



LET'S LEARN ABOUT COFFEE

Presented by
**BRIGHT LIGHT COFFEE
SHOPE**

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Introduction

Bright Light Coffee Shop is a growing retail brand in the beverage and snack industry, known for its premium coffee and customer-focused service. With the recent appointment of a new CEO, the company is entering a strategic growth phase aimed at enhancing revenue, improving product performance, and optimizing operational efficiency.

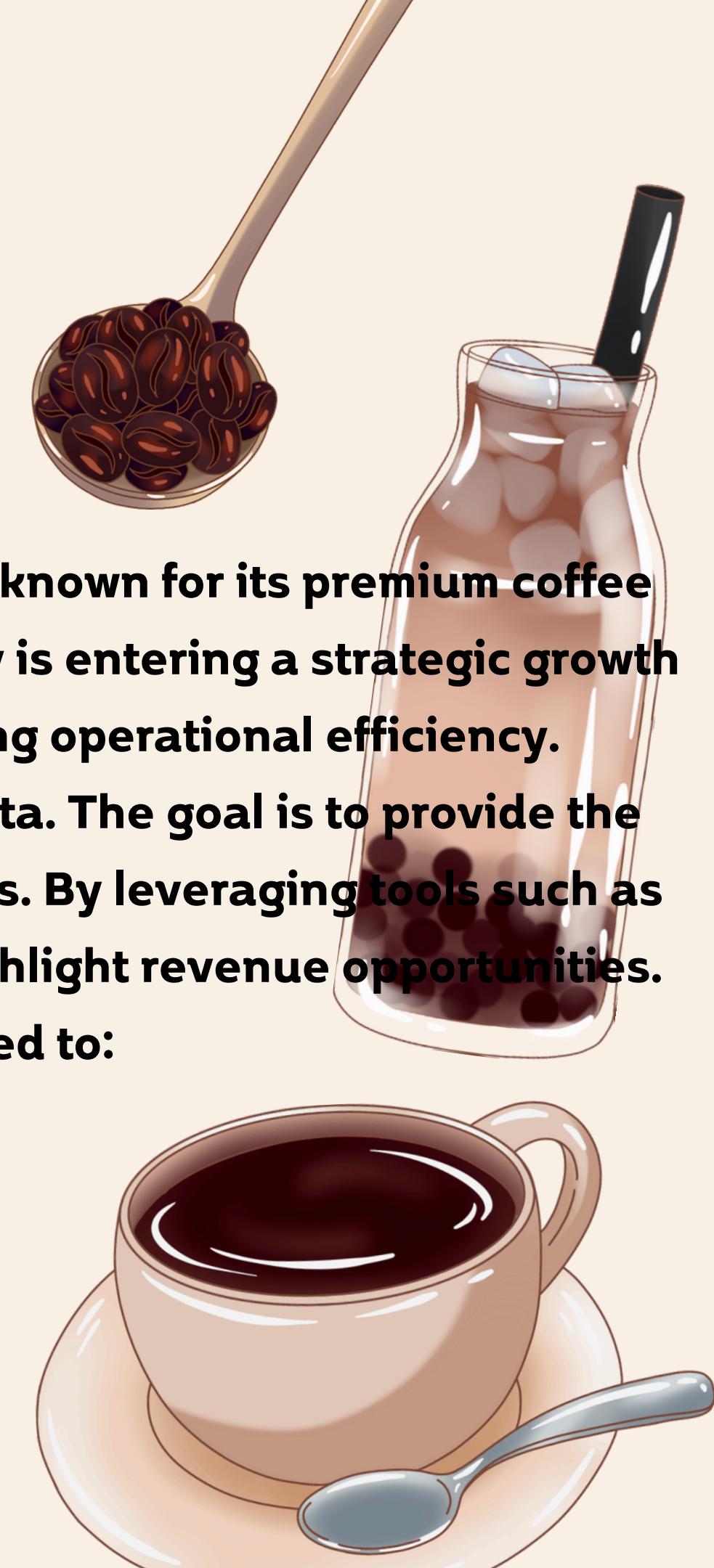
This presentation is built on a detailed analysis of historical daily sales transaction data. The goal is to provide the executive team with data-driven insights that support well-informed strategic decisions. By leveraging tools such as SQL, Excel, and Micro planning we identify trends, uncover performance gaps, and highlight revenue opportunities.

The insights and recommendations presented here are designed to:

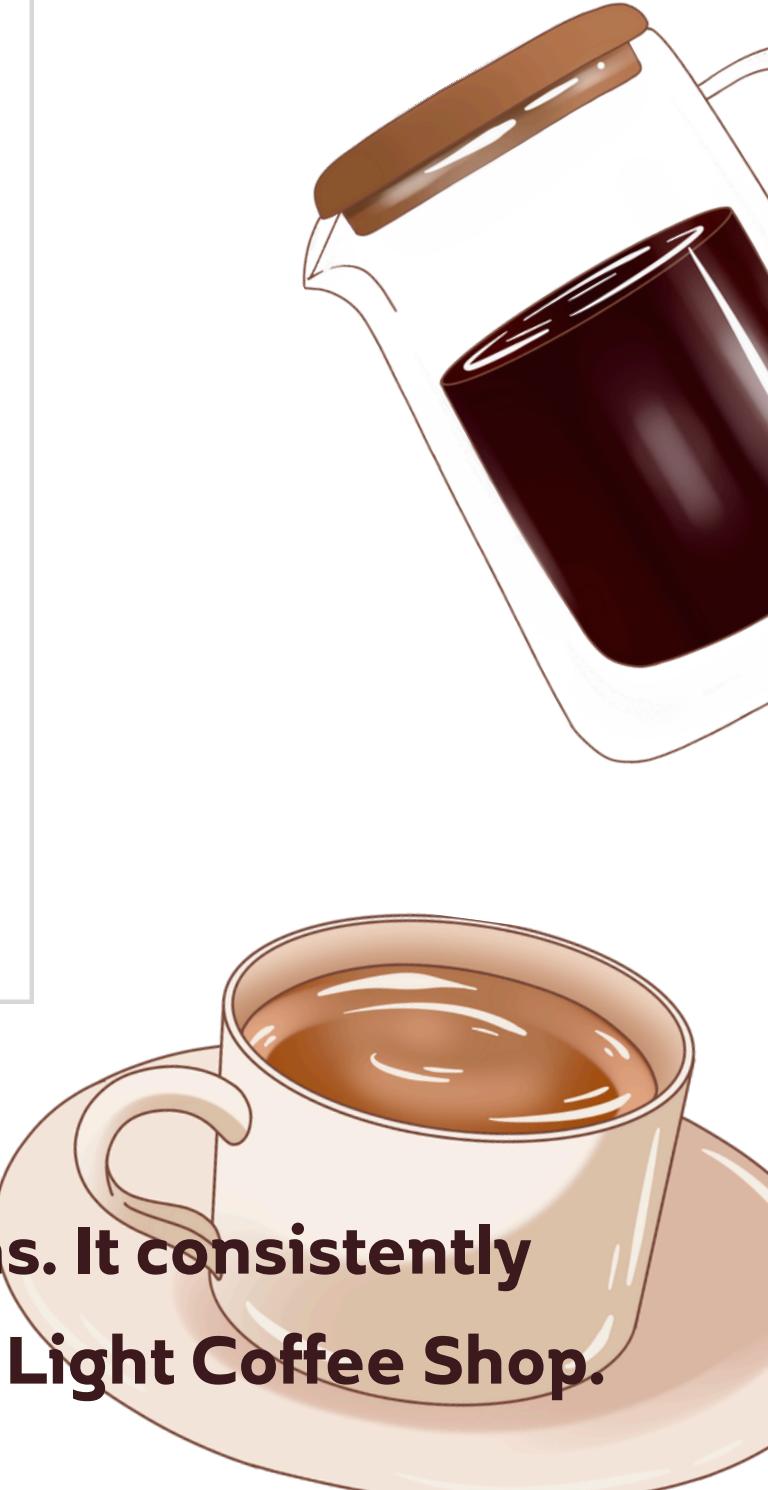
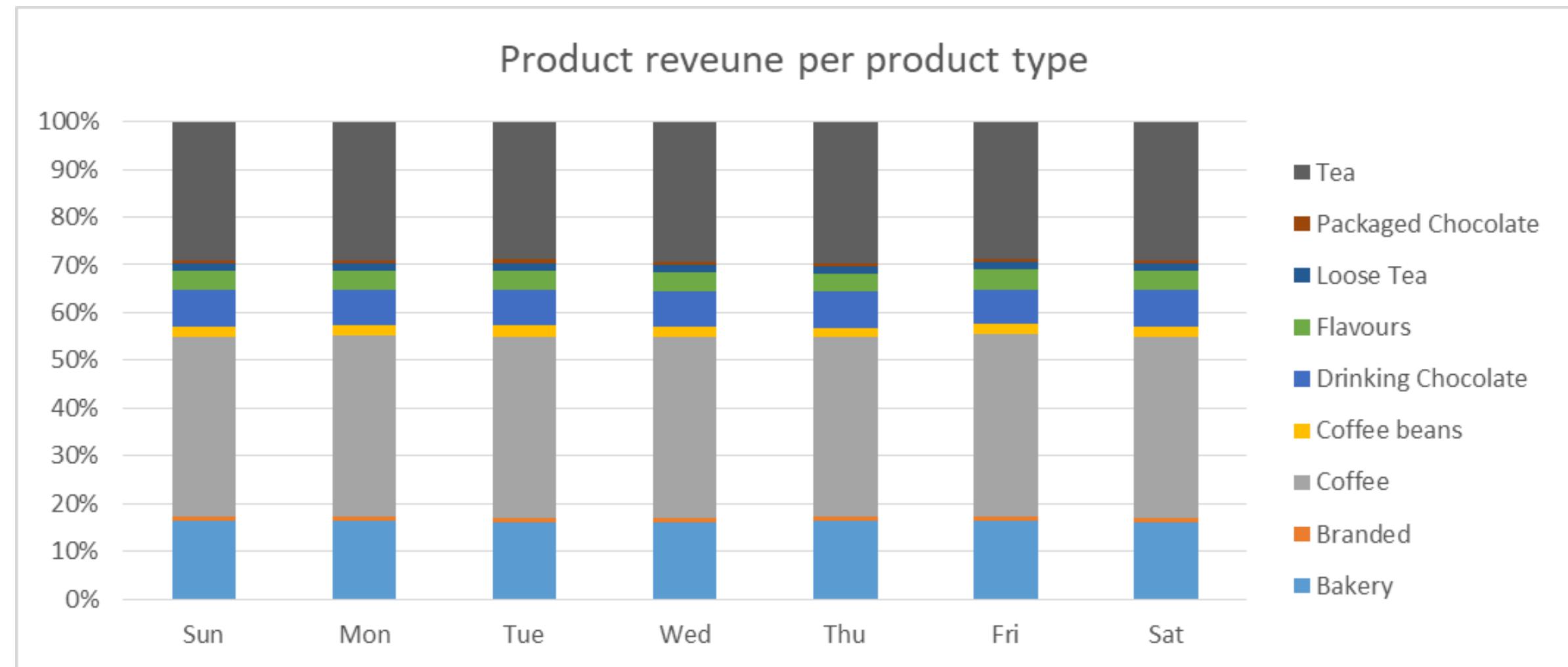
Guide product strategy and pricing decisions

Improve store performance through targeted actions

Align operational efforts with customer demand patterns

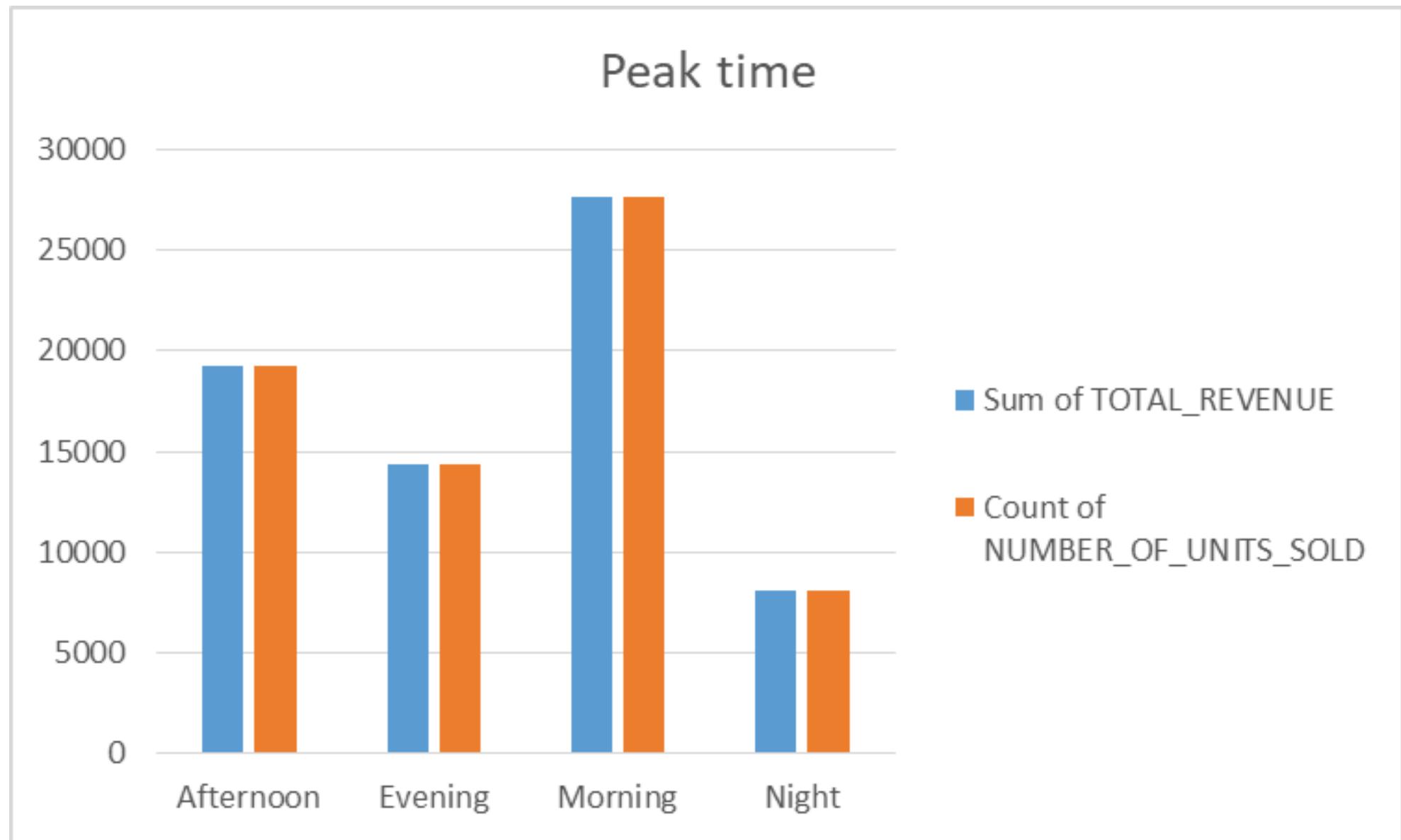


This Table Shows the Total Revenue Per Product Category



The graph illustrates that coffee is the leading revenue contributor across all store locations. It consistently outperforms other product categories, confirming its role as the core driver of sales for Bright Light Coffee Shop.

Peak time for sales



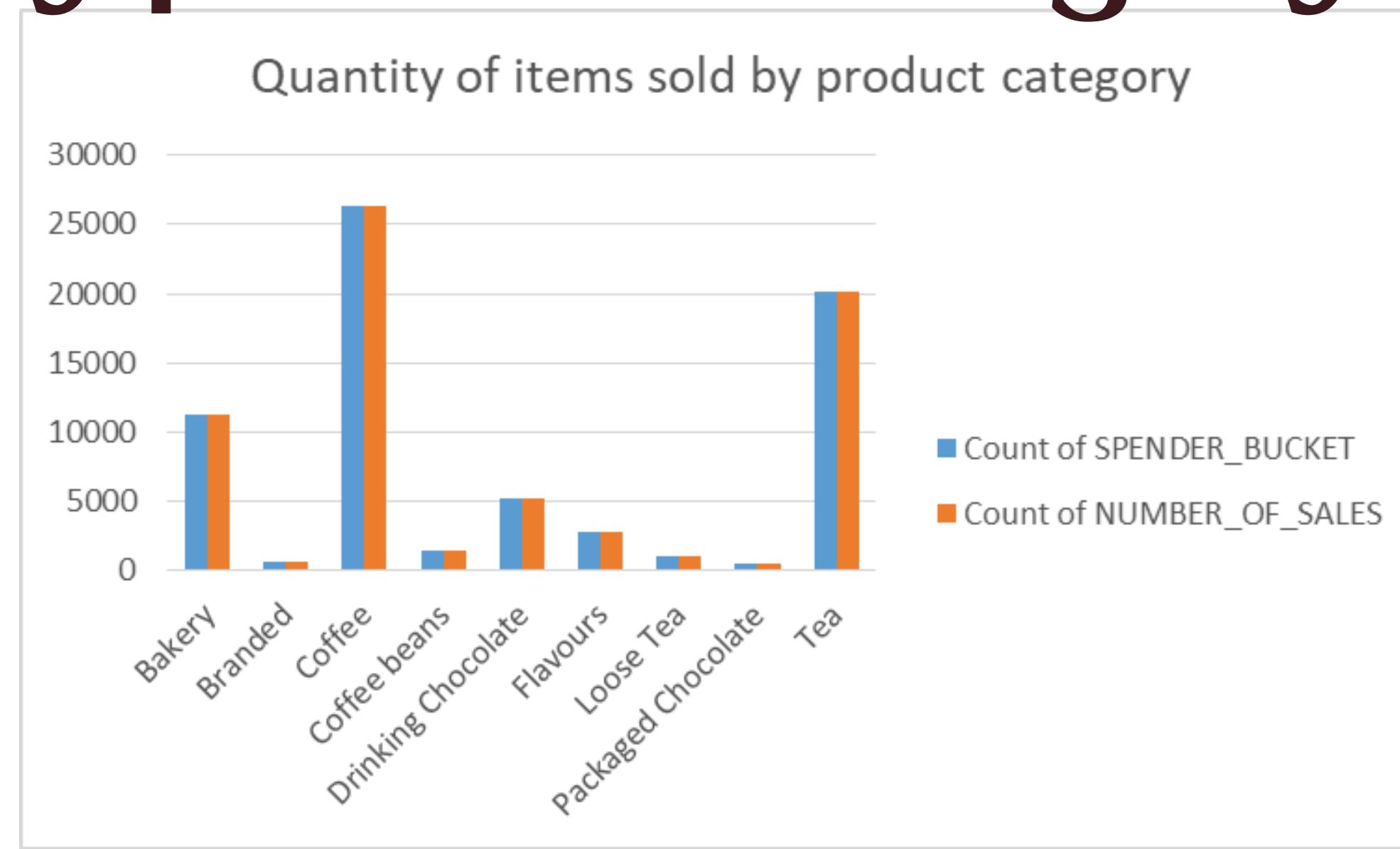
Sales data indicates two key peak periods:

Morning Peak: The highest sales occur during the morning hours (7:00 AM – 10:00 AM), driven primarily by coffee and breakfast purchases.

Afternoon Peak: A secondary spike is observed in the afternoon (12:00 PM – 2:00 PM), aligned with lunchtime traffic and snack purchases.

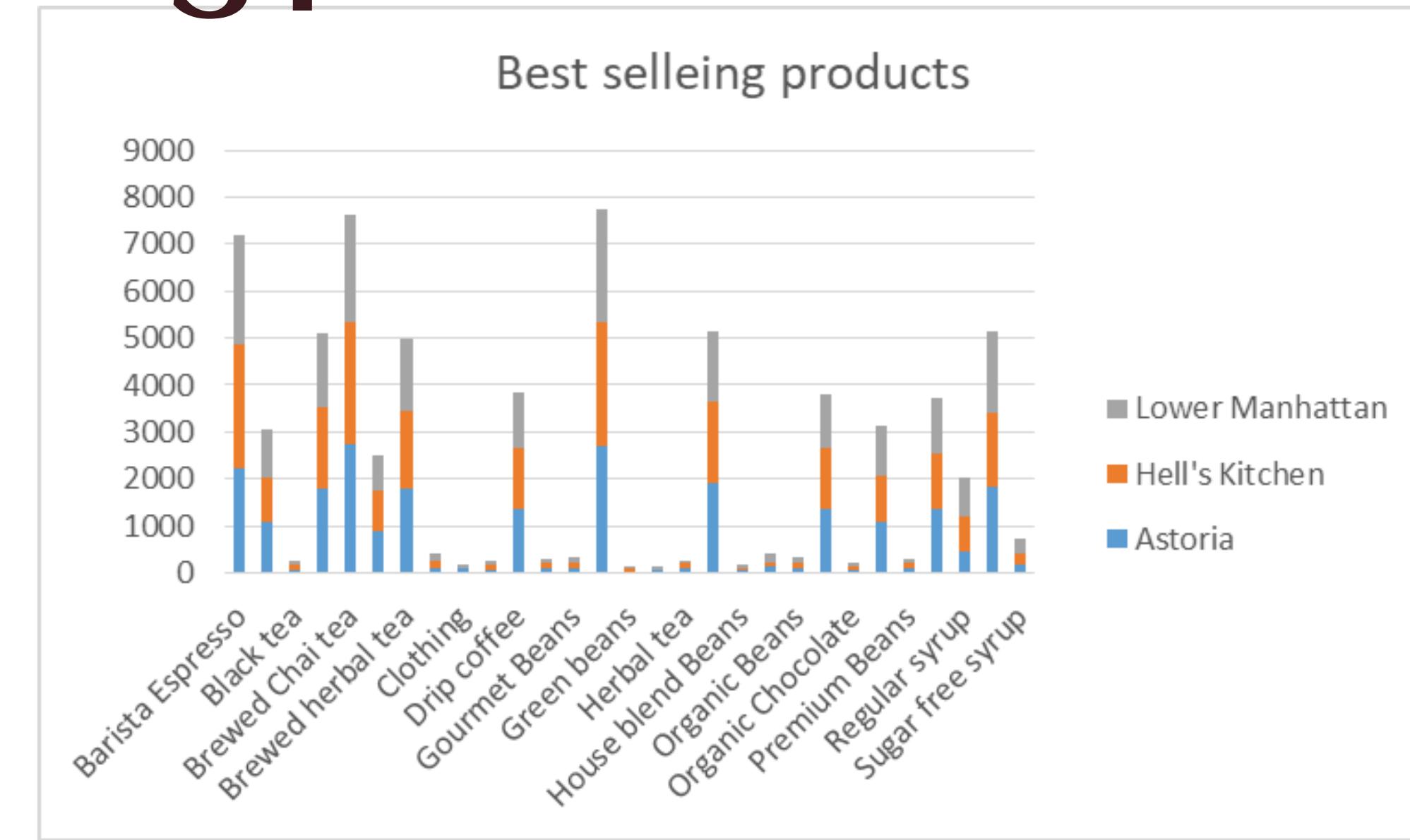
These time-based trends are consistent across all store locations and present opportunities to optimize staffing, inventory, and promotional timing to align with customer demand.

Quantity of items sold by product category



Coffee accounts for the highest number of items sold, making it the top-performing category. Tea shows moderate sales, while bakery items maintain steady performance as popular add-ons. These trends highlight coffee as the core product, with tea and bakery offering strong support in overall sales strategy.

Best selling product type



8 best selling product in all stores are :Breed black tea
brewed herbal tea
Drip cofee
Gourment breed coffee
Hot Chocolate
organic Brewed Coffe
Premium brewed coffee
scone

THANK YOU

