

BRIGHT COFFEE SHOP

Bringing Happiness in Every Cup



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Content

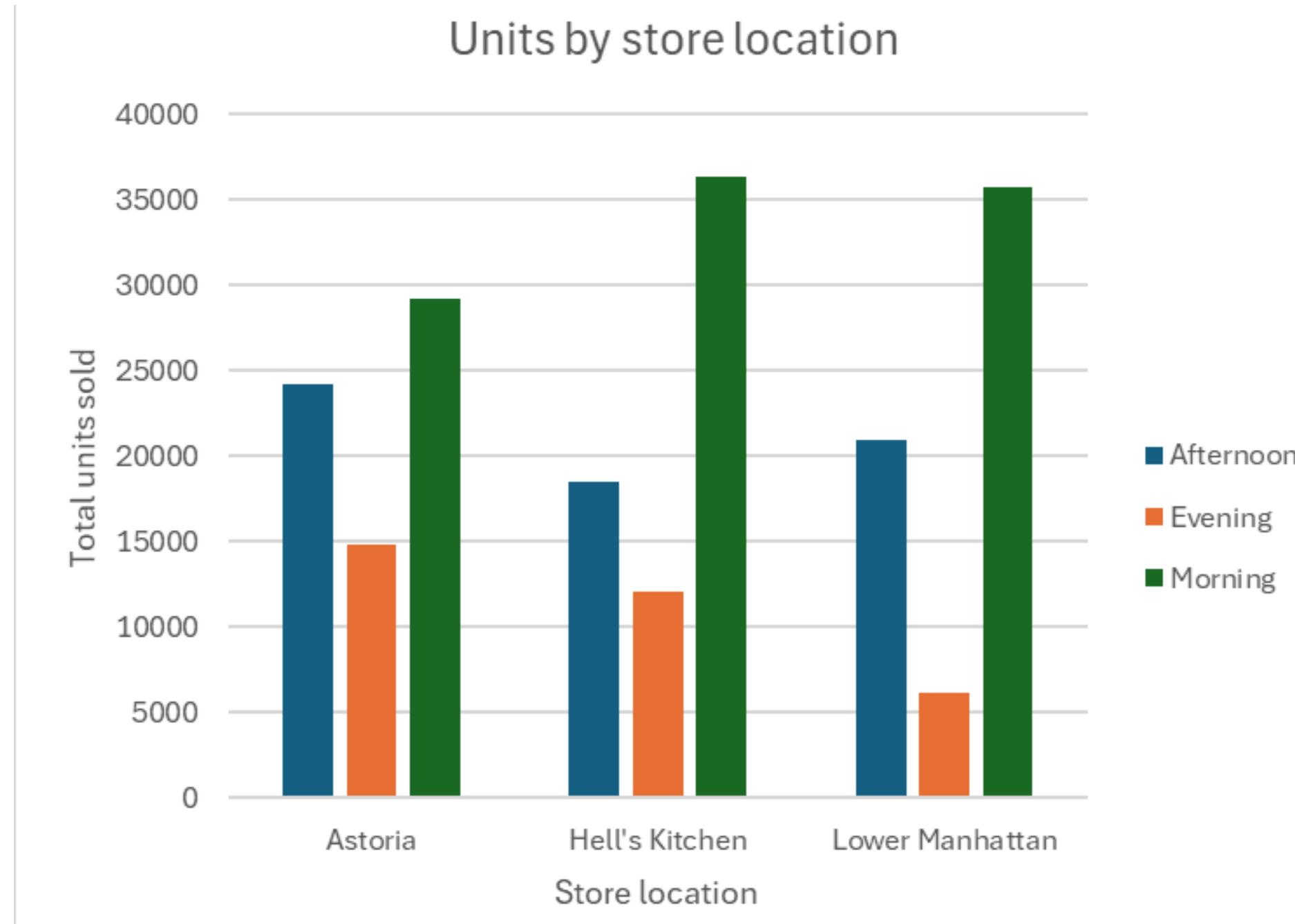
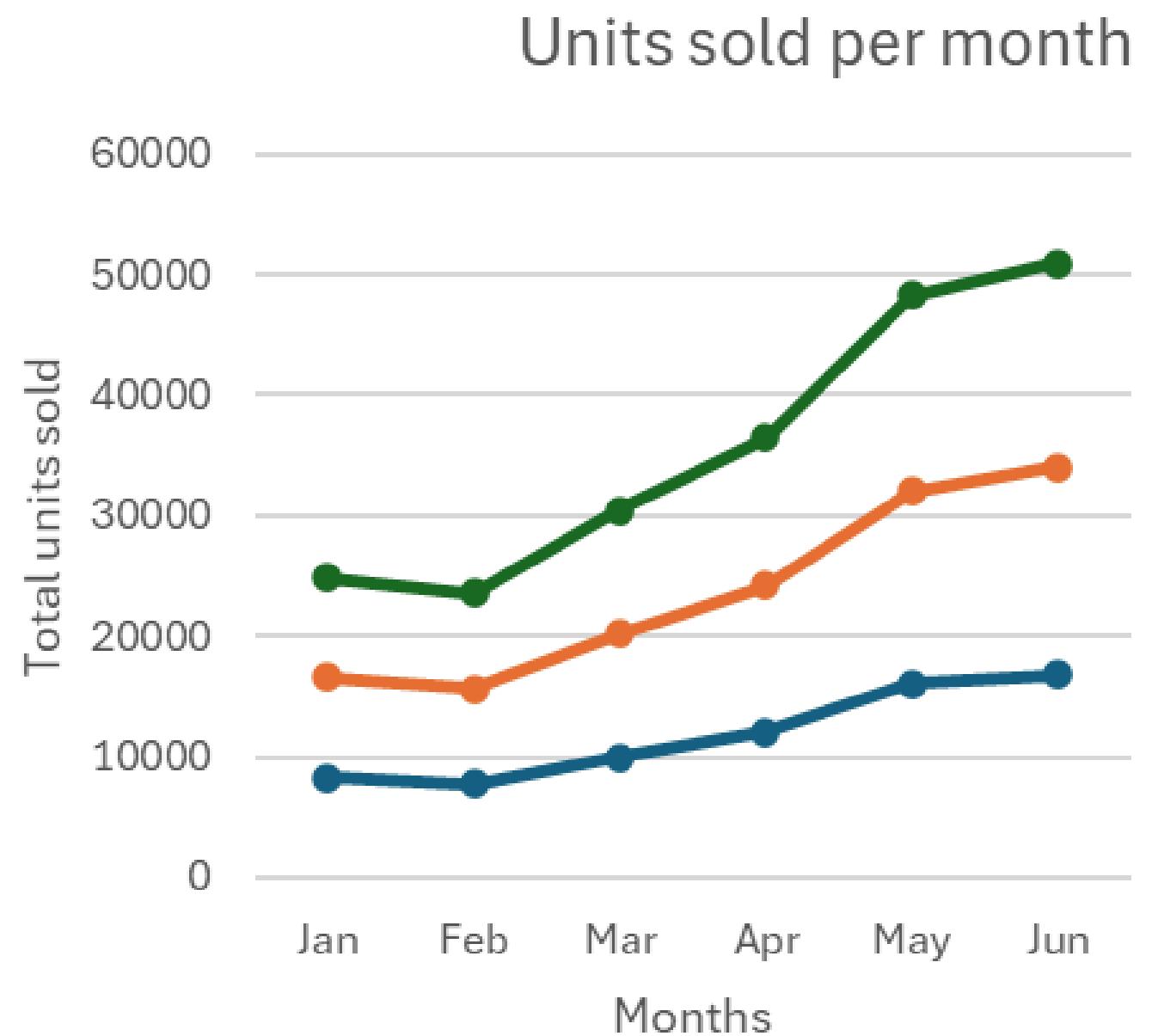
- Data collection
- Quantity of items sold
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Data collection

- Collected transaction data from Bright Coffee Shop analysis
- Here are the column names used consistency :**Product_Category, Unit_Price, Transaction_Qty**
- Created new variables to support analysis:used arithmetic operators **Revenue = Quantity × Unit Price**
- Extracted time and day information from transaction timestamps to analyse peak sales periods.



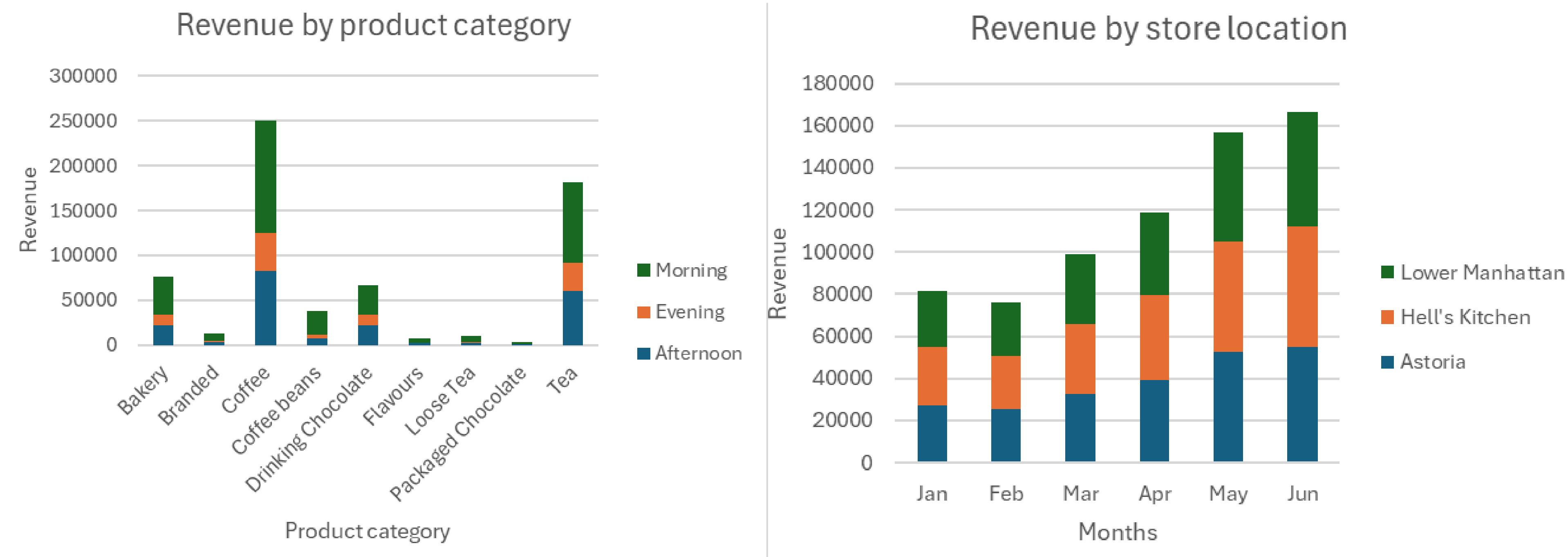
Quantity of items sold



Lower Manhattan leads in units sold with steady growth reaching over 50,000 units by June, followed by Hell's Kitchen and Astoria.

The Hell's Kitchen branch performs best in the morning, while Lower Manhattan offers room for growth in the afternoon
All three locations show consistent monthly increases, indicating strong overall sales growth.

Revenue Trend

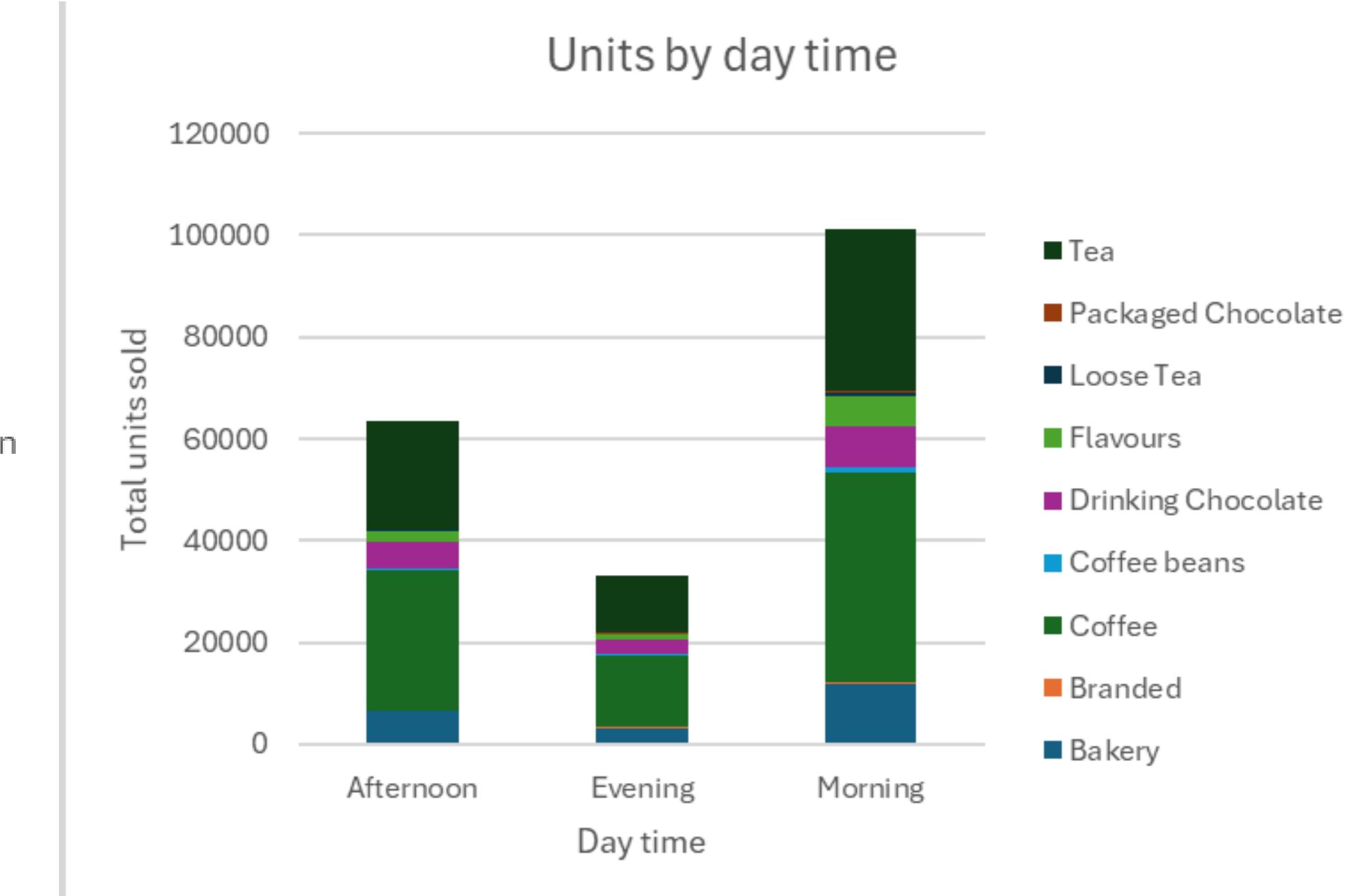
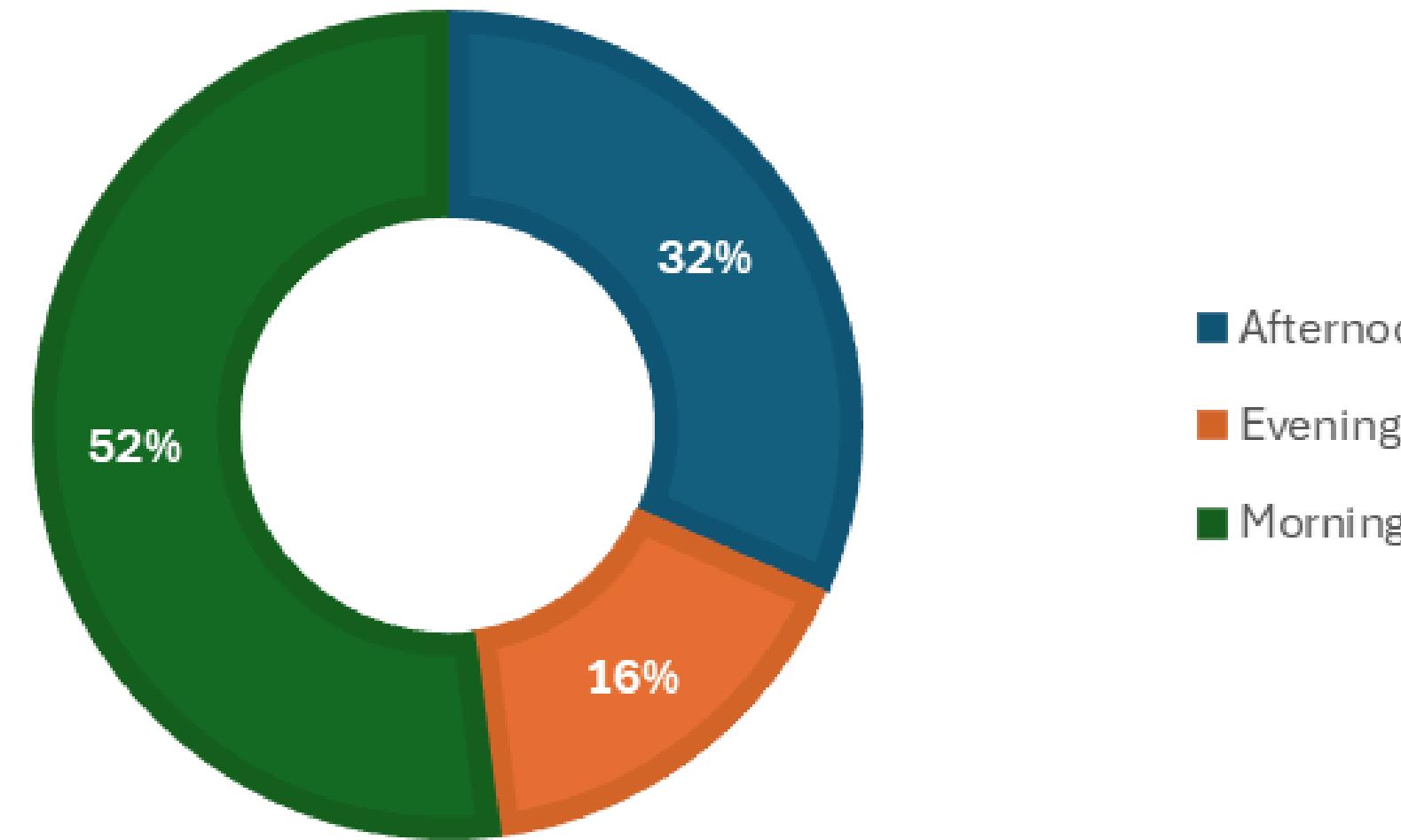


Bright Coffee Shop shows strong overall performance, led by its coffee and tea.

The total revenue increased steadily from Jan across all store location, this consistent upward trend suggest strong overall sales growth and improving performance across all store locations.

Daily Insights

REVENUE BY DAY TIME



• Morning generates the highest revenue at 52%, followed by Afternoon with 32%, while Evening contributes only 16%. This shows that most sales occur in the morning, suggesting a need to focus marketing and resources on that time period.

Conclusion

- Bright Coffee Shop shows strong overall performance, led by its coffee and tea. The Hell's Kitchen branch performs best, while Lower Manhattan offers room for growth. Seasonal trends affect sales, with peaks in June and lower sales in Feb.
- To maintain success, the shop should focus on top-selling items, introduce seasonal promotions, and improve marketing and operations at underperforming branches. These actions will help boost profitability and customer satisfaction.

