

# BRIGHT COFFEE SHOP

Bringing Happiness in Every Cup



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# Content

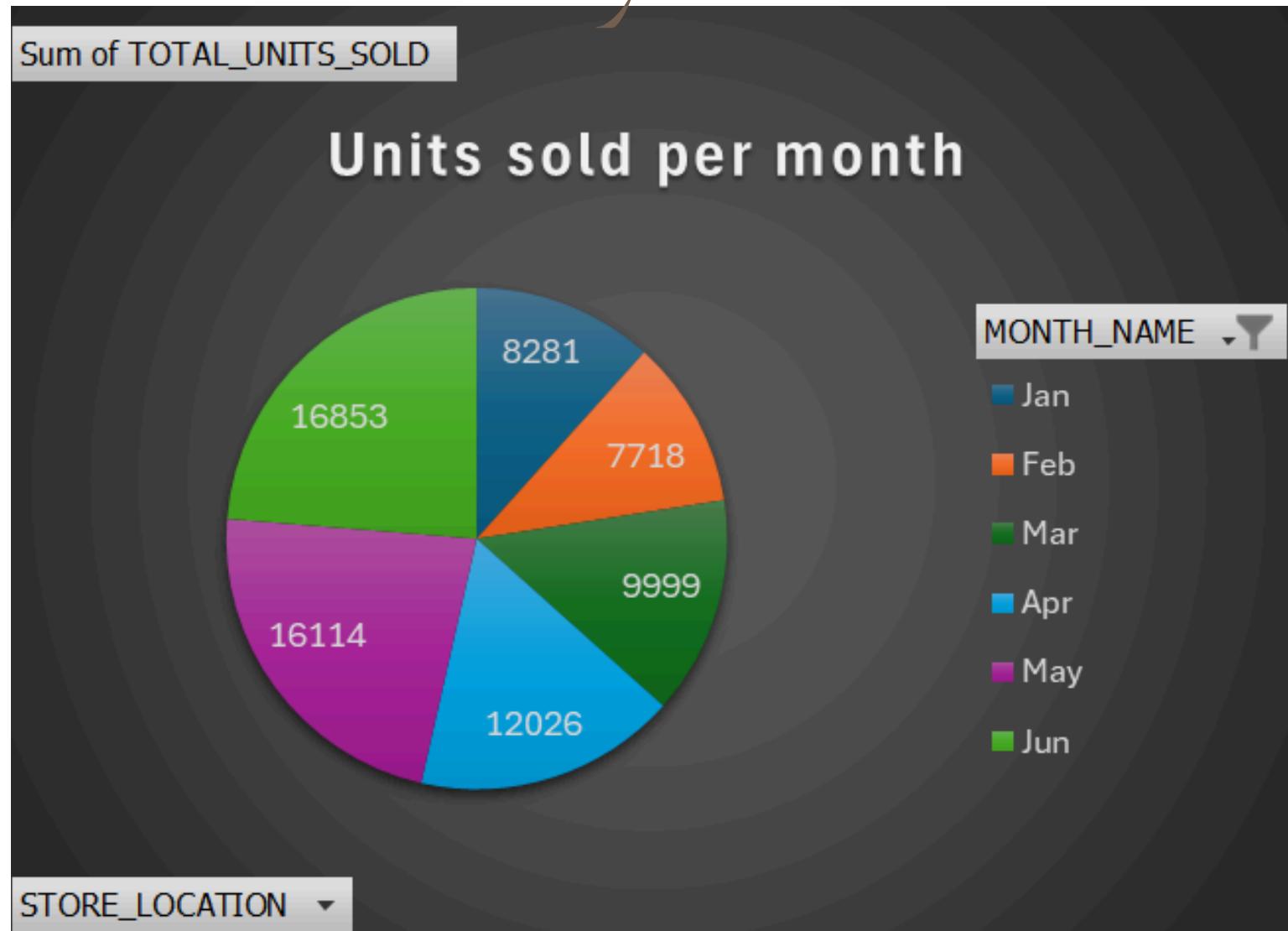
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# Data collection

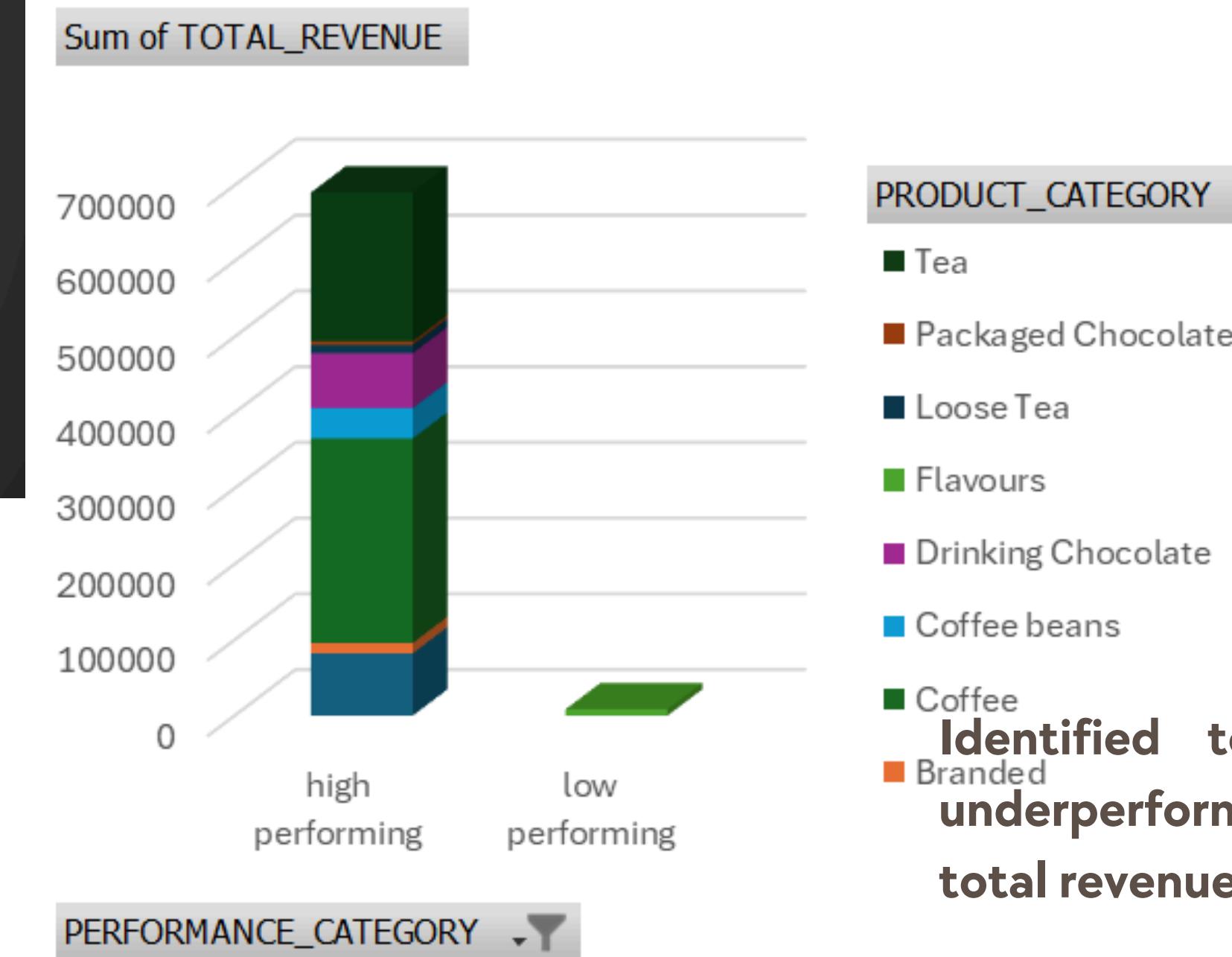
- Collected transaction data from Bright Coffee Shop analysis
- Here are the column names used consistency :**Product\_Category, Unit\_Price, Transaction\_Qty**
- Created new variables to support analysis:used arithmetic operators  $\text{Revenue} = \text{Quantity} \times \text{Unit Price}$
- Extracted time and day information from transaction timestamps to analyse peak sales periods.



# Date analysis techniques



Grouped data using SUM of transaction qty to observe units sold per month and customer buying behavior.



Calculated total and average revenues to measure profitability and sales performance across category

Identified top-performing and underperforming items based on total revenue and sales volume.

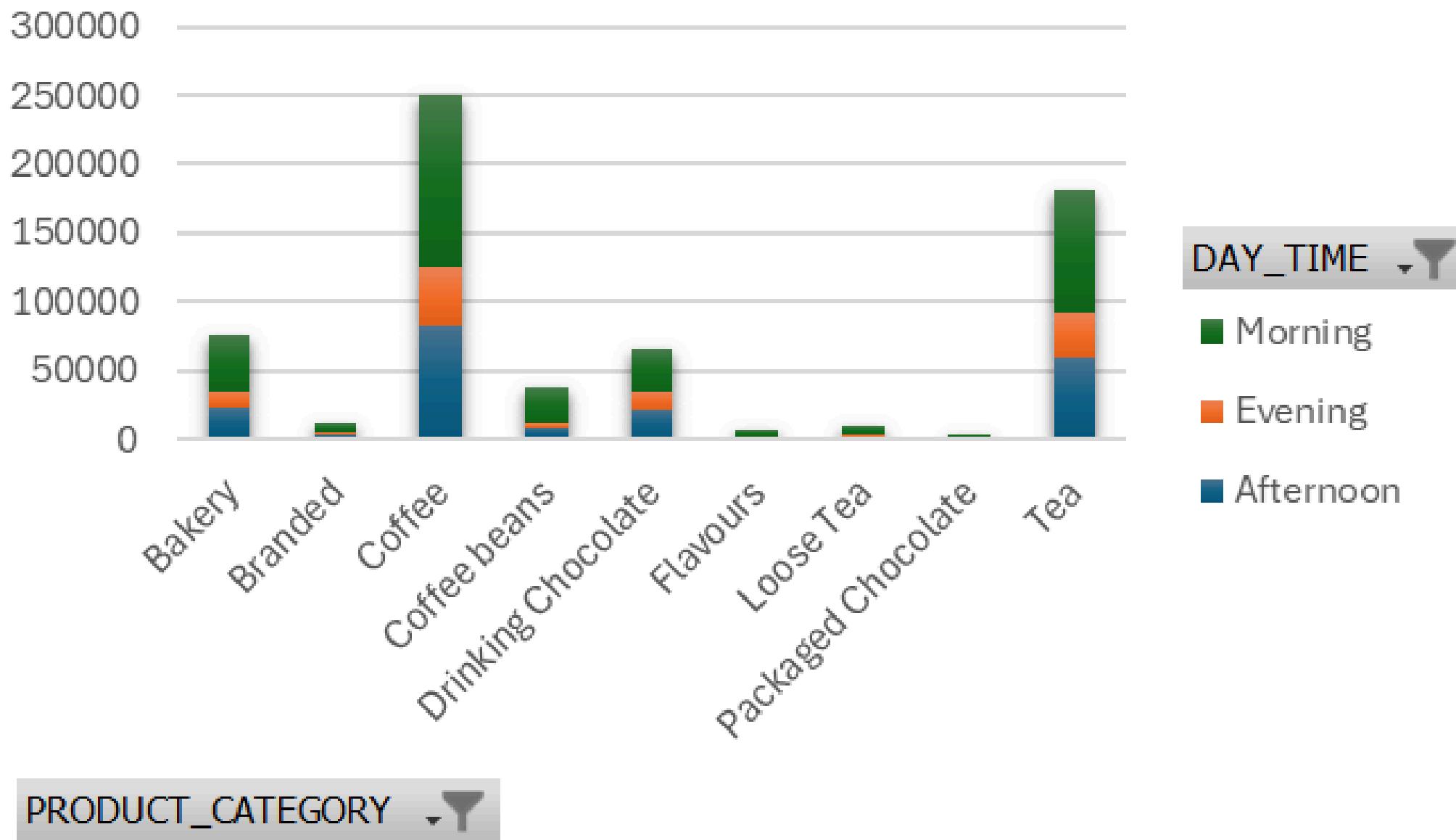
# Sales Trend

The chart shows total revenue across different product categories at Bright Coffee Shop during the morning, afternoon, and evening.

- Coffee and Tea generate the highest revenue, especially in the morning, indicating that customers mostly purchase these beverages to start their day.
- Bakery items also perform well in the morning, complementing coffee sales.
- Evening and afternoon sales are noticeably lower across all categories, suggesting less customer traffic during these times.
- Overall, the morning period dominates sales performance, highlighting it as the peak sales time for the shop.

Sum of TOTAL\_REVENUE

## Sales per day time



PRODUCT\_CATEGORY

# Insights

- Bright Coffee Shop demonstrates strong operational performance driven by its beverage and bakery offerings. To sustain growth, the shop should expand high-demand items, introduce seasonal promotions, and rethink underperforming product lines.
- Strengthening the marketing presence of Lower Manhattan and optimising stock levels during peak months will further enhance overall profitability and customer satisfaction.

# 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.

