

Bright Light

Coffee Shop

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INTRODUCTION

- Bright Coffee Shop have been consistently serving diverse customers with a range of high-quality coffee and tea with some food items.
- This report explores key trends and performance indicators captured from daily transactions.
- With a new CEO focused on expanding revenue and optimizing product offerings, this analysis is designed to highlight actionable insights of customer behaviour, product performance, and operational efficiency.



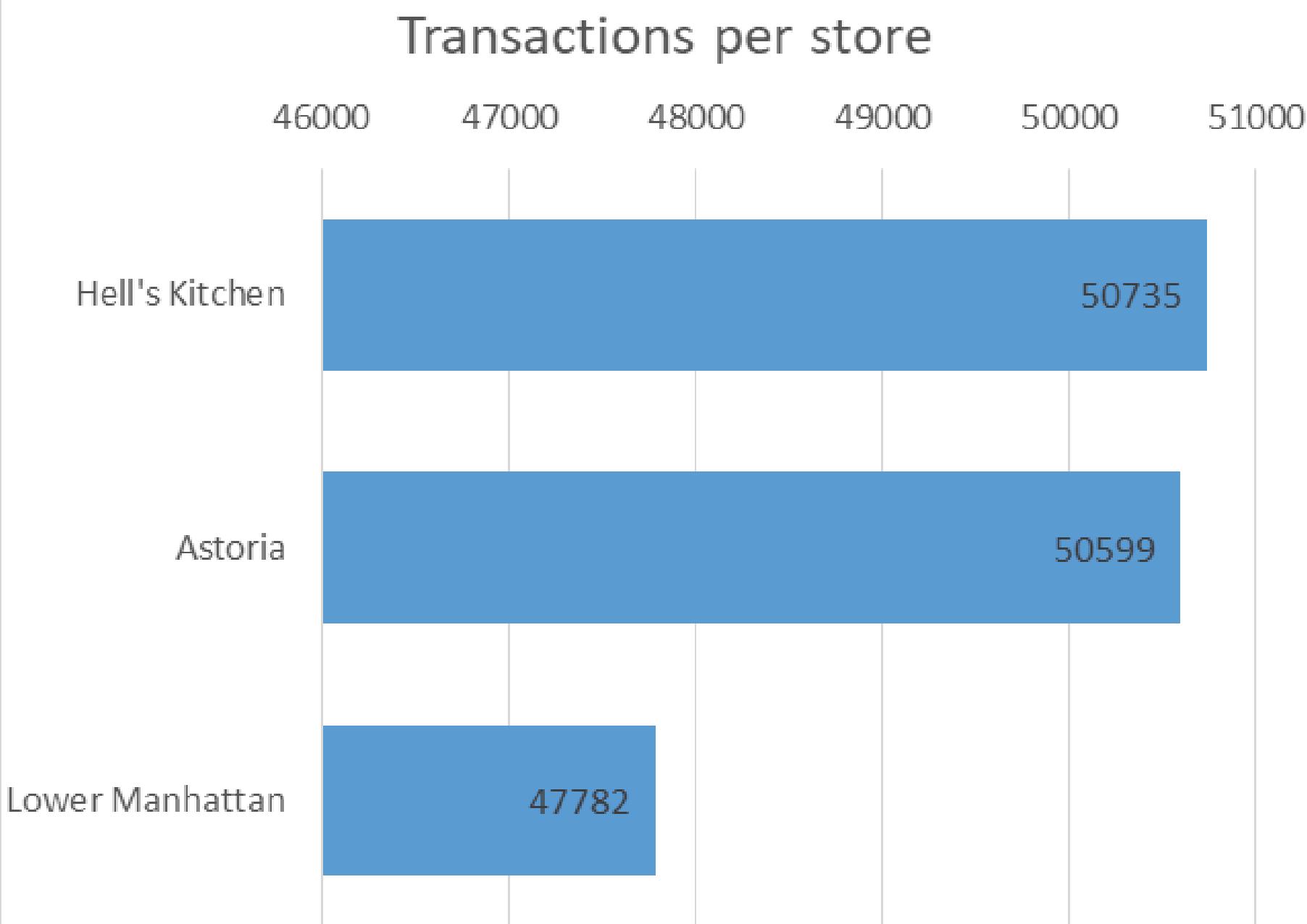
To extract actionable business insights from the "Bright CoffeeShop Sales" dataset that will increase revenue, enhance product offerings, drive customer satisfaction and retention and improve store-level performance.

OBJECTIVES

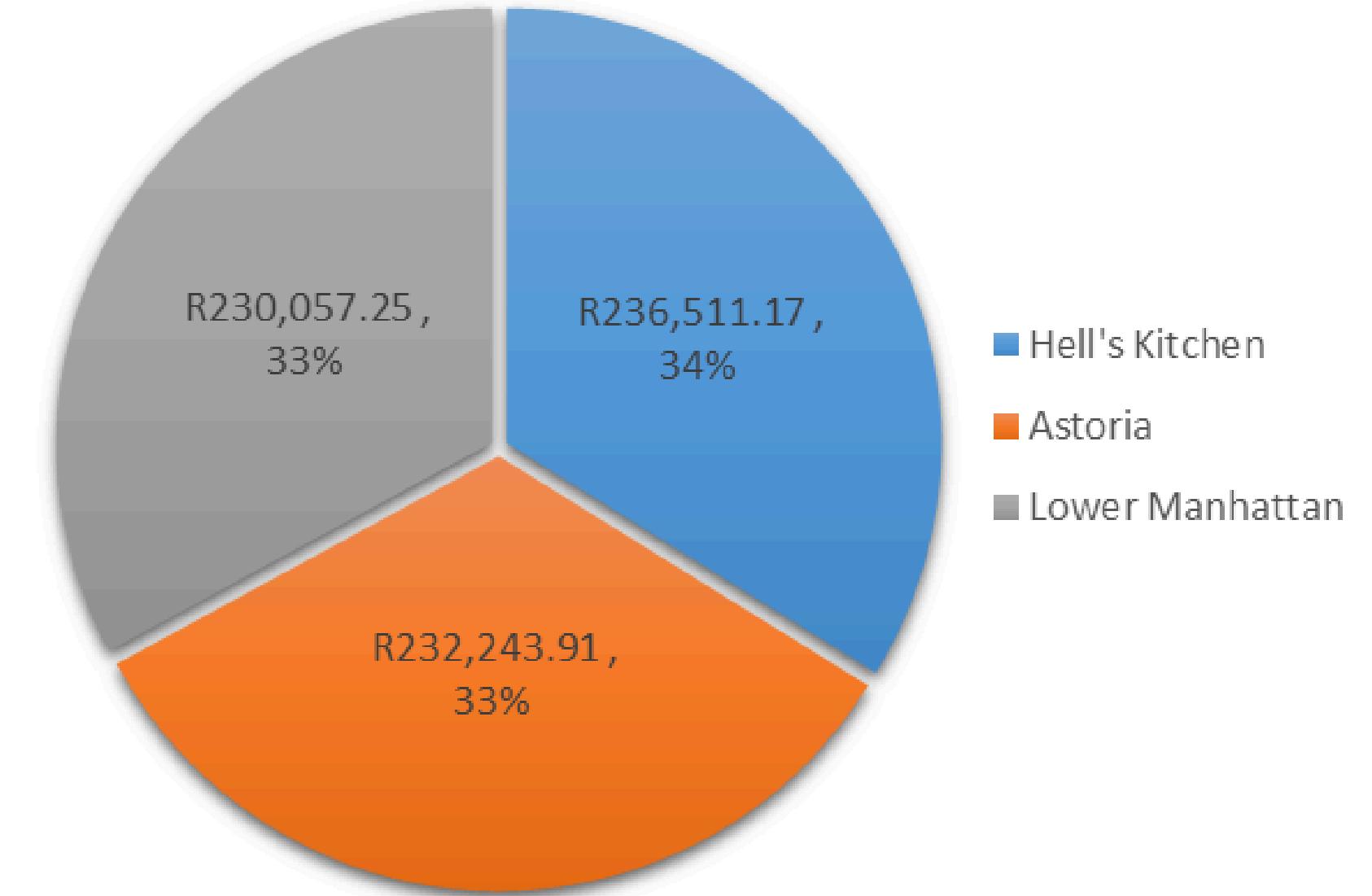
- Identify best-selling products
- What time of day the store performs best
- Sales trends across products and time intervals
- Highlight over and underperforming categories and opportunities for menu adjustment
- Evaluate performance across different store locations
- Recommendations for improving sales performance



Total sales per store



Total sales per store

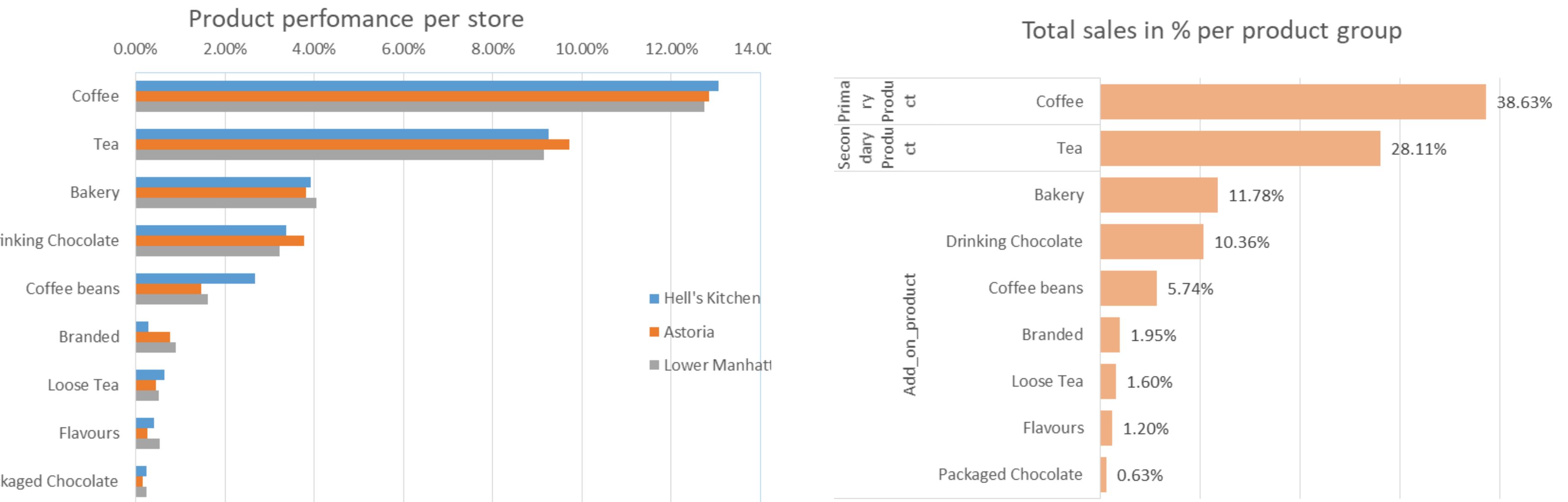


- Hell's Kitchen recorded the highest number of transactions, slightly ahead of Astoria by only 136 transactions
- Lower Manhattan has the lowest number of transactions, accounting for 32.05%.

- The three stores are contributing almost equally to the business total revenue.
- This suggest business operations and customer engagement are consistent across locations.

Product performance

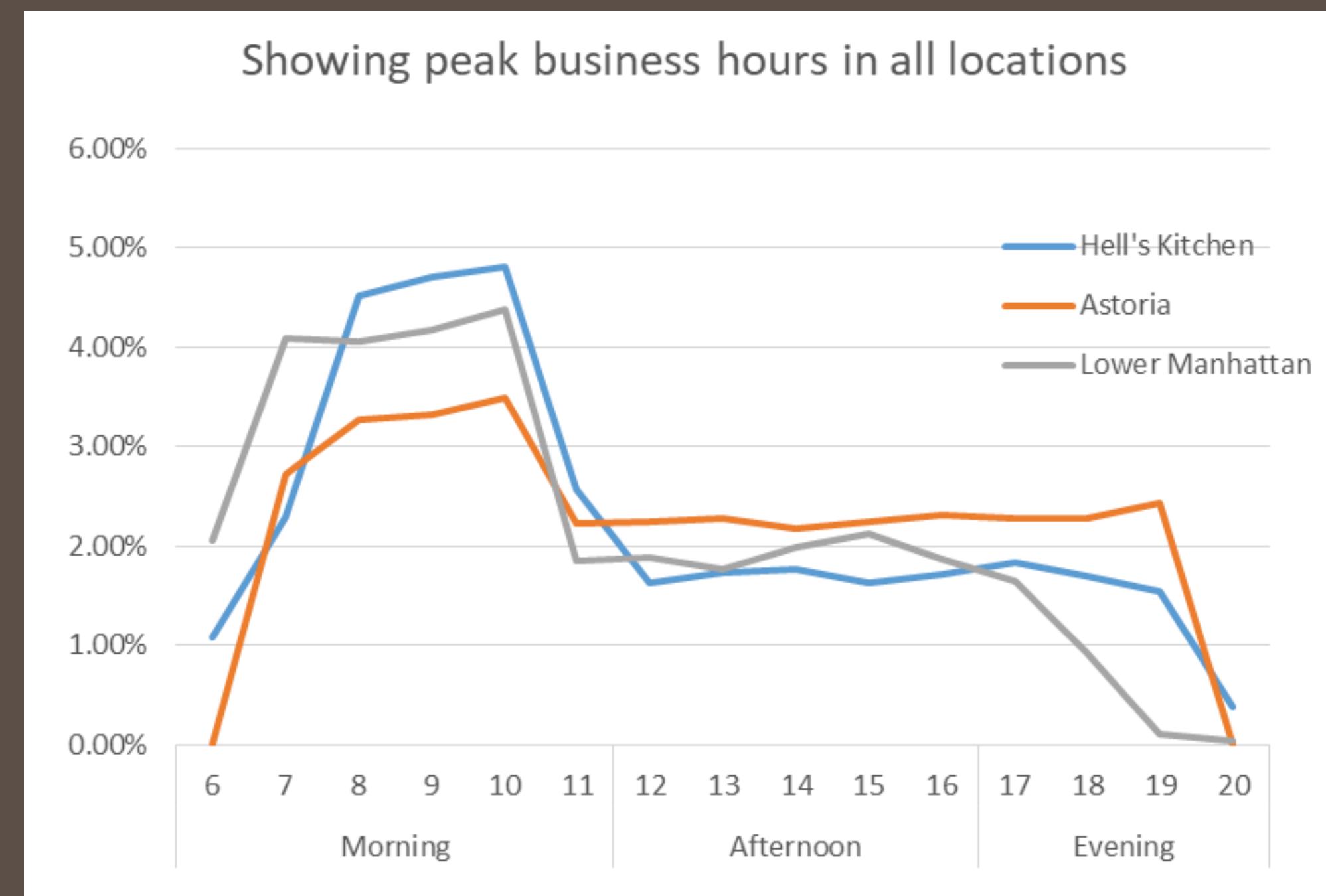
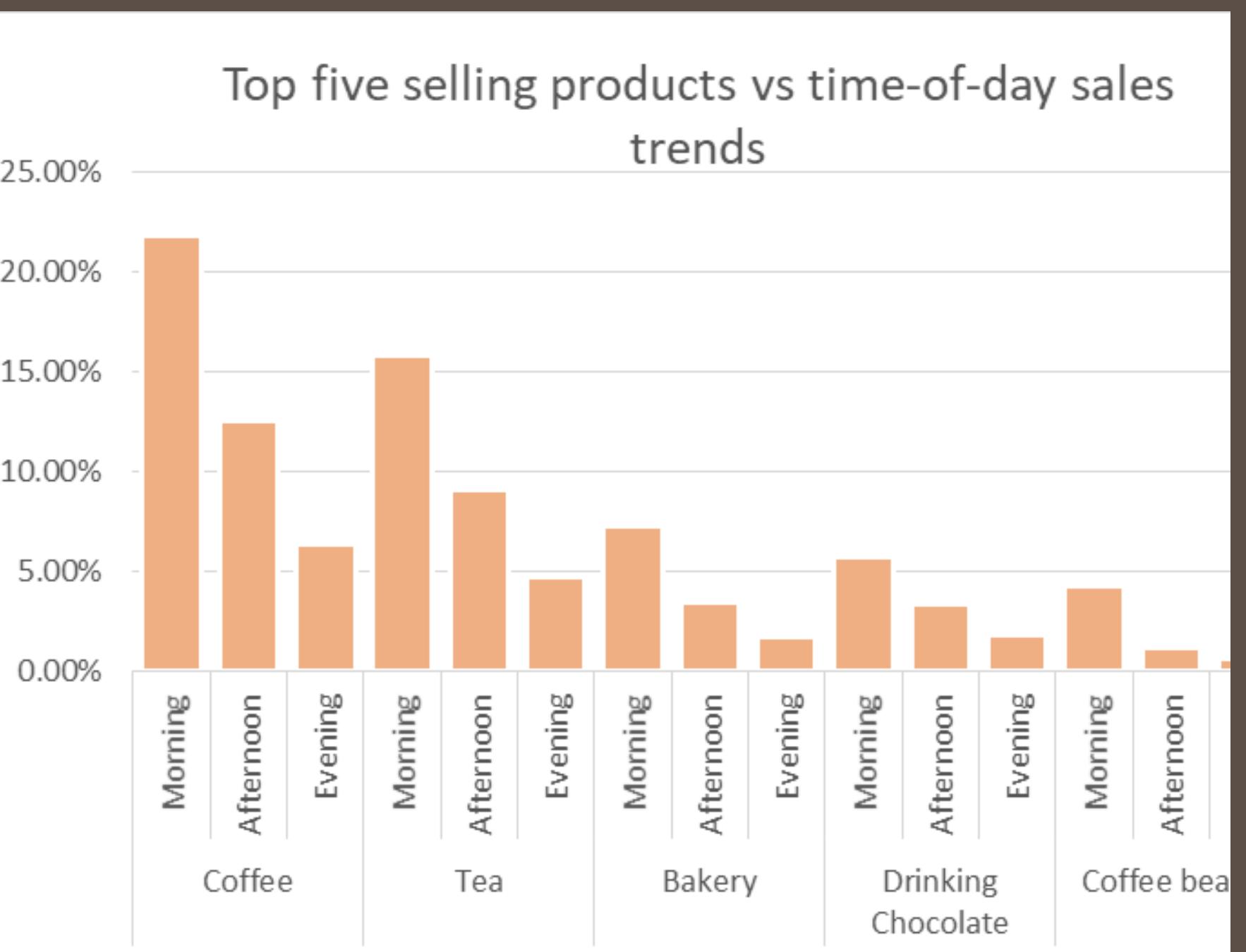
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- Coffee is the top-selling category across all locations, suggest it is a Core Business Drive
- Tea is the second most popular product in overall, contributes 28.11% in total sales.
- Add on products, while individually are small, combined they represent a third of total sales by 33.26%

Best-selling time-of-day sales trends

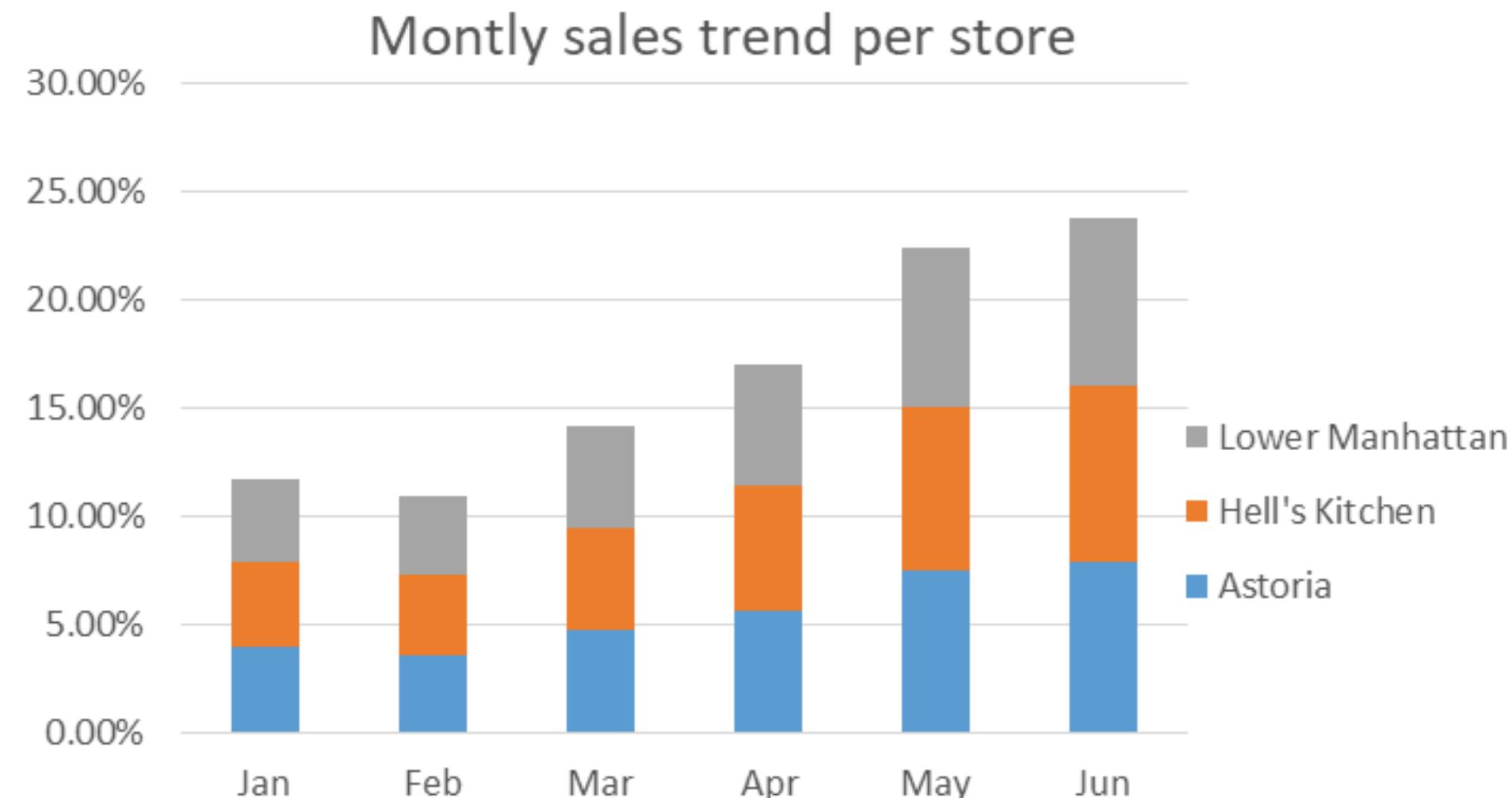
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- Morning dominates sales across all categories (especially coffee, tea, bakery)
- Evening has lowest sales – suggests wind-down period
- Peak hours are 7–10 a.m., for all stores and there's a steep drop in sales after 10 a.m.
- Evening is the weakest period across all locations (only 17.3% of daily sales).

Monthly sales trend

- Sales dropped 7% from January to February can be due to post-holiday slowdown.
- March–June: There is a strong growth, peaking in May across all locations highly likely due to seasonal change(winter season)



Month Name	Sum of TOTAL_SALES	Month on Month % Change
Jan	11.69%	-
Feb	10.90%	-7%
Mar	14.14%	30%
Apr	17.02%	20%
May	22.43%	32%
Jun	23.82%	6%
Grand Total	100.00%	

Product quantity per order category

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- Small Orders Dominate in Volume and Sales
- They Account for 59.32% of total orders and 53.31% of sales.
- Single Item make up 40.64% of orders, but generate 46.14% of sales.
- Meaning higher average value per single item than small order



Product_Category	PRODUCTS	Sum of TOTAL_SALES
Small Order	59.32%	53.31%
Single Item	40.64%	46.14%
Bulk Order	0.05%	0.55%
Grand Total	100.00%	100.00%

Recommendations

Total sales per store

- Astoria has higher traffic drive compare to other store. Analysis can be done to understand the real cause of the traffic drive, by gather customer feedback or conduct on-site observations to confirm why it's preferred.

Product performance

- With Add-ons products promote combos like Coffee + Bakery or Tea + Chocolate to increase upsell opportunities.
- Low Performers Items like Flavours, Loose Tea, and Packaged Chocolate could be rebranded, bundled, or discontinued if margins are poor.
- Promote for home use or offer bulk discounts



Continuation of recommendations

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Time-of-day sales trends

- Most sales are generated in the morning focus on putting more staffing in the morning for faster service
- Afternoon sales drop sharply, especially for coffee and bakery.
- Introduce light lunch combos or 50% discounts during this time
- Attract remote workers/students. Create quiet spaces, offer Wi-Fi promotions

Monthly tends

- May sets a peak benchmark – use this data to predict July–Sept outcome.
- Monitor for seasonal Change (e.g., school holidays, weather, events).



THANK

YOU

