Bright coffee shop

Transactions analysis

Table of contents

- ❑ Over view

- ❑ Sales per month

- ❑ Best performing store and hour

- ❑ Total sales by time buckets

- ❑ Revenue on each day of the week

- ❑ Sales by product category

- ❑ Products details

- ❑ Monthly revenue per store

- ❑ Recommendations

OVERVIEW

This project involves analyzing coffee shop transactions data over a period of 6months (01/01/2023 to 30/01/2023) to Identify revenue trends, understand customer behavior and forecast future sales. Using snowflake for data management, I developed a code to extract insight from raw data and exported results to excel for visualization and analysis.

Through this analysis, I aim to provide data driven insight that can inform business decision, identify opportunities to grow sales and revenue and develop accurate forecast to support strategic planning.

There analysis will focus on uncovering patterns and trends in transactions data, understanding customer purchasing habits and preferences and predict future sales performance to drive business growth.
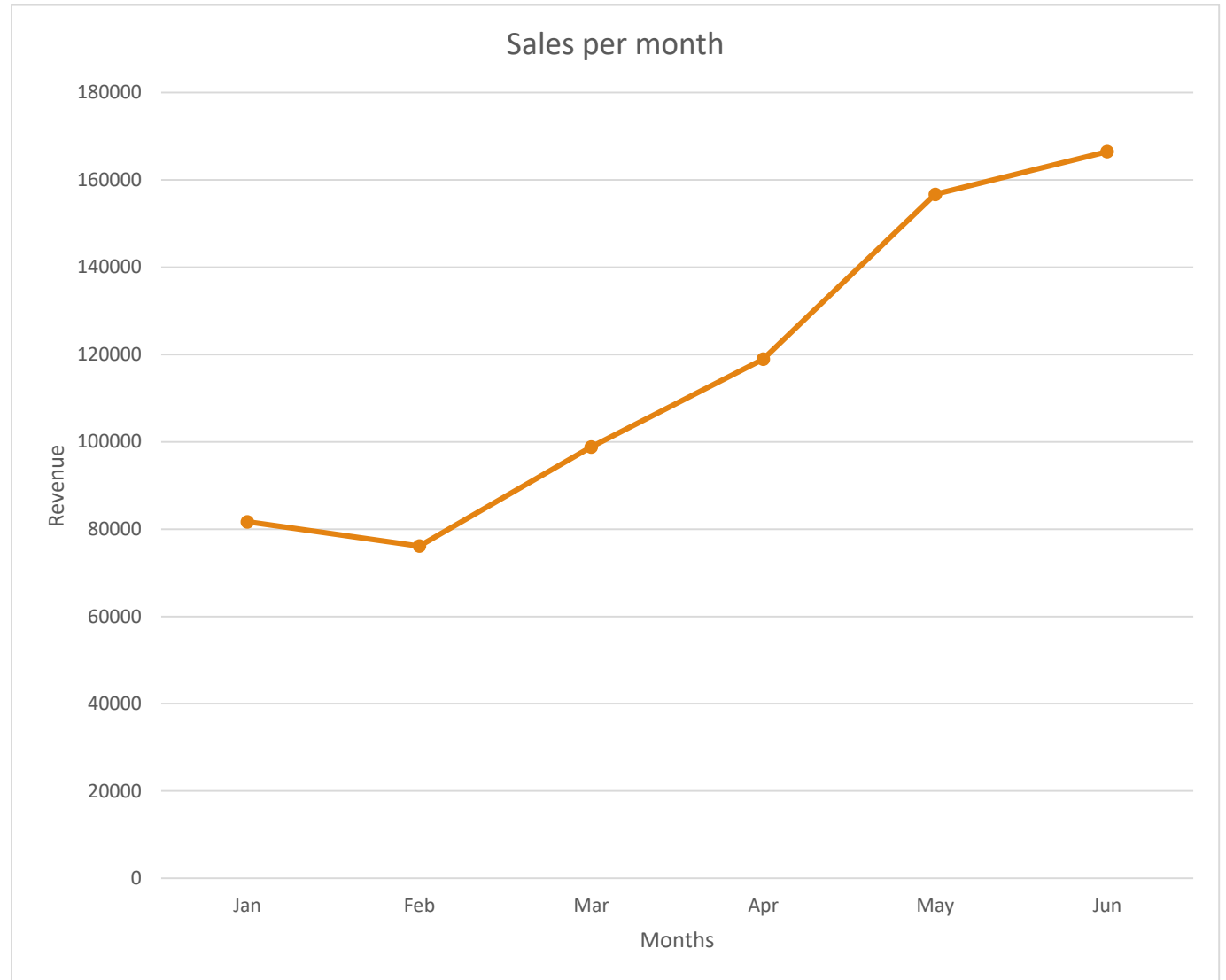
Sales a month

The graph shows a successful business turnaround

After an initial dip in the first month the growth shows strong recovery as season changes

Seasonal change is one of the potential factors for low revenue in the first months
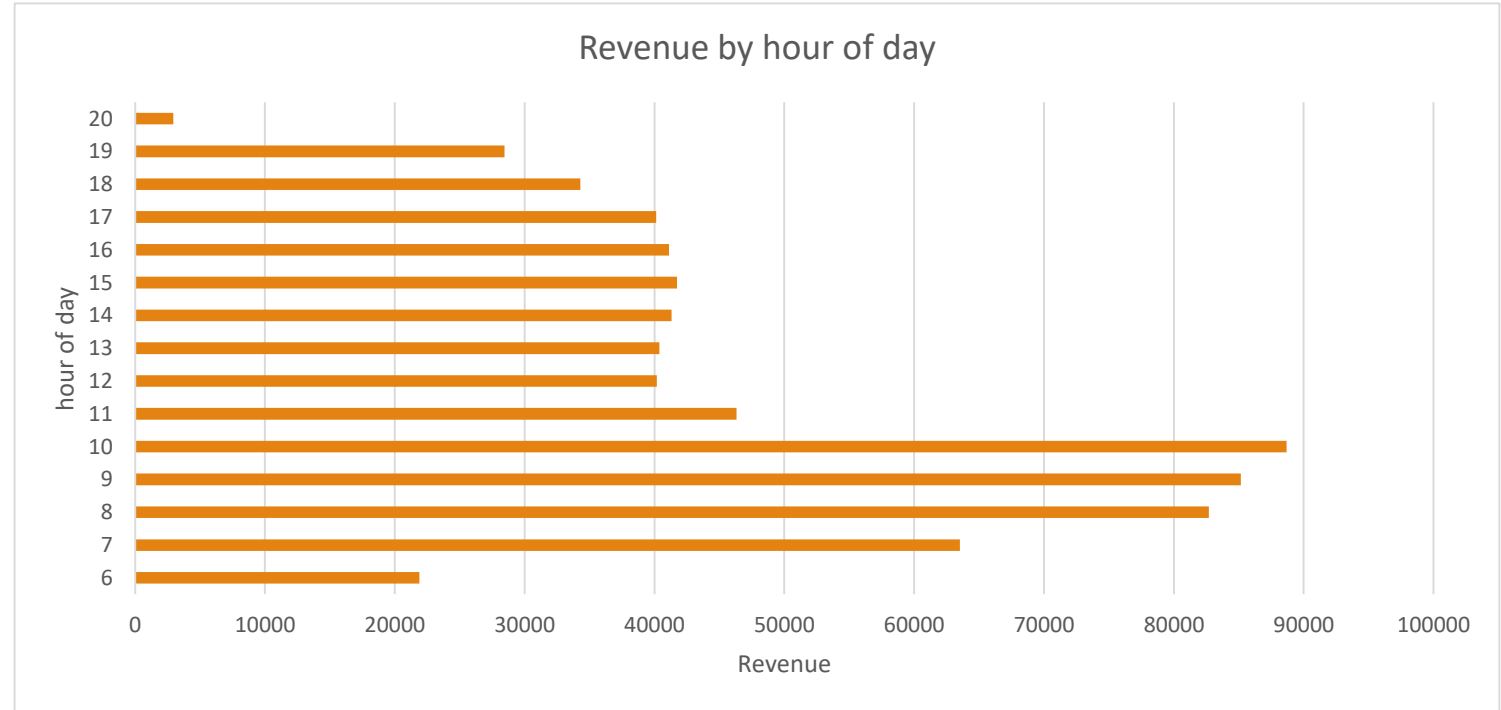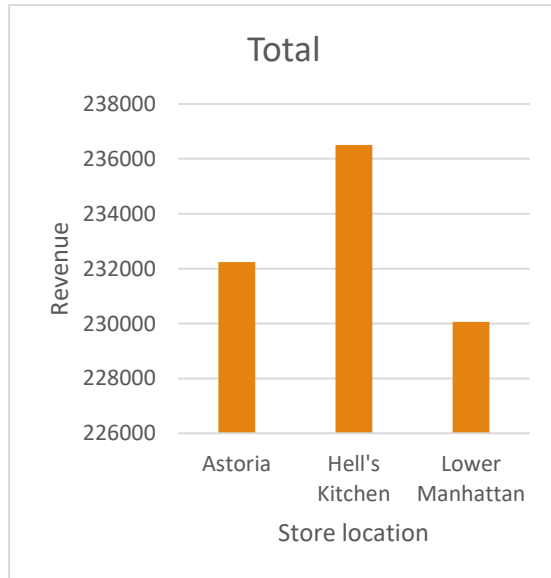
Highest revenue between May and June due to winter season


Sales per month

Best performing store

TOTAL REVENUE PER STORE. HELL'S KITCHEN IS THE BEST PERFORMING STORE ANS LOWER MANHATTAN IS THE WORST PERFORMING STORE

FROM 7AM TO 10AM THE STORE CREATE THE HIGHEST REVENUE

20:00 IS CLOSING HOUR

- These two graphs shows typical sales pattern for a coffee shop with a significant morning rush between 6:00am and 12:00pm. Majority of customers might be people starting their work day or school day

  Low sales during afternoon and evening indicates that the coffee shops are not be primary destinations for lunch and evening social spot or they do not cater for lunch


Revenue by time buckets per store

Total revenue by time buckets
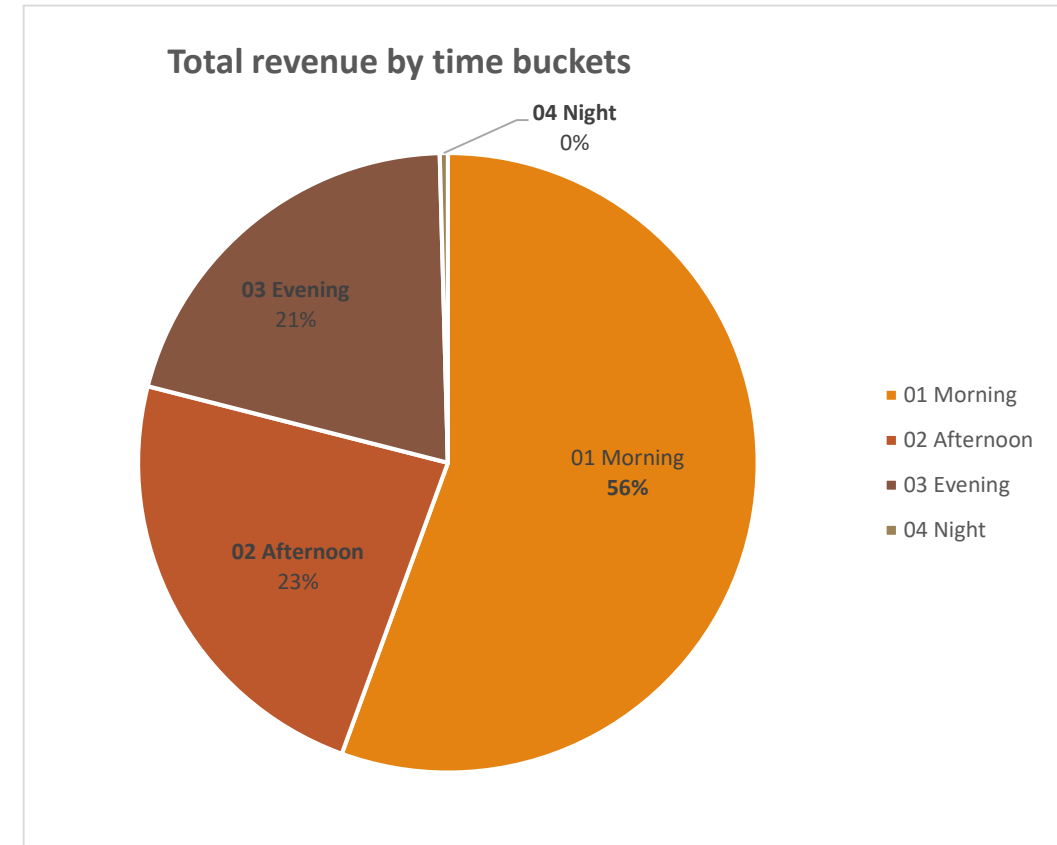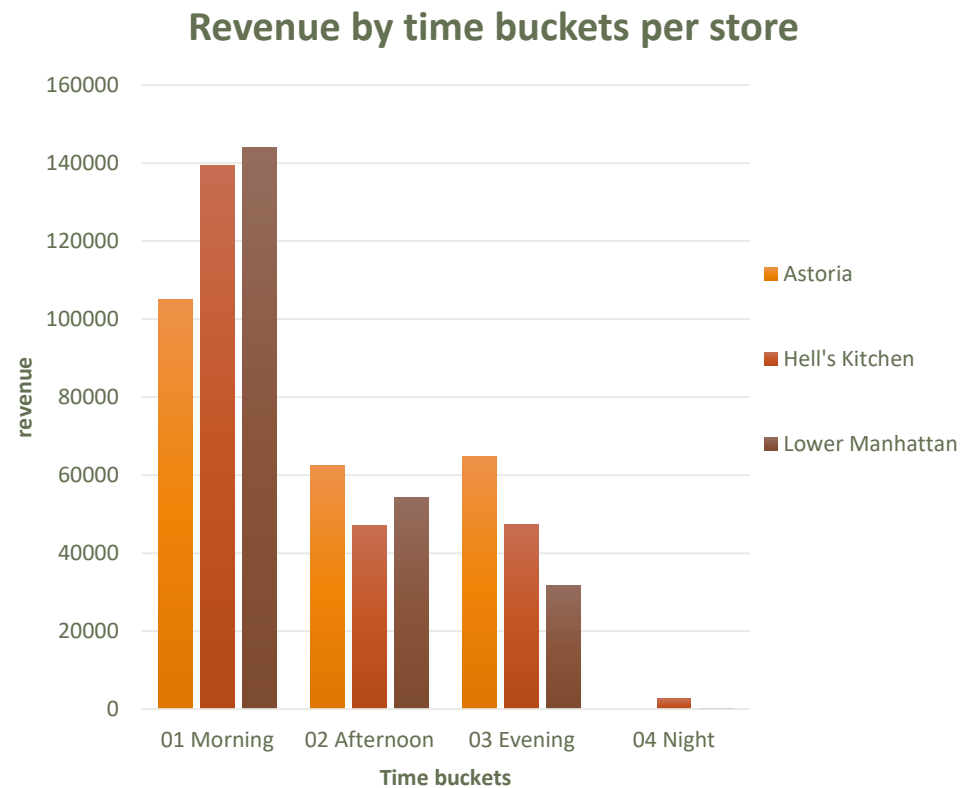
Revenue on weekdays compared to Weekend

Revenue by weekdays
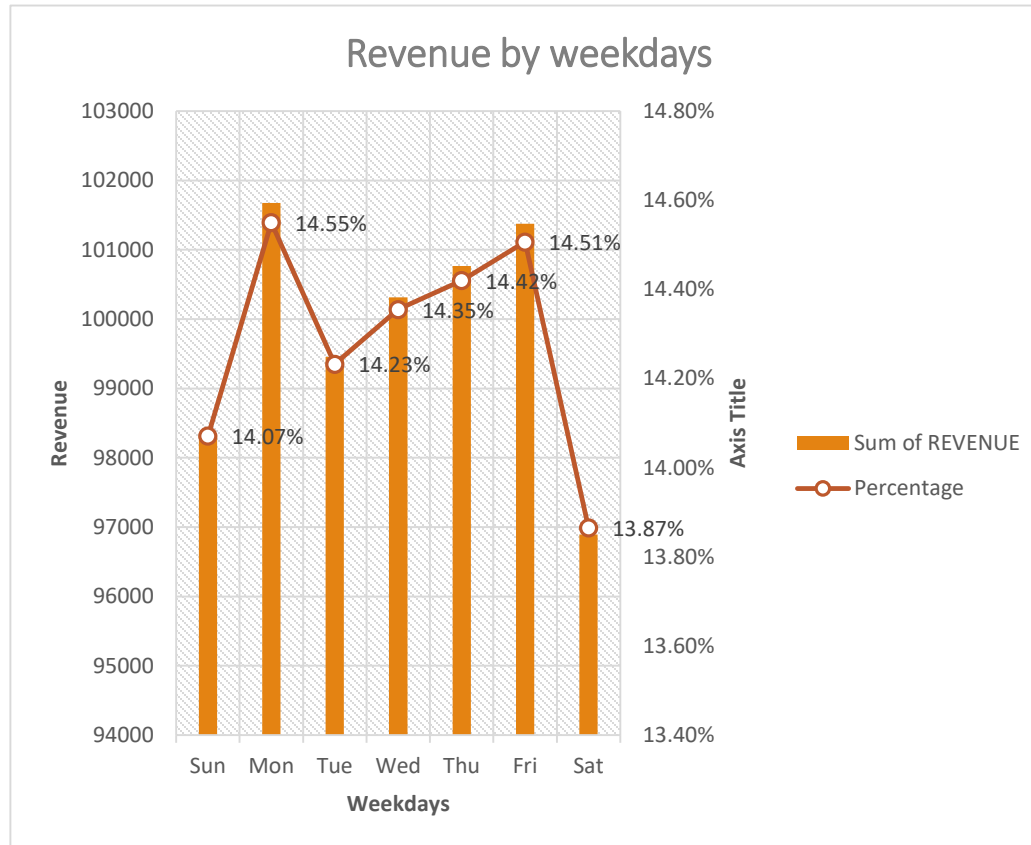
- ❑ Weekdays sales are higher than on weekends with Saturday being the lowest

- ❑ Which shows that majority of customers are people starting their work day or school day

- ❑ The locations are in a business district that becomes less populated during weekends

Flavours, lose tea and branded are the worst performing products.
Products with low revenue should be cut and replace with other products that caters for all season

SALES BY PRODUCT CATEGORY
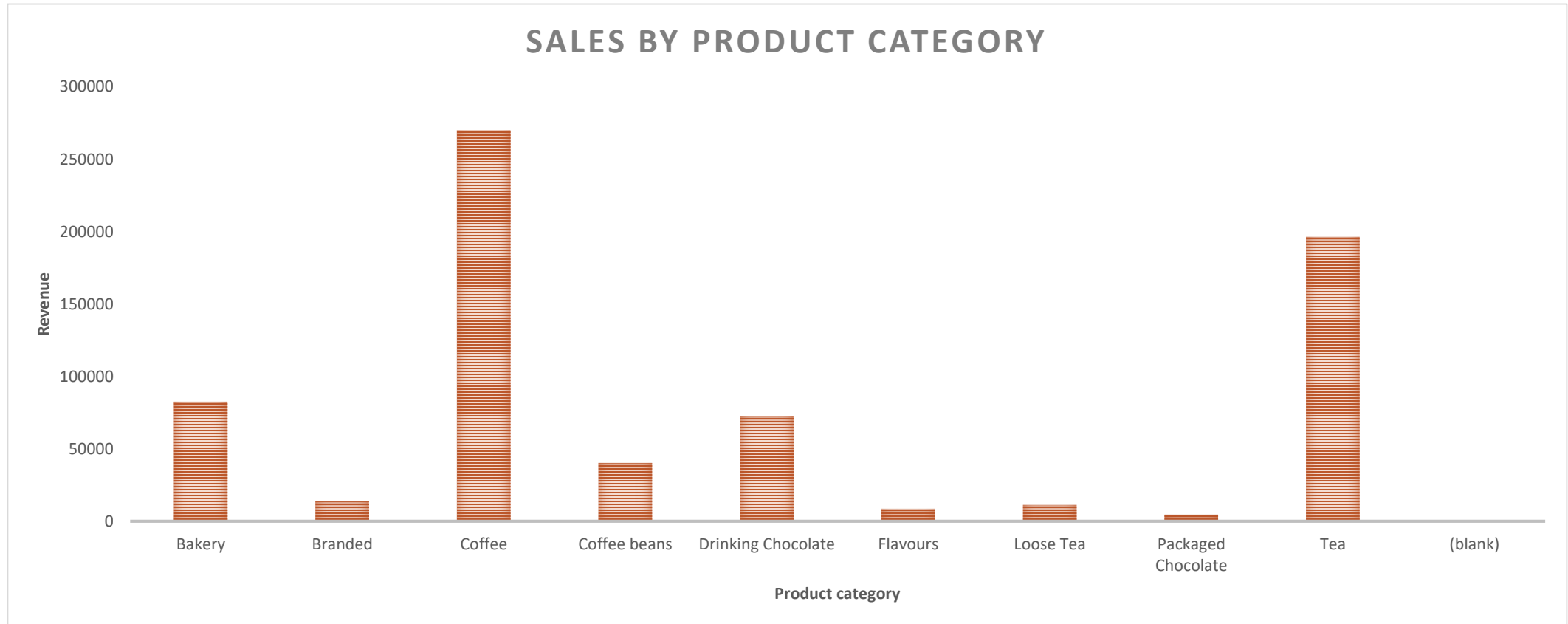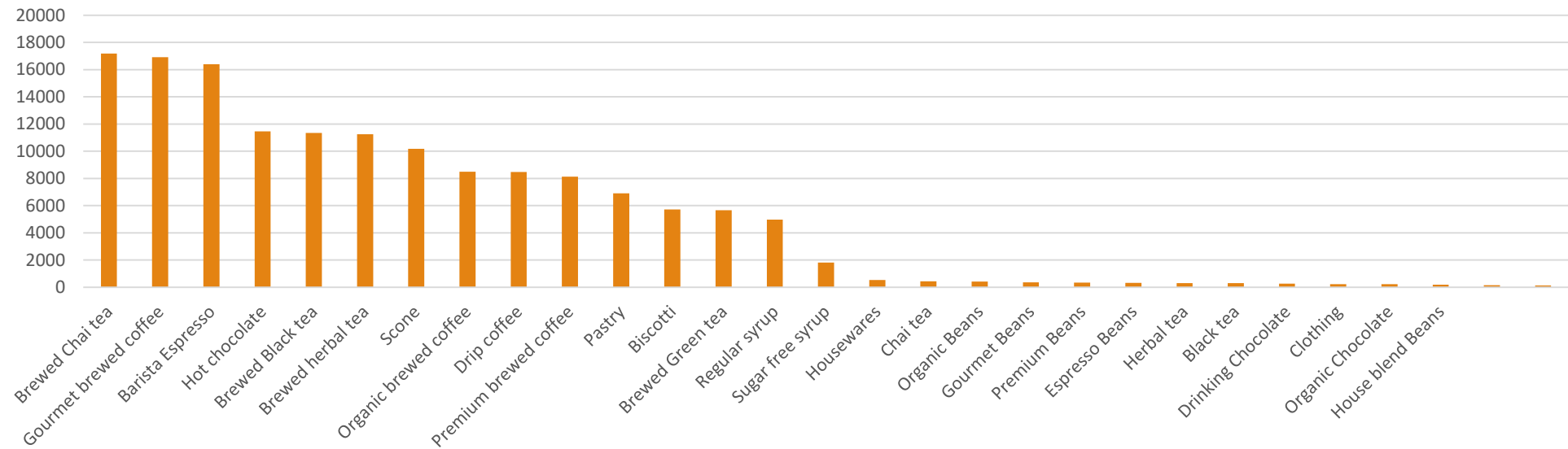
This graph shows us the top selling product types and Less selling ones

Introducing happy hour specials or freebies going with less performing products can help boost their sales

Introducing product testing for less preforming product types can help improves sales as customer product loyalty might me the reason they purchase same products

# Revenue and number of transactions over different months by Store

LOWER MANHATTAN IS ALWAYS THE LOWEST PERFORMING STORE, LOW TRANSACTIONS AND LOW REVENUE BUT THE REVENUE INCEASES AS MONTHS AND SEASON CHANG

THE STORE IS MOST LIKELY TO BE IN LESS POPULATED AREA OR CUSTOMERS DO NOT LIKE HOT BEVERAGES
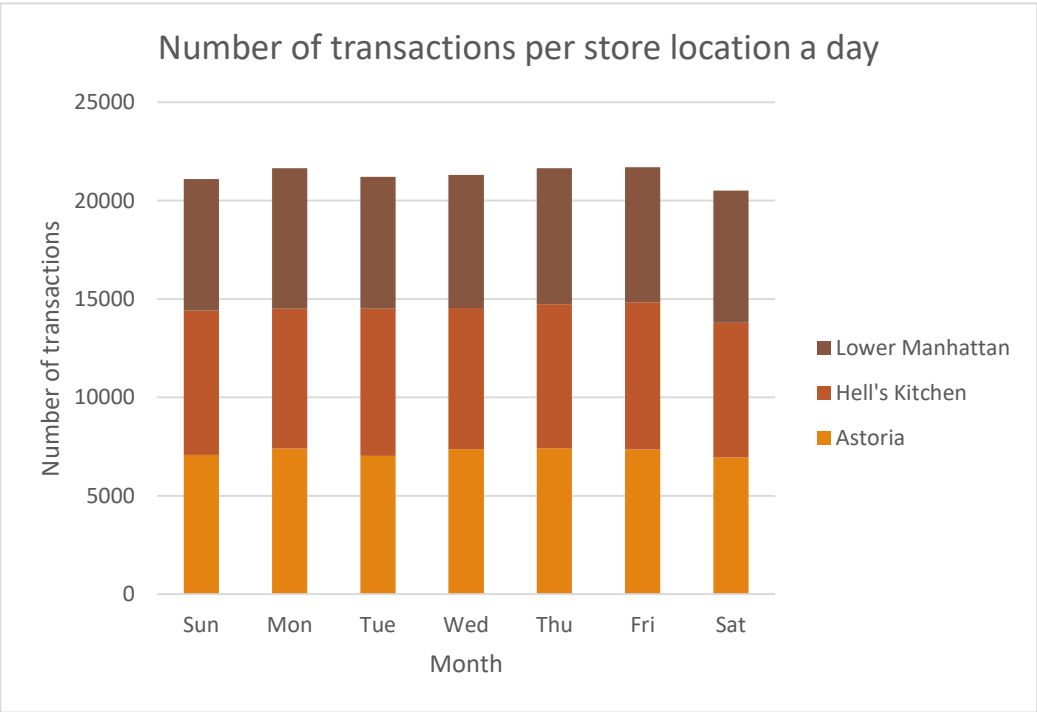
HELL'S KITCHEN IS THE BEST PERFORMING STORE MORE TRANSACTIONS RESULTING IN HIGH REVENUE

THE STORE IS IN THE MOST POPULATED AREA WITH LESS COMPETITION AND HAVE WON LOYALTY FROM THE CUSTOMERS
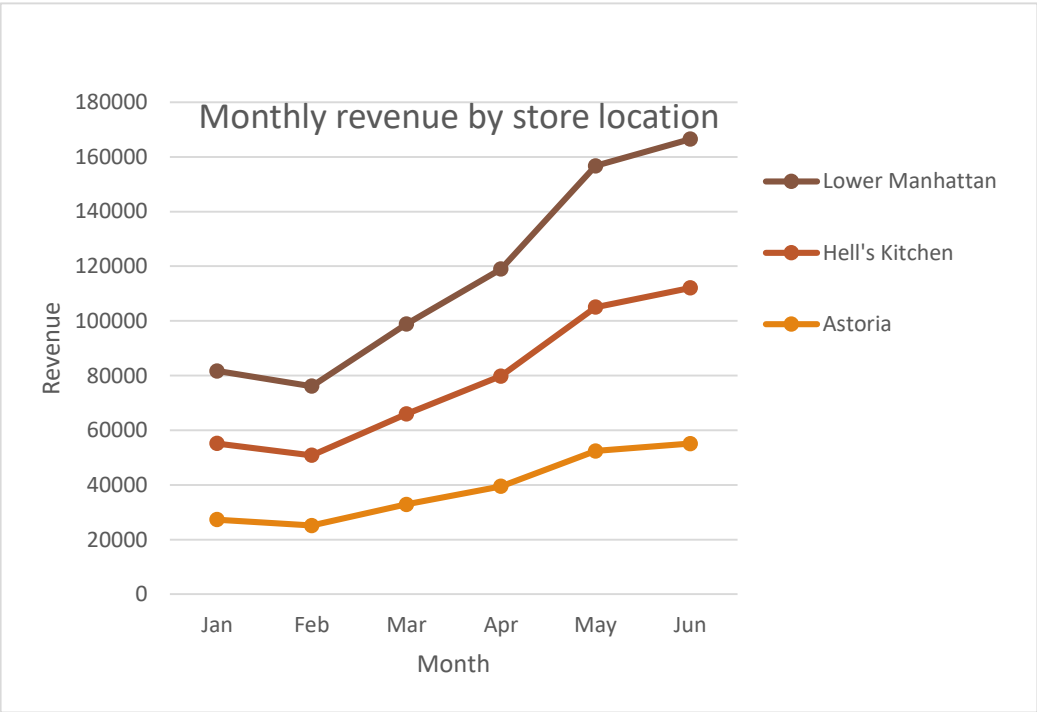
Recommendations

❑**Improve Astoria store performance**: Investigate reasons behind low transaction numbers at Lower manhattan. Consider analyzing foot traffic, customer demographics and local competition to identify areas of improvement.

❑**Optimize product mix**: Review product offerings and discontinue or reprice low revenue products. Focus on high margin items and consider introducing products that cater for all seasons demand.

❑**Seasonal Marketing strategies**: Develop targeted marketing campaigns to capitalize on winter demand. Offer seasonal promotions, discounts or happy hour offers to attract customers during slower periods.

❑ **Data driven decision making** :Continue leveraging data analytics to inform business decisions. Regularly review sales trends, customer behavior, and product performance to Identify areas for growth and optimization.

Thank you