SALES ANALYTICS

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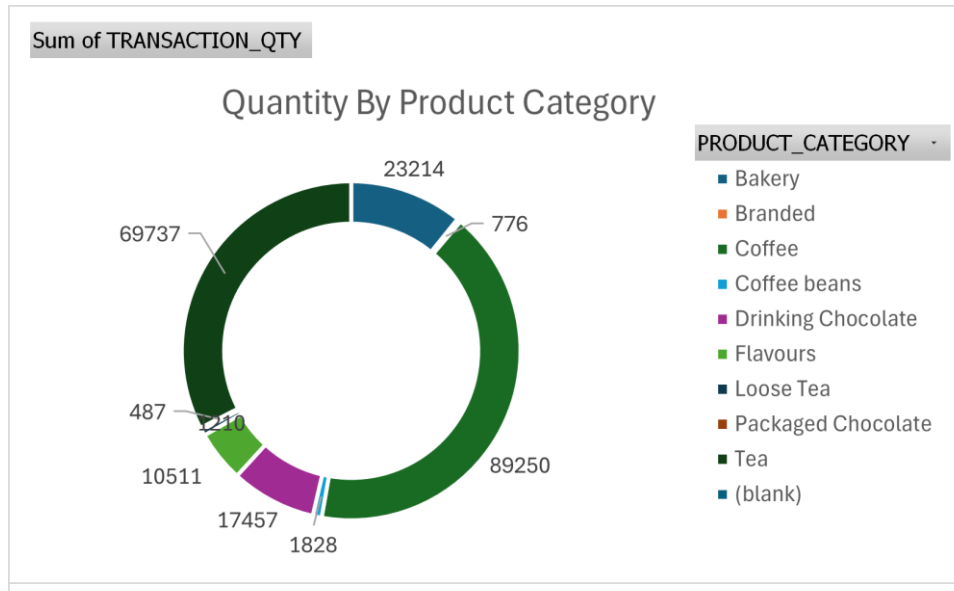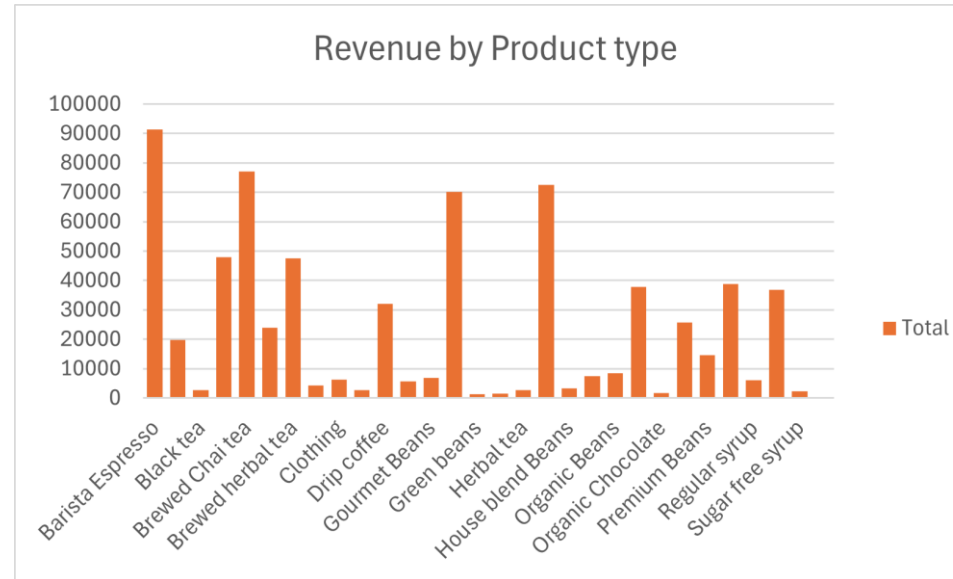
PROJECT OUTLINE

Data visualization and Key insights

Recommendations for sales improvement

KEY INSIGHTS

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

Revenue by Product type

Sum of TRANSACTION_QTY
Quantity By Product Category

- Product categories that sells 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 were the most sales were made.

Sales by Hours

Revenue by Product category
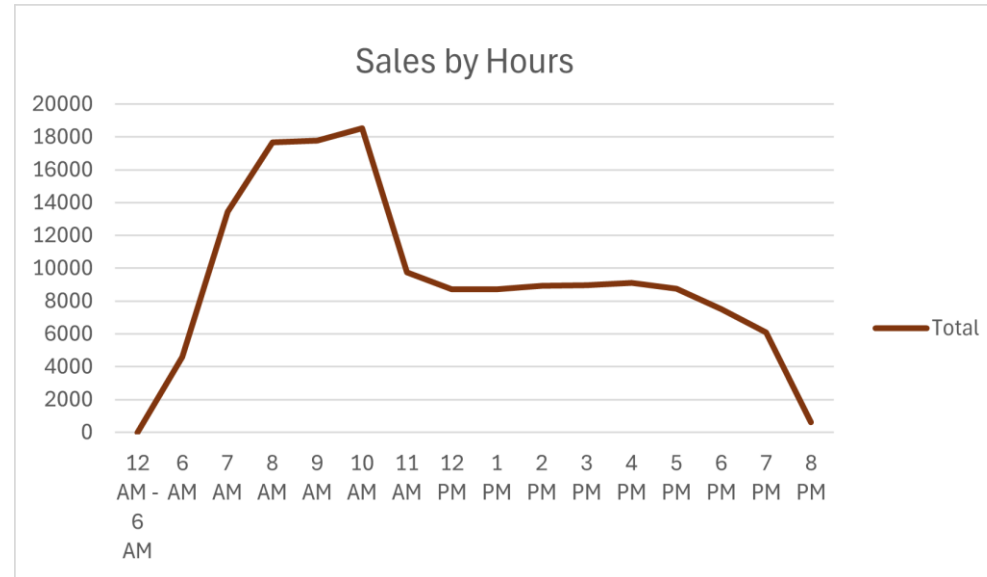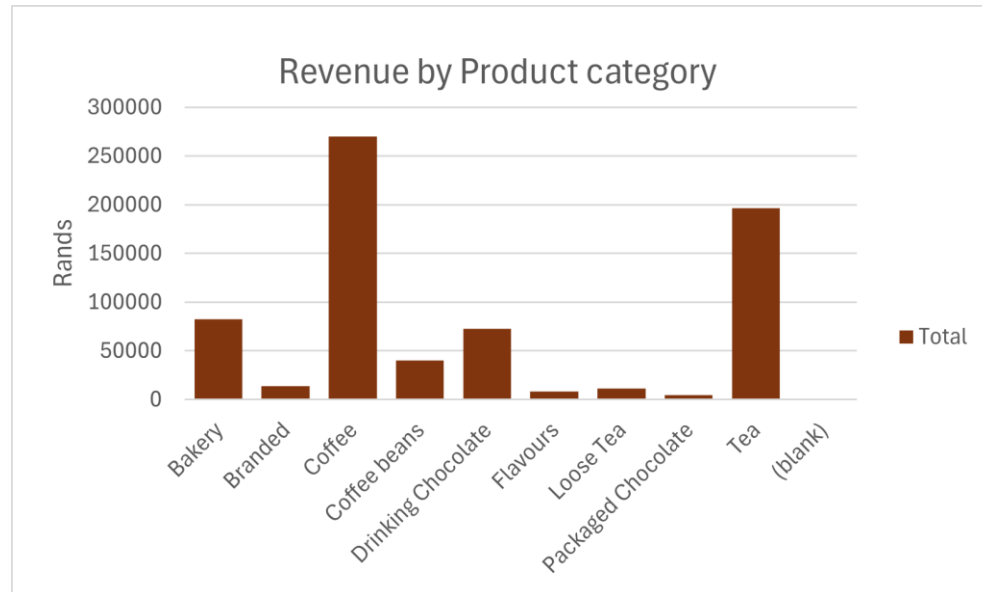
- The Coffee, Tea and Bakery product categories make the coffee shop the most revenue, the highest being coffee, which generates over R250000 in revenue.

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.