



BRIGHT COFFEE SHOP

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OBJECTIVES:

- Which products generate the most revenue
- What time of day the store performs best
- Sales trends across products and time intervals
- Recommendations for improving sales performance

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INSIGHTS:

- Sales data analyzed across time, products, categories, and store locations
- Key patterns identified to inform strategic decisions
- Actionable recommendations proposed to boost performance

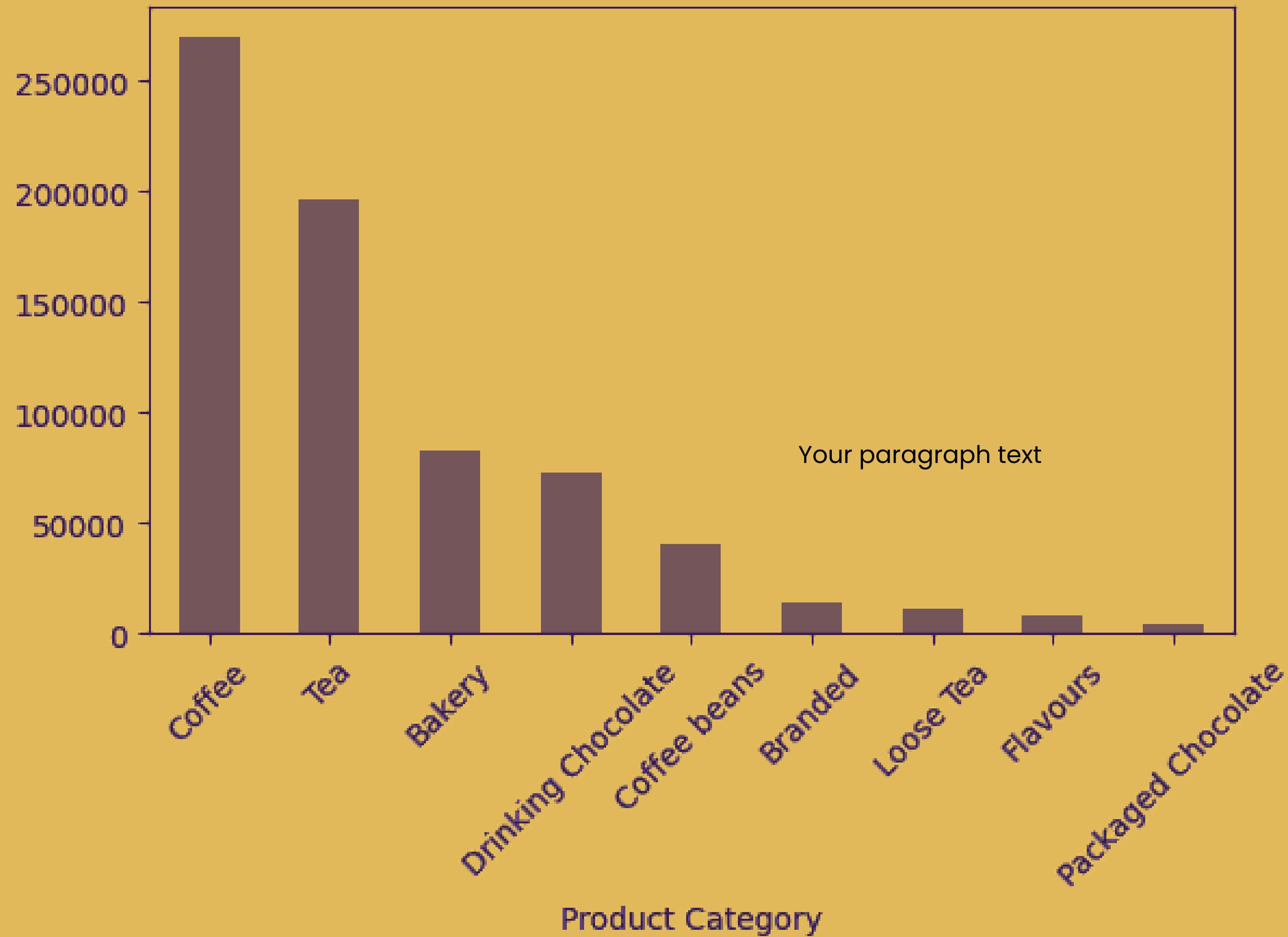


Product Category sales

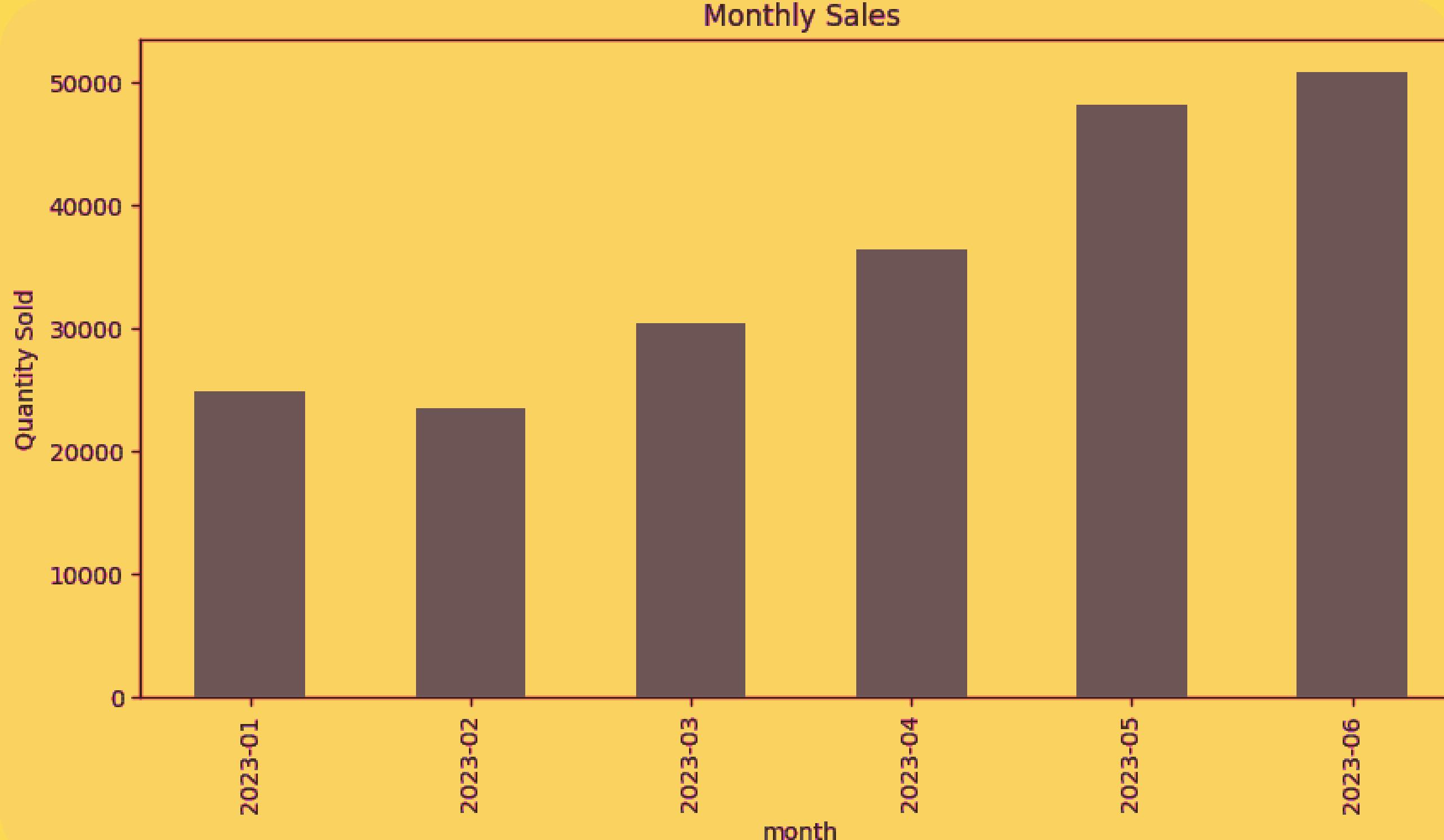
Product Insights

- Bestsellers: Core beverages and high-margin snacks
- Underperformers: Low sales on some niche or seasonal products
- Opportunity: Focus on profitable combos and upsells

Total Sales by Product Category



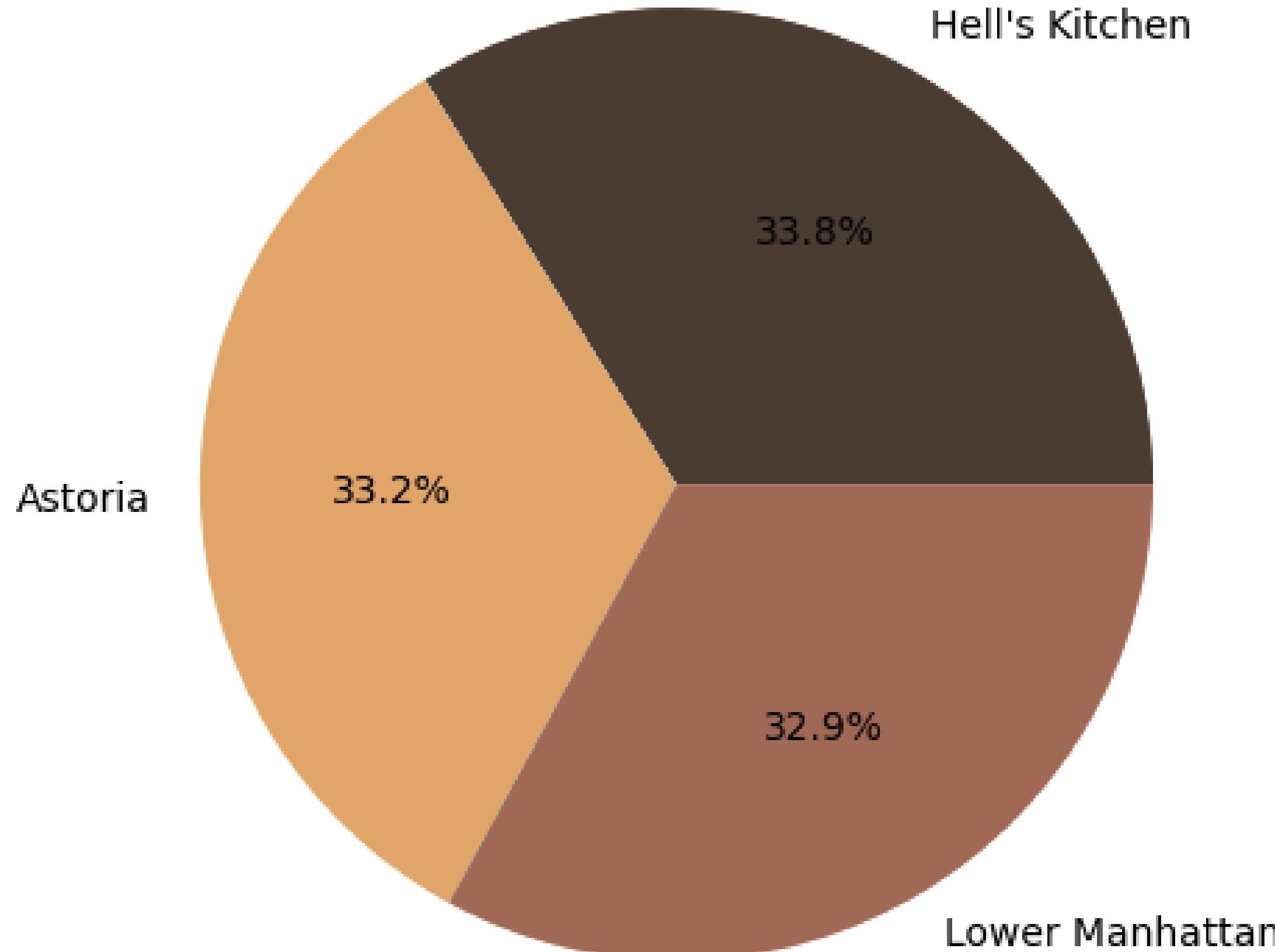
Monthly Sales



Sales Performance Overview:

- Consistent monthly sales, with peaks during holiday seasons in May and June.
- Top 20% of products drive 80% of revenue (Pareto trend)

Total Sales by Store Location

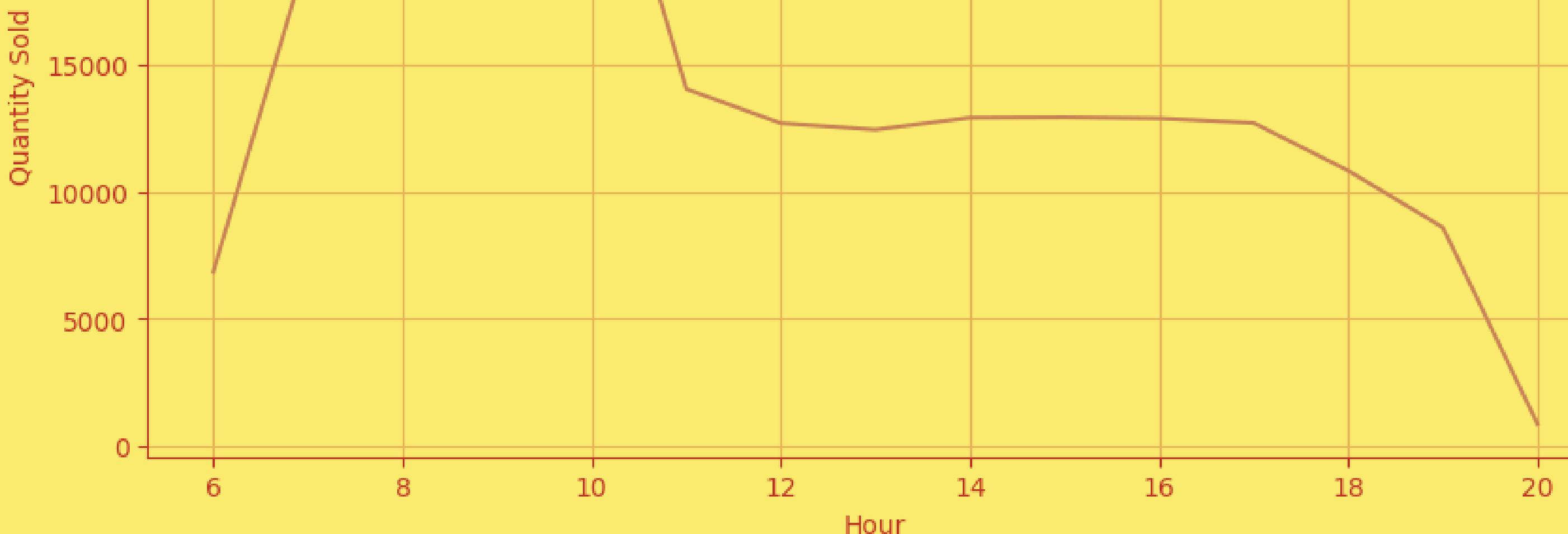


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Sales by location.

- Hells Kitchen significantly outperform others in both sales and volume
- Variations are not big in margins but however this may be due to location, staff, or local demand
- Consider targeted improvements and marketing according to the location trends.

Sales by Hour of Day



Time-Based Trends

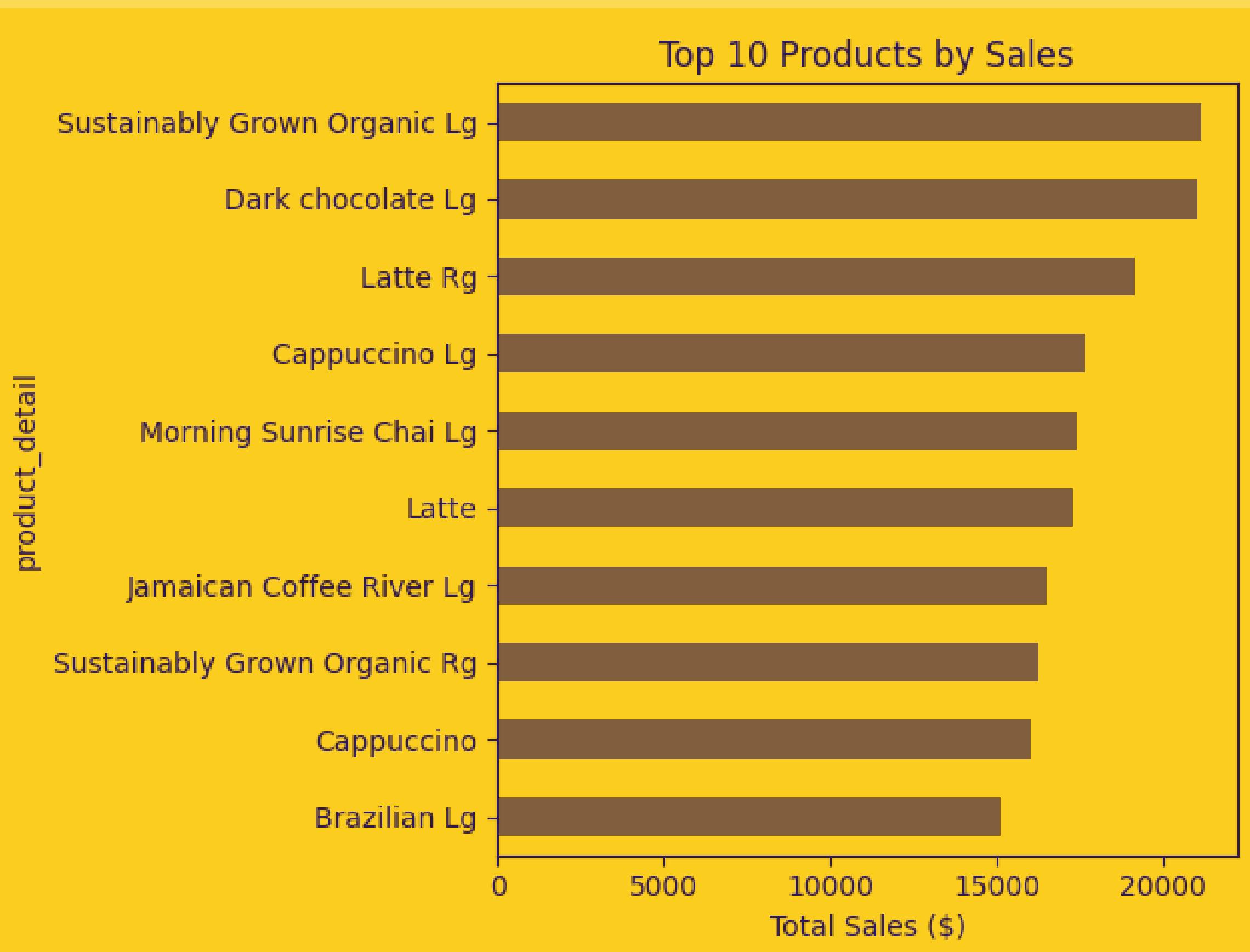
- Peak sales during 7–9 AM and 12–2 PM
- Afternoons and late evenings show lower traffic
 - Suggestion: Offer midday promotions or loyalty perks

Sales by hour of Day



Top 10 products by sales

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- The Sustainably Grown ORGANIC Large and the Dark Chocolate are the most popular product.
- Latte regular is also popular following behind the top 2.
- Coffee is the most selling product on the menu
- The margins are not far off from each other as the difference is not much.

Data Analysis Summary

- Total number of transactions: High volume indicating steady customer flow
- Total units sold: Suggests consistent demand for core product
- Clear monthly trends with potential seasonal variation
 - Top revenue-generating months: Typically correlate with holidays or promotions
 - Highest-earning categories: Likely beverages and baked goods
A few products generate the majority of sales (e.g., top 5 products)
- Busiest hours: Morning (7–9 AM) and lunch (12–2 PM)
- Slow periods: Mid-afternoon and evening hours
Top-performing stores are likely in high-traffic or well-managed areas
- Underperformers may need operational review or support

Actionable Insights

1. Optimize Product Mix

- Promote bestsellers more visibly like coffee and hot chocolate and the bakery goods.
- Remove or revamp low-demand items to reduce inventory and waste.
- Introduce seasonal versions of top products to boost excitement.

2. Adjust Operating Hour

- Extend hours during peak demand for example morning rush and during the day
- Offer time-based promos for example happy hour discounts

3. Improve Store Performance

- Provide training or marketing support to underperforming locations like Astoria and Low Manhattan.
- Explore store-specific preferences for all stores

4. Curate revenues

- Expand high-margin categories (e.g., specialty coffee, merchandise).
- Introduce combos or upsells (e.g., pastry with coffee) to increase basket size.

5. Run Targeted Promotions

Use product, time, and location data to run smarter campaigns.

- Offer promotions on slow-moving items during off-peak hours.
- Use loyalty programs to reward frequent purchases or referrals.
- Personalize marketing via email/SMS based on purchase history

6. Use Data Dashboards

Ongoing access to insights is more valuable than one-time reports.

- Set up interactive dashboards for example in Power BI, Excel, or Python.
- Track KPIs like daily sales, average order value, and top items in real time.



DATA ANALYSIS FOR BRIGHT COFFEE SHOP.

THANK
YOU...

