

October 2025 | Thabokuhle Khoza

KwaKhoza Coffee Shop

W H E R E T H E C O F F E E T A S T E S L I K E
H O M E ✨

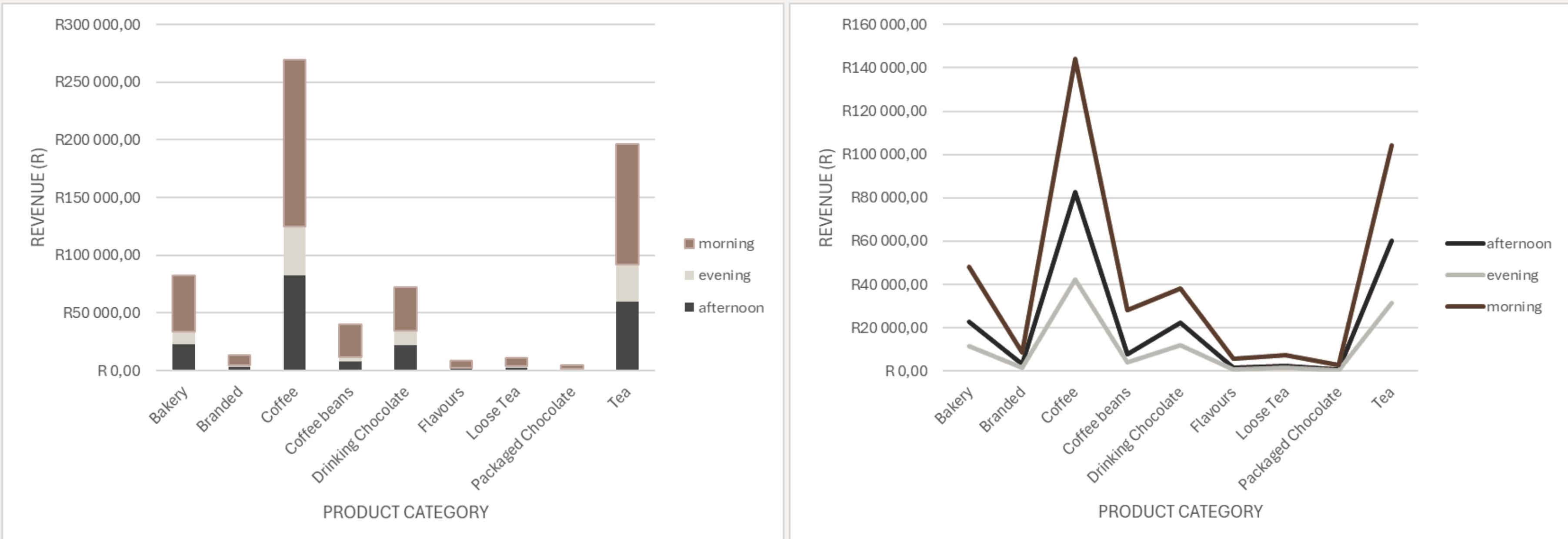
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Content

An insight of the data inside Kwa Khoza Coffee Shop. Investigation of trends and recommendations to build larger profits across all Kwa Khoza Coffee locations



Analysis | Revenue Per Product Category at Different Parts of the Day

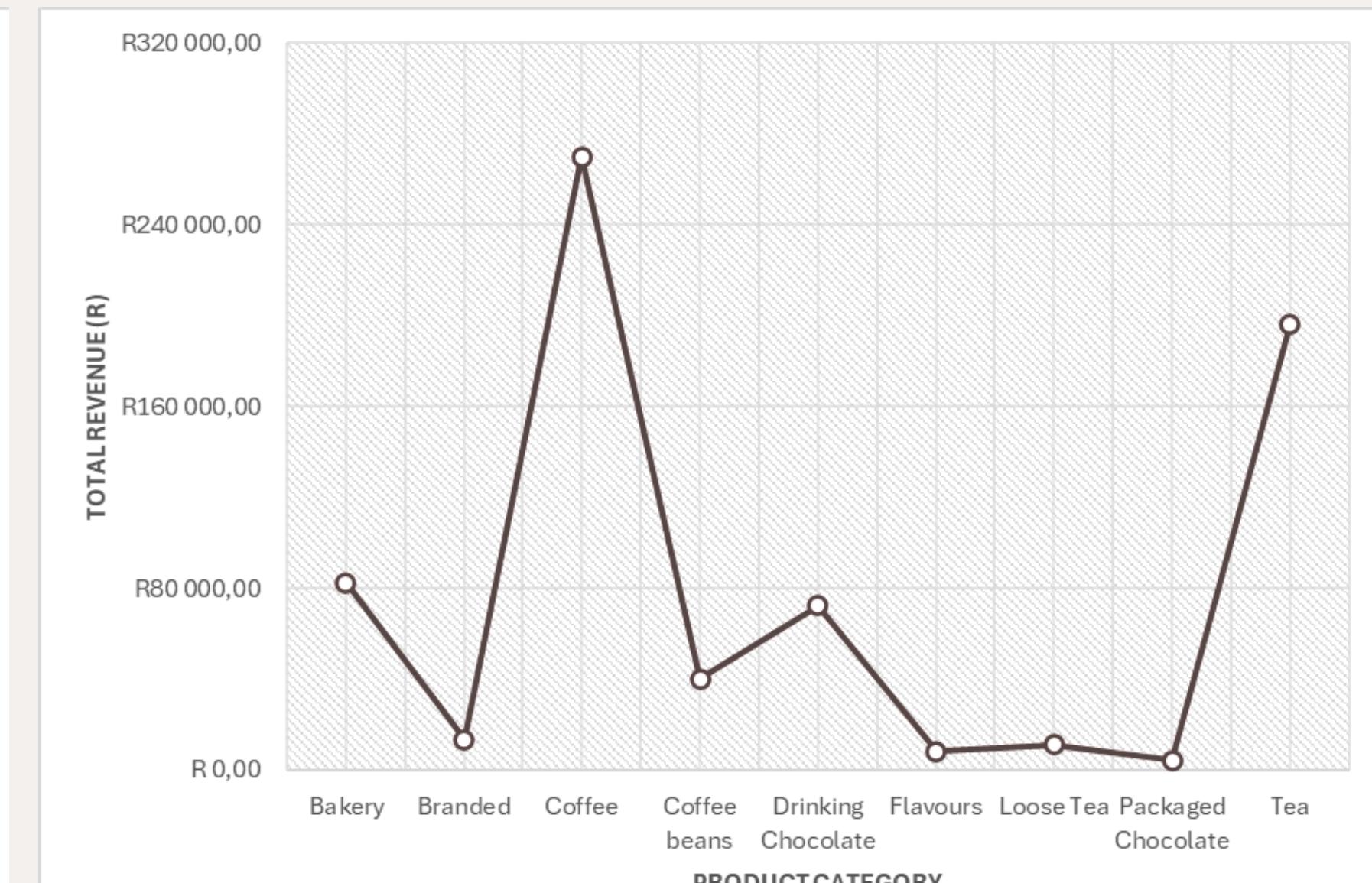
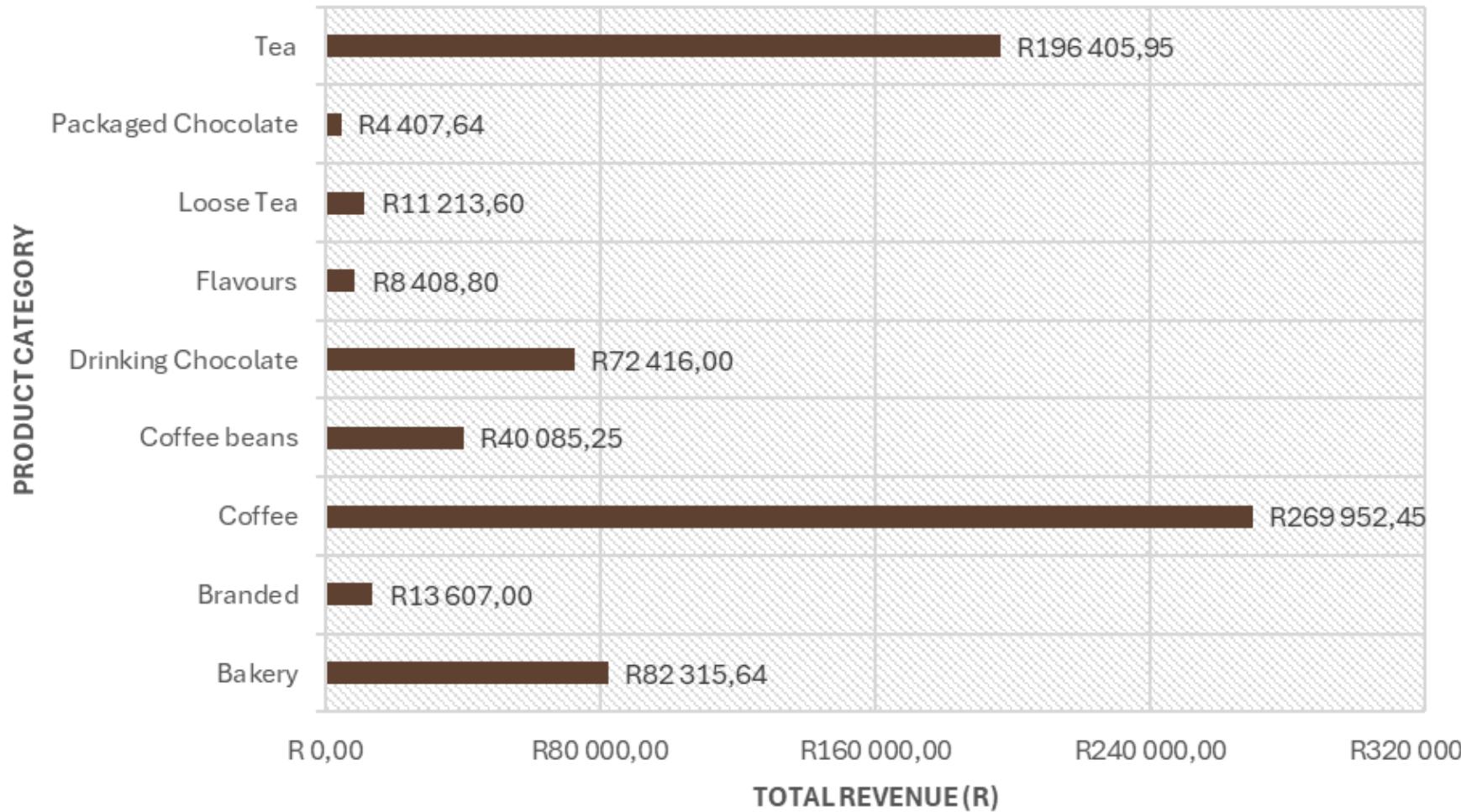


Insights:

- Coffee generates the highest revenue overall with peak times in the morning and afternoon.
- Coffee is the main product that attracts customers especially during the commute to work and work-break hours

Analysis

| Total Revenue per Product Category



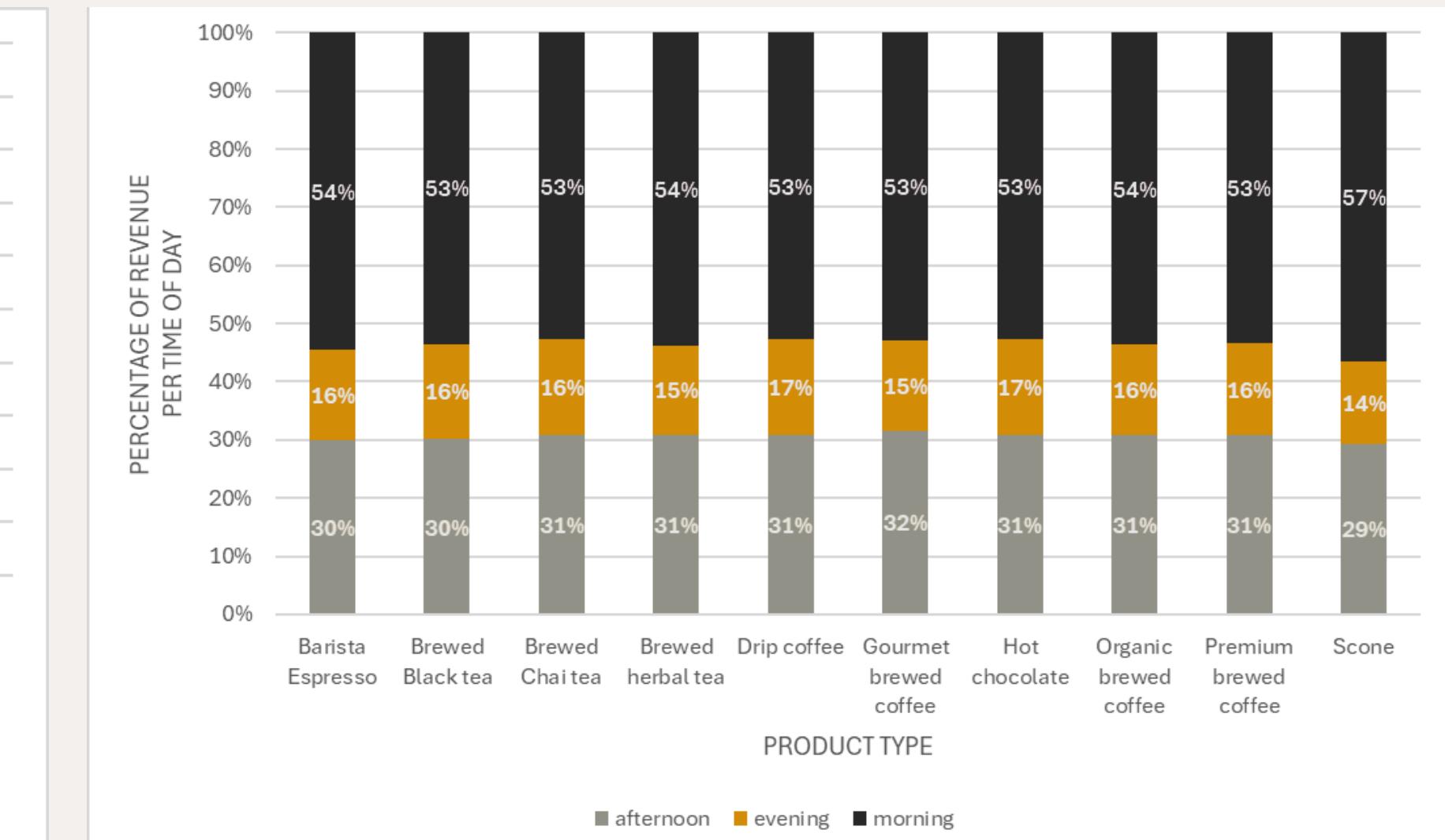
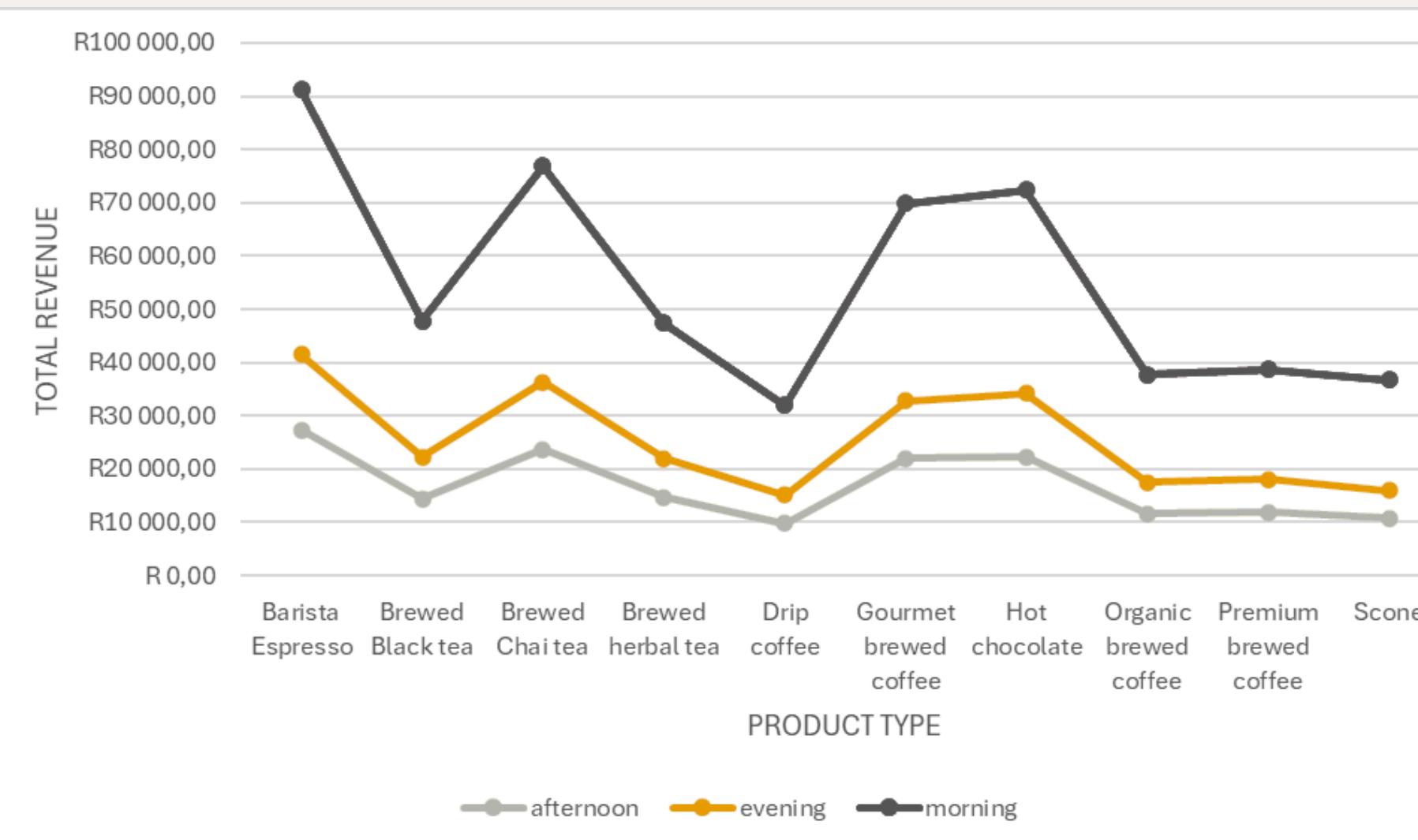
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Insights:

- Coffee and Tea are the top performing beverages.
- Package chocolate and flavours are low performing.
- Coffee brings nearly 4 times the revenue that drinking chocolate brings in.

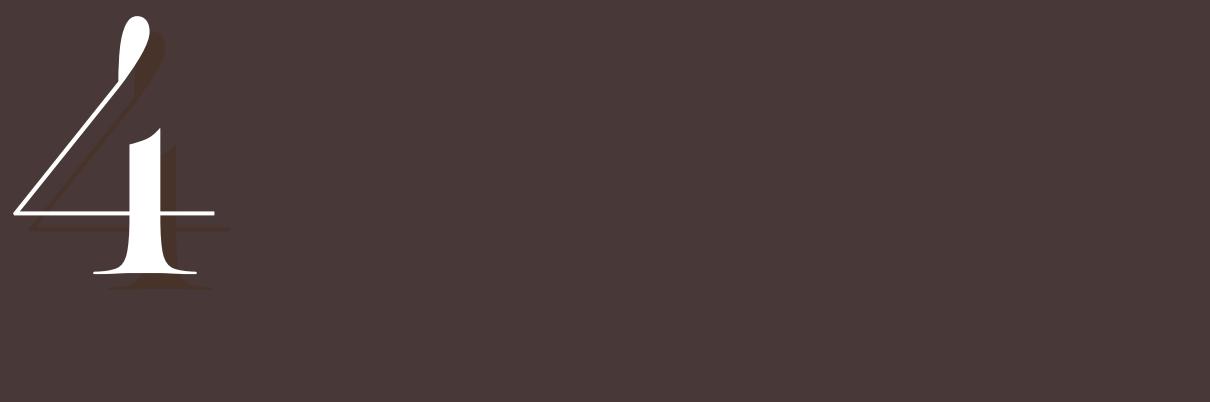
Analysis

| Top 10 Selling Product per Day



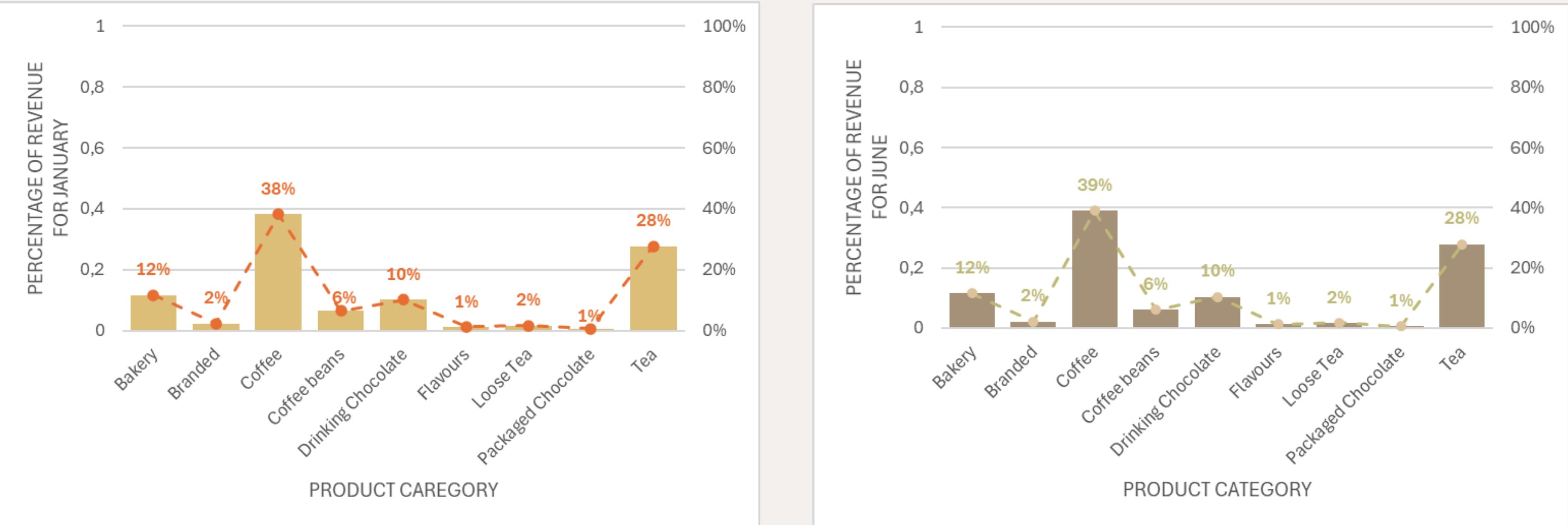
Insights:

- Morning are the dominant periods of the day where Barista Coffee and Brewed herbal tea are the top two selling hot beverages.
- Customers enjoy scones in the morning according to percentage of sold scones.
- Afternoon sales decrease with customers preferring Coffee or Hot Chocolate
- Evening sales are the lowest with customers preferring brweed coffee the most.



Analysis

Total Revenue Per Product Category from January to June



Insights:

- Products that were doing well in sales in January continued to do well in June
- Products that do not do well continue the same trend

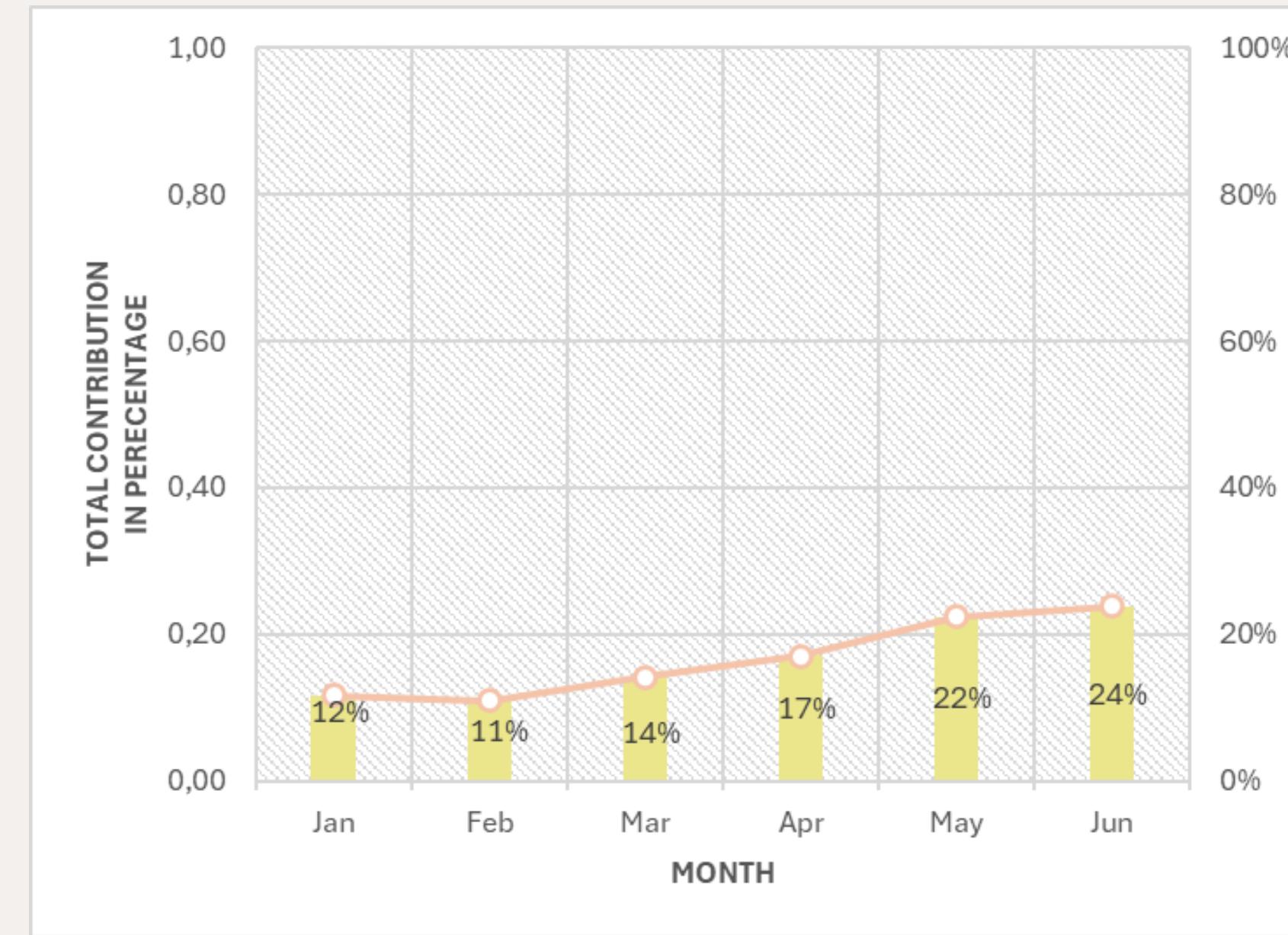
Recommendations:

- >> Invest in Grade A products that bring in highest revenue
- >> Invest in Loyalty points for customers to encourage customers

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Analysis

| Monthly Contribution to Total Revenue



Insights:

- Revenue steadily increased from January to June except for the month of February
- Extrapolation dictates a linear increase for the second half of the year

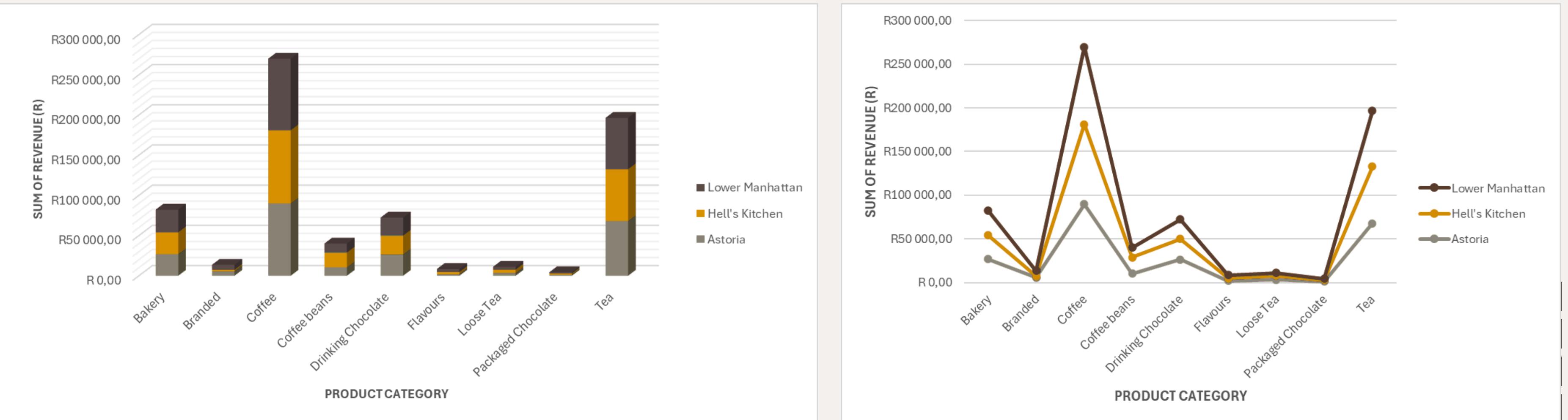
Recommendations:

>> Replace low contributing with new beverages with researched beverages

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Analysis

| Total Product Revenue at Different Store Locations



Insights:

Lower Manhattan generates the highest revenue consistently across all beverages

Astoria is located in an area where the market for hot beverages is low

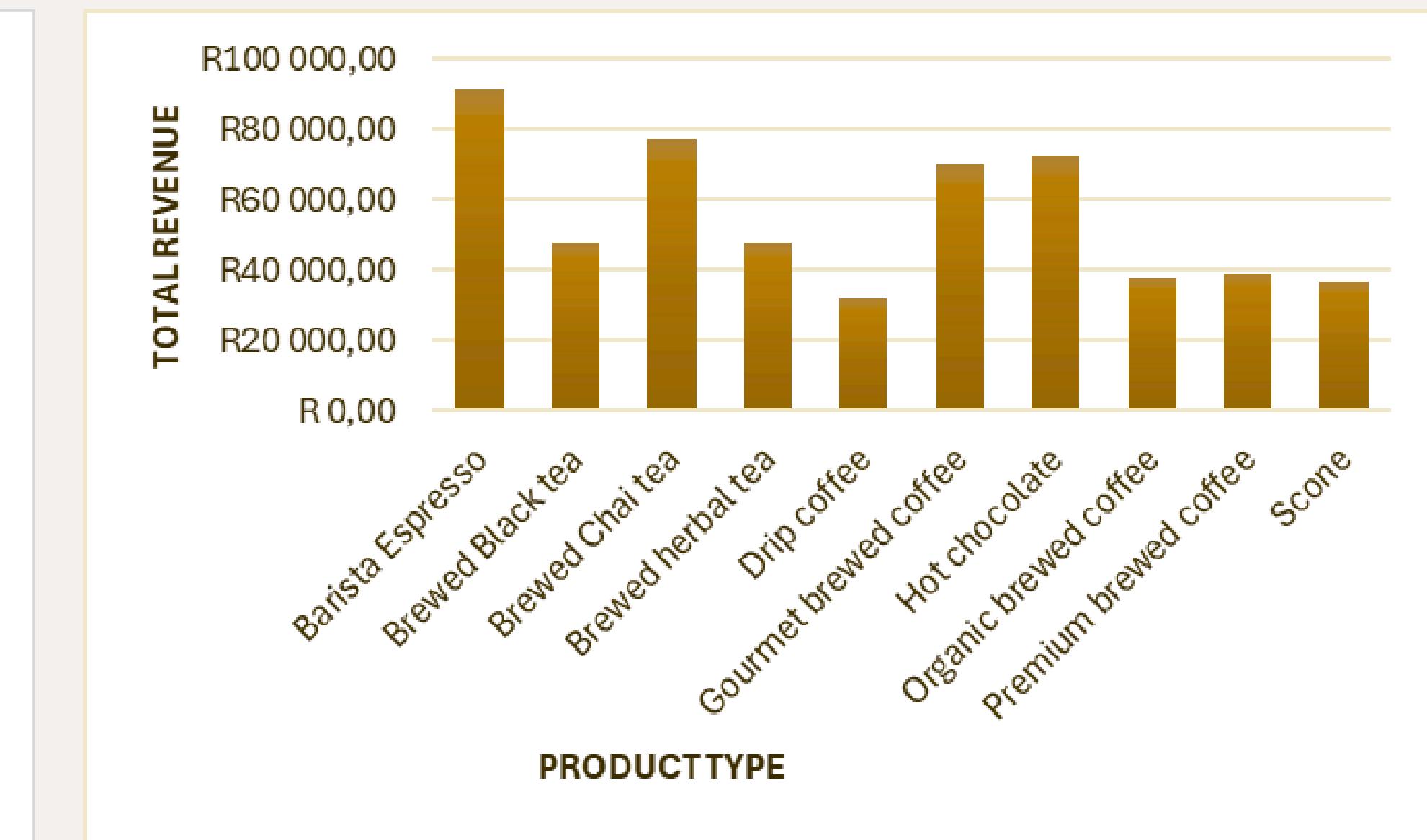
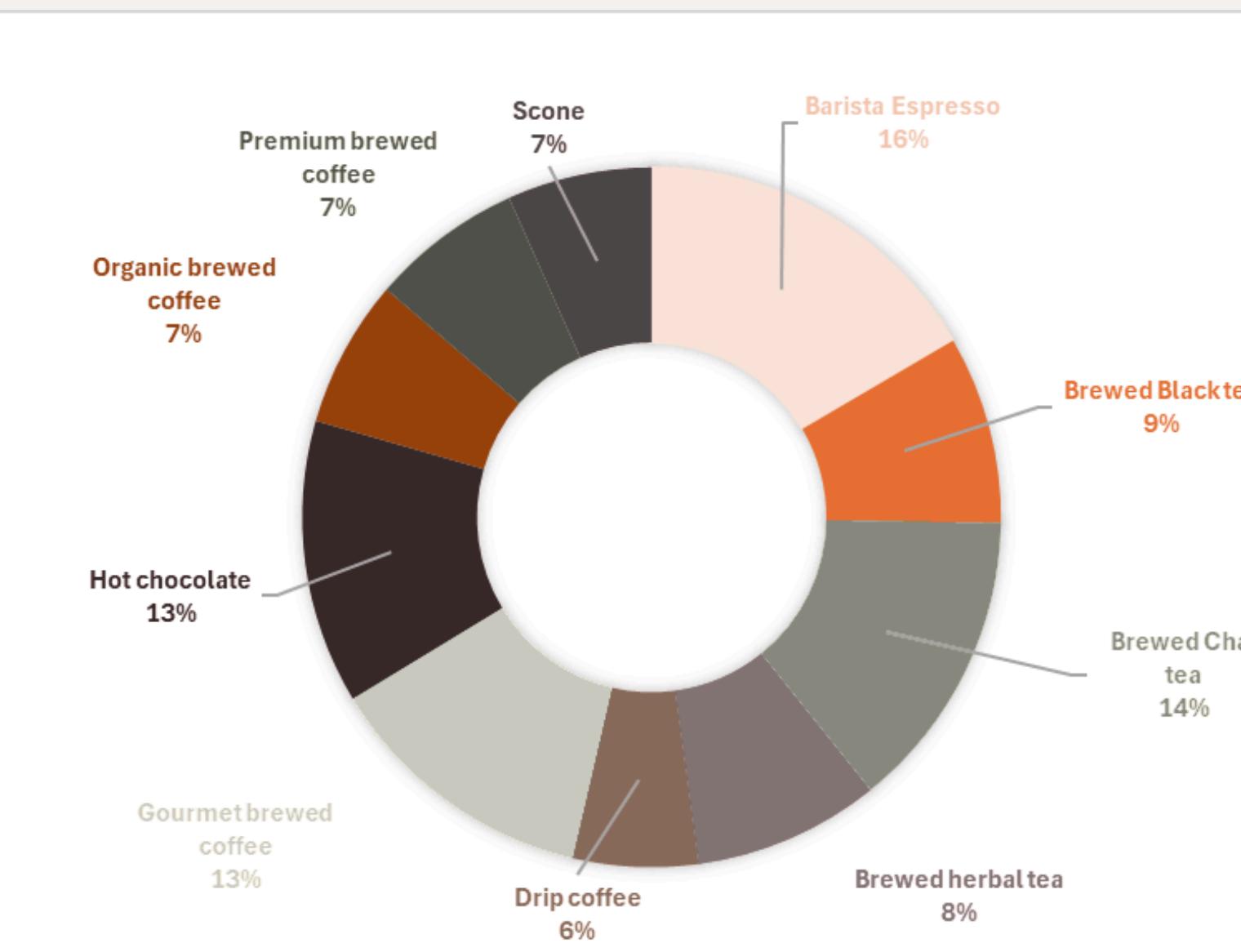
Recommendations:

- >> Invest in marketing or layout improvement for low performing branches
- >> Keep best selling items consistent across all stores



Analysis

| Top 10 Revenue Products



Insights:

- Traditional and premium beverages dominate the revenue mix
- There is an opportunity to expand drinks tea-based drinks such as Chai Tea and Black tea

Recommendations

- >> Focus On Marketing top 3 products and push them to increase revenue further
- >> Prioritize high quality coffee beans.
- >> Introduce loyalty rewards for frequent purchases of top product.

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Thanks

COFFEE SHOP PRESENTATION