

Coffee Shop Business Analysis

Welcome to a coffee shop analysis, prepared for the New
CEO Review

Presented by Thando Mhlanga

01



03

Total Revenue, Total Transactions and Revenue per month

Location Perfomance

04

Total sales per the store location

Cutomer Traffic and Daily Patterns

05

Total sales by Time and Total sales by Weekday

Month Patterns by Location and Time Classification

06

Total sales by location per month,

Top Performing Products & Time class

07

Revenue for product categories, Revenue per product type

Customer Behavior Customer Flow (Based on Hourly Sales Graphs)

08

Customer Behavior Customer Flow (Based on Hourly Sales Graphs)

09

Apendix

10

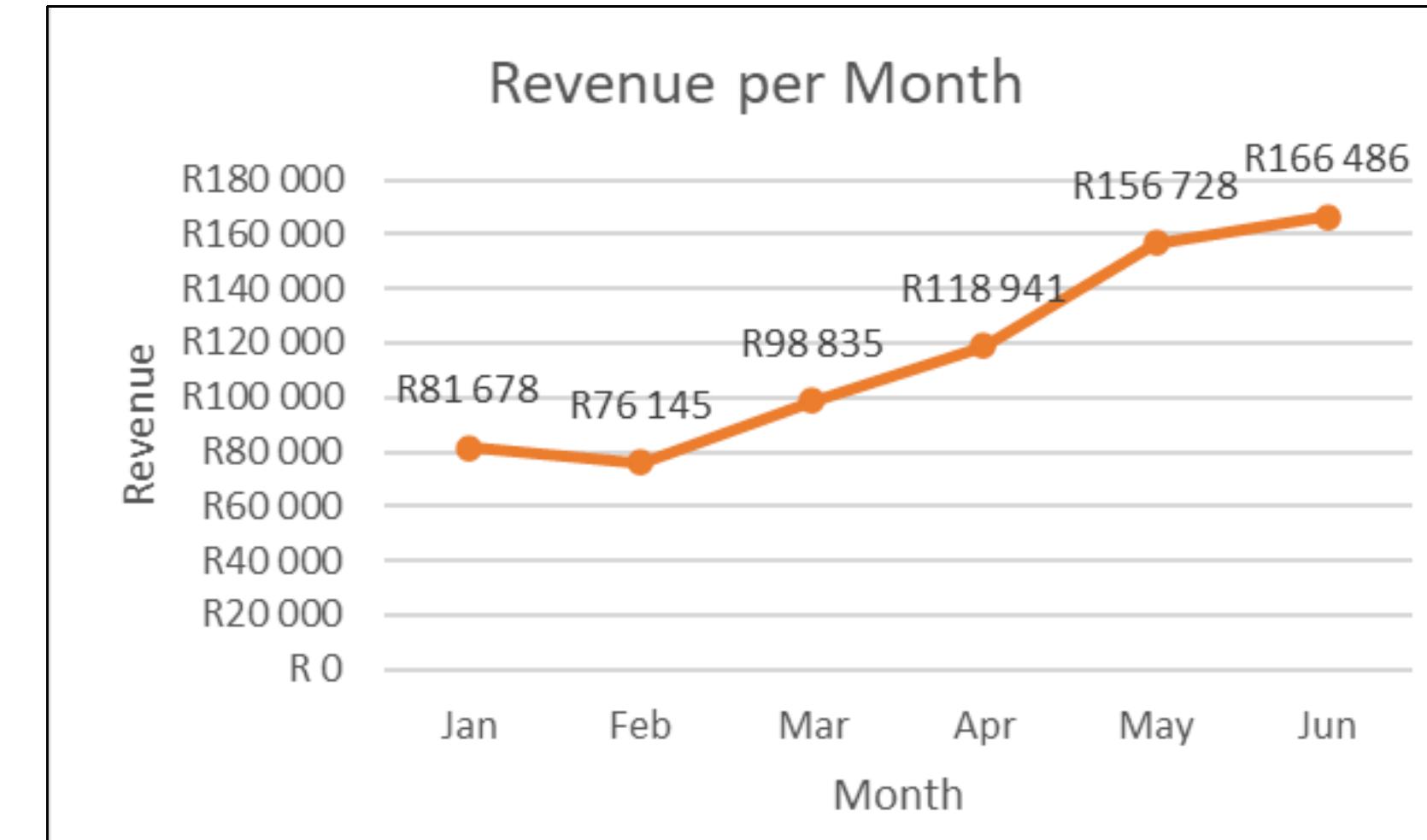
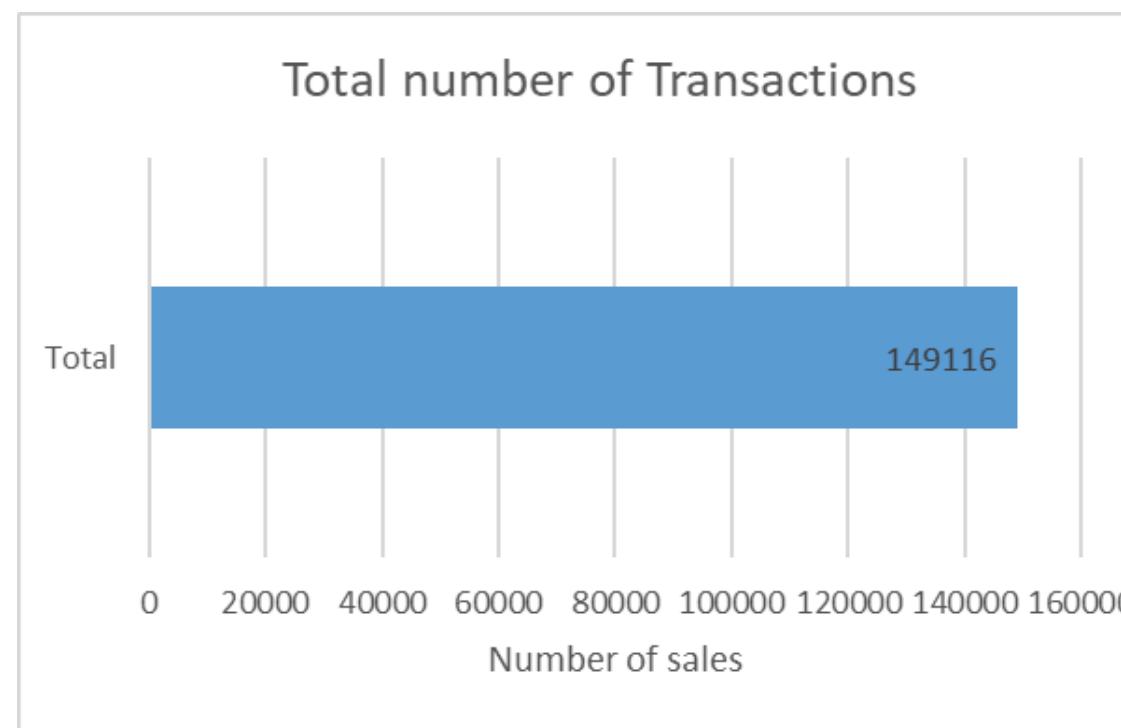
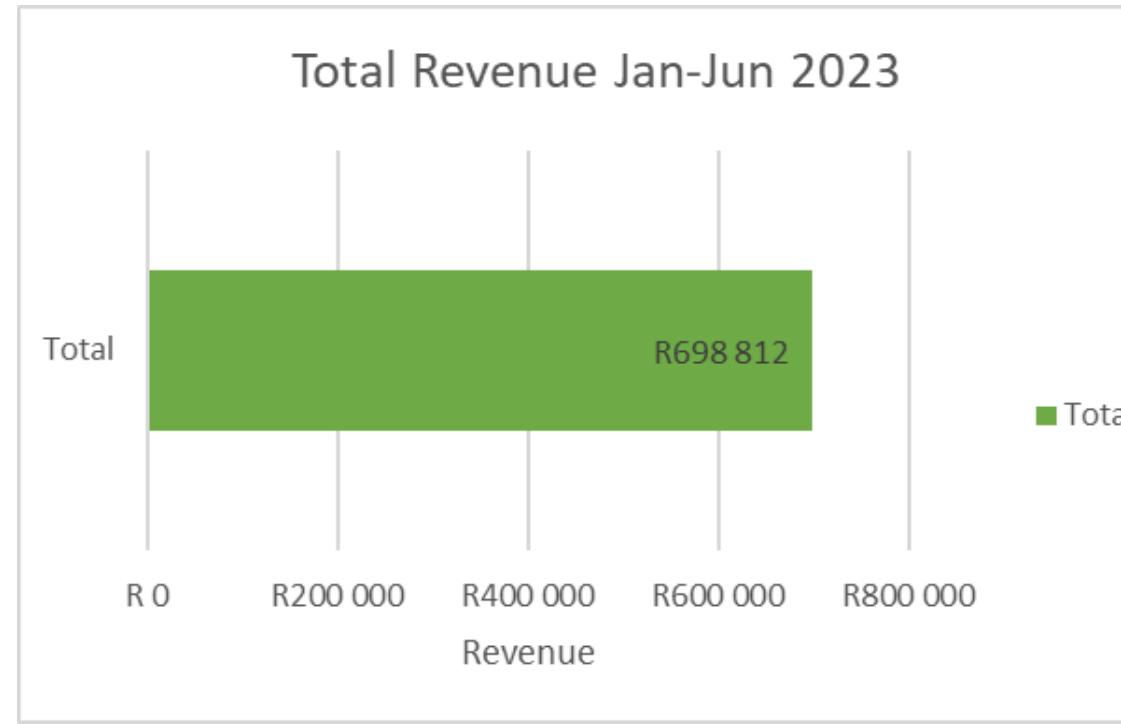
Methodology



Table of Contents

Total sales Jan - Jun 2023

Bright Coffee Shop ≡



Accelerating Growth

- Revenue doubled from January to June 2023.

Key Observations

- Total Revenue (Jan-Jun 2023): R698,812.
- Total Transactions (Jan-Jun 2023): 149,116.
- Monthly Revenue Growth: Revenue steadily increased, rising from R76,145 in February to R166,486 in June.

Location Performance Analysis

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01

Hell's Kitchen
R236.5K • 34% share

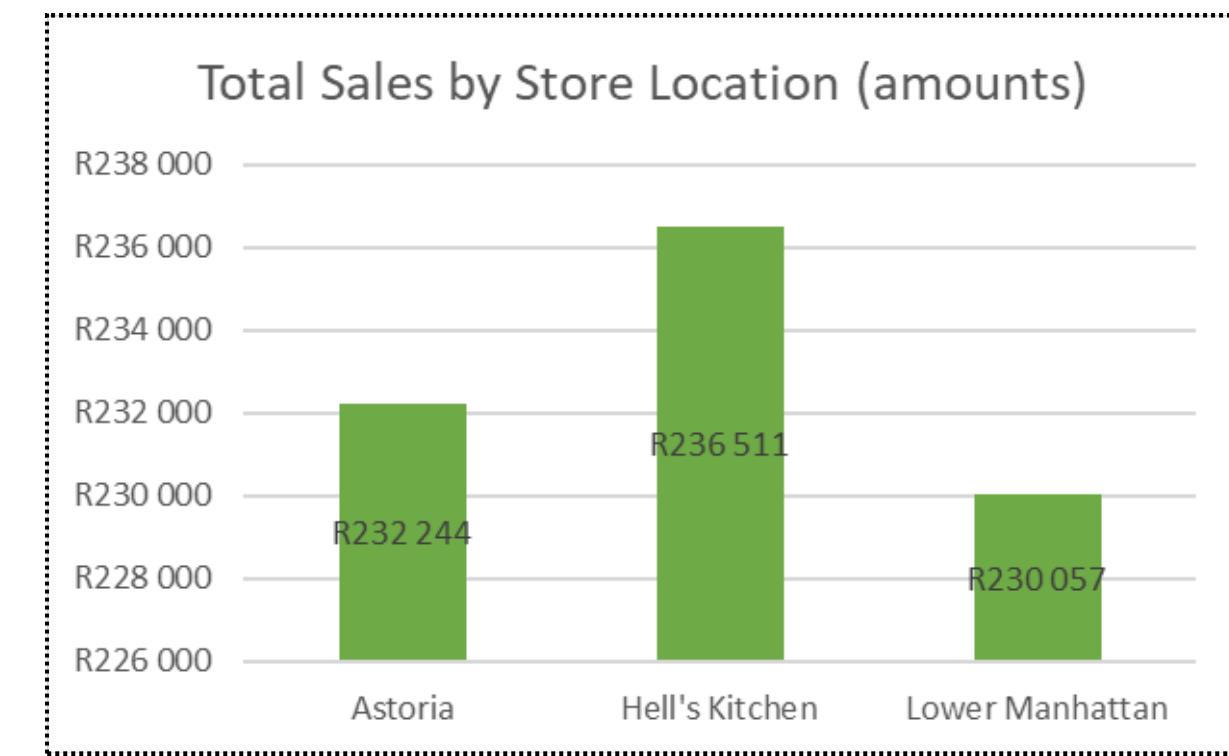
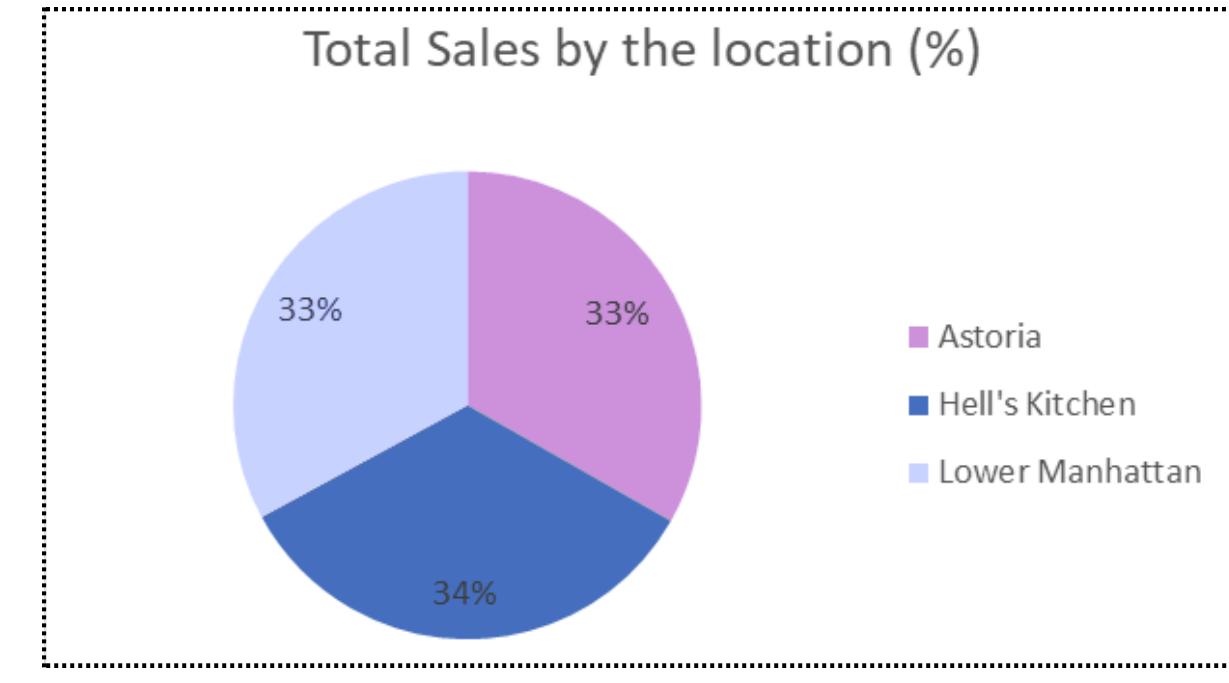
02

Astoria
R232.2K • 33% share

03

Lower Manhattan
R 230.1K • 32% share

- The Hell's Kitchen location is the top performer, though the differences in revenue are minimal.
- Astoria and Lower Manhattan are close to each other in revenue



All three locations show remarkable balance in revenue distribution.

Recommendations

Invest more in Lower Manhattan for growth and understand the customer behavior in this location.

04

Customer Traffic & Daily Patterns

Peak Day Revenue: Highest revenue days are Monday (R101,677) and Friday (R101,373)- more traffic at the start of the week and end of the week.

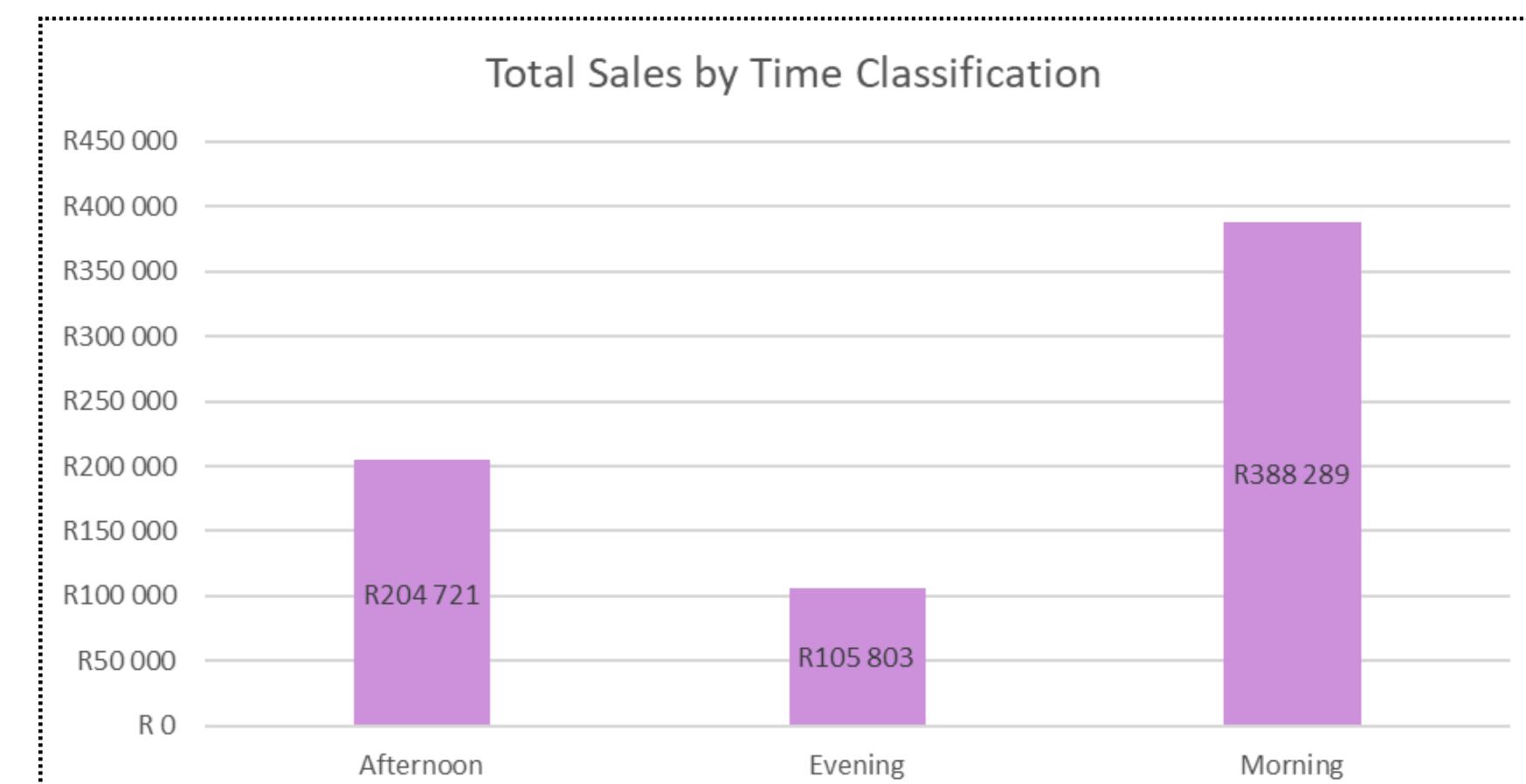
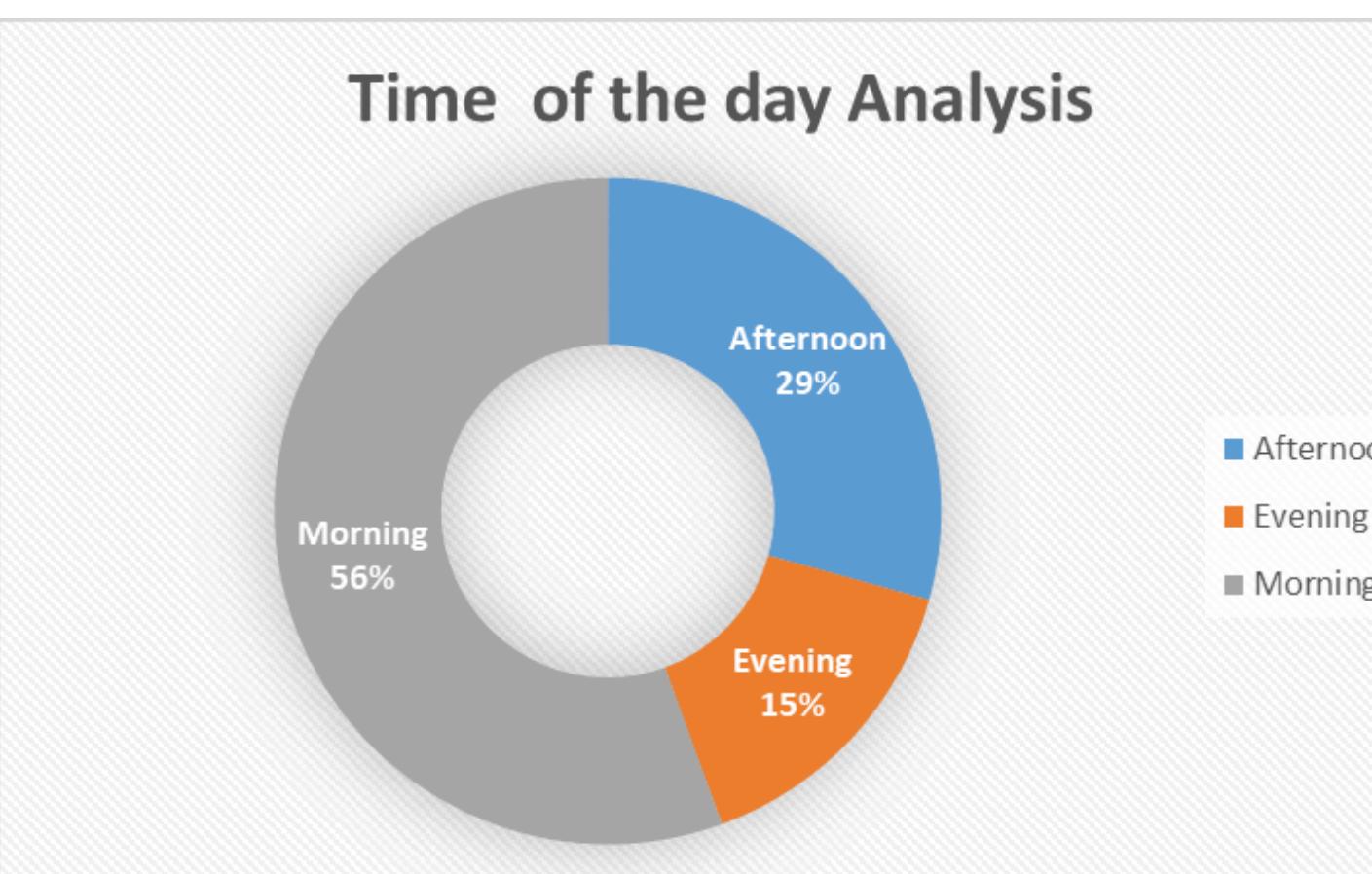
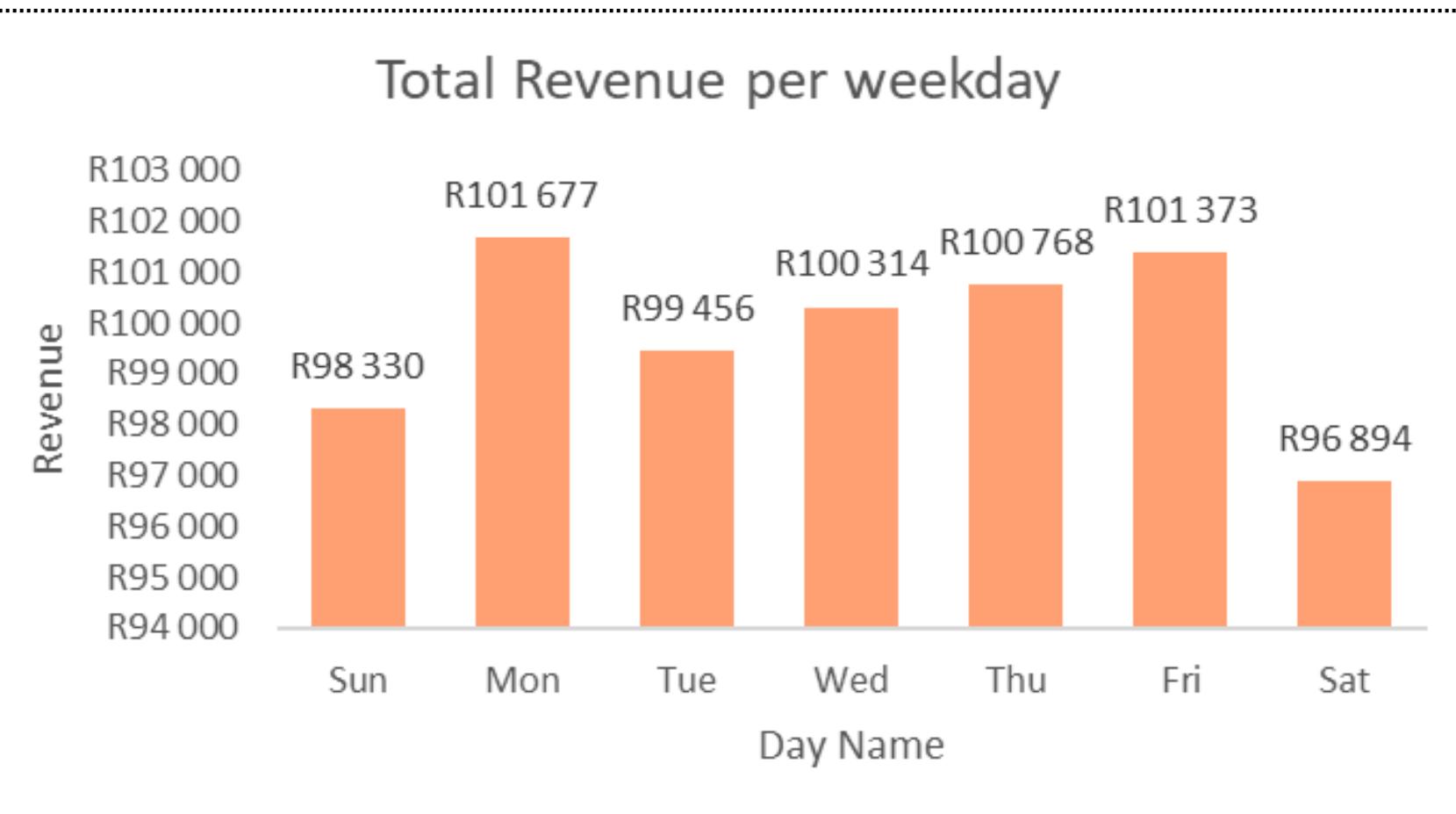
Low Day Revenue: Saturday has the lowest revenue (R96,894).

Time of Day Traffic:

Morning has the majority of sales at 56%.

Off-Peak Time: Afternoon (29%) and Evening (15%) represent lower traffic periods.

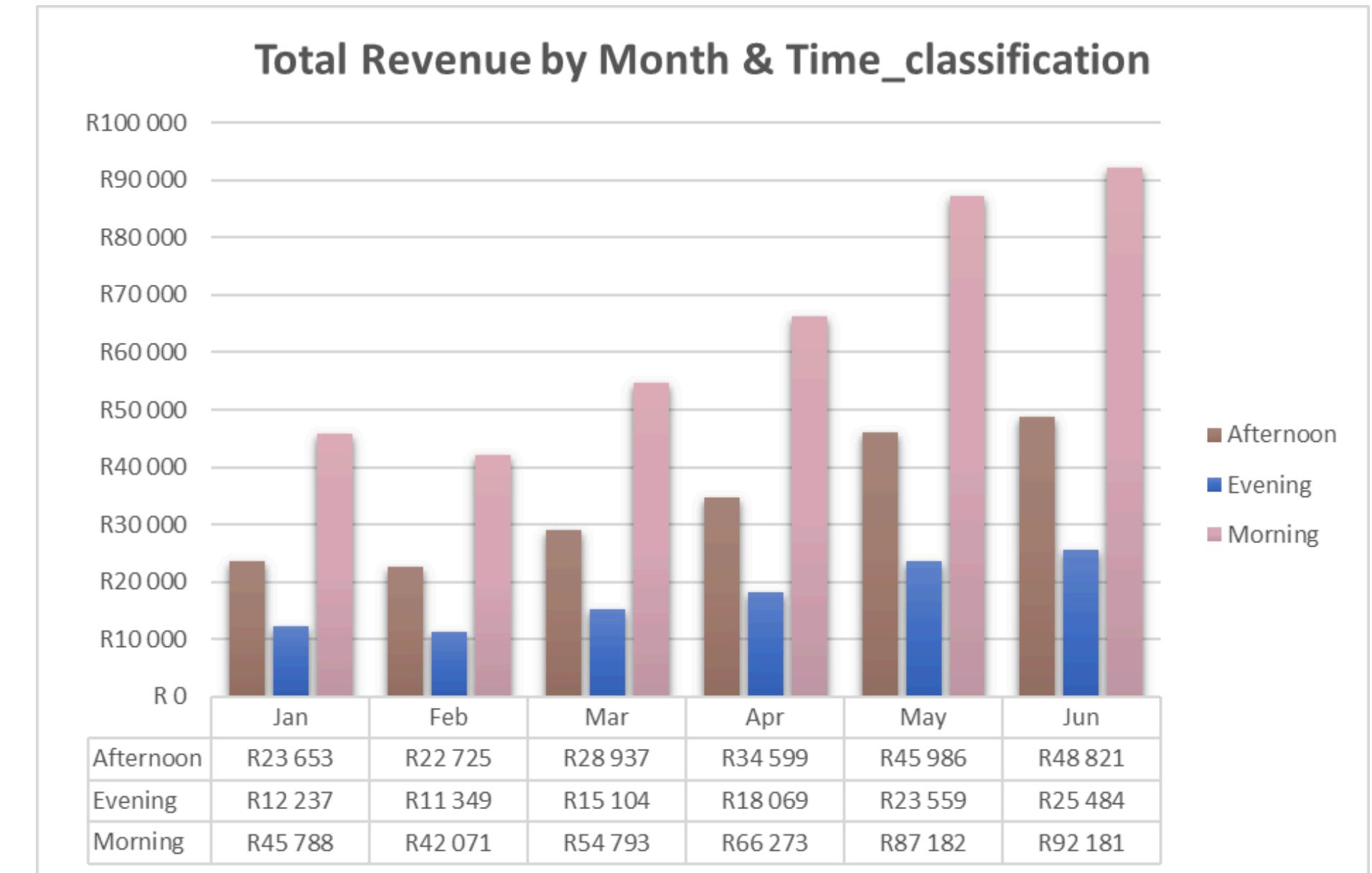
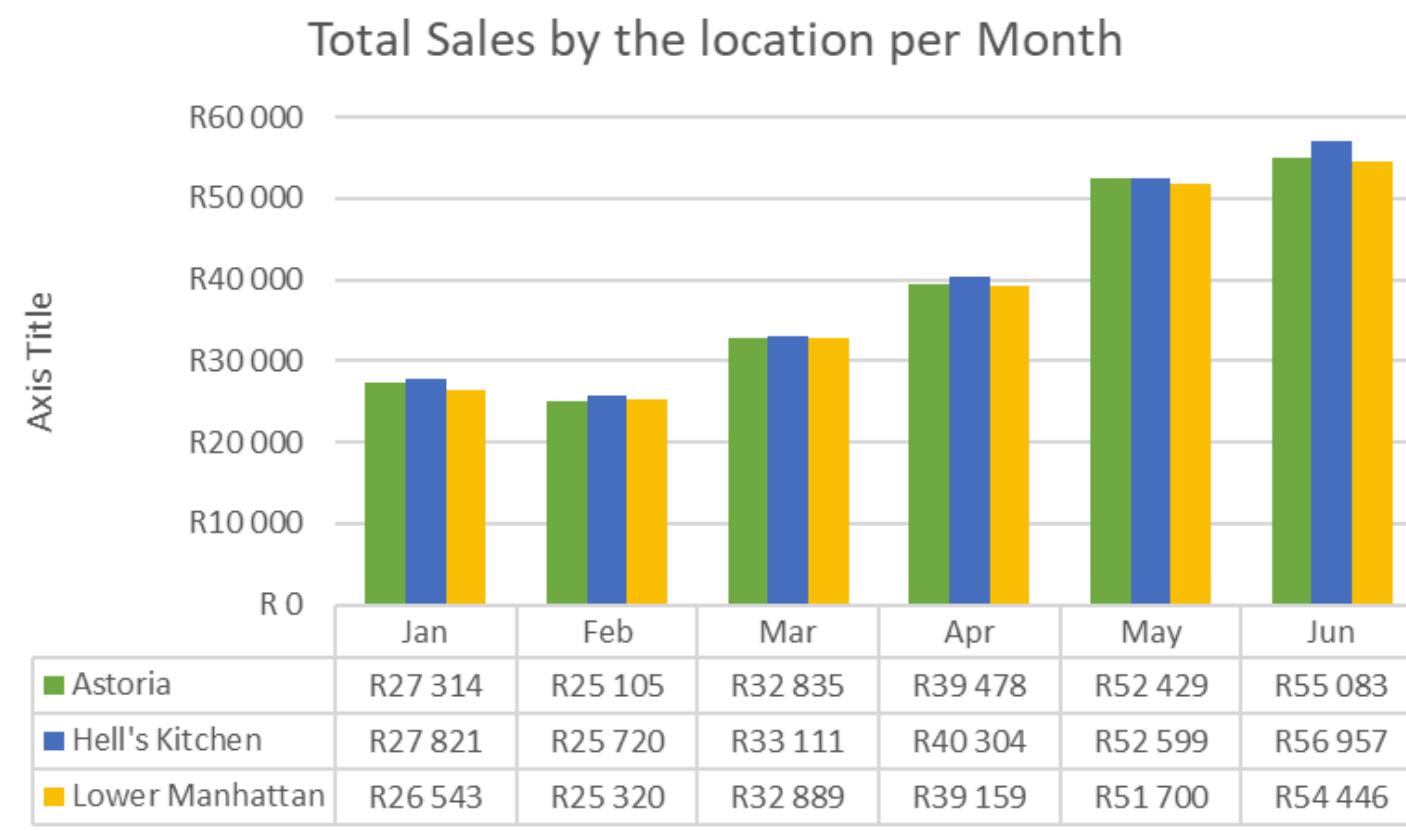
Recommendations: optimize Afternoon/Evening revenue by introducing off-peak promotions and loyalty programs



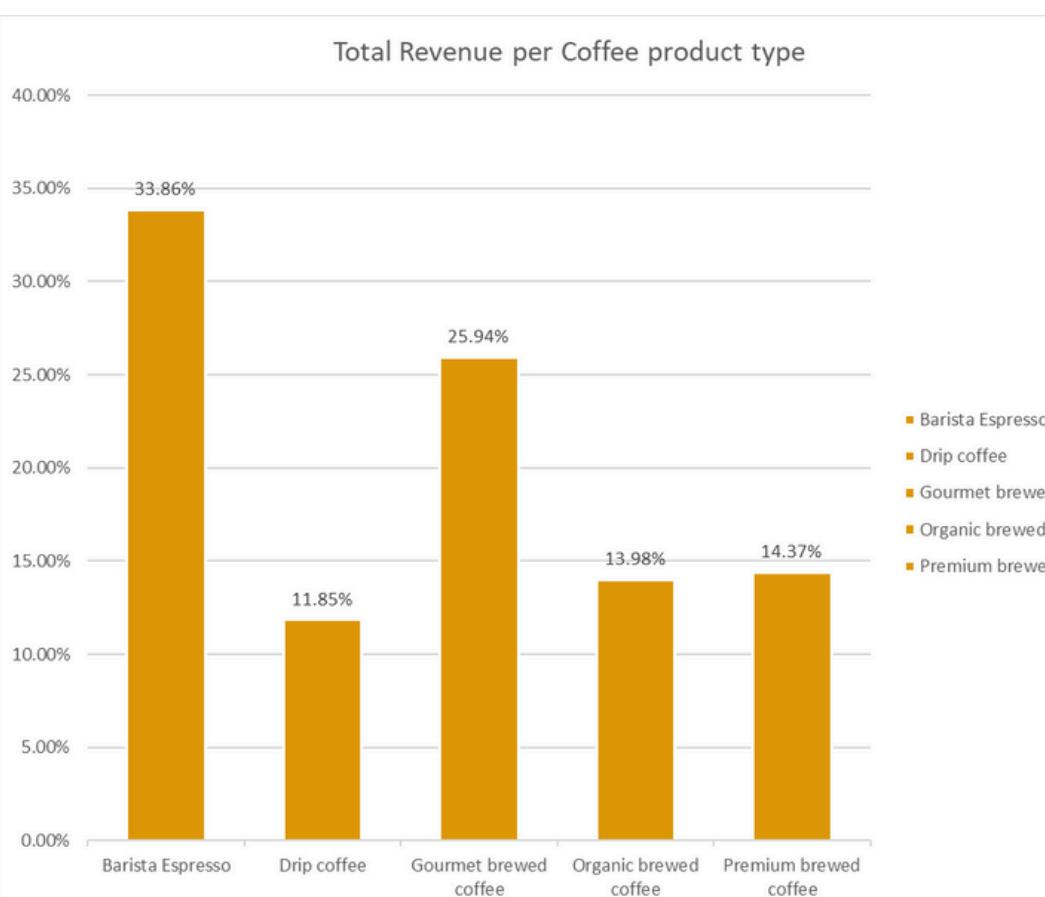
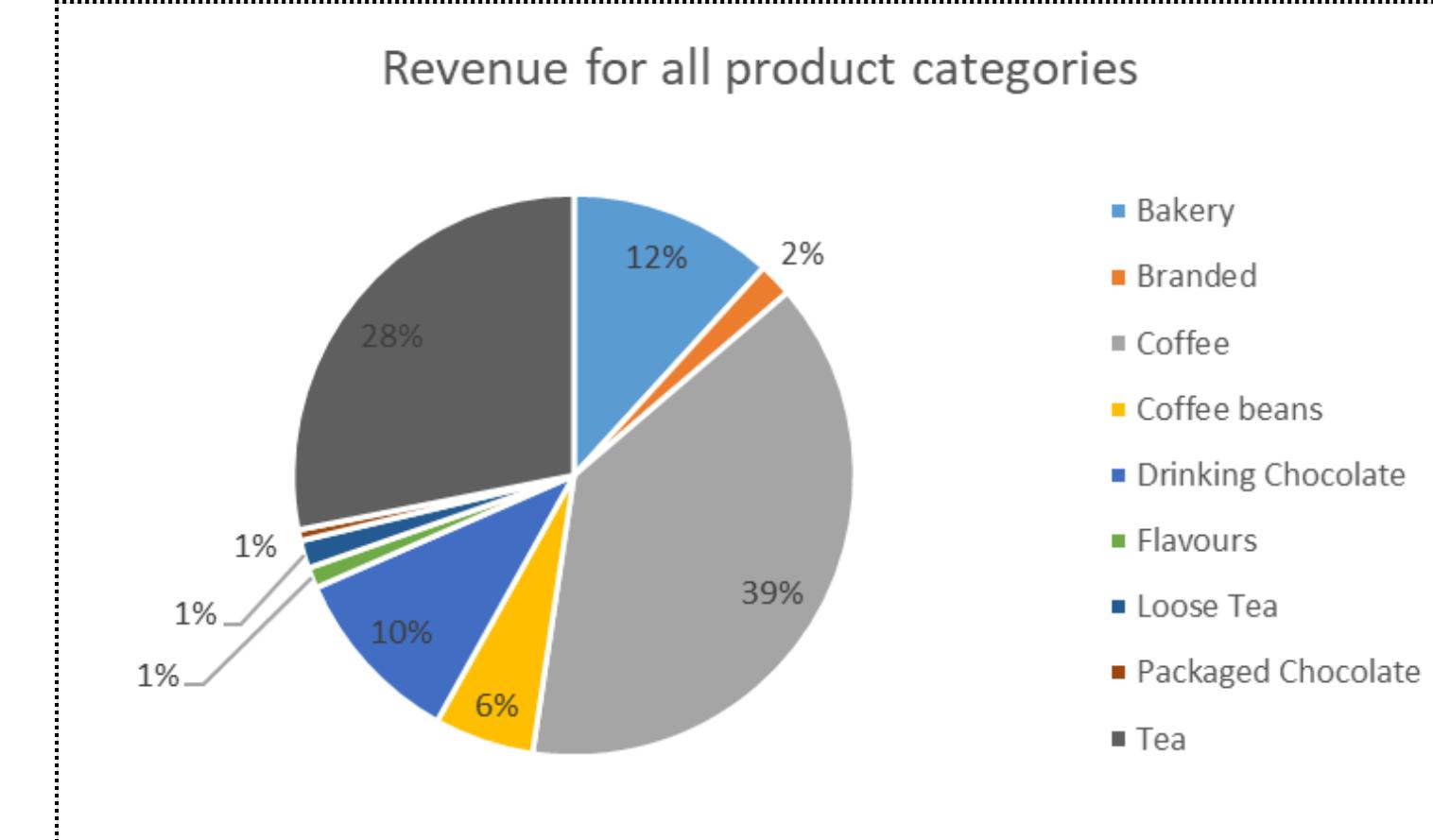
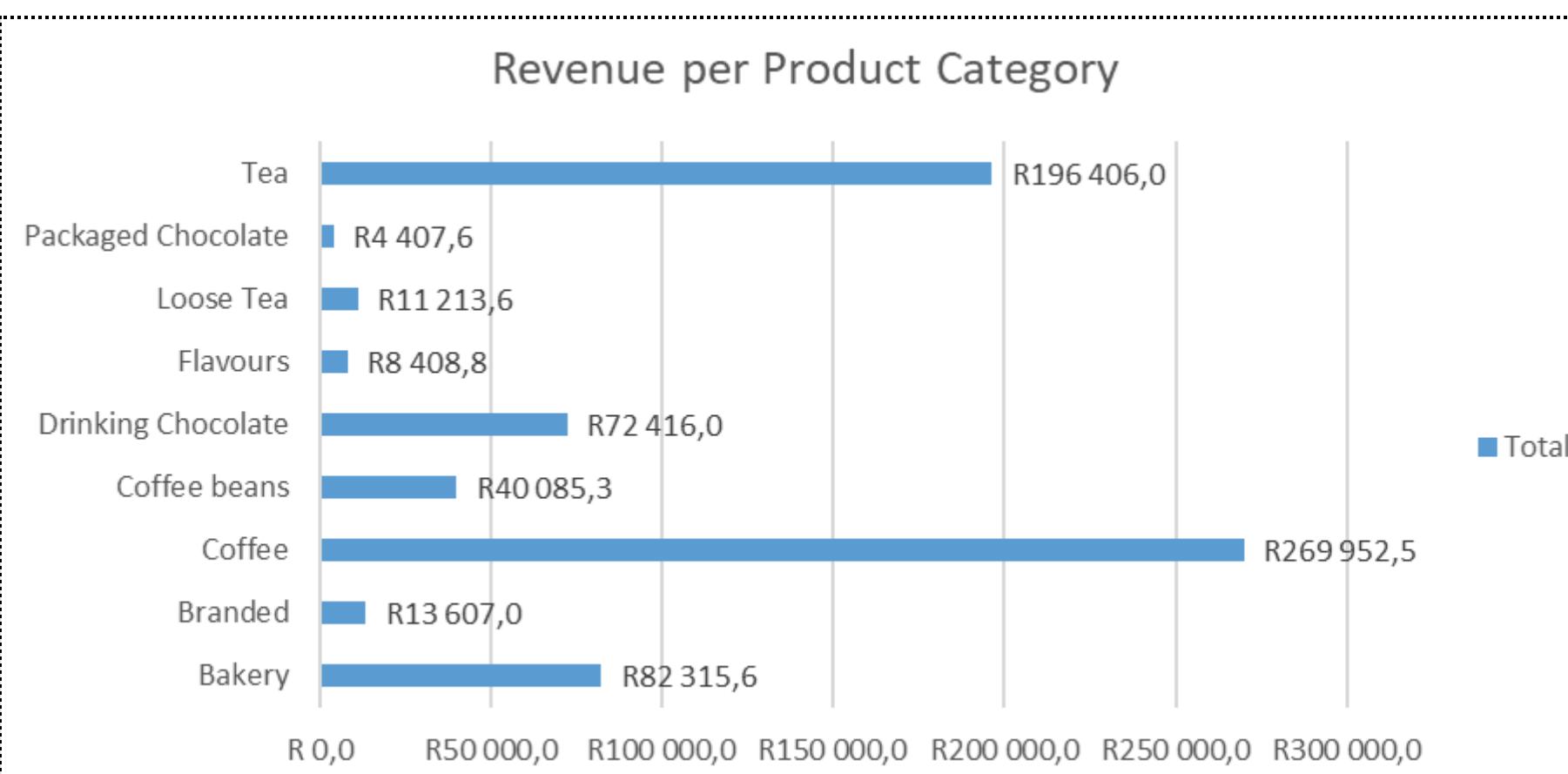
Month Patterns by Location and Time Classification



- Consistent growth across all variables: locations AND weekday improving
- Morning revenue doubled over 6 months at all locations
- Evening Lag: Evening revenue is the smallest segment and shows the slowest growth rate, though it is still positive
- **Recommendation:** Develop a distinct product range and marketing strategies to shift the growth curve for the low-performing time slots, such as Evening



Top Performing Products



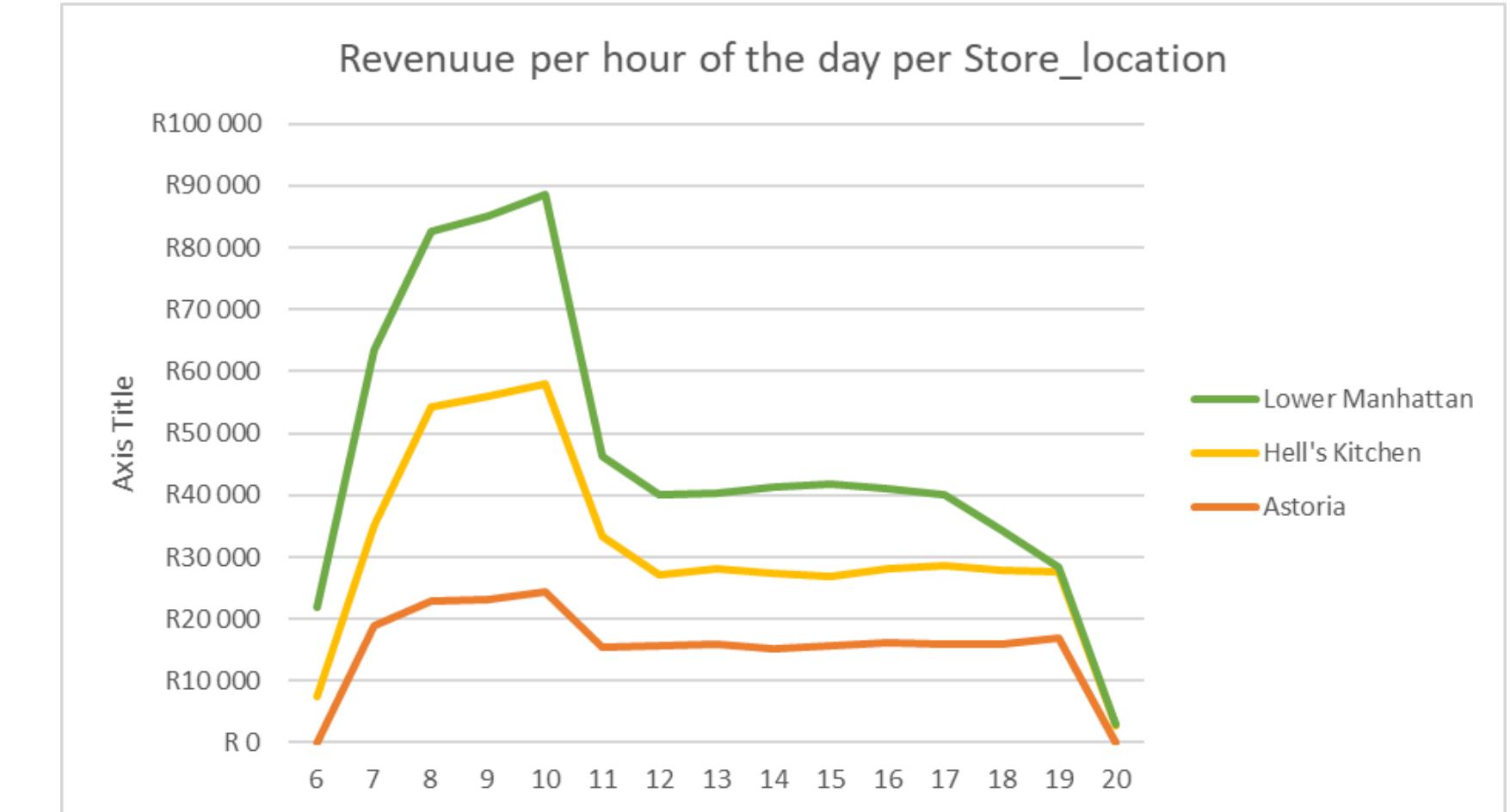
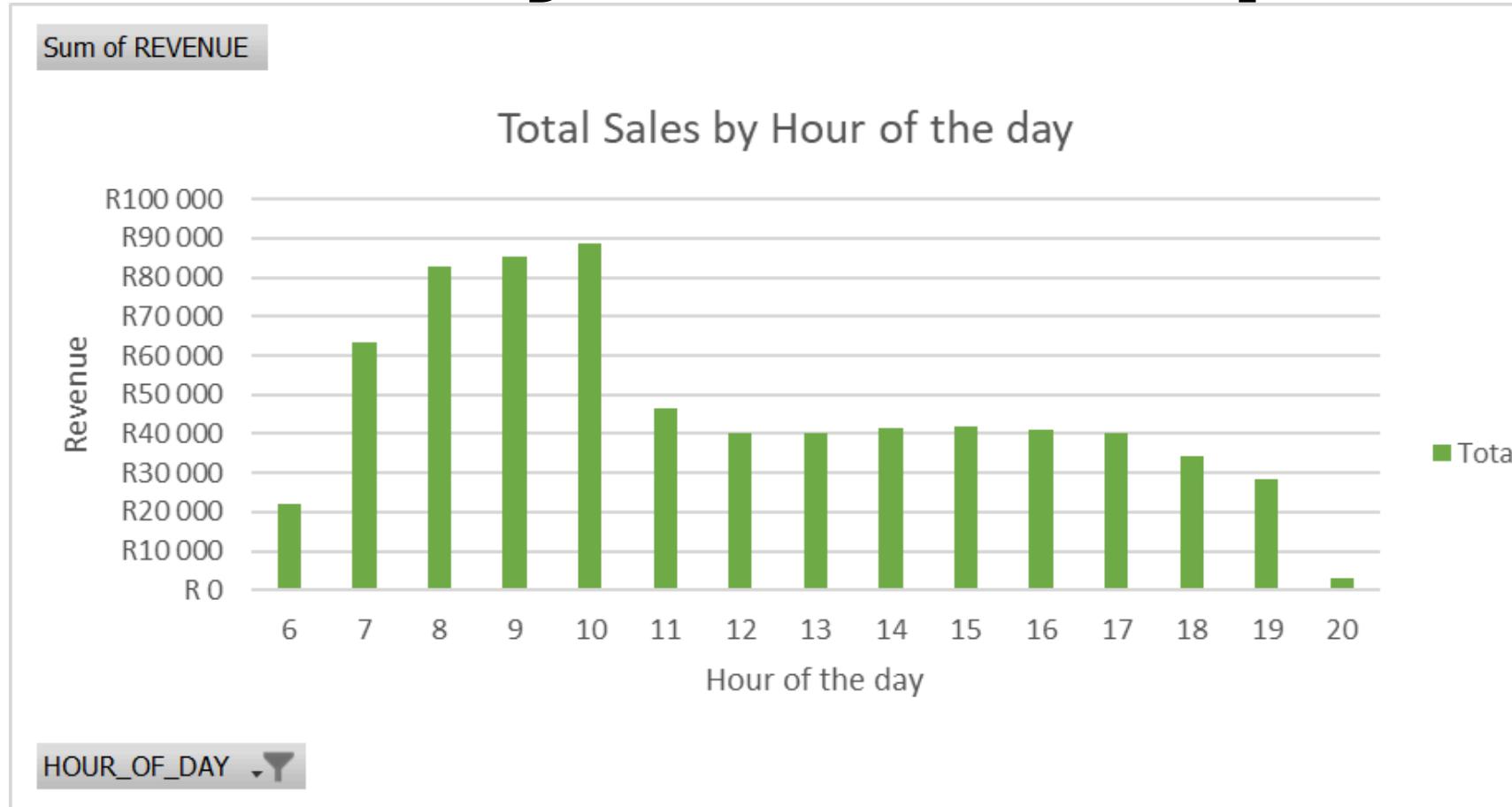
- **Insight:** Coffee (39% of revenue) and Tea (28% of revenue) are the engine, and their margins are exceptionally high.
- **Insight:** Bakery is a solid 12% of revenue and has good, though lower, profit potential than beverages.

Recommendation:

- Use the high-volume traffic from Coffee/Tea to drive sales of other items. i.e Pairing and Bundles - Formalise the Coffee/Tea + Bakery bundle strategy

07

Customer Behavior Customer Flow (Based on Hourly Sales Graphs)



Recommendation: Staffing and Operational Efficiency During Morning Peak Hours

- Ensure adequate staffing is in place to effectively manage the morning peak period, as this time consistently experiences high customer traffic.
- Optimize all preparatory activities to support speed and maintain a high standard of customer experience during peak hours.
- Schedule non-essential tasks—such as inventory checks, cleaning, and staff training—during off-peak periods to maximize labor efficiency and focus

Revenue per Location

- The total sales chart shows a clear peak in the morning hours, like 7 AM - 10 AM.
- All three locations follow the same hourly trend, peaking in the morning and declining sharply in the afternoon.

08

Strategic Recommendations



1. Optimize Afternoon/Evening

56% revenue in morning hours.
Introduce afternoon promotions
and loyalty programs during off-
peak times.

2. Expand Premium Products

Increase premium offerings and
seasonal drinks.

5. Food Category Growth

Bakery at 11.8% revenue. Expand
pastry selection and grab-and-go
options.

4. Capitalize on Growth

Growth from Jan-Jun indicates
strong demand. Consider
expansion or capacity increases
for Q3-Q4.

3. Leverage Balanced Locations

Equal performance across
locations. Standardize best
practices and cross-train staff.

Conducted planning on the Miro board

- Check the data types of the data types/ columns in the data file

Data processing in Snowflake

- Created a database, schema and table on Snowflake
- Uploaded CVV file on Snowflake
- New columns were created: Revenue, Day classification, and time classifications

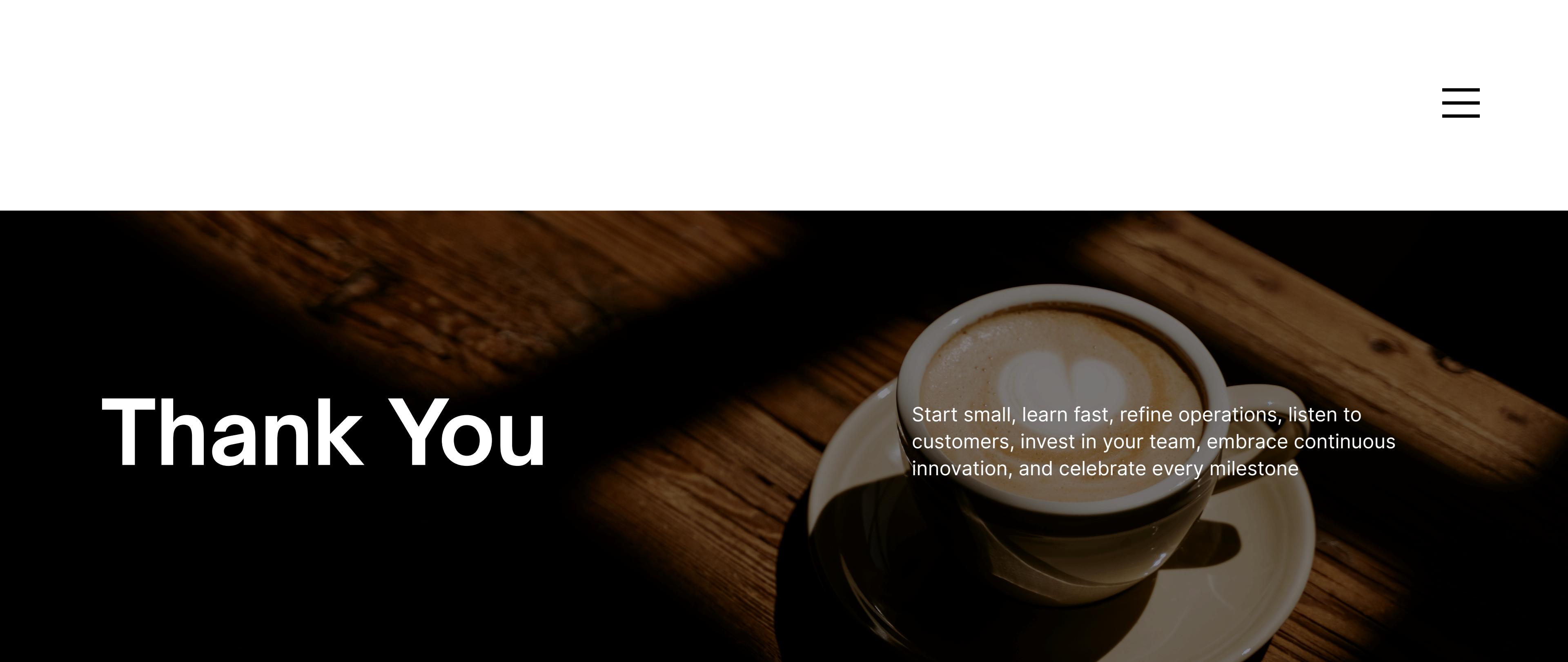
Data Analysis on Excel

- Create Pivot tables
- Create graphs for analysis

Appendix: Methodology



Thank You



Start small, learn fast, refine operations, listen to customers, invest in your team, embrace continuous innovation, and celebrate every milestone



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