



SALES ANALYTICS
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PROJECT OUTLINE



**About Bright
Coffee shop**

**Data
visualization and
Key insights**

**Recommendations
for sales
improvement**



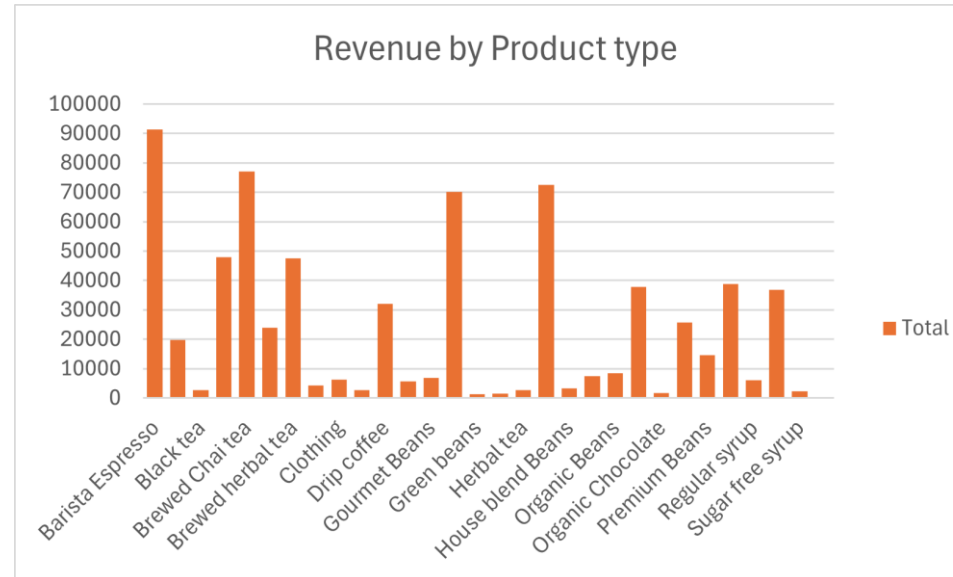
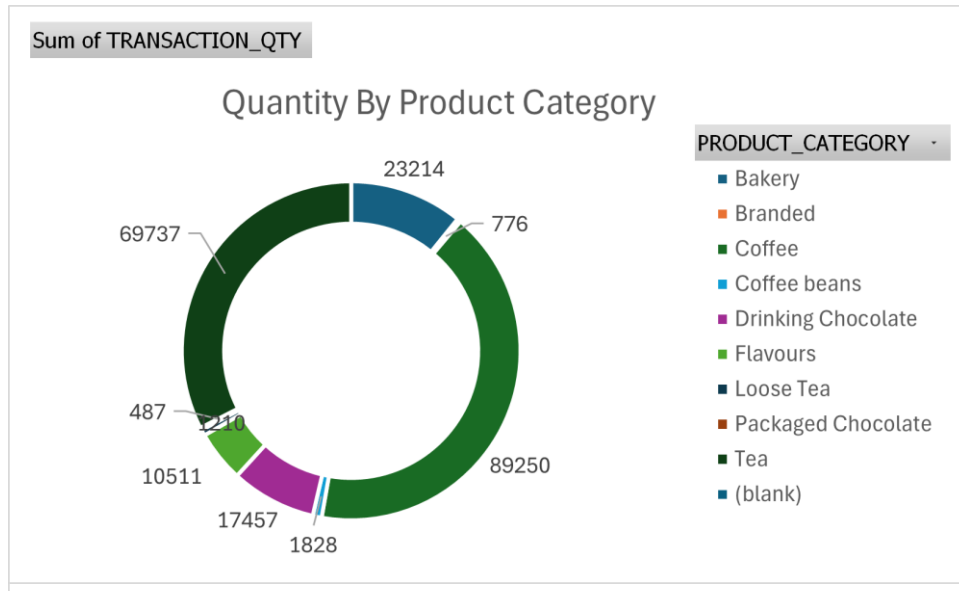
ABOUT BRIGHT COFFEE SHOP

- Bright Coffee Shop has stores in different three locations: Astoria, Lower Manhattan and Hell's Kitchen. The stores open at 06:00 AM in the morning and close in the evening at 21:00 PM.
- The shop has 9 product categories, 29 types of products and 80 unique products under product details.
- The data used for analysis ranges from the 1st of January 2023 to the 30th of June 2023, which are the 149116 transactions that happened during this period, having sold 214470 units of quantity.



KEY INSIGHTS

- The three product types that make the most revenue are the Barista Espresso, Brewed Chai tea and hot chocolate, generating over R70000 in revenue.

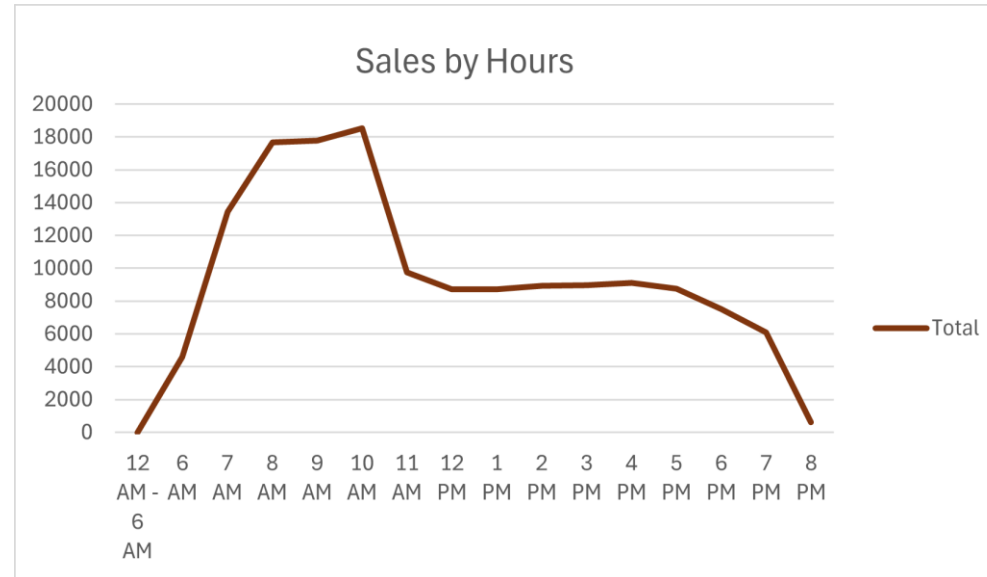
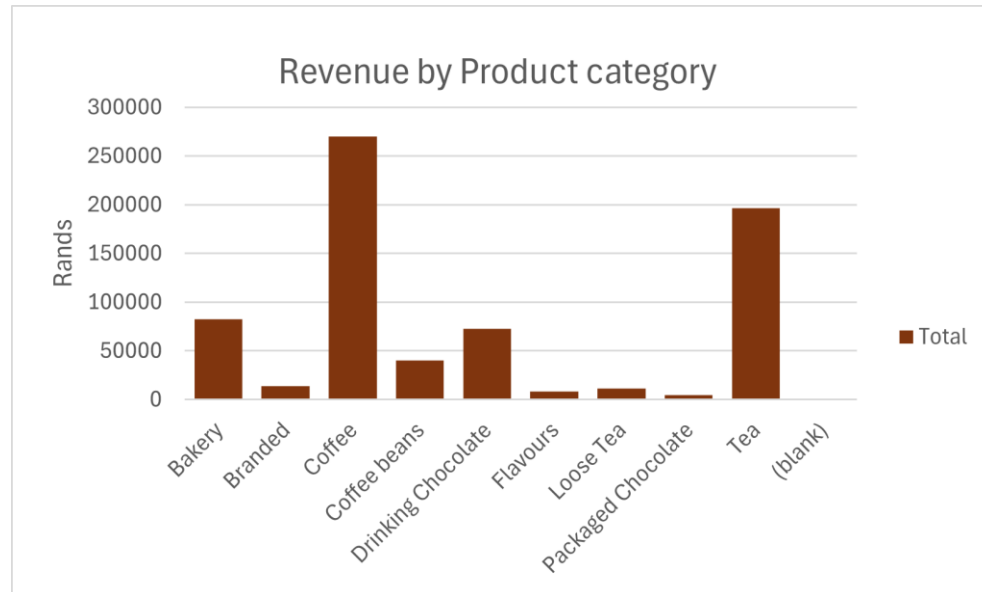


- Product categories that sell the most quantity of products are Coffee, Tea and Bakery respectively, which are responsible for over 84% of the quantity sold.



KEY INSIGHTS

- The most number of sales are made between 7 AM and 10 AM in the morning. 10 AM is the peak hour, the hour where the most sales were made.



- The Coffee, Tea and Bakery product categories make the coffee shop the most revenue, the highest being coffee, which generates over R250,000 in revenue.



RECOMMENDATIONS

- Bright Coffee can increase advertising and marketing for product types that generates less revenue.
- The coffee shop can stock more of the product category that make the most revenue for them.
- Offering samples to consumers for the product types that sell the least and generate less revenue.
- Doing specials for products that generate the least sales.

