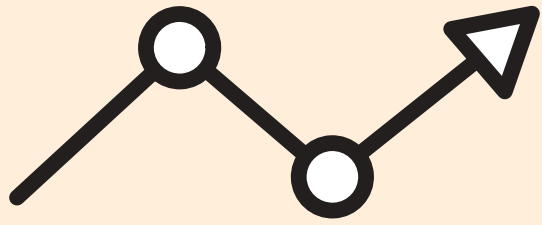




BRIGHTLIGHT COFFEE SHOP

Presented by: ASAVELA NGWENYA

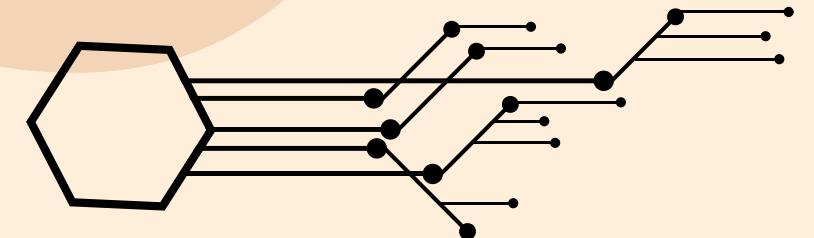




BACKGROUND

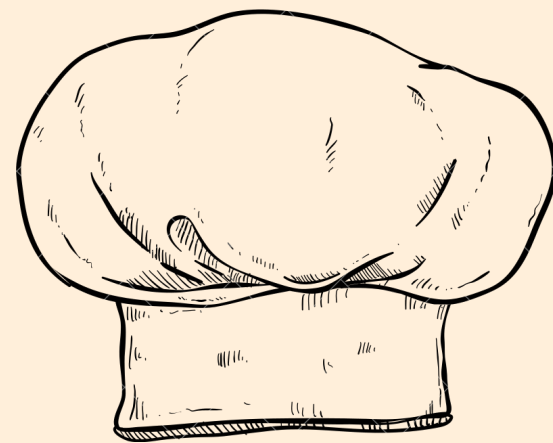


- Bright-Coffee runs three stores across different locations, all open during the same hours.
- The stores provide the same product types.
- By performing data analysis, we aim to generate insights that will help us build on our strengths and address areas for improvement.

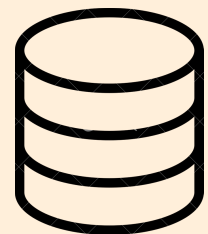


BRIGHT-LIGHT

ANALYSIS AND INTERPETATION



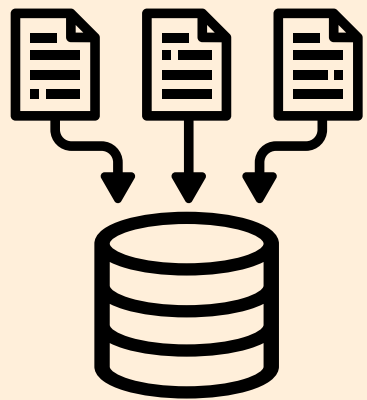
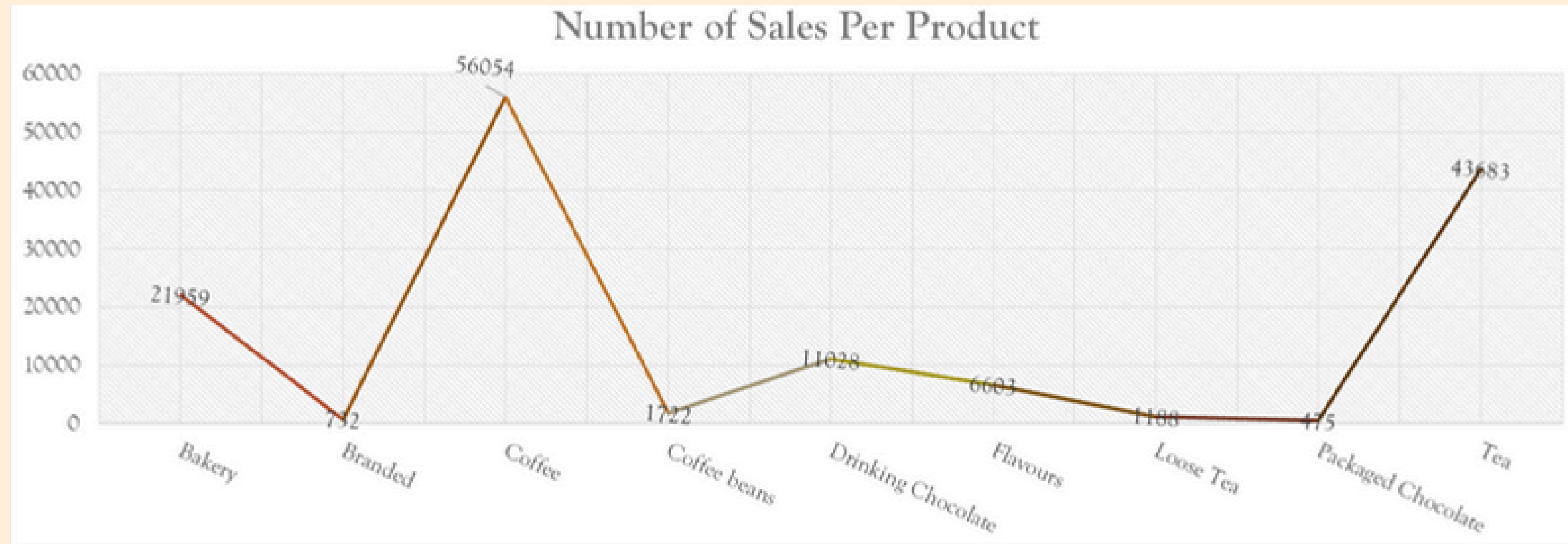
- This graph shows the number of transactions at each store.
- It highlights that Hell's Kitchens store had slightly more transactions than the other two locations, though the difference is small.
- Looking at this graph, its clear that Lower Manhattan location has the lowest performance in comparison to Astoria and Hell's Kitchen.



ANALYSIS AND INTERPRETATION

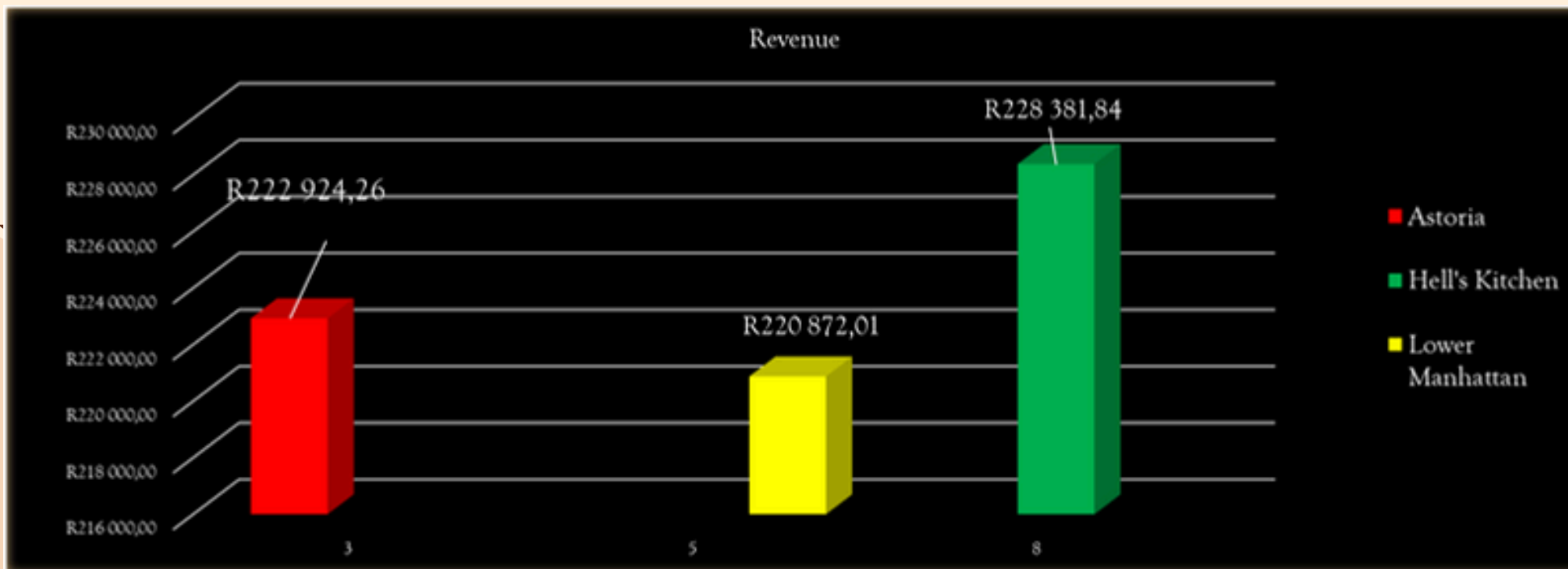
- The line graph gives an indication of products that make more sales across the three stores.
- Coffee is the most purchased product at 56054 units sold, followed by tea at 43683 units sold. This is to be expected from a coffee shop, many people have coffee/tea everyday to kickstart their day and during their tea and lunch breaks.

- packaged Chocolate has the lowest number of sales, which also makes sense because there are not so many people who eat chocolate everyday.

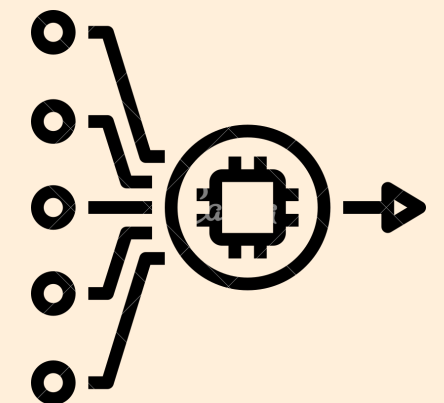




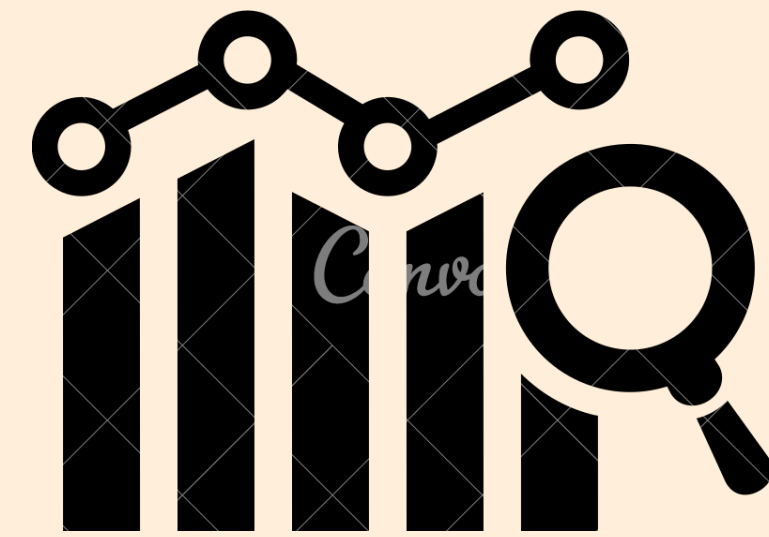
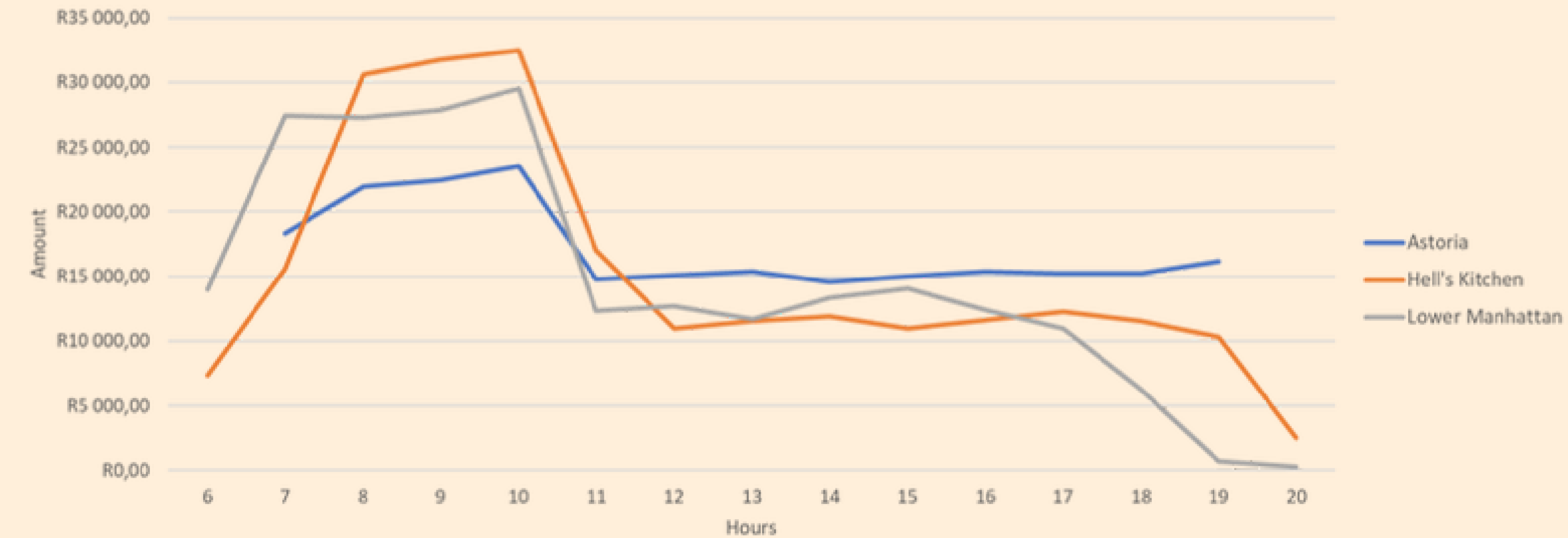
ANALYSIS AND INTERPRETATION



- The visualization depicts how much revenue each store has accumulated.
- There are many factors that can lead to Hell's Kitchen making more revenue than the other stores like better location, good customer service, high traffic, higher marketing efforts etc.



ANALYSIS AND INTERPRETATION



Customer traffic in the stores.

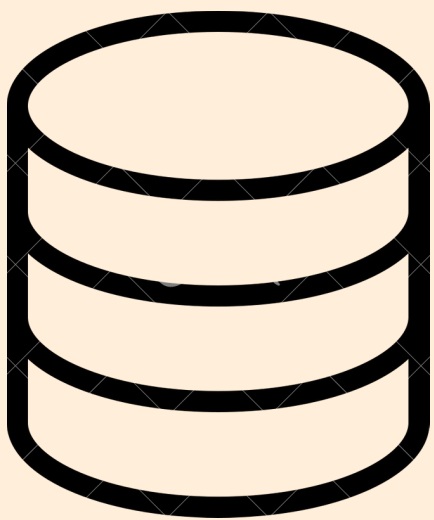




ANALYSIS AND INTERPRETATION

store_id	store_location	Peak_Hour	total_sales
3	Astoria	10	23555,02
5	Lower Manhattan	10	29497,86
8	Hell's Kitchen	10	32449,53

°ALL THE STORES GENERATE THE HIGHEST REVENUE AT 10 A.M., WHICH MAKES SENSE SINCE MANY BUSINESSES OBSERVE A TEA BREAK AROUND THAT TIME.



RECOMMENDATIONS

- My observation is that the stores are not too far apart in terms of generating revenue, they are all doing considerably well, however there is always room for improvements:
- Packaged chocolate was the least bought item, I would suggest that the stakeholders increase marketing efforts for this particular product.
- Around 2 O'clock sales start to decline likely because people do not like drinking coffee during those times, bright-coffee should introduce new products like cold drinks to counter the sales decline that happens around mid-day to evening.
- Maintain high standards of customer service, as satisfied clients are more likely to recommend us to others, ultimately bringing in more customers

