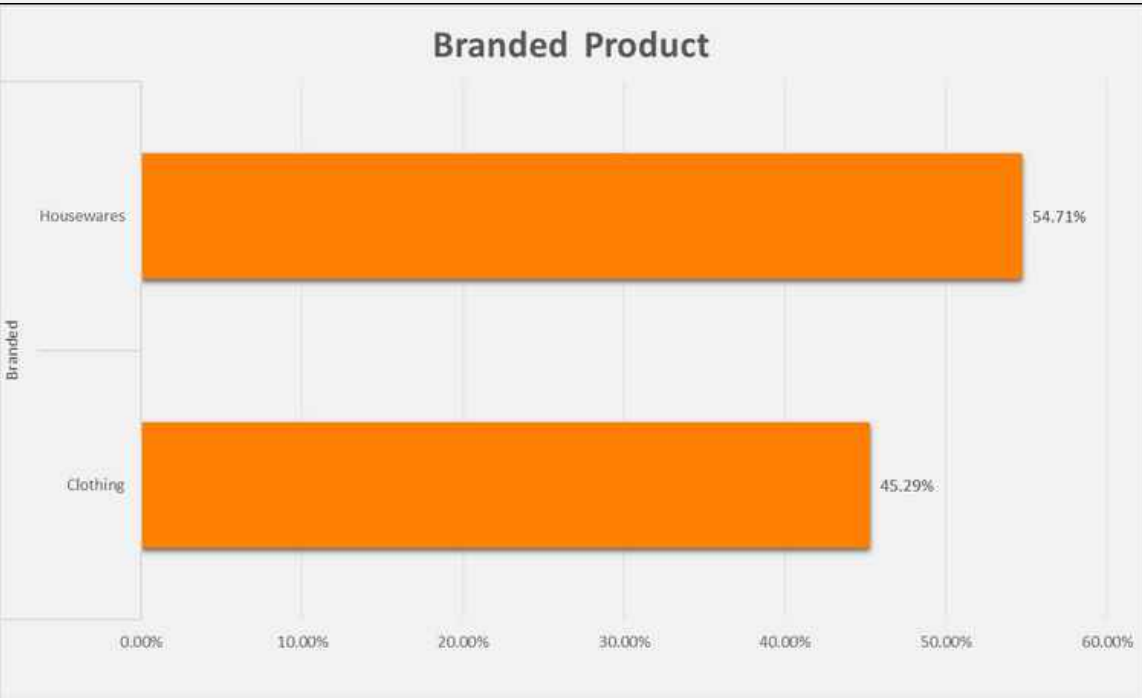
Revenue Champions In Product type



Key Insight

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

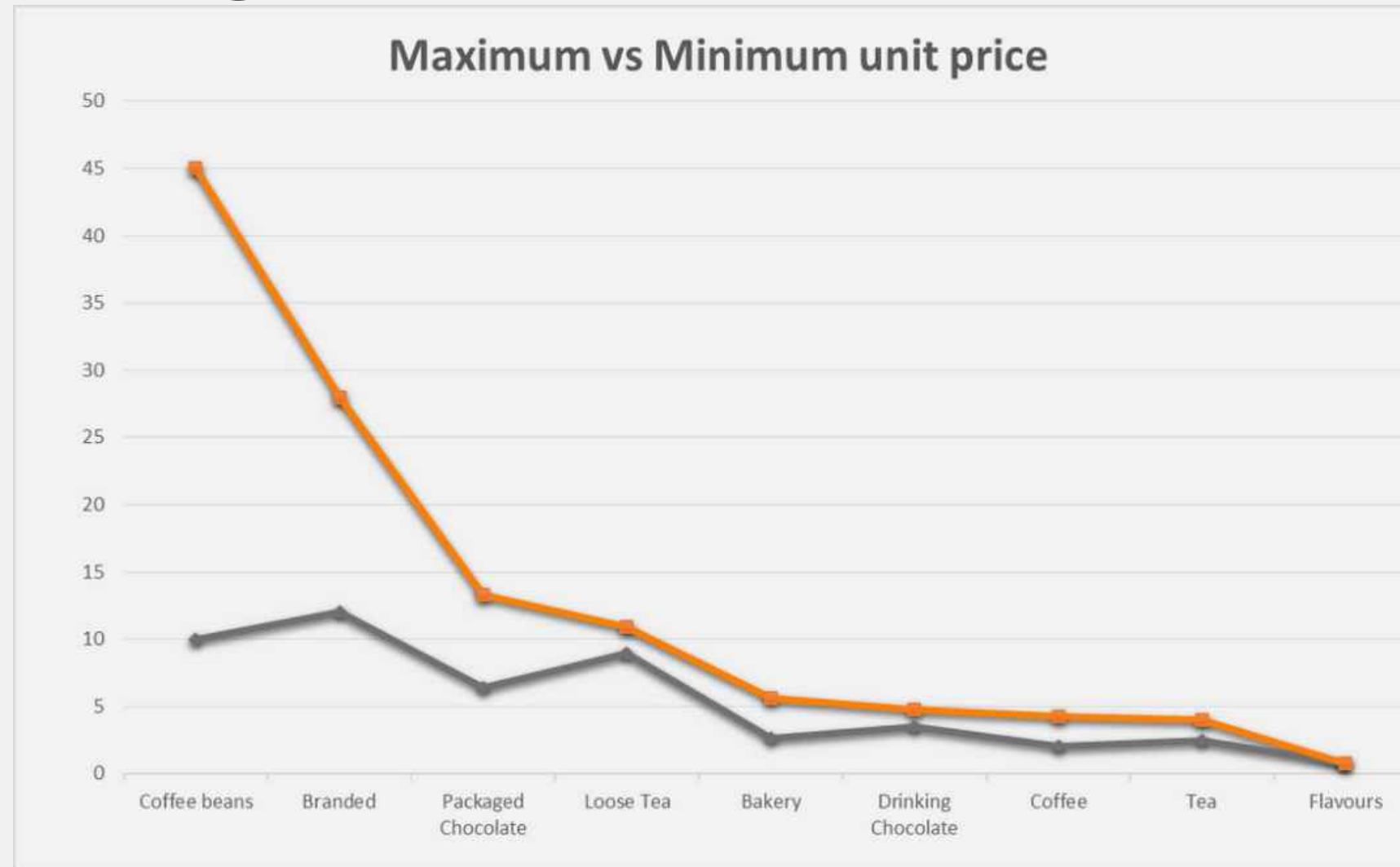
Low Yield Product type



Key Insight

- showing product type that are classified as Low-yield product holding less than 5% of total revenue

Unit Price Analysis :Maximizing value across Product Category



Key Insight

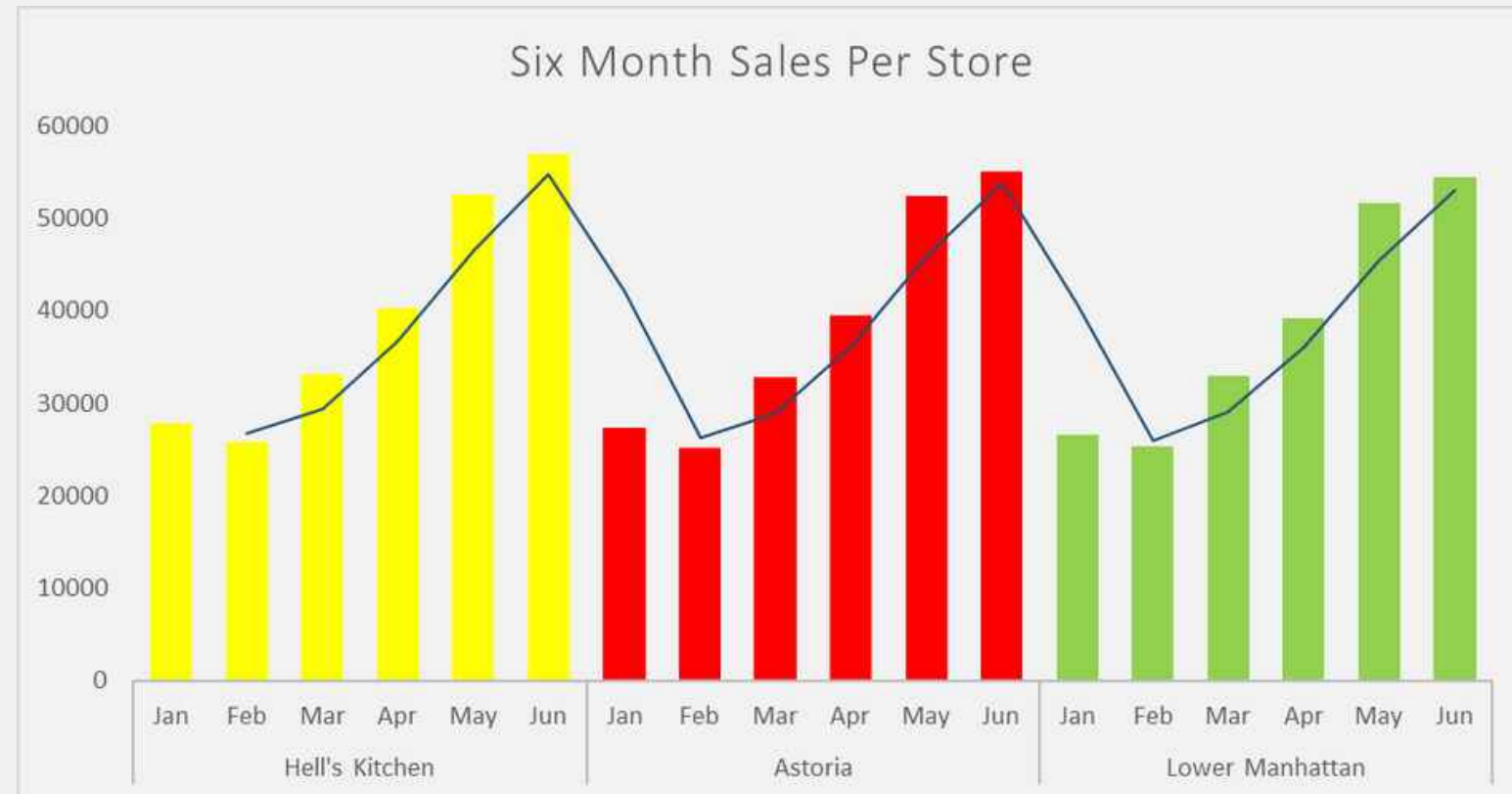
- Price distribution is uneven, we understand from this that most Coffee have lower prices, while a few Coffees have higher prices
- Coffee beans hit the highest unit prices (up to R45), Branded comes seconds hitting the unit price up to R28.
- From bakery to flavours have narrower price ranges, unit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

Total Revenue Per Store in Six Month Period



Key Insight

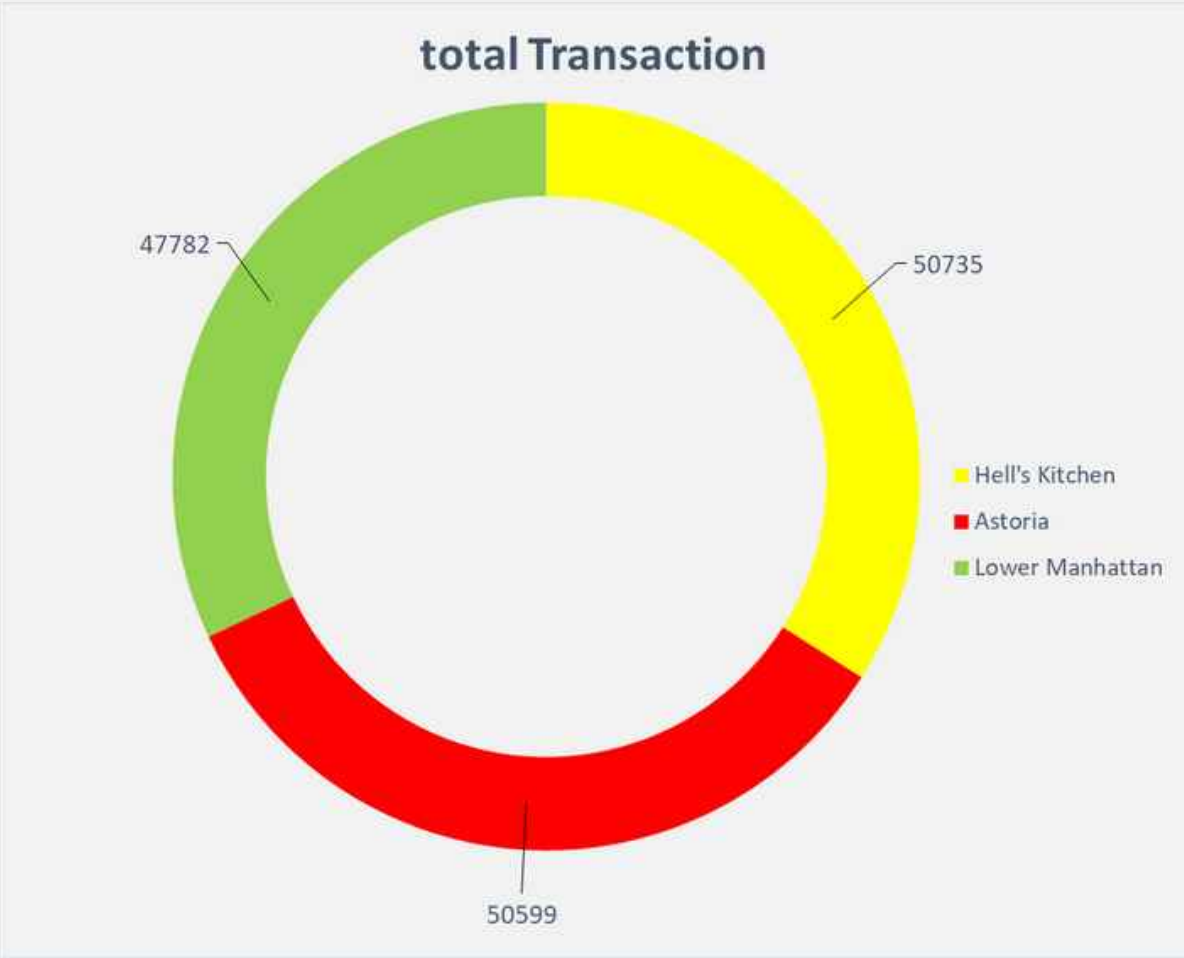
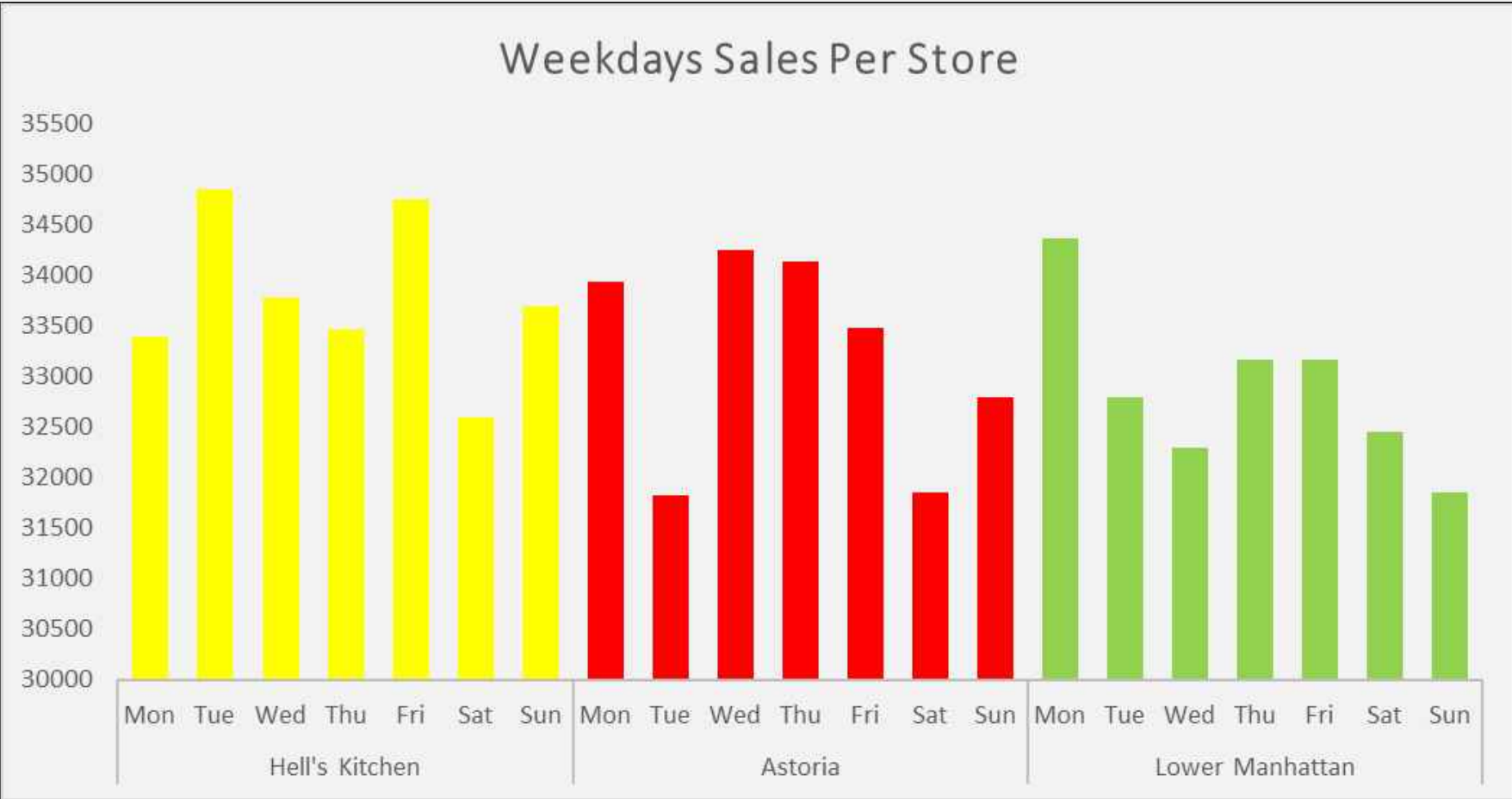
- Total revenue generated from each store location amounted to R236,511.17 for Hell's Kitchen, R232,243.91 for Astoria, and R230,057.25 for Lower Manhattan
- Hell's Kitchen leads in total revenue makes it our top performing store carrying 34%
- Lower Manhattan has the lowest revenue R230,057.52 (33%) makes it our bottom store



Key Insight

- All stores sales show a strong upward trend from January to June from (11%-24%) growth
- Strong sales peaks occur in May and June holding (21%-24%), making them best profitable months in all stores

Weekdays & Total Transaction Overview Per Store



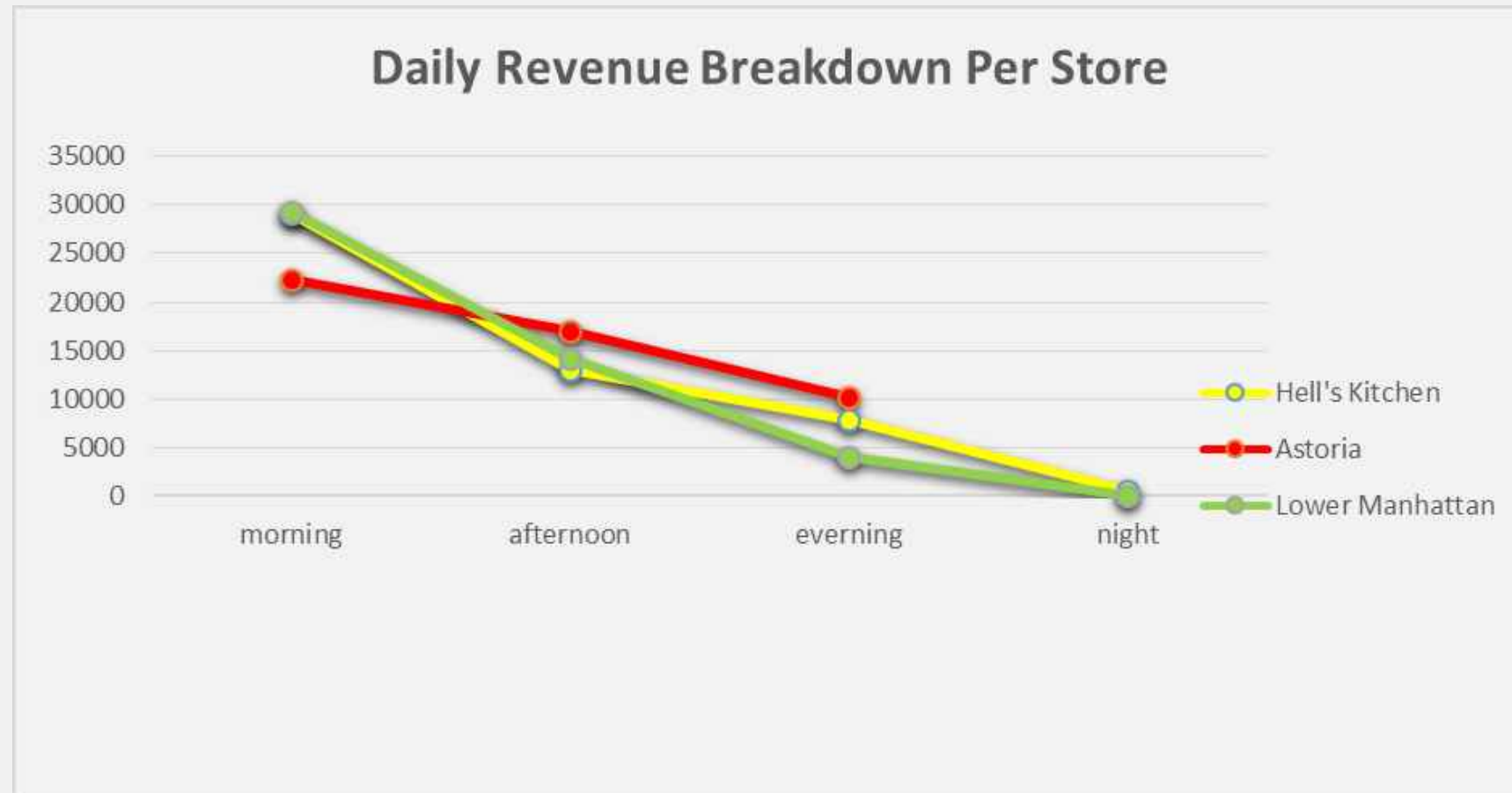
Key Insight

- 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 and Monday
- Lower Manhattan shows a Monday spike, followed by steady decline toward the weekend

Key Insight

- Hell’s Kitchen leads in total transactions: 50,735
- Astoria is close behind: 50,599
- Lower Manhattan trails slightly at: 47,782

Daily Revenue And Product Trend



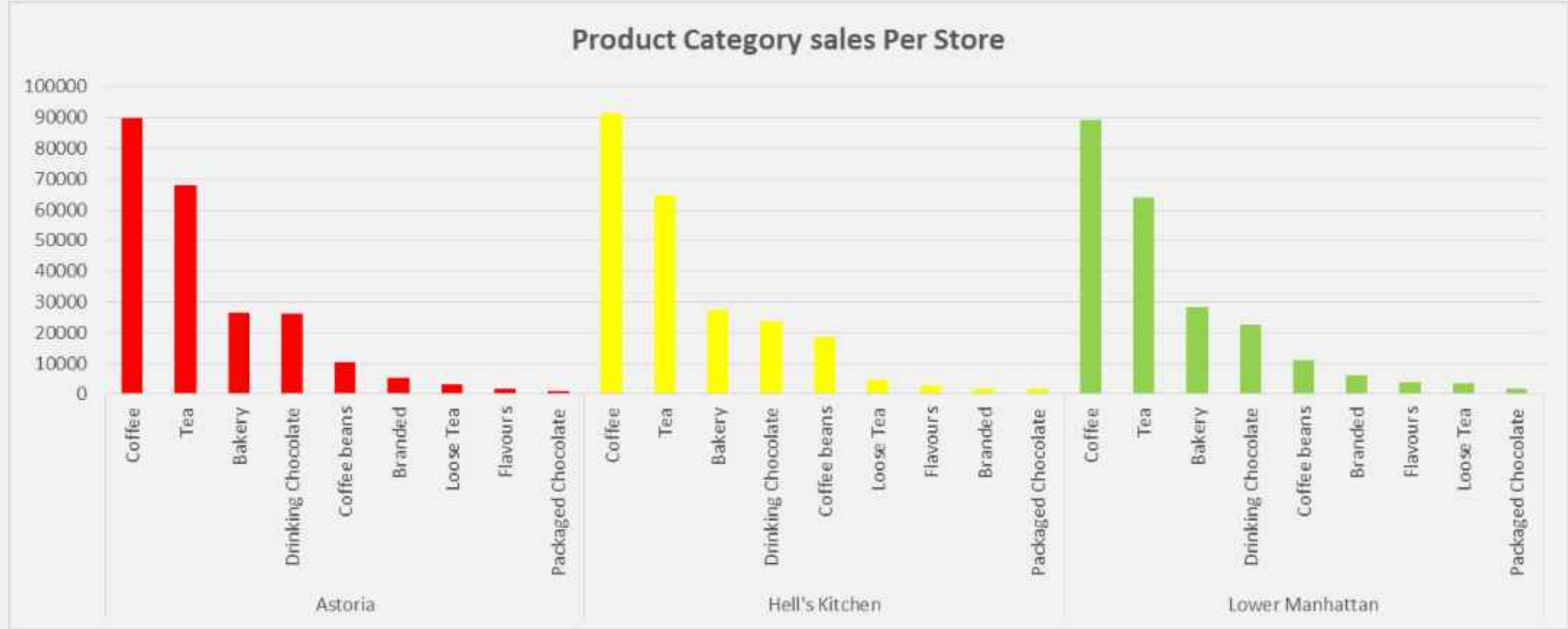
Key Insight

- 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, holding 33.45 % product sold and 34% Quantity sold
- Astoria ranks second with 33.10% product sold carrying 34% Quantity sold , while Lower Manhattan lags behind 33.45% product sold carrying 32% Quantity sold

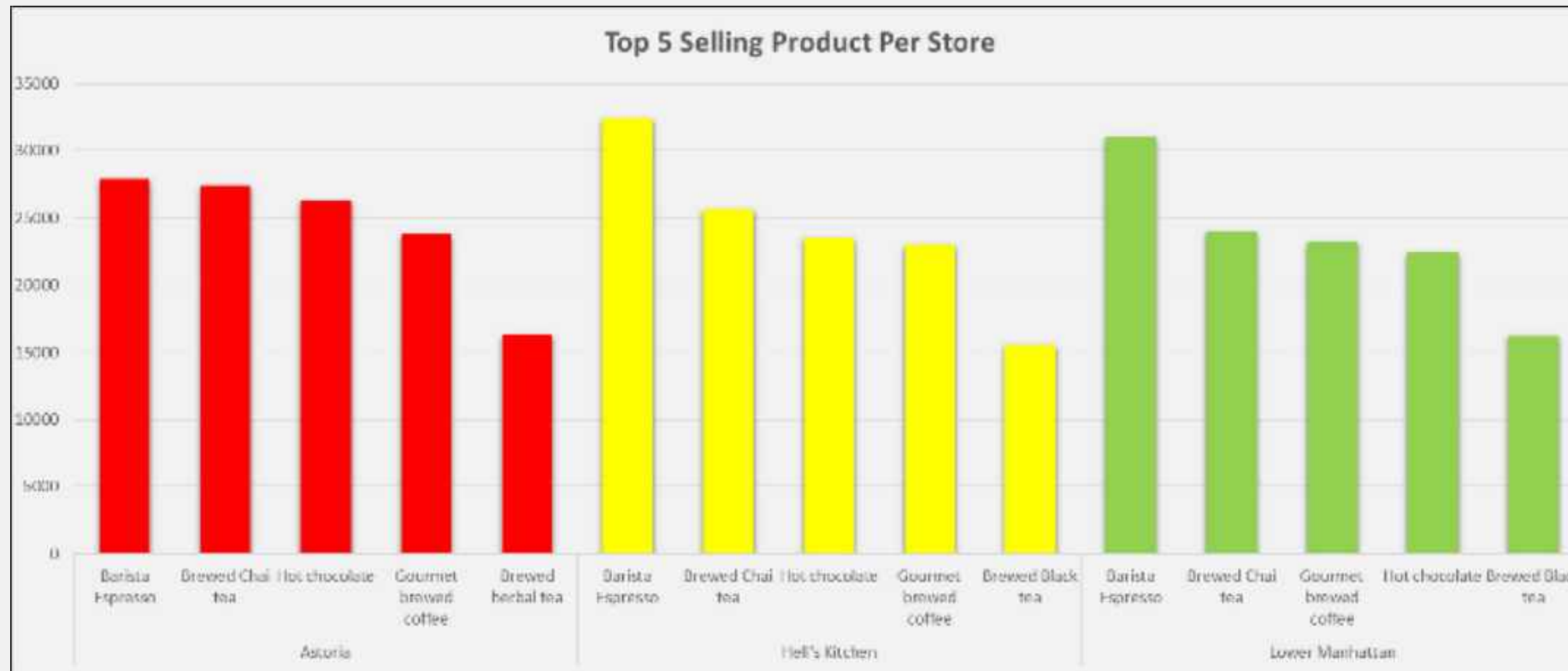
Product Category Performance Per Store



Key Insight

- Coffee and Tea are the top 2 categories in each store both contributed 65%-67% in each 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, Bakery, Drinking chocolate and Coffee beans

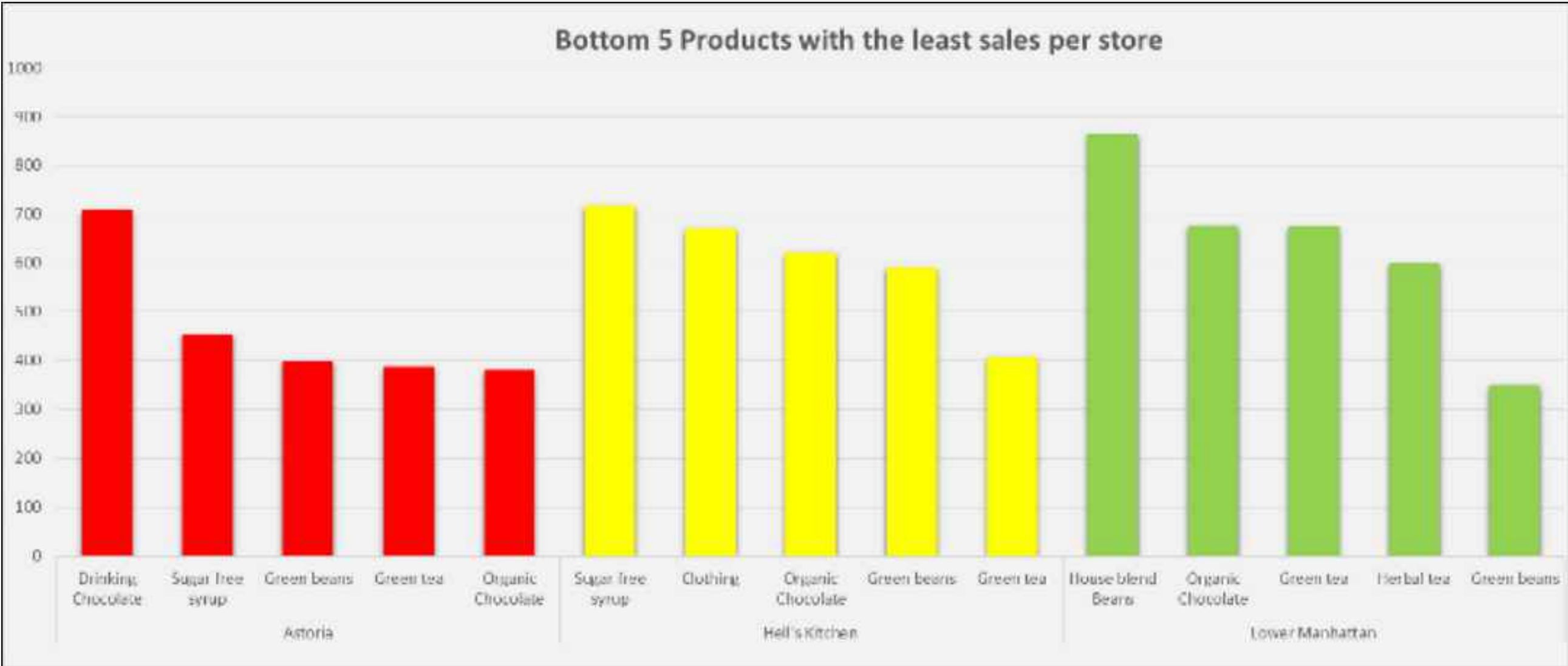
Top 5 Highest Grossing Product



Key Insight

- Showing top 5 products in each store location that contribute between 50% - 54% in total revenue of six month period .
- All 3 stores show Barista Espresso and Brewed Chai Tea in the top spot both contributed 23% - 25%.
- 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



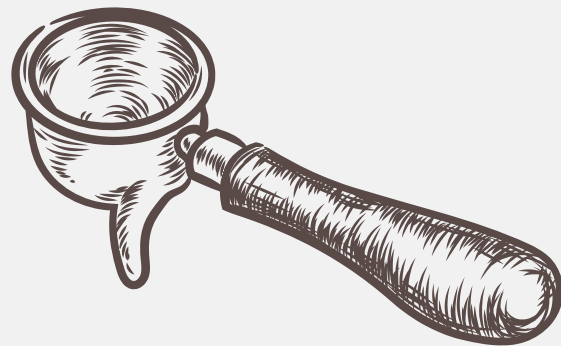
Key Insight

- showing bottom five products at each store location contributed just 1% in total revenue over the six-month period.

Recommendations

1. Product Optimization

- Introduce premium coffee variations based on local taste
- Bundle coffee with lower-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 + biscotti combo at a fixed 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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