

# BRIGHT COFFEE SHOP ANALYSIS



*Presented by: SAMKELO XORILE*

# OBJECTIVES

INSIGHTS  
AND USAGE  
TRENDS

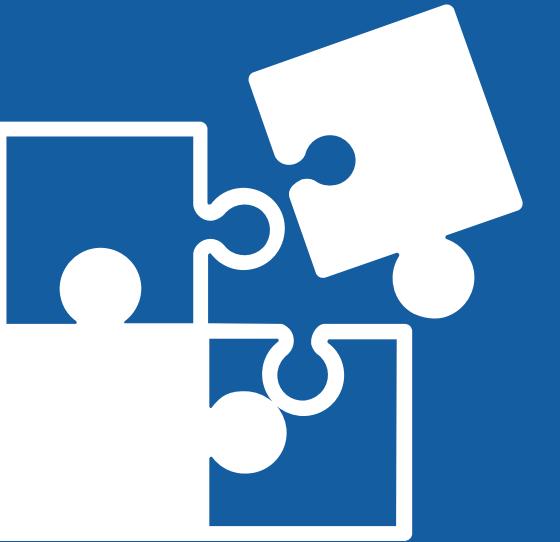
RECOMMENDATIONS  
AND  
INITIATIVES



# TIME-FRAME

1 January 2023-30 June 2023

# OVERALL DATA STRUCTURE



THE DATA CONSIST OF  
149116 UNIQUE CUSTOMERS

THERE ARE NO NULL  
VALUES IN THE DATASET

THERE ARE 3 STORE  
LOCATIONS

8 MAIN PRODUCTS ARE SOLD  
ACROSS THE 3 STORE  
LOCATIONS

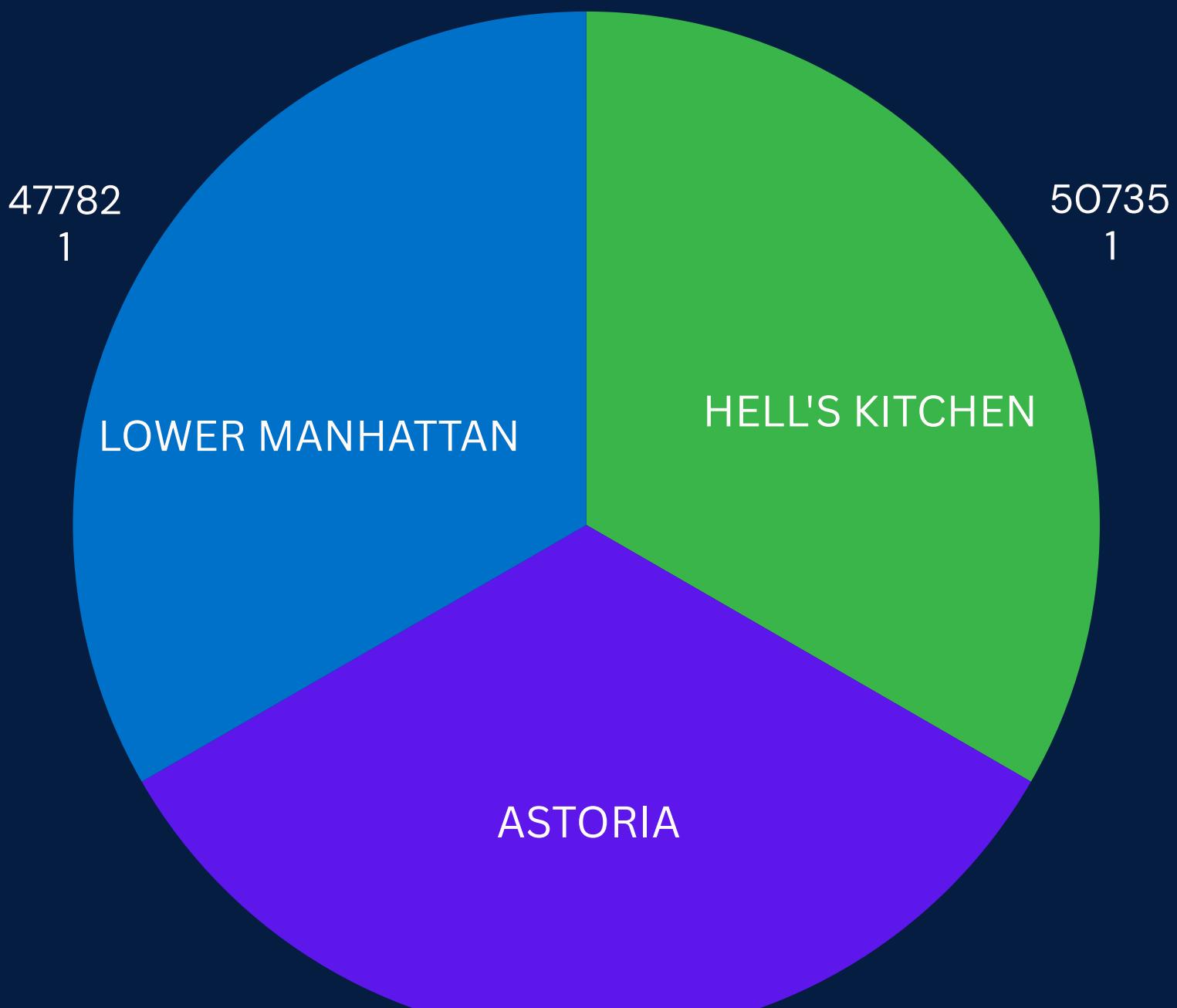
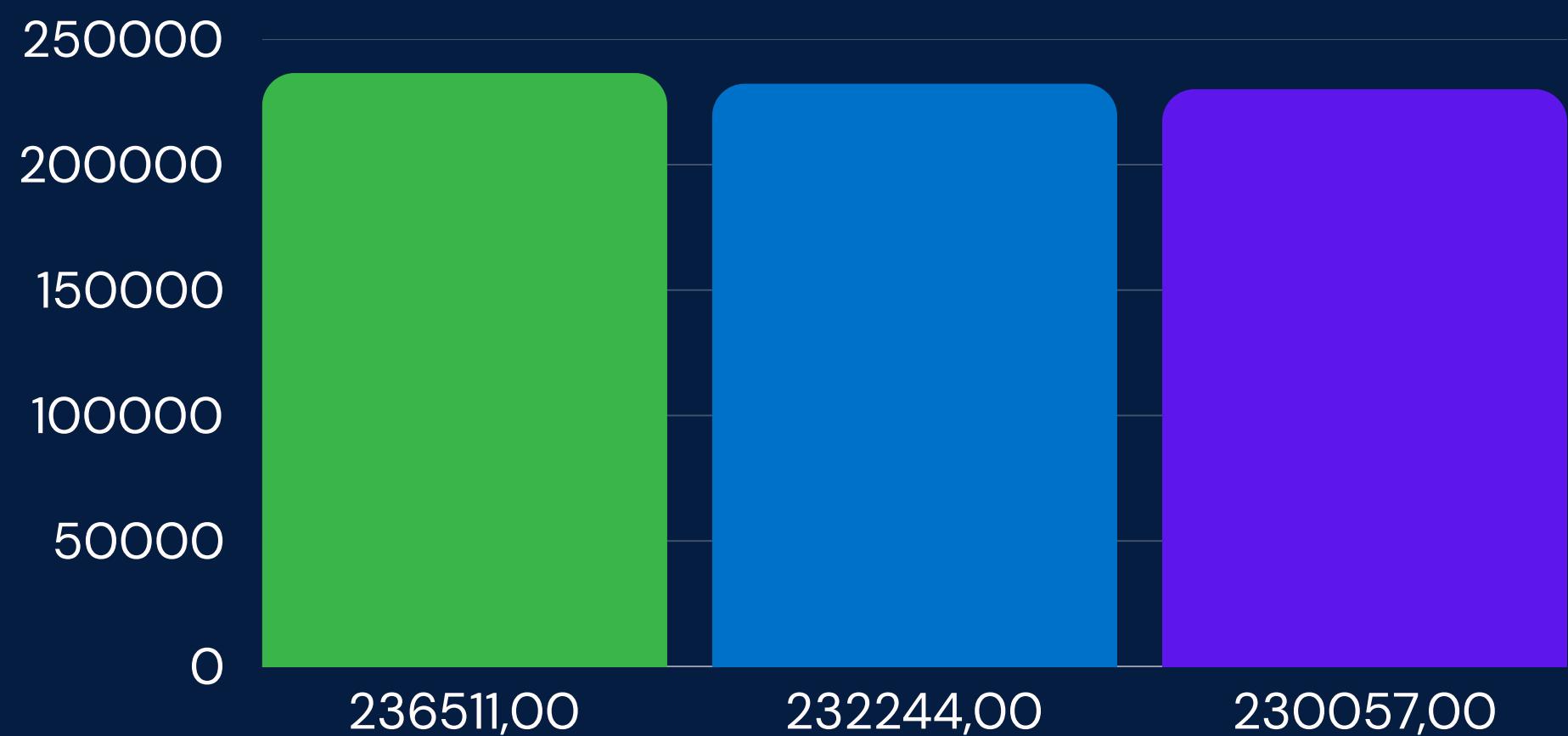


# STORE LOCATION

50735 50599 47782

- All stores have almost proportional share when it comes to the total number of sold products in the pie chart
- Lower Manhattan is the least visited store but still performance above average considering that these numbers are for only six months operation.

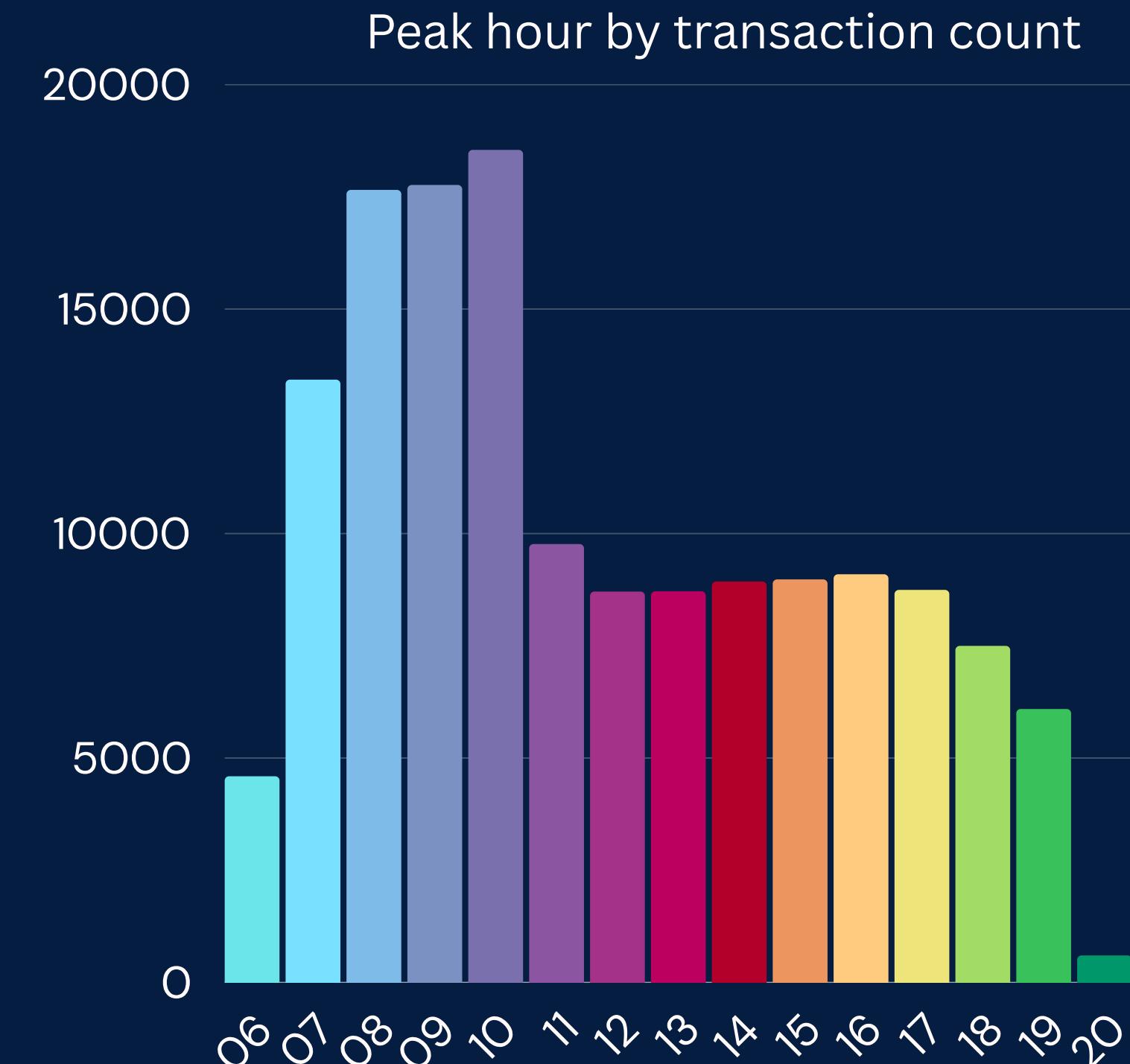
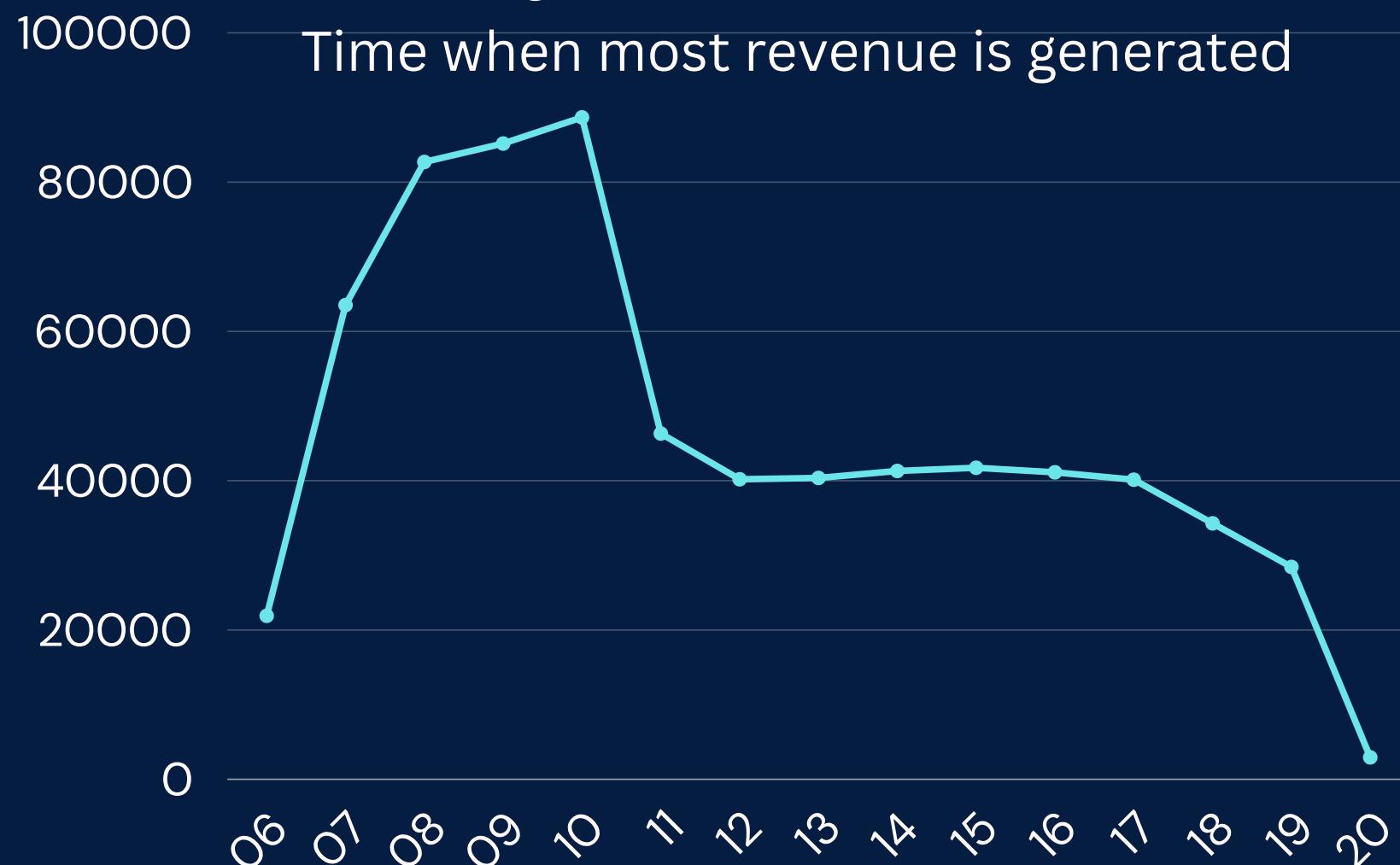
Hell's Kitchen  
Astoria  
Lower Manhattan



- Sales are consistent with products sold as Hell's Kitchen leads in sales and revenue

# RUSH HOUR FOR THE STORES

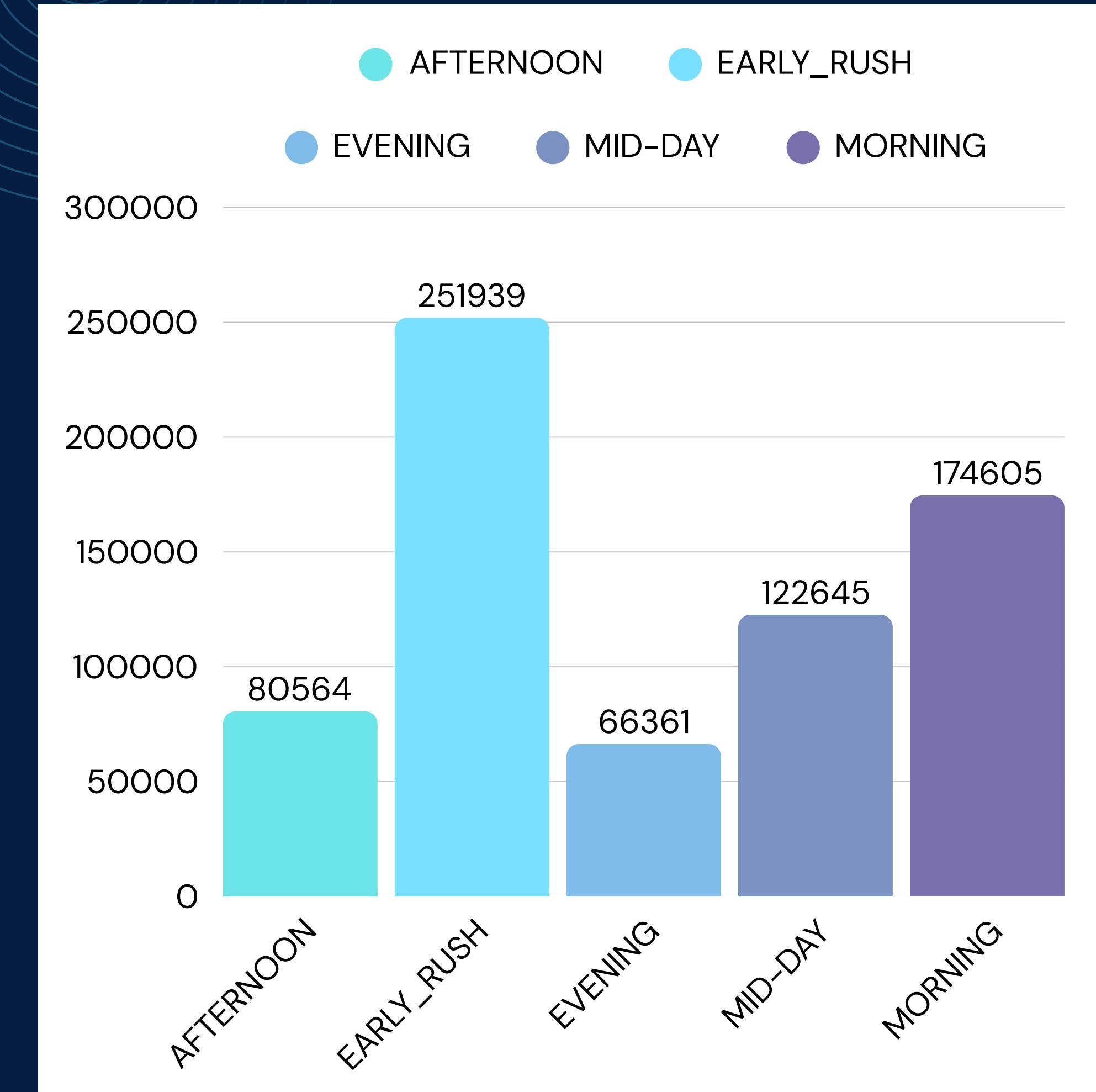
- Peak time when most products are sold at 10 am.
- The stores start to experience a sharp rise in customers around 7 am.
- Decline in customer volume comes 11 am just after the Early rush.



- Most revenue on average across all stores is also generated at 10 am then a sharp decline around 11 am.

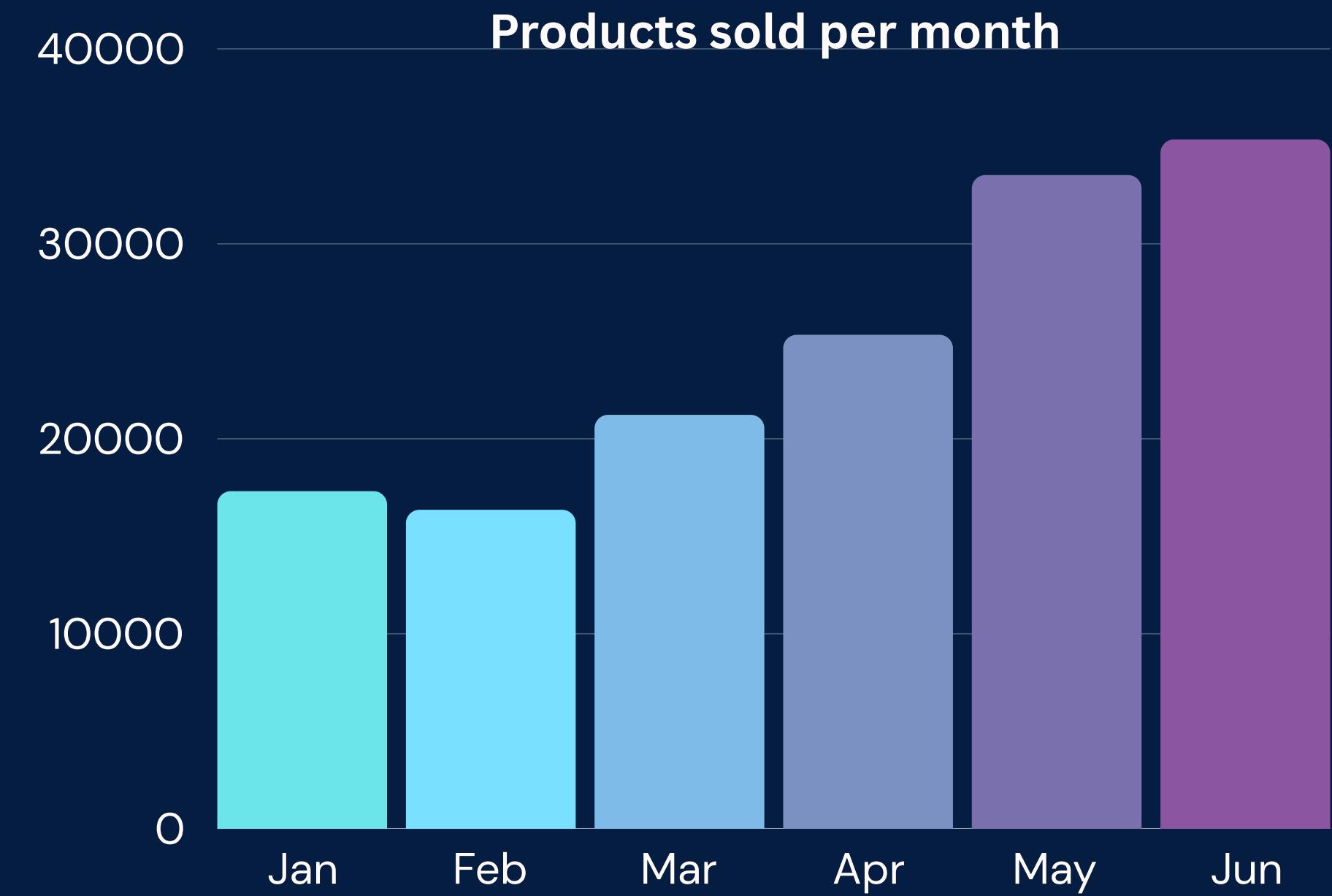
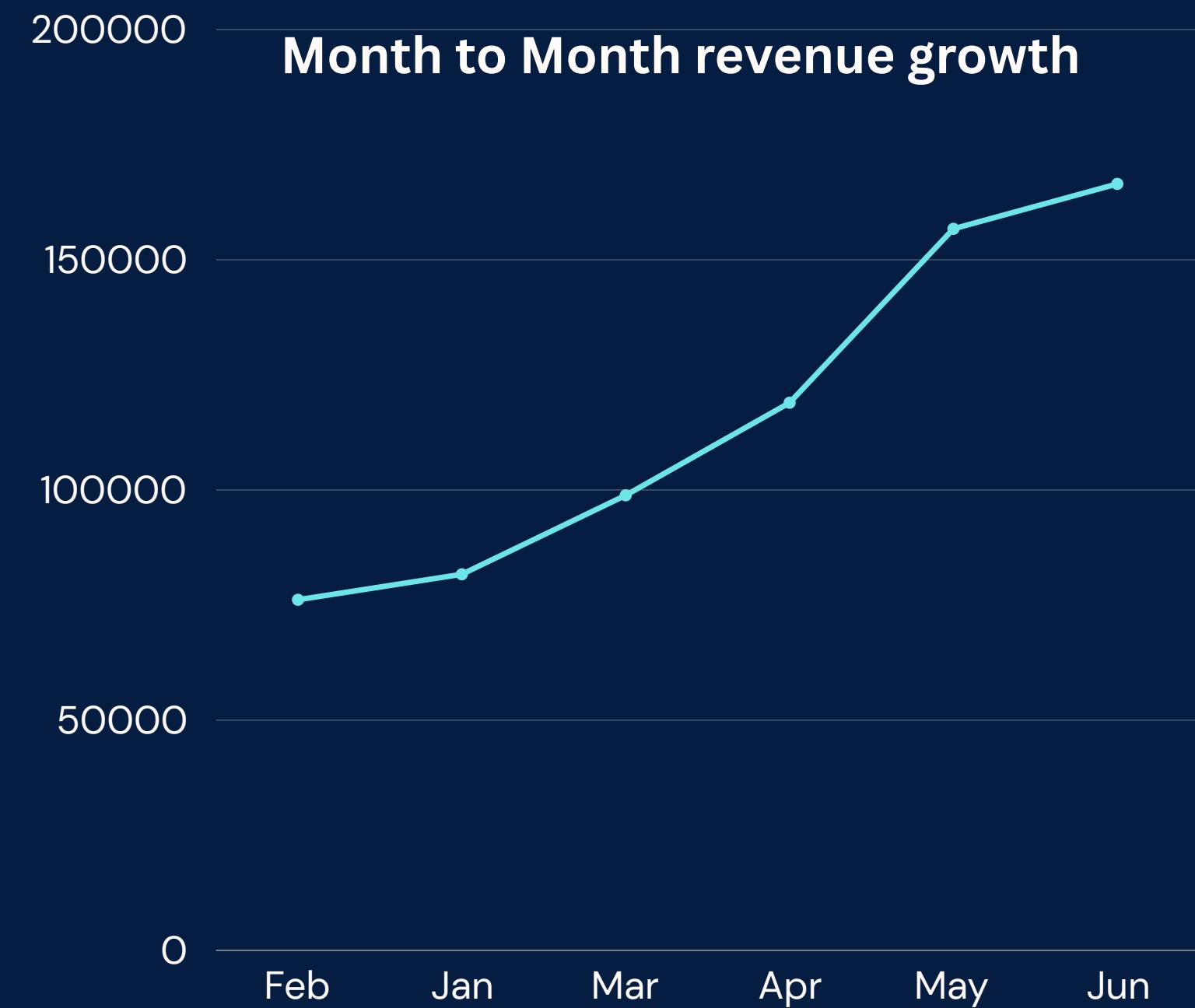
# TIME OF THE DAY

- Early rush sees the most customers
- Every store experience a peak between 6 am - 9 am
- The earliest customer comes around 06:00 am

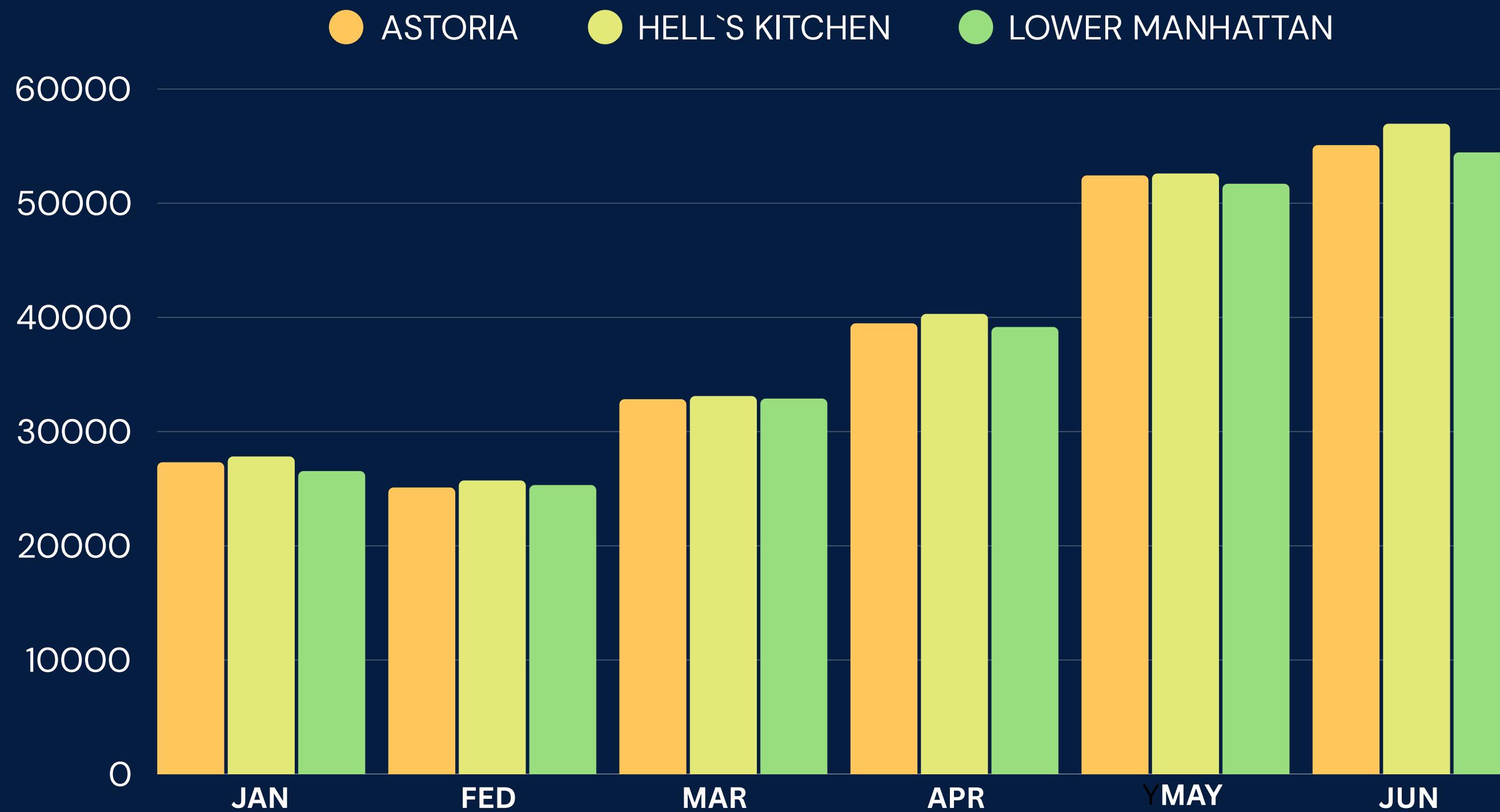


# SALES AND PRODUCT TRENDS

- All three stores experience a constant rise in product sales from Jan-Jun.
- June is the highest mouth in the number of sales and revenue.



# SALES AND PRODUCT TRENDS BY STORE LOCATION

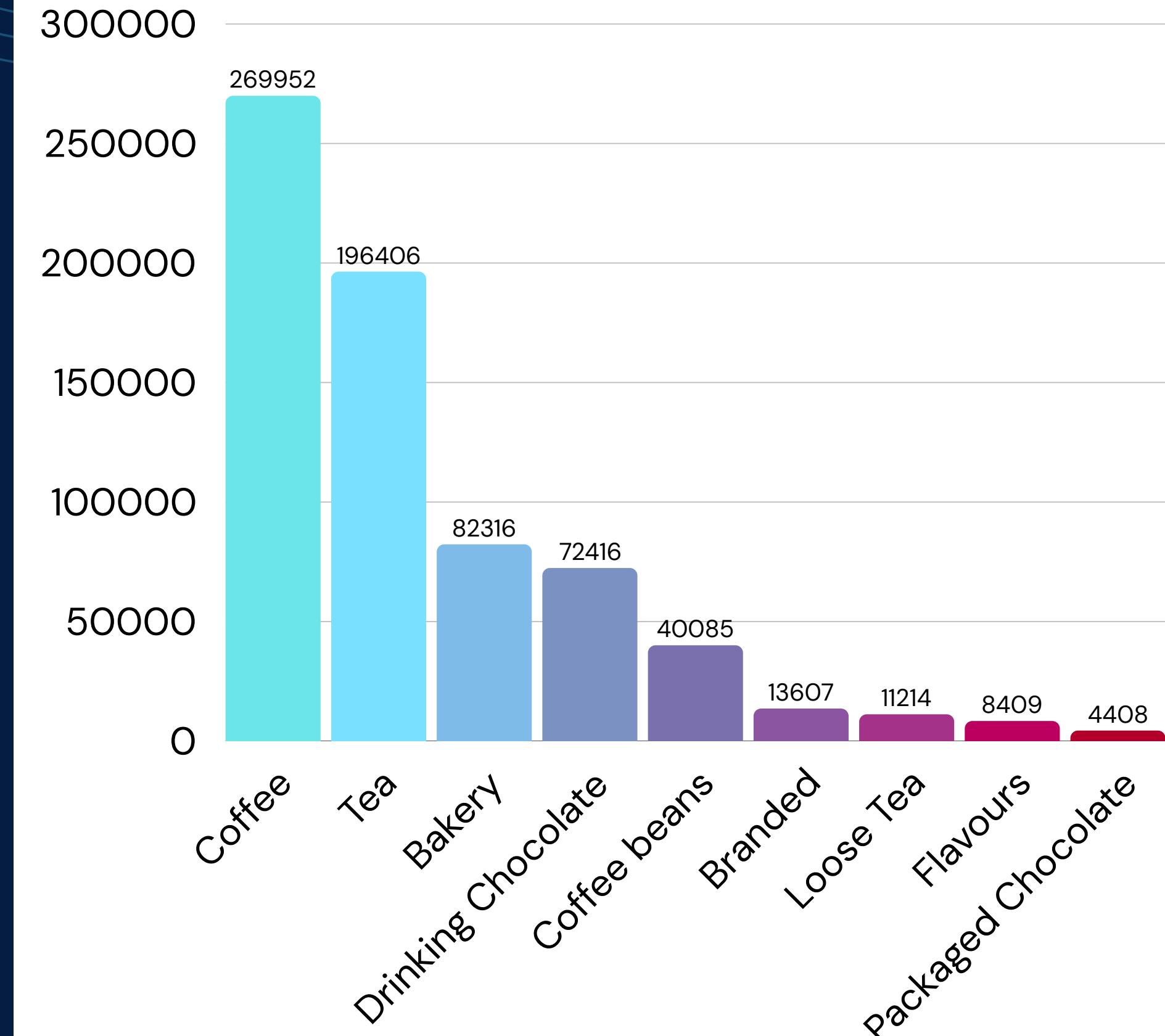


- All stores across constantly have the same profit margins from month to month

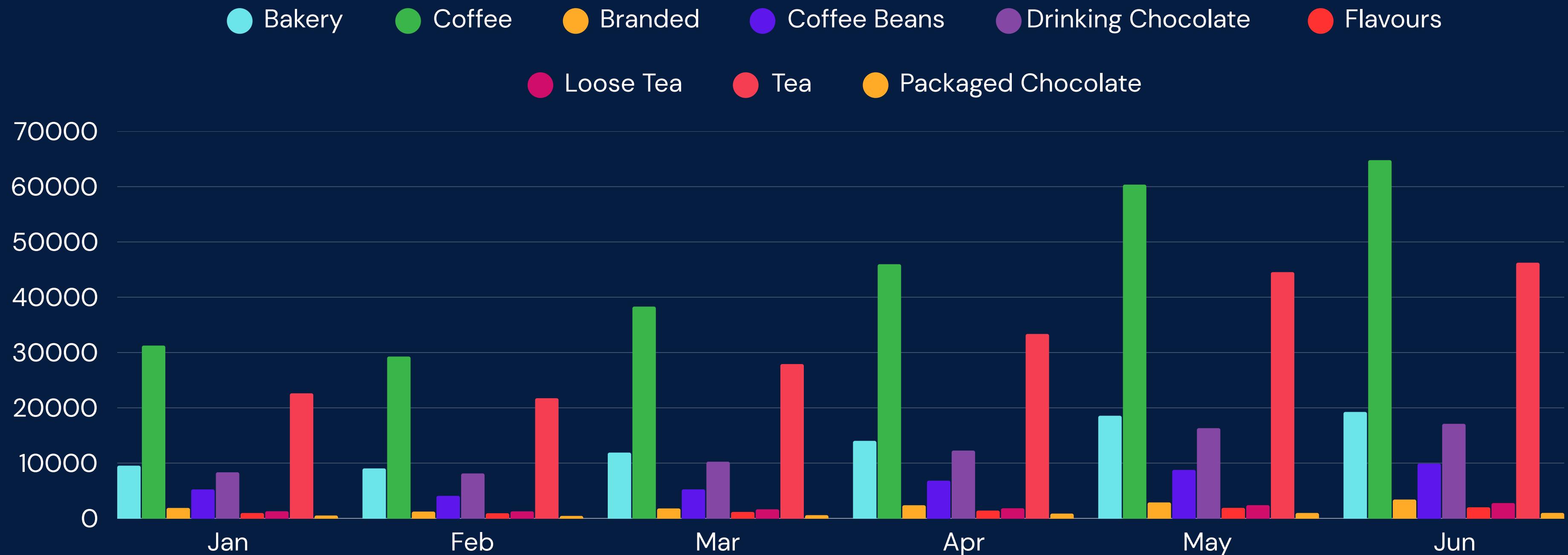
## LIKED PRODUCT BY REVENUE

- Early rush sees the most customers
- Every store experience a peak between 6 am - 9 am
- The earliest customer comes around 06:00 am

Most liked product by revenue



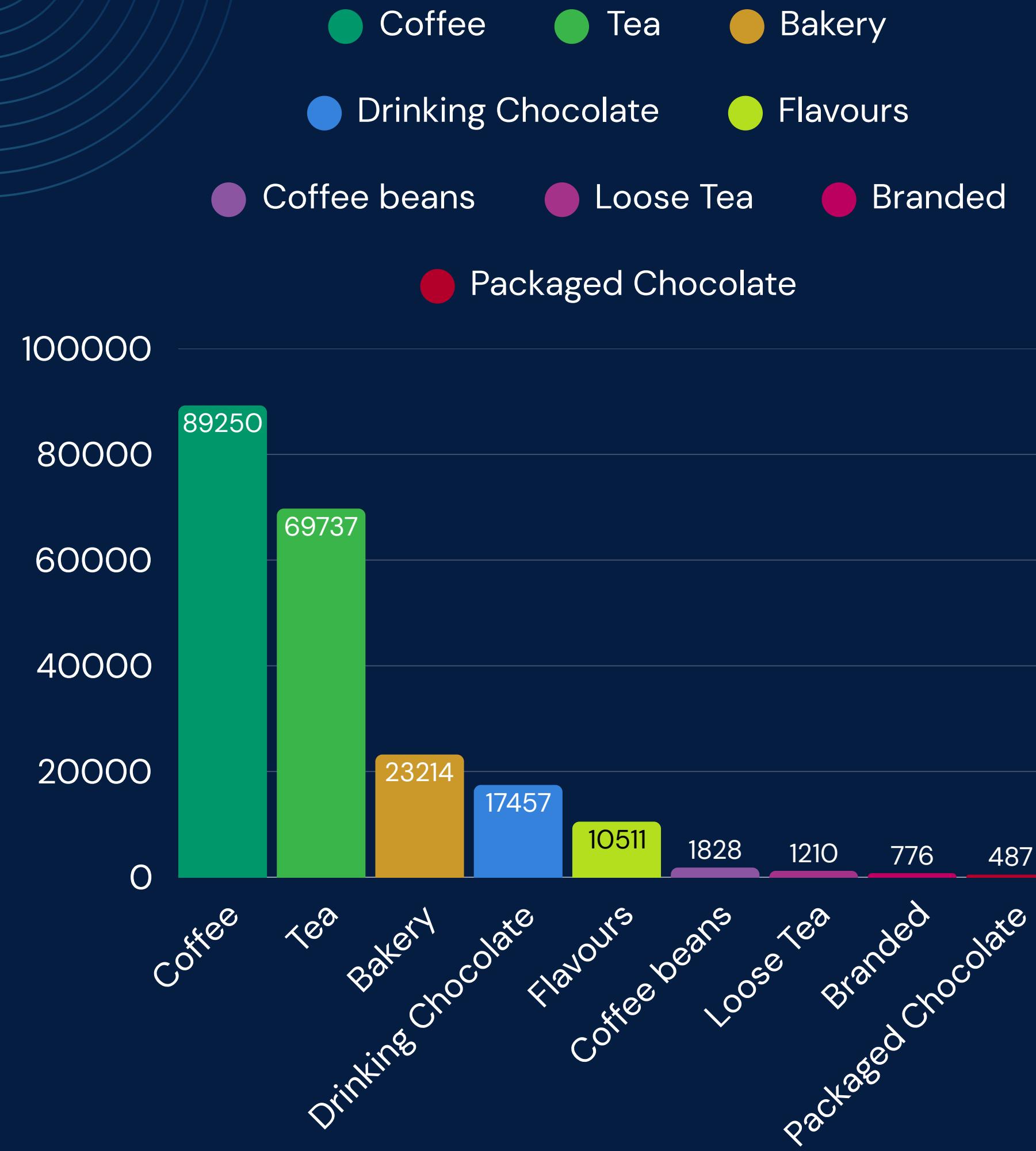
# LIKED PRODUCT BY MONTH TO MONTH REVENUE



- Coffee outperforms any other product on a monthly basis with tea as a second choice for most customers .

## Quantity by product category

- Coffee is the most preferred order of choice among most customers.
- Tea is second choice preferred product from the stores.
- The ratio between coffee and packaged chocolate is 1:4



# Recommendations and Initiatives

Infrastructure is the most important component for growth. Bright coffee shop needs customers who also want to stay longer and do their work. Have wifi, charging spots, and a bigger space.

Offer discounts to promote products that are not doing well, and have a customer loyalty programme for your customers where you offer exclusive deals

## Marketing

## Infrastructure

## Campaigns

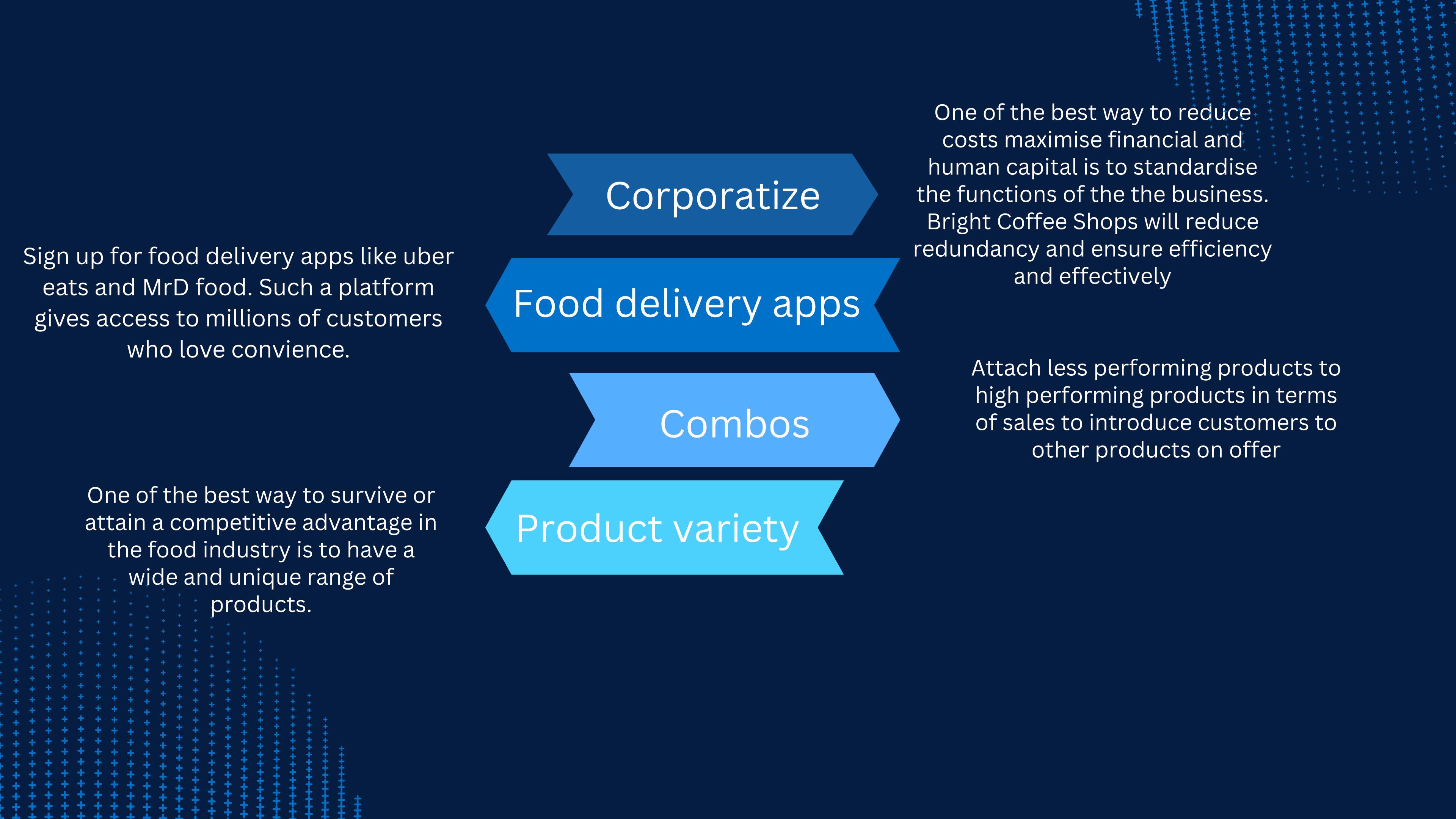
## Discounts

## On-Shelf Products

Build brand awareness on some of the underperforming products. Storytelling is a marketing tool used by franchises so customers can associate with the brand

Target university and corporate districts. Bright Coffee Shop must conduct a market research on the two target markets and address their needs

Commercialise some of the Bright Coffee Shop products that have potential and place them at chain stores and convenience stores



One of the best way to reduce costs maximise financial and human capital is to standardise the functions of the the business.

Bright Coffee Shops will reduce redundancy and ensure efficiency and effectively

## Corporatize

Sign up for food delivery apps like uber eats and MrD food. Such a platform gives access to millions of customers who love convience.

## Food delivery apps

## Combos

One of the best way to survive or attain a competitive advantage in the food industry is to have a wide and unique range of products.

## Product variety

Attach less performing products to high performing products in terms of sales to introduce customers to other products on offer



# Thank's For Watching

