

Bright Light

COFFEE SHOP

30 JUNE 2025

By Ongezwa Mdoyi



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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.

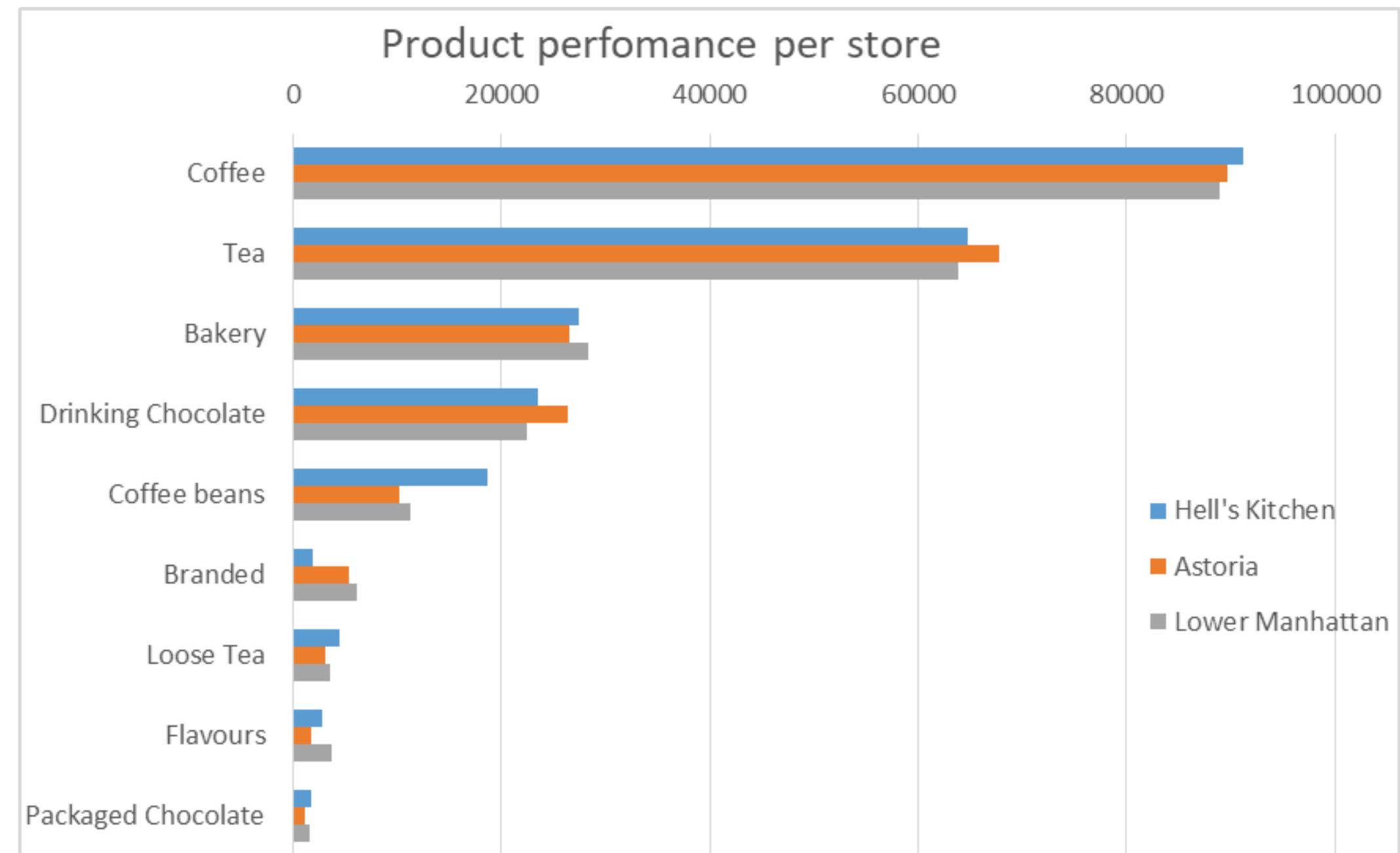
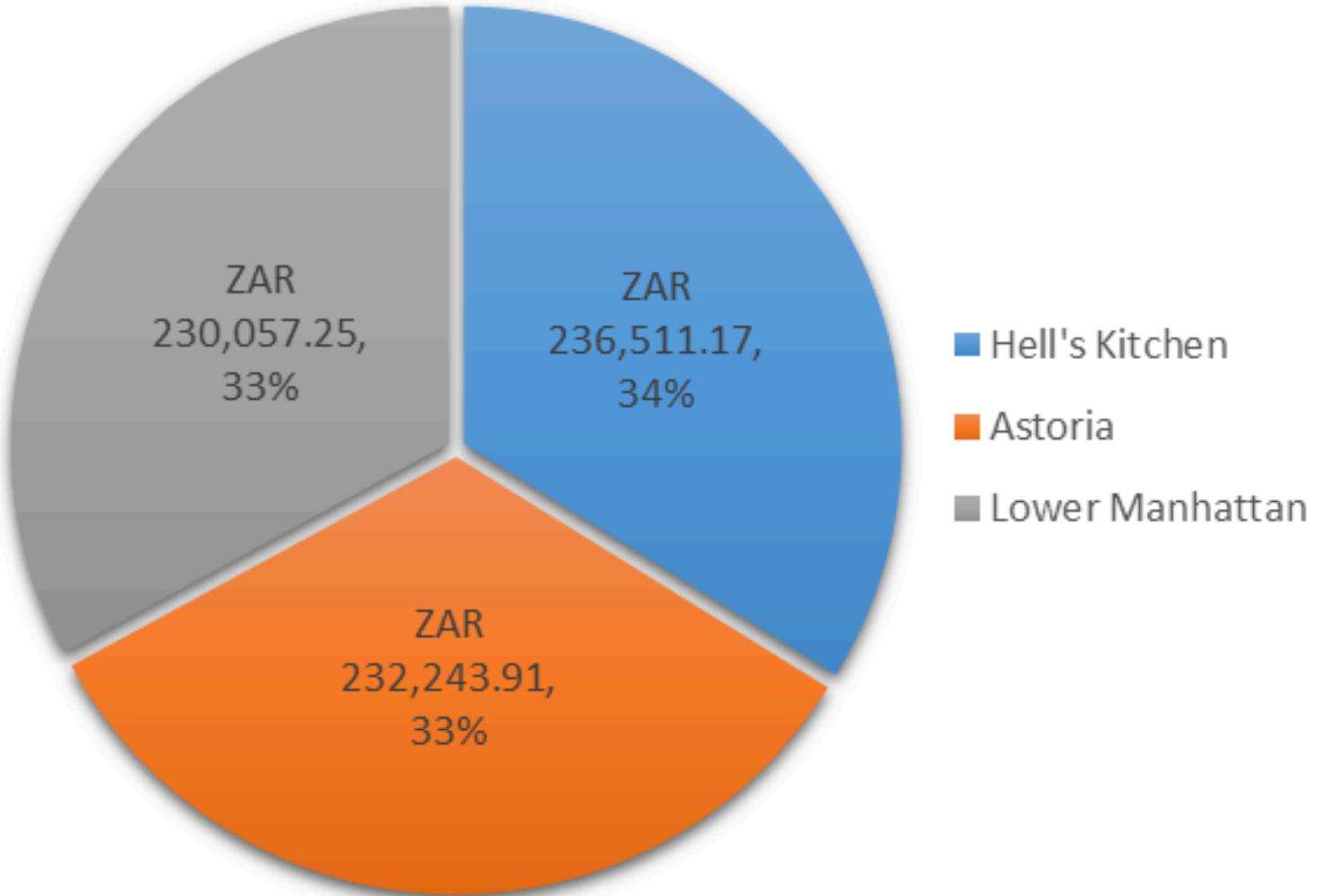
OBJECTIVES

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



Total sales per store

Total sales made per store

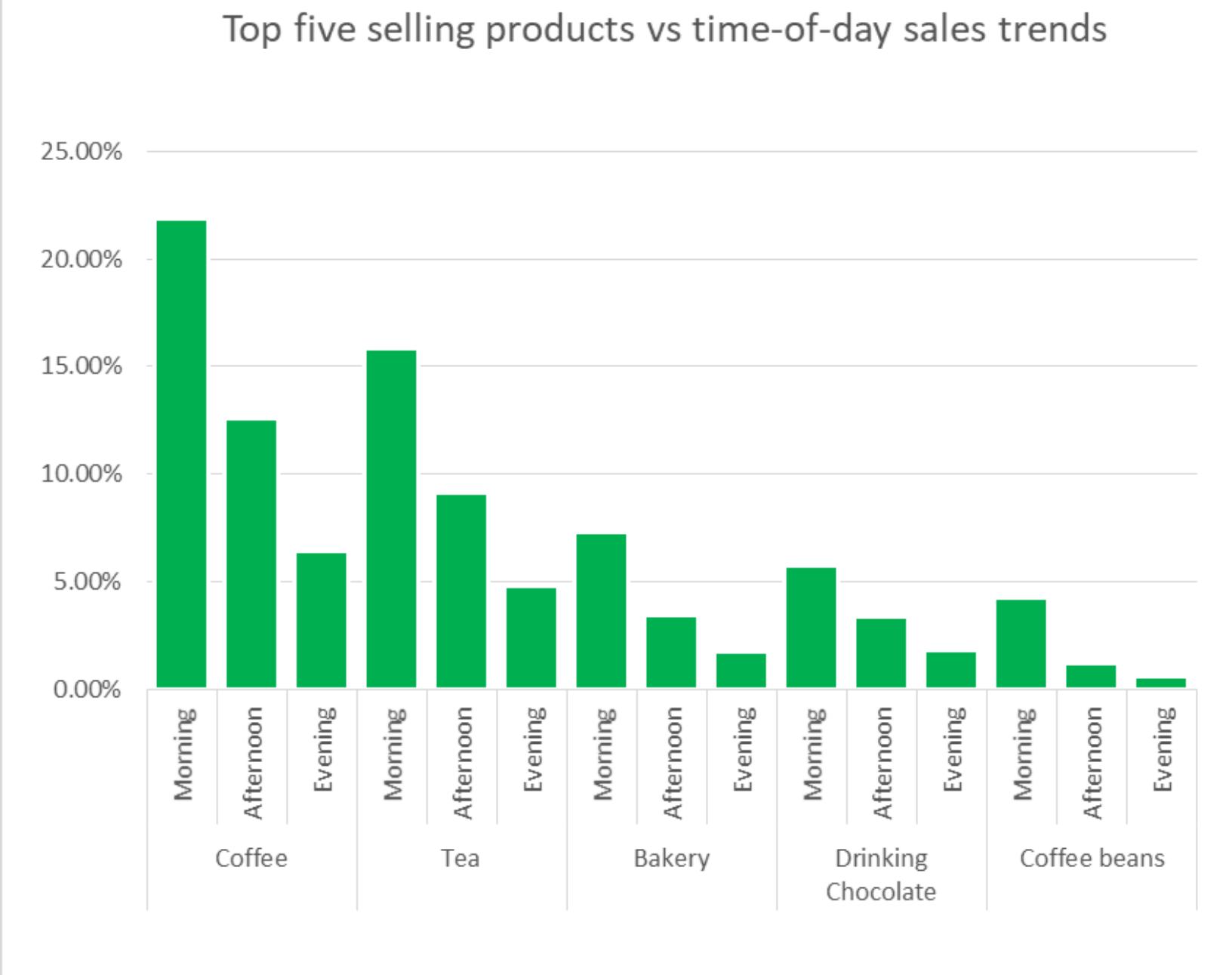


- The three stores are contributing almost equally to the business total revenue.
- This suggest business operations and customer engagement are consistent across locations.

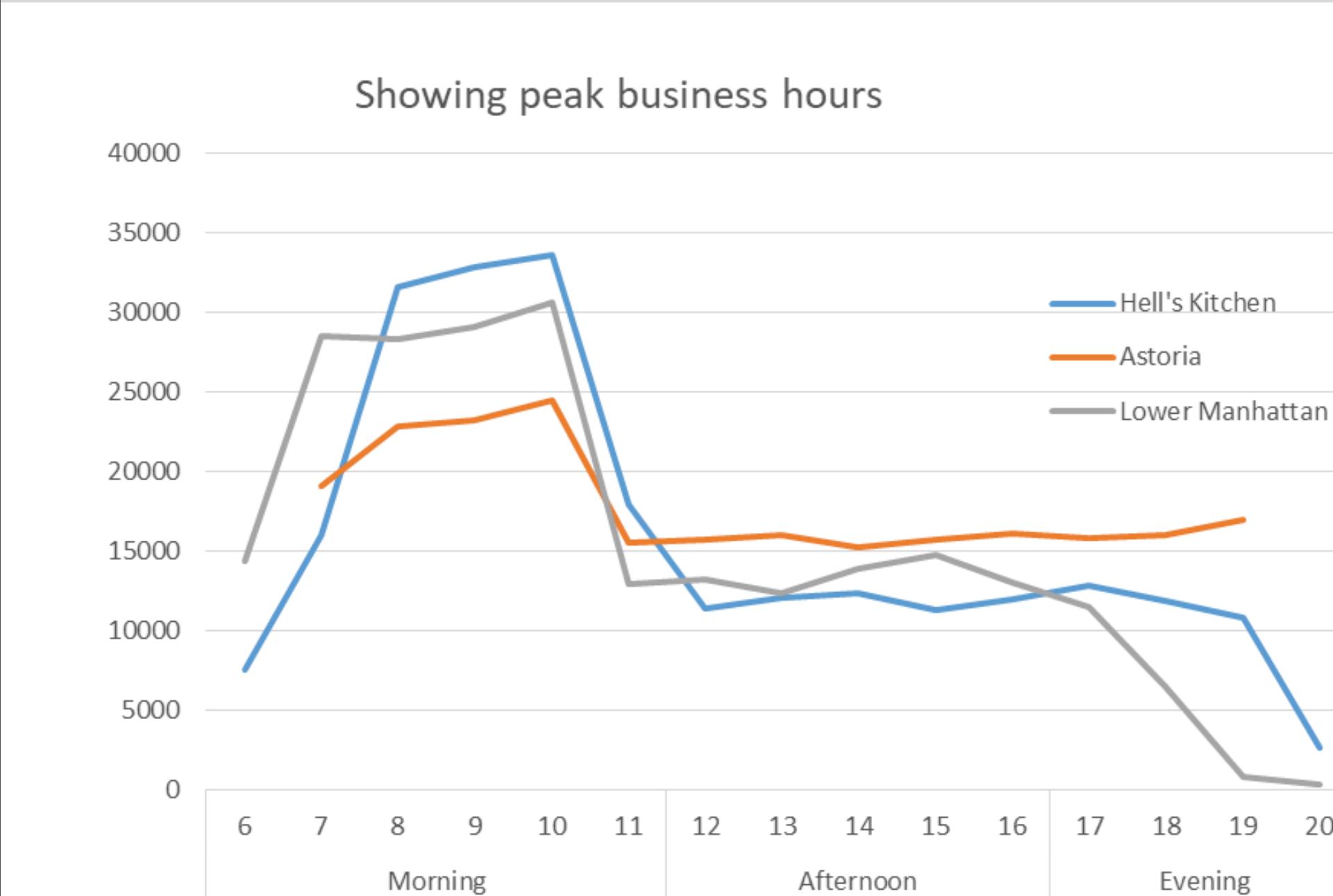
- Coffee is the top-selling category across all locations, suggest it is a Core Business Driver
- Tea is the second most popular product in overall. Suggests a diverse customer base with non-coffee drinkers

best-selling products and time-of-day sales trends

Top five selling products vs time-of-day sales trends

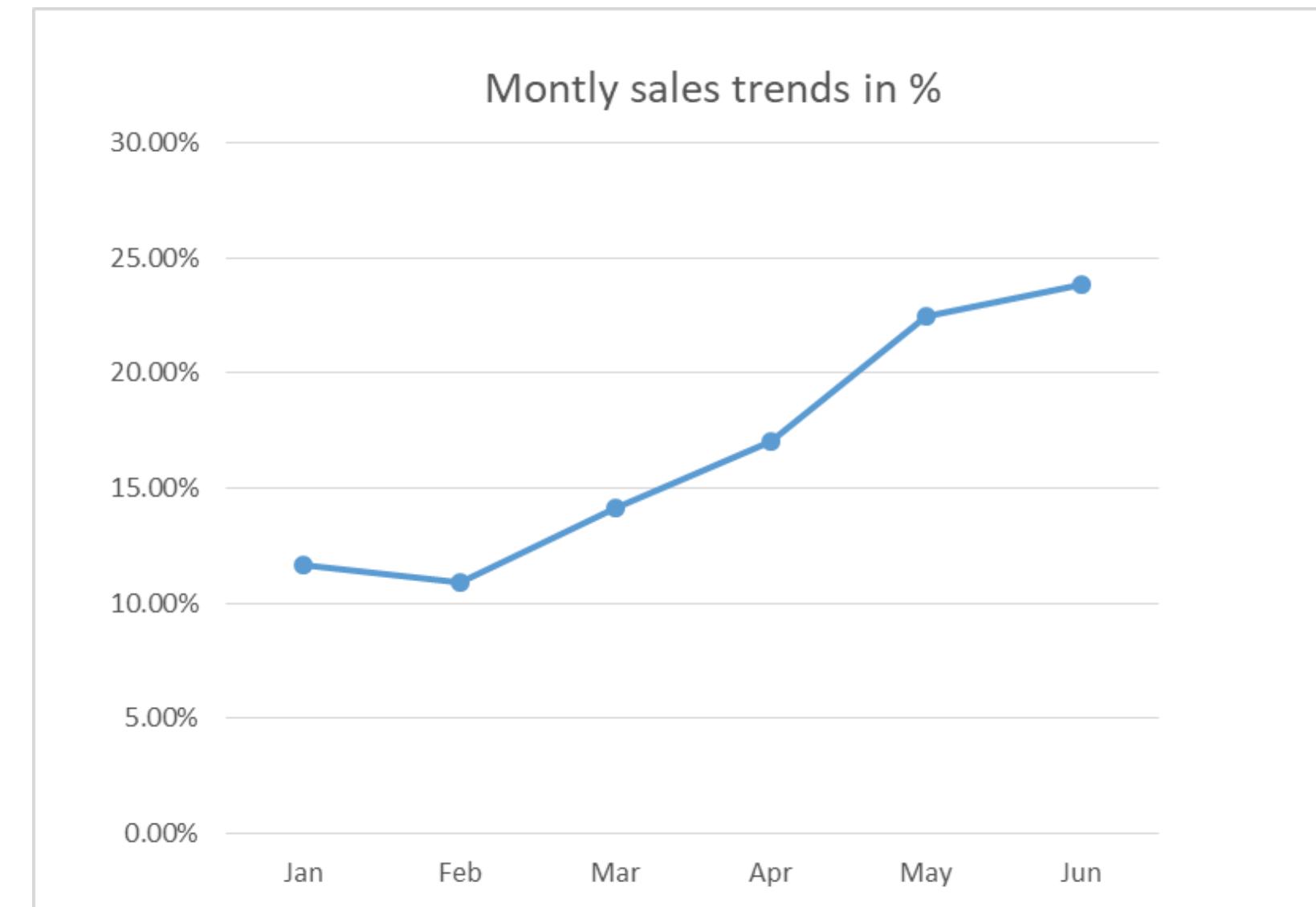
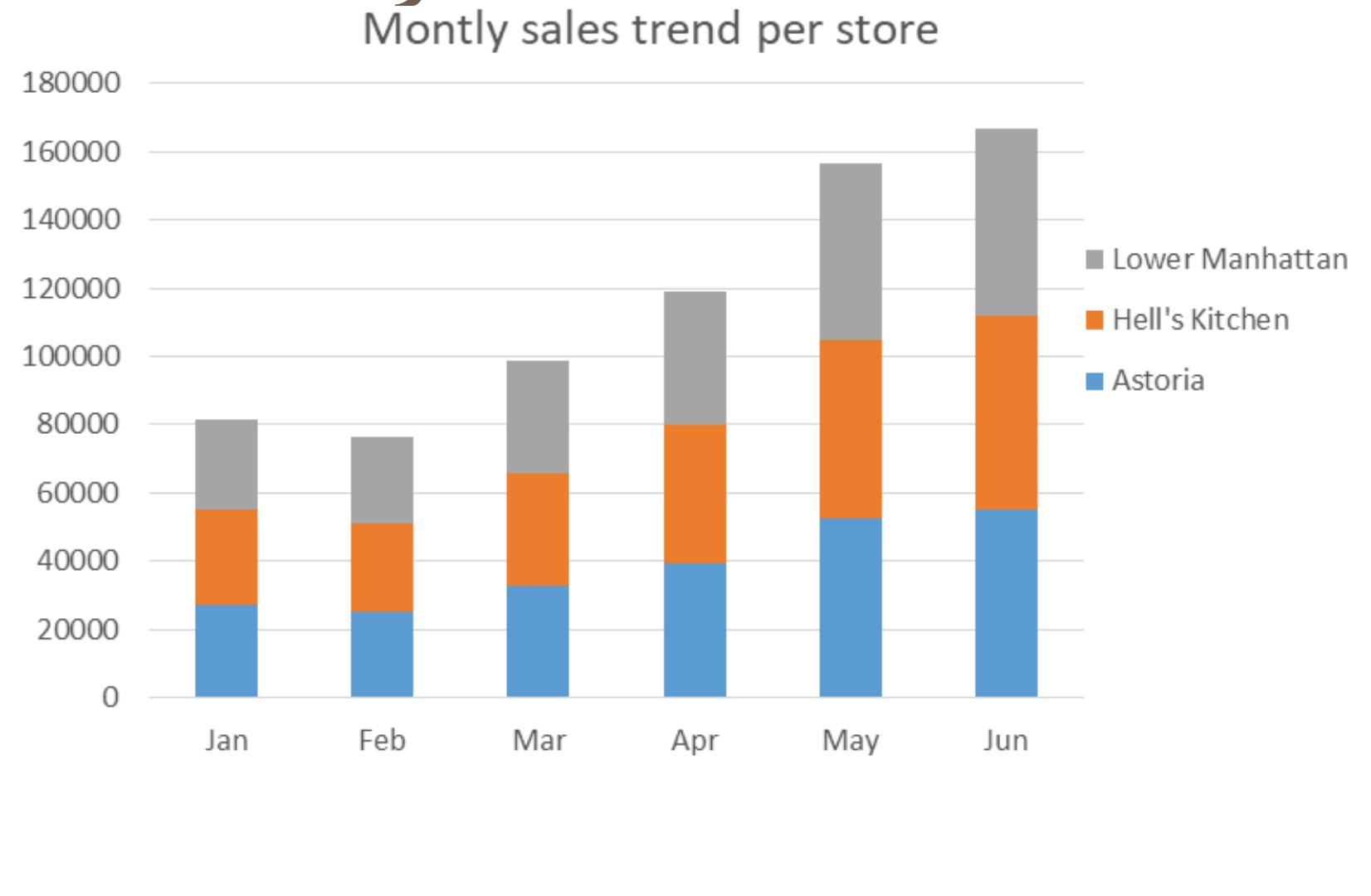


Showing peak business hours



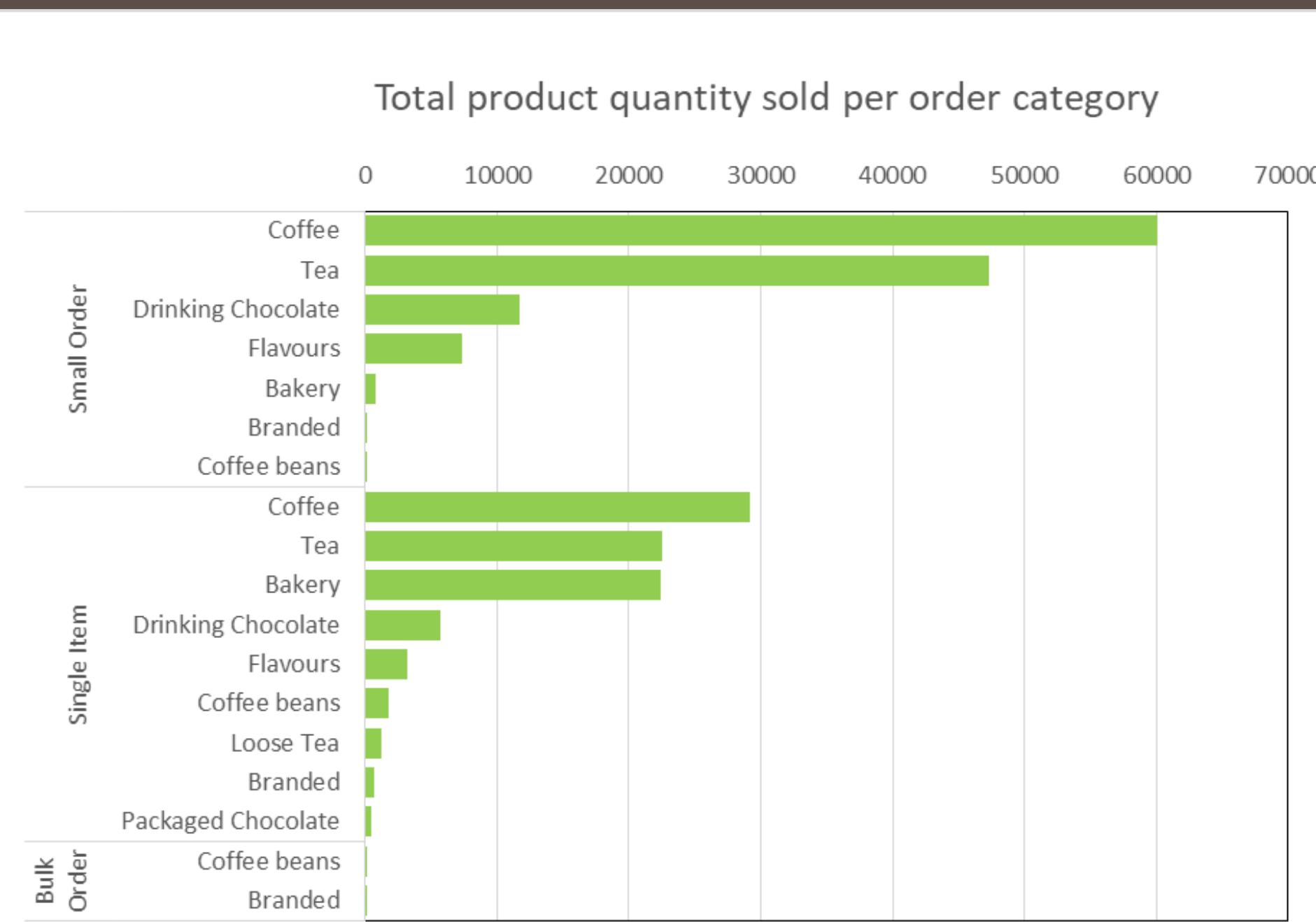
- Morning dominates sales across all categories (especially coffee, tea, bakery) confirming peak customer demand
- Afternoon has moderate sales, especially tea and chocolate
- Evening has lowest sales – suggests wind-down period
- Peak hours are 7–10 a.m., for all stores and there's a steep drop in sales after 10 a.m.
- Evening is the weakest period across all locations (only 17.3% of daily sales).
- Astoria leads in non-morning performance (Afternoon & Evening)

Montly sale trend



- Steady upward trend from January to June across all locations.
- January & February: Sales are flat likely due to post-holiday slowdown.
- March–June: There is a strong growth, peaking in June across all locations highly likely due to seasonal change(winter season)

Product quantity per order category



Product_Category	Small Order	Single Item	Bulk Order
Coffee	60073	29177	
Tea	47270	22467	
Bakery	810	22404	
Drinking Chocolate	11728	5729	
Flavours	7298	3213	
Coffee beans	10	1738	80
Loose Tea		1210	
Branded	24	734	18
Packaged Chocolate		487	
Grand Total	127213	87159	98

- Most transactions are small orders (This suggests high number of customer prefer combo or multi product purchases)
- Only 98 bulk orders recorded this indicates limited wholesale or home-use buying.

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.
- Focus on Coffee: It's the most profitable category, ensure consistent stock and promotions.
- Investigate Tea strategy in Astoria: Slightly outperforming the others
- Retire slow-moving products and test new ones based on demand windows

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 discounts during this time
- Attract remote workers/students. Create quiet spaces, offer Wi-Fi promotions



Recommendations

Montly tends

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

Product quantity sold per order category

- Focus on combos, meal deals, or pairings
- Speeding up service for single-item orders
- Promote for home use or offer bulk discounts



THANK

YOU

