

Bright Coffee Shop Sales Insights

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Business Insights for Revenue Growth



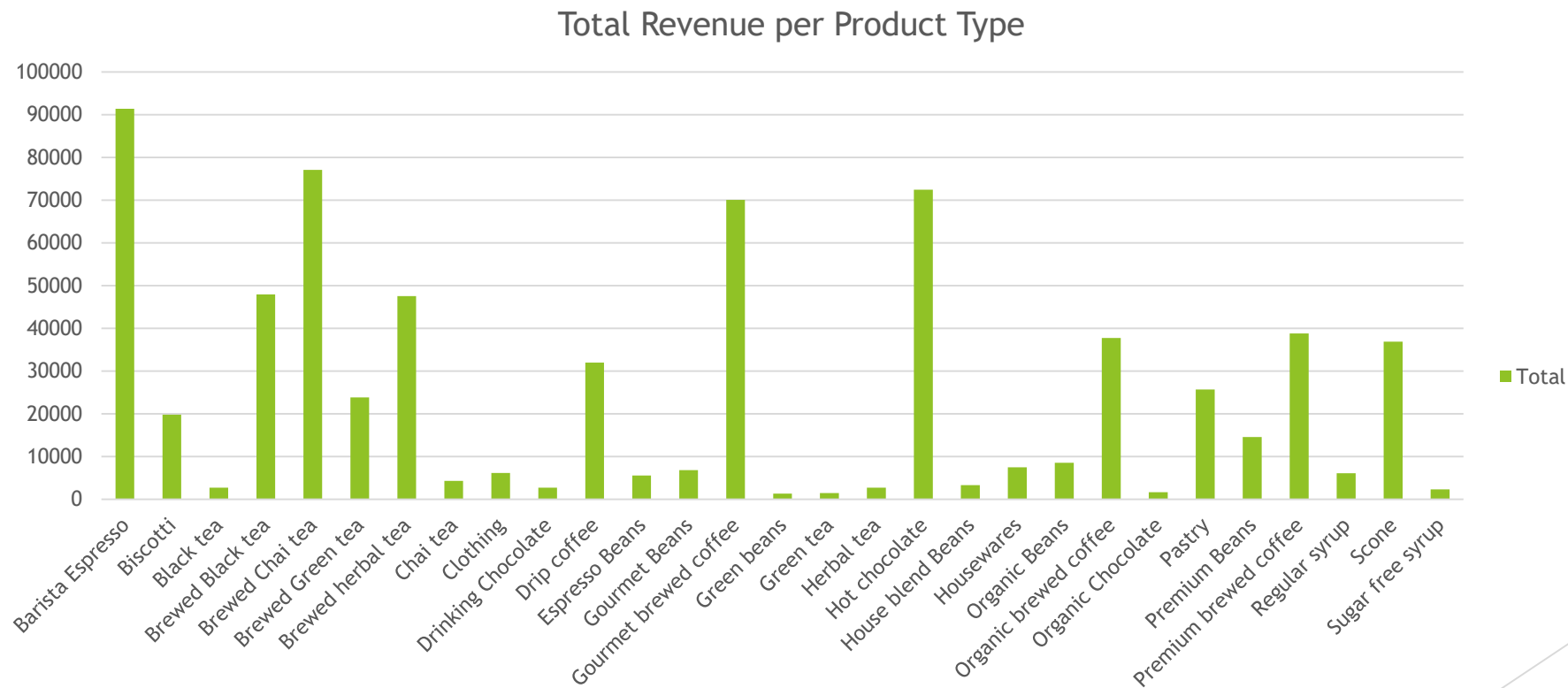
Project Overview

- ▶ Purpose: Analyse sales data to uncover trends.
- ▶ Tools: Snowflake, Excel, Canva, Miro
- ▶ Data Source: Bright Coffee Shop Transactions CSV

Key Questions

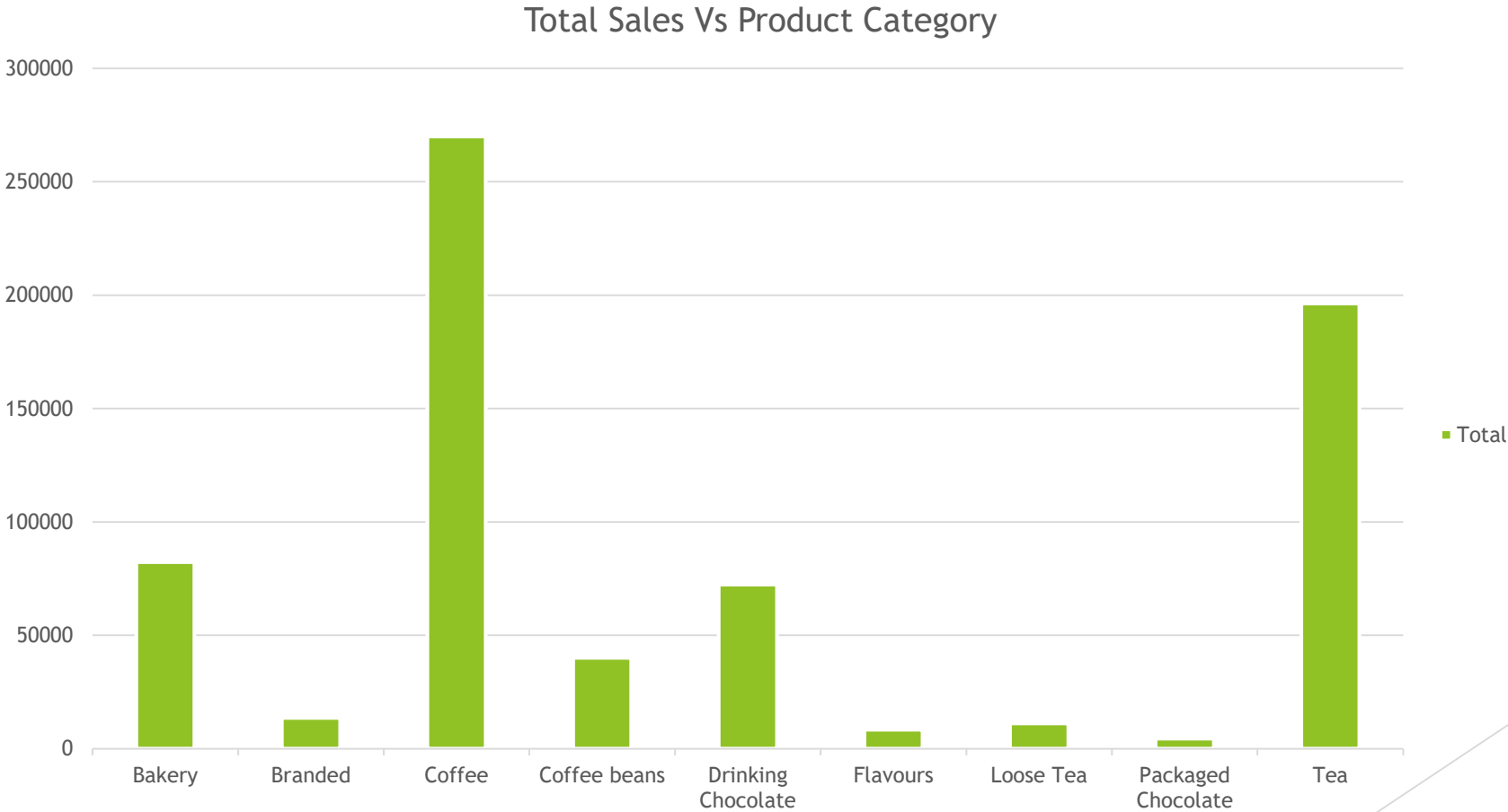
- ▶ Which products generate the most revenue?
- ▶ What time of day does the store perform best?
- ▶ Which products need improvement?

Insight: Espresso drives the majority of revenue.



Items Sold by Product Category

Insight: Drinks dominate sales volume.

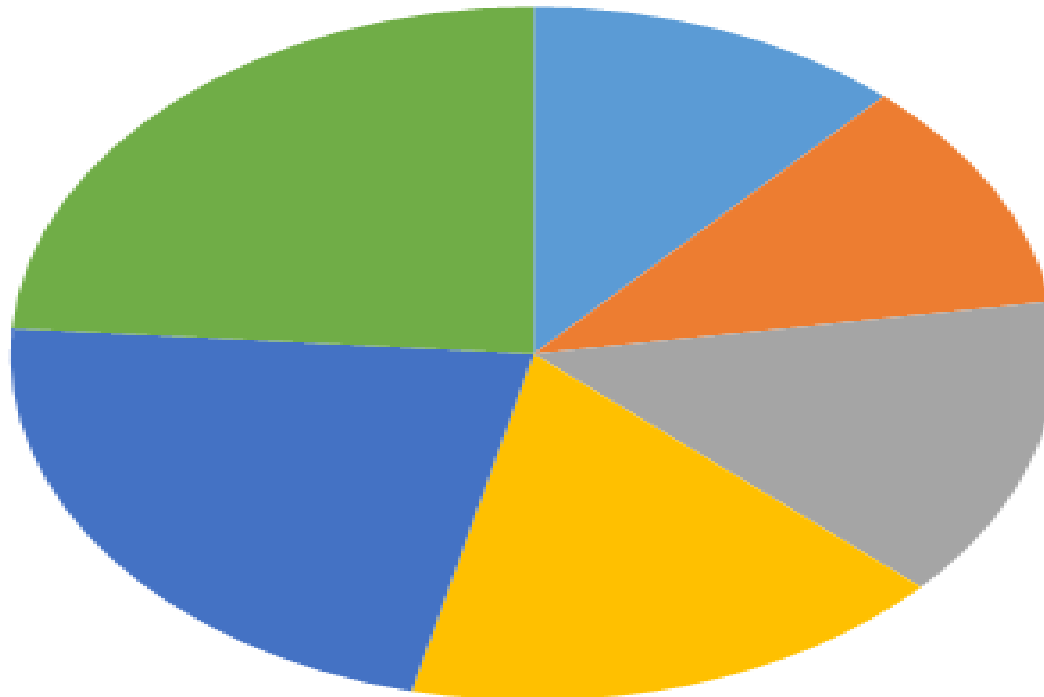


Revenue by Month:

Customers prefer warm drinks when it's cold.

Sum of REVENUE

Revenue by Month



MONTH_NAME

Jan

Feb

Mar

Apr

May

Jun

Recommendations:

- Stock more of top-selling products
- Increase marketing during slow hours
- Promote underperforming items
- Implement loyalty programs

Conclusion:

Data-driven insights will help optimize revenue, improve stock management, and enhance customer engagement.