



Brewing better business analysis together

Bright Coffee Shop

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October 2025

Bright Coffee Shop Overview

Our Data Analysis Approach

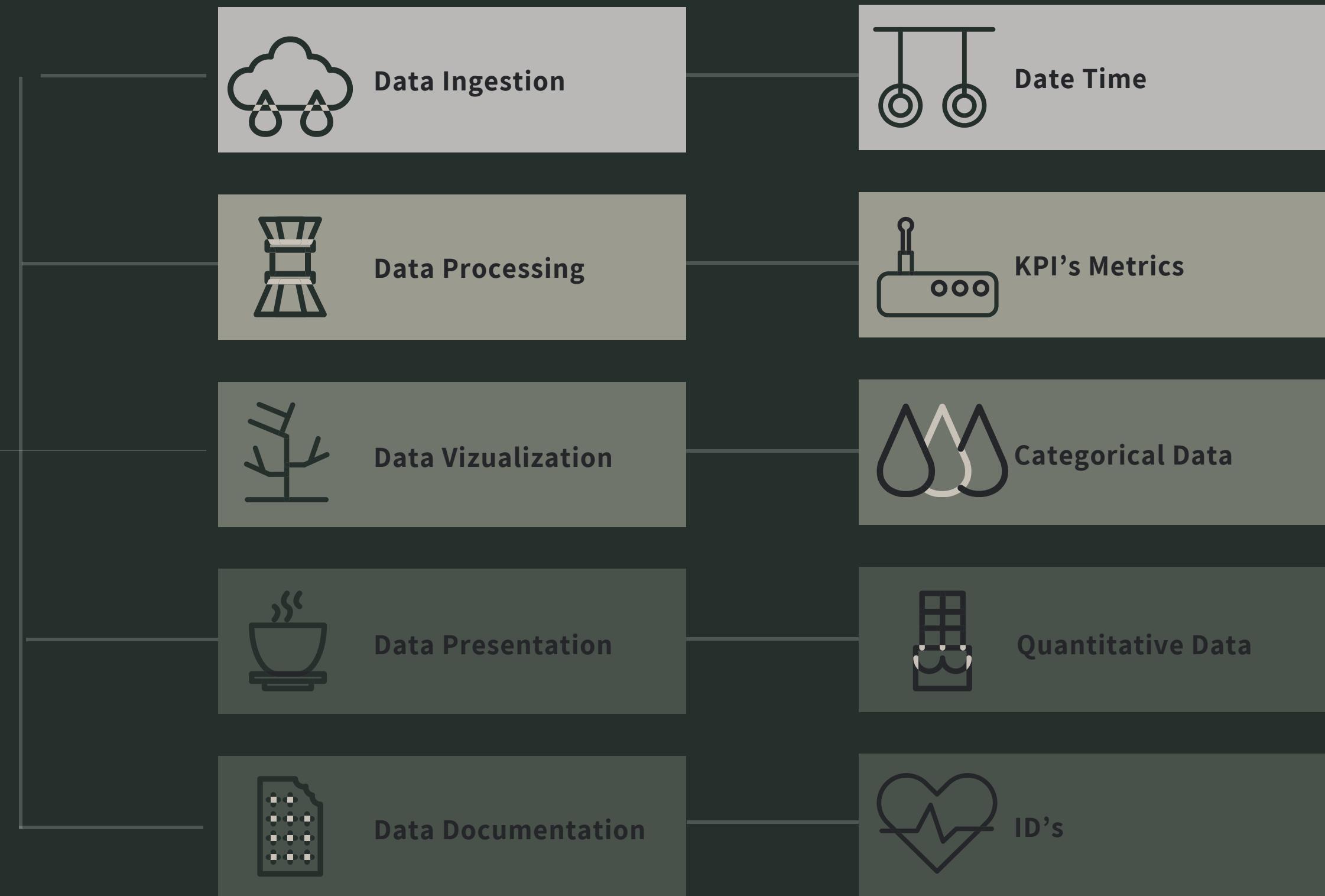
We began by extracting raw transactional data from Snowflake's Coffee shops sales database, focusing on key fields such as transaction date, time, location, product details and revenue. The data was cleaned to remove irrelevant entries (like Clothing and Housewares) and standardized to ensure consistency across product categories.

Next we created calculated fields including day and time classifications (Weekday vs Weekend, Morning/Afternoon/Evening) to uncover temporal sales patterns. Aggregated datasets were then exported to Excel, where pivot tables and charts were used to visualize sales trends, top performing products and time based revenue peaks.

This process allowed us to move from raw data → meaningful insights → strategic recommendations.

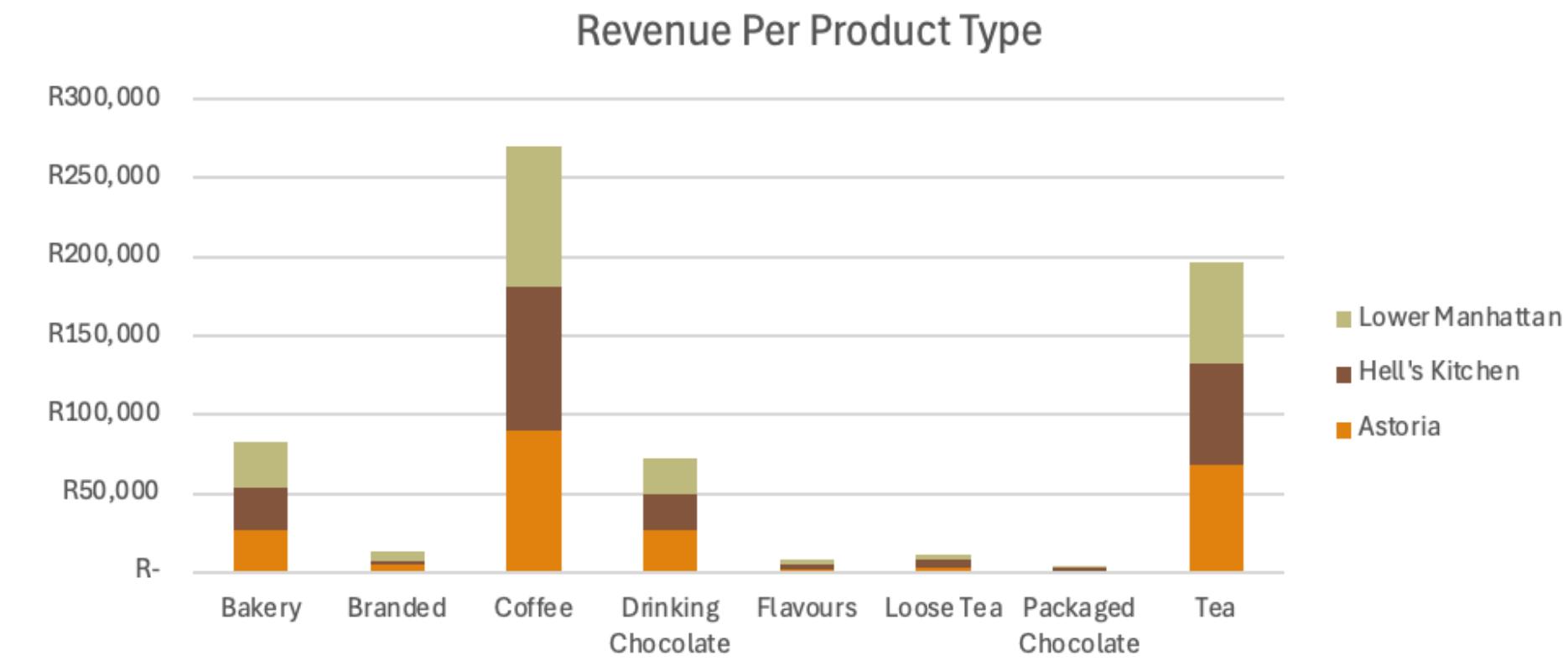
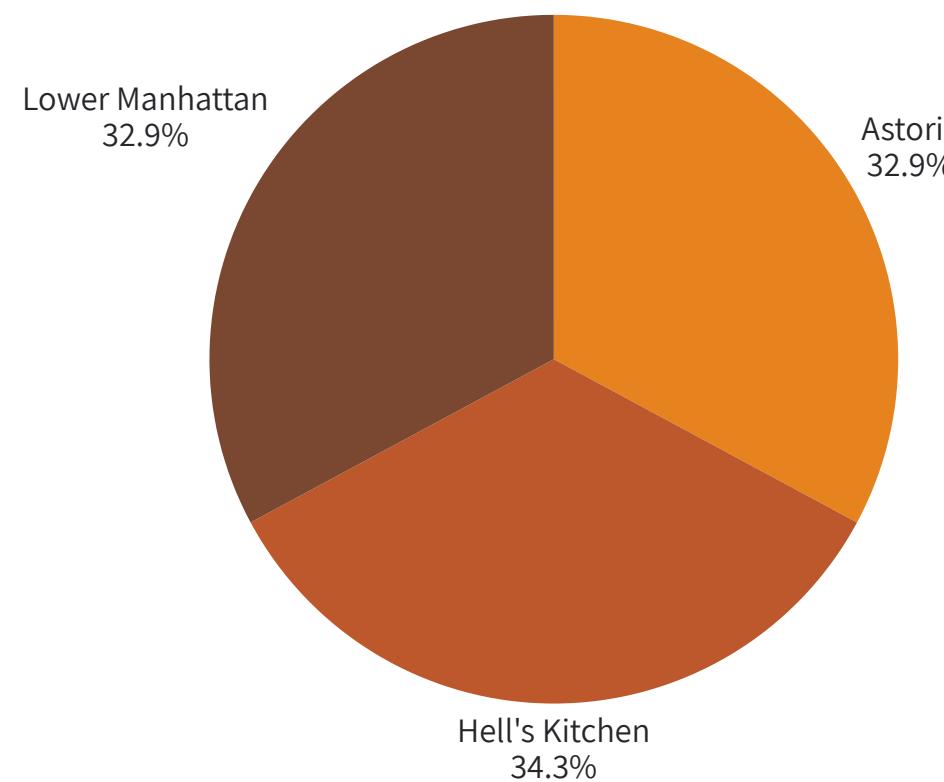


Data Source



Revenue Performance by Product Type

- Beverages particularly Barista Espresso and Brewed Chai Tea generated the highest revenue, exceeding R90,000 and R77,000 respectively.
- Lower-performing categories such as Herbal Teas and Drinking Chocolate accounted for less than 5% of total revenue.

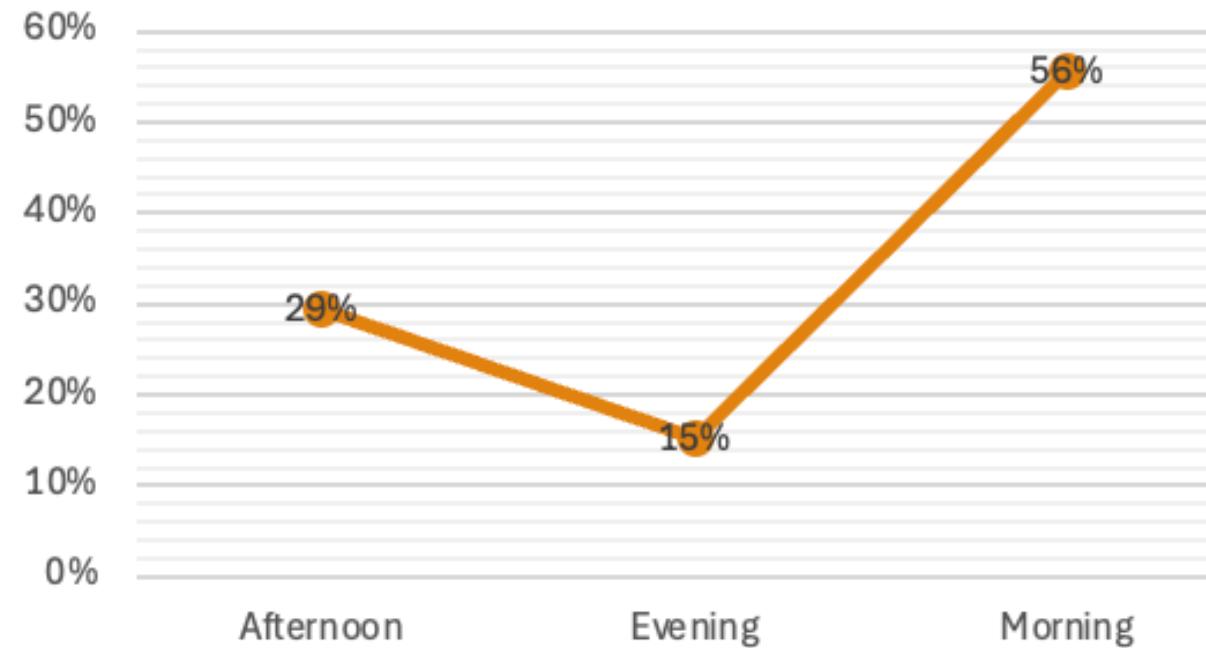


By Store Location

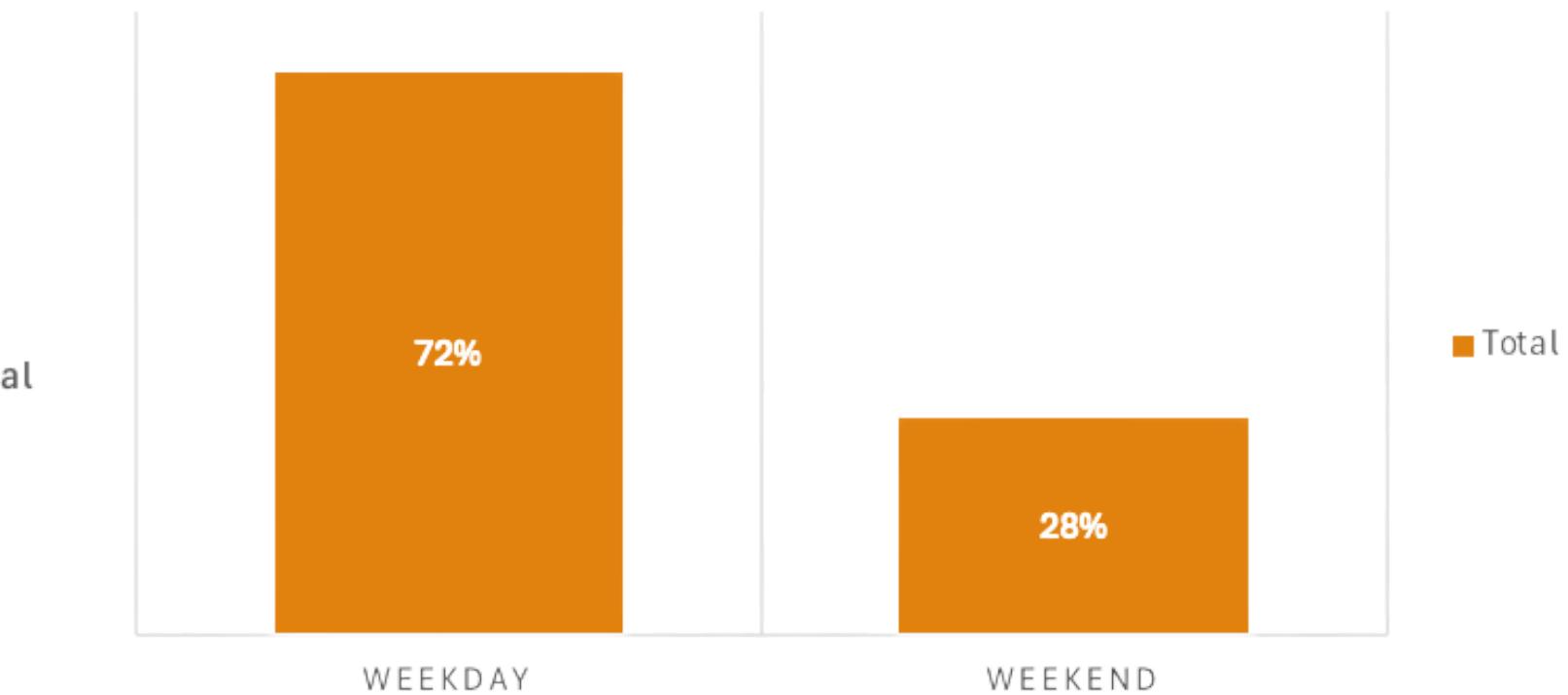
Insight: Core coffee and specialty tea products drive the majority of income these are your hero products.

Peak Time Intervals

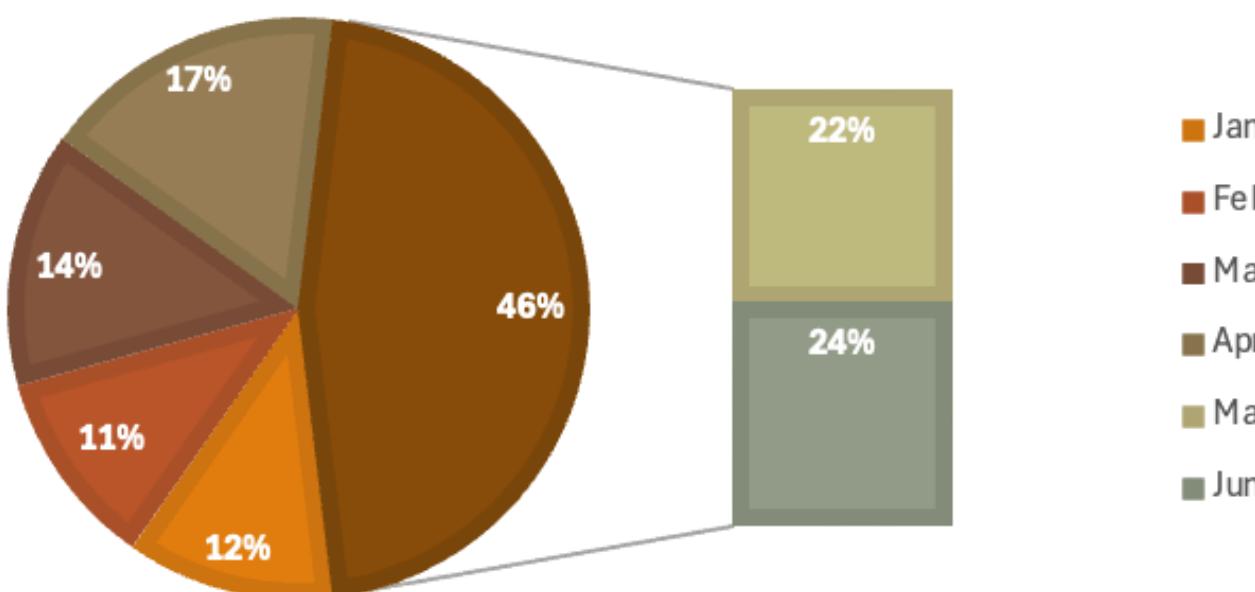
Daily Peaks



DAY OF THE WEEK



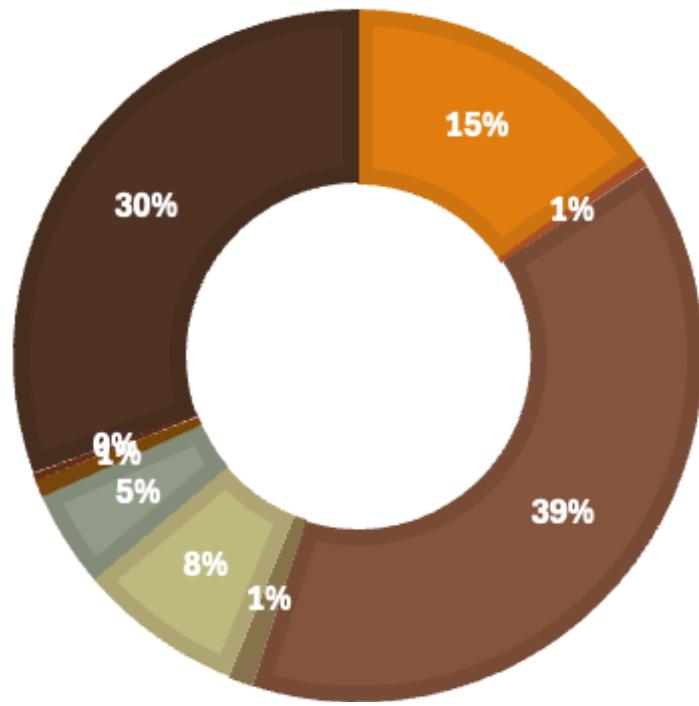
MONTLY PEAKS



- Peak transactions occur during morning hours (6 AM – 11 AM) weekdays.
- Sales dip sharply in afternoons, late evenings and mostly on weekends.
- This indicates a strong breakfast and coffee rush pattern with opportunity for targeted midday promotions and weekdays

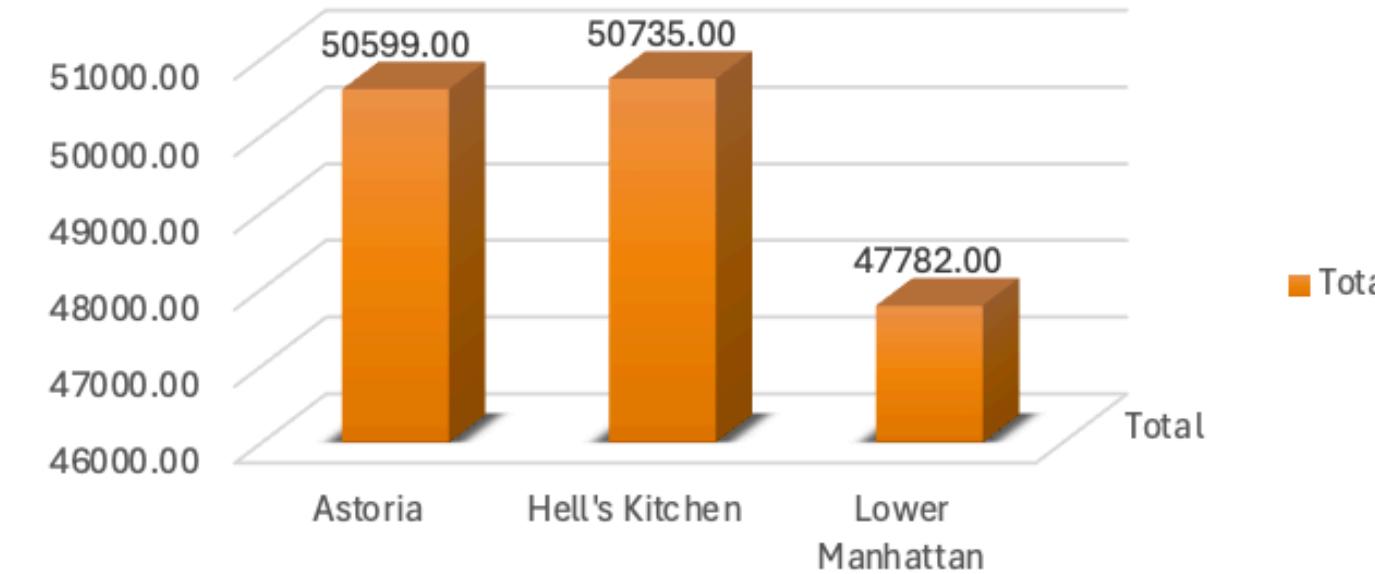
Insight: Mornings are our golden window afternoons represent an untapped opportunity.

Quantity of items sold by category



■ Bakery
■ Branded
■ Coffee
■ Coffee beans
■ Drinking Chocolate
■ Flavours
■ Loose Tea
■ Packaged Chocolate
■ Tea

quantity sold by store



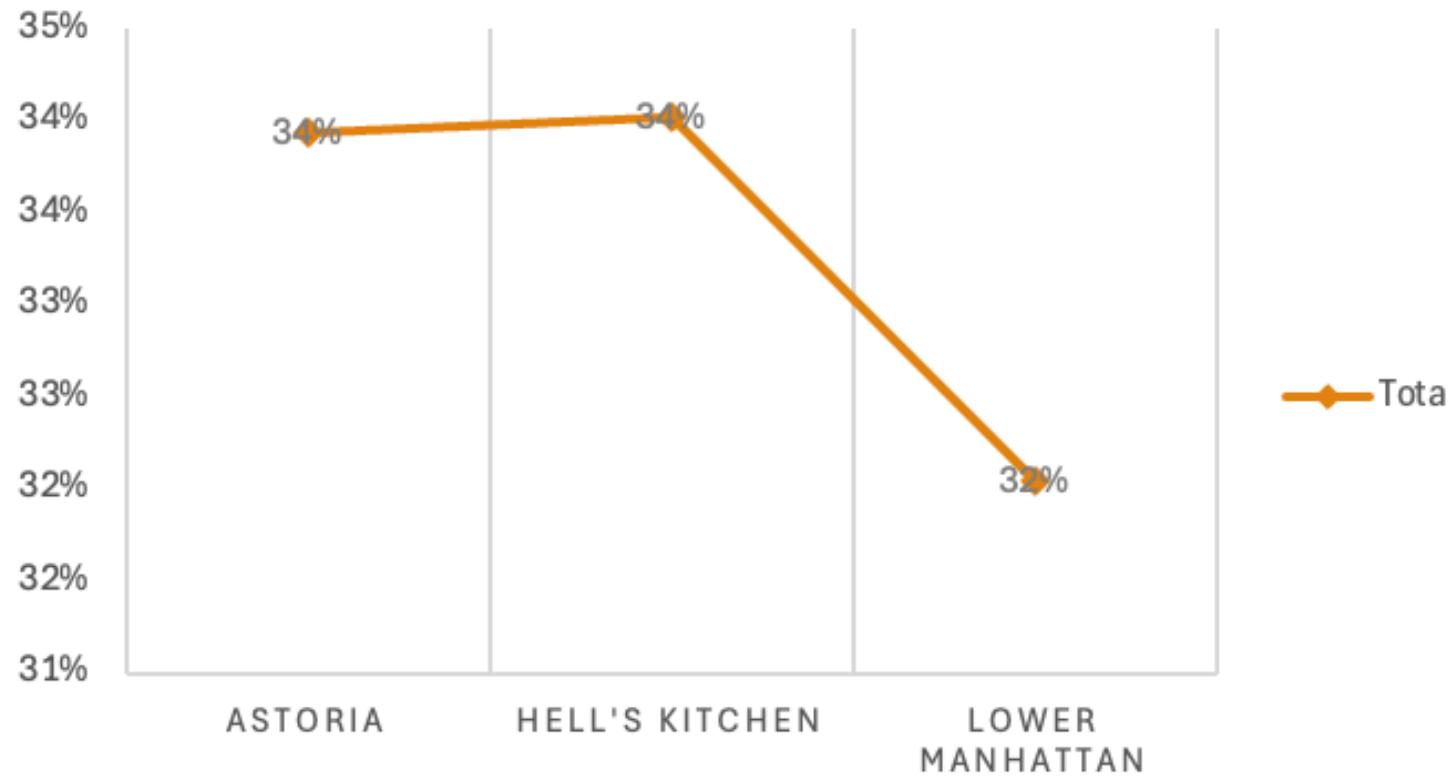
Store & Category Comparison

- Beverages such as Coffee & Tea dominate the sales mix, followed by Bakery Items.
- Lower-selling categories (like loose teas) suggest potential overstocking or lack of promotion.
- Could optimize purchasing and marketing focus around high-volume categories.

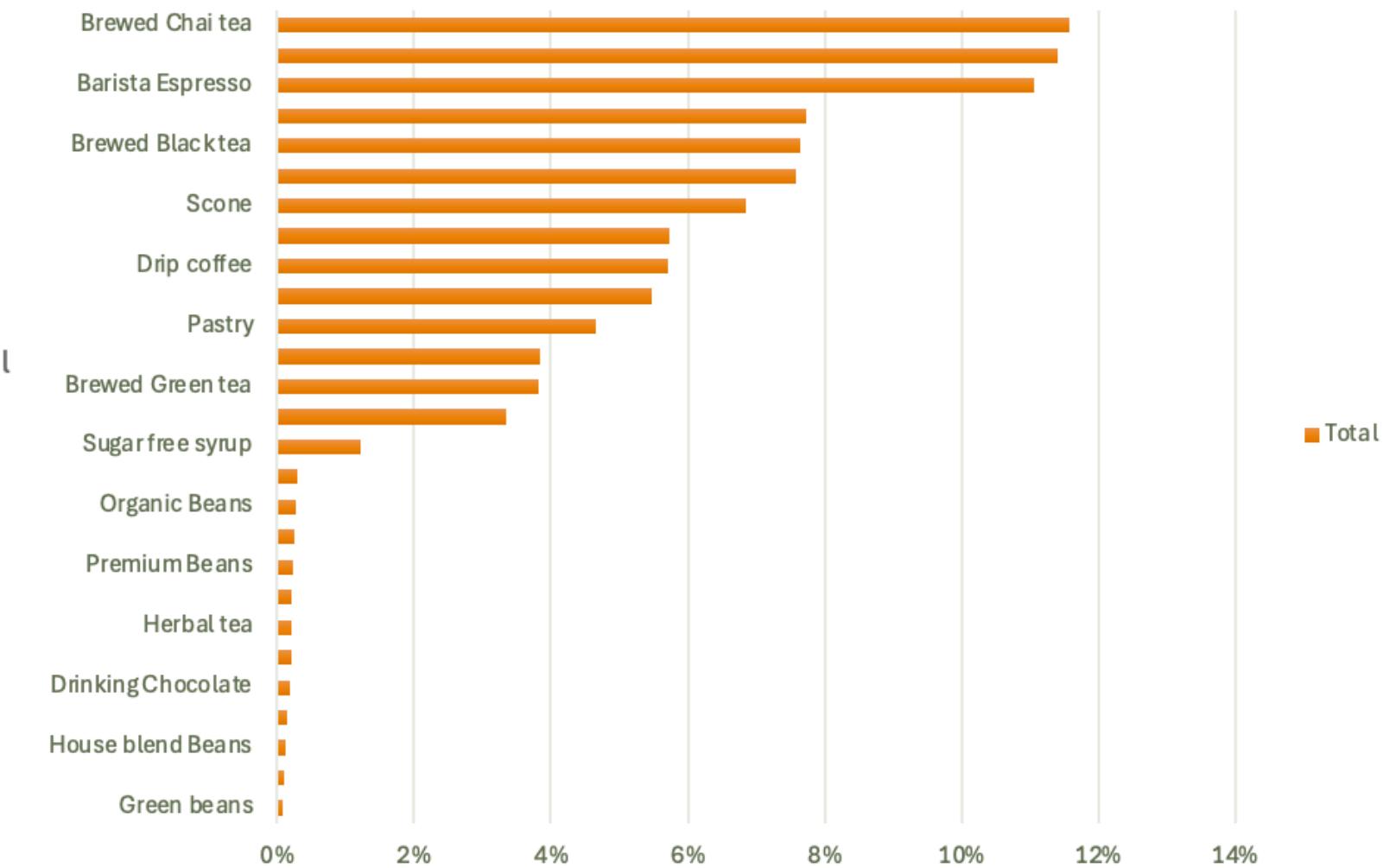
Insight: location specific promotions and stock allocations could balance performance across stores.

Best Selling Product Types

BEST SELLING BY STORE



Best Selling Product



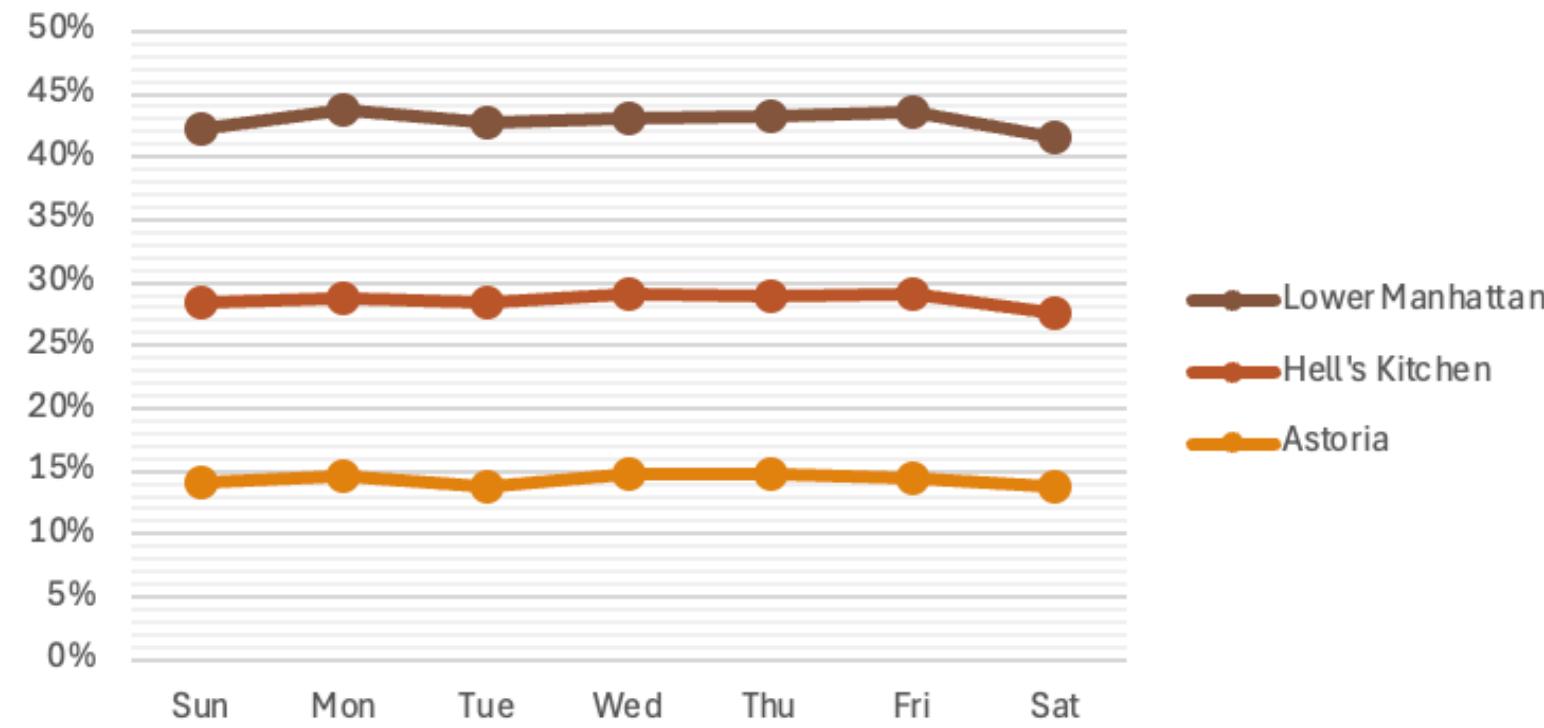
Product Mix

- Top 5 products account for over 60% of total revenue.
- Coffee, Barista Espresso, Brewed Chai Tea and Hot Chocolate are key drivers of profitability.

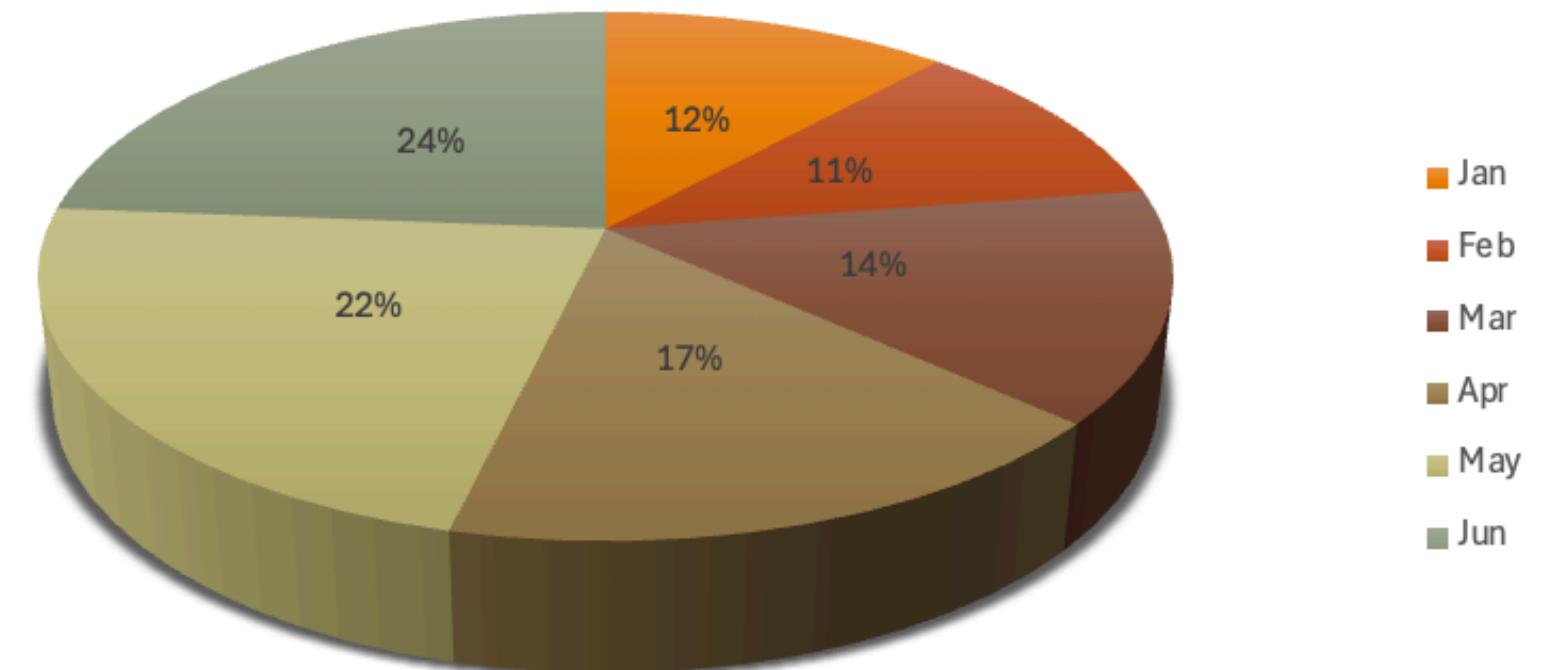
Insight: Focus on what sells, simplify your offering to strengthen brand identity.

Revenue Trends

Revenue Trends Weekly



Monthly



Insight: Revenue trends confirm that customer behavior follows predictable seasonal patterns. To maximize profitability, align promotions, stock management and staffing with these demand cycles and use the slower months for experimentation, training and new product testing.

Action Plan Strategy



- **Automate Daily Sales Reporting**
Integrate Snowflake with Power BI or Excel dashboards for real-time visibility across all stores.
- **Track Multi-Location Performance**
Build a unified reporting framework comparing location-based sales trends to inform resource allocation.
- **Implement Loyalty Programs**
Offer time-based rewards (e.g., Double points after 2 PM) to drive repeat sales during quiet periods.



Thank You