Cafe Sales

Cafe Sales Data Analysis – 1-Minute Presentation Script

Introduction

Today, I will present the key insights from our cafe sales data analysis.
The objective of this study was to understand sales performance, customer behavior, and growth opportunities using data-driven methods.

Dataset & Methodology

We analyzed transaction-level sales data that included product details, quantity, revenue, and time information.
The data was cleaned, formatted, and processed to remove missing values and outliers, ensuring accuracy and reliability.

Exploratory Analysis

Through exploratory data analysis, we studied sales distribution, product performance, and time-based trends.
Visual tools such as bar charts, histograms, and line graphs were used to identify patterns and anomalies.

Key Findings

Our analysis shows that a few top-selling products contribute most of the revenue.
Sales peak during specific time periods, especially on busy days and peak hours.
Most customers prefer small-to-medium purchases, while premium products generate higher margins.

Business Impact

These findings help in improving inventory management, pricing strategies, and operational planning.
They also support better staff scheduling and targeted promotions.

Recommendations

We recommend focusing on best-selling items, promoting low-performing products, and offering time-based discounts.
Implementing loyalty programs can further improve customer retention.

Conclusion

In conclusion, this analysis highlights how data can support smarter business decisions.
By using these insights, the cafe can improve profitability, efficiency, and customer satisfaction.

Thank you for your attention.