

BRIGHT COFFEE SHOP SALES ANALYSIS PRESENTATION

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OUR **PURPOSE**

This presentation is designed to give you a clear, data-driven overview of Bright Coffee Shop's sales performance. Using historical transactional data, I've analyzed key patterns across product categories, store locations, and time intervals. The goal is to help you make informed decisions that will drive revenue growth, optimize operations, and enhance customer experience. Each insight is backed by visual evidence and concludes with strategic recommendations tailored to your leadership goals.

Revenue by Product Category

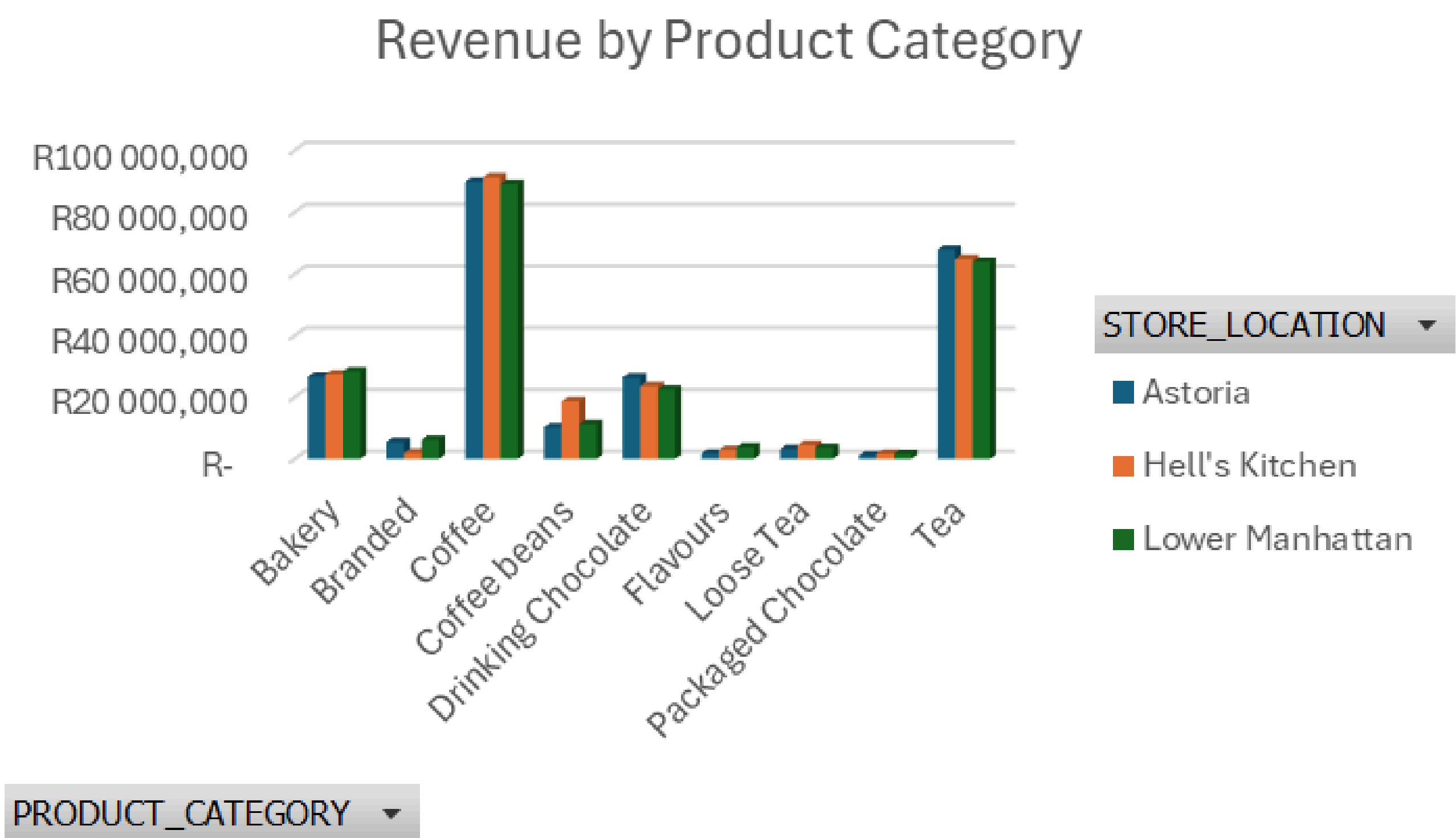
WHAT IT SHOW:

TOTAL REVENUE GENERATED BY EACH PRODUCT CATEGORY (E.G., COFFEE, TEA, BAKERY, ETC.).

INSIGHT:

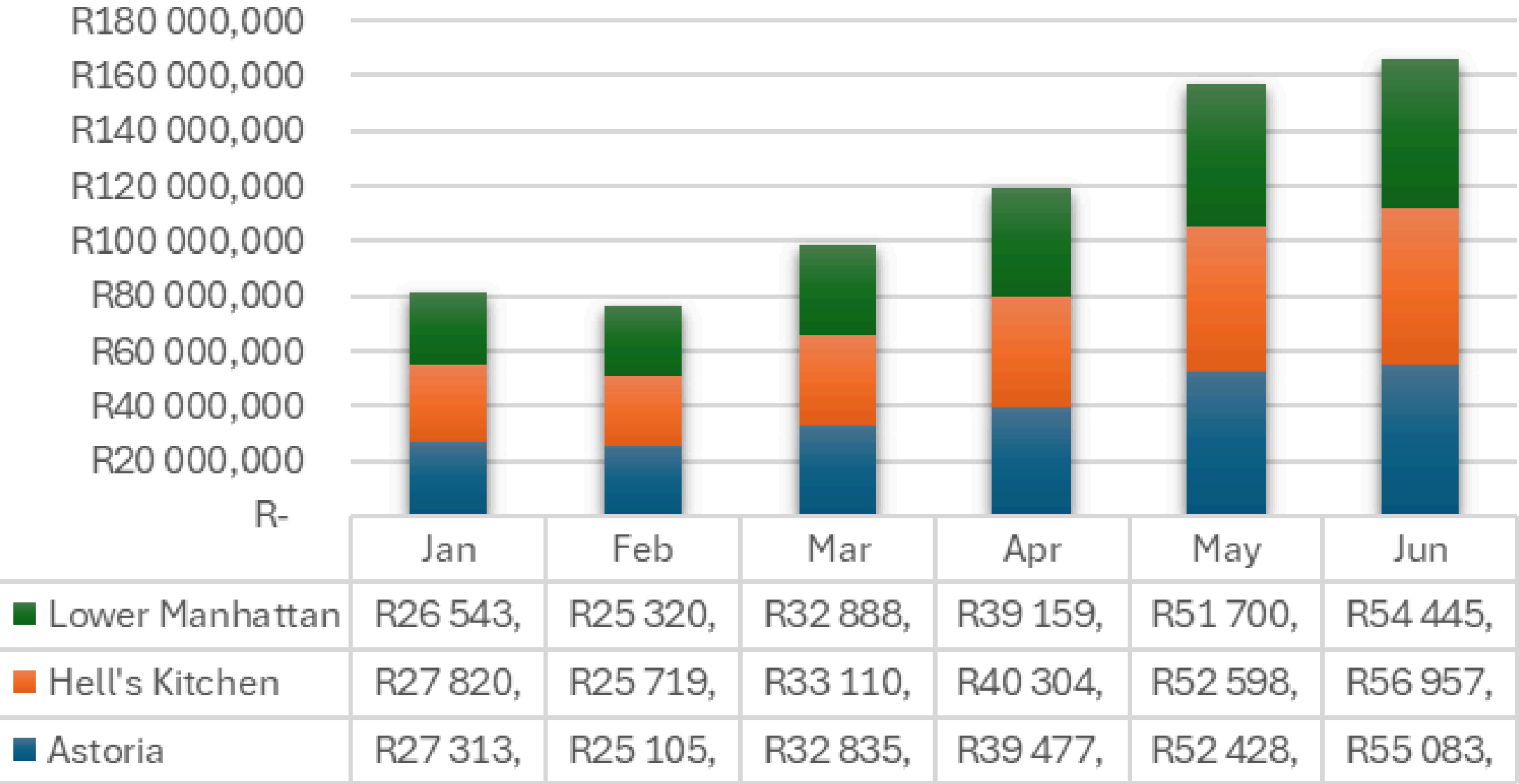
COFFEE IS THE LEADING REVENUE GENERATOR, FOLLOWED BY TEA AND DRINKING CHOCOLATE. THIS HIGHLIGHTS WHICH CATEGORIES DRIVE THE MOST INCOME AND WHERE TO FOCUS INVENTORY AND PROMOTIONS.

Sum of REVENUE



Sum of REVENUE

Monthly Revenue by Store Location



MONTH_NAME ▼

Monthly Revenue by Store Location

What it shows:

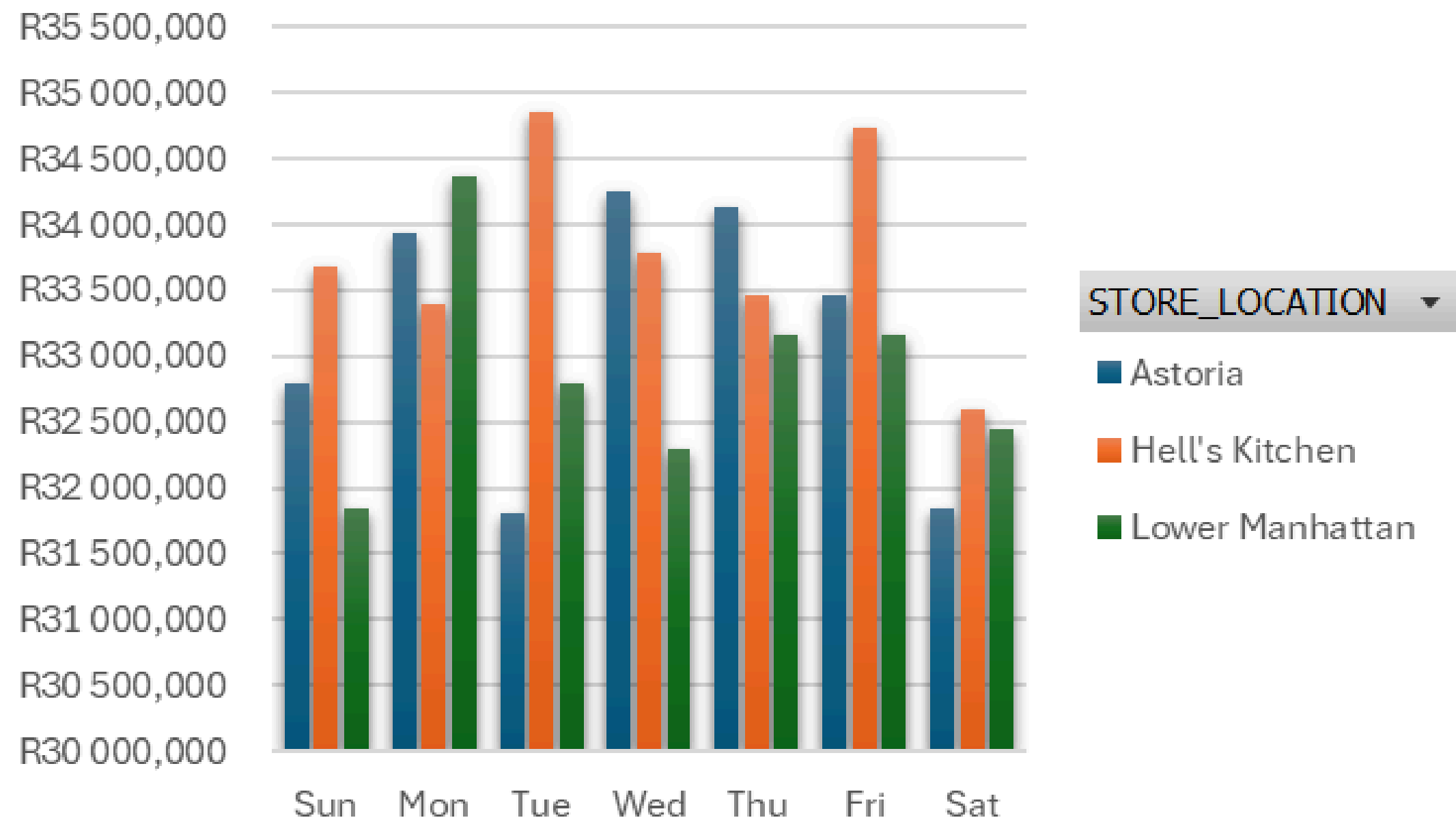
Comparison of total revenue across the three store locations (Astoria, Hell's Kitchen, Lower Manhattan).

Insight:

Hell's Kitchen slightly outperforms the other stores, suggesting it may benefit from further investment or expansion.

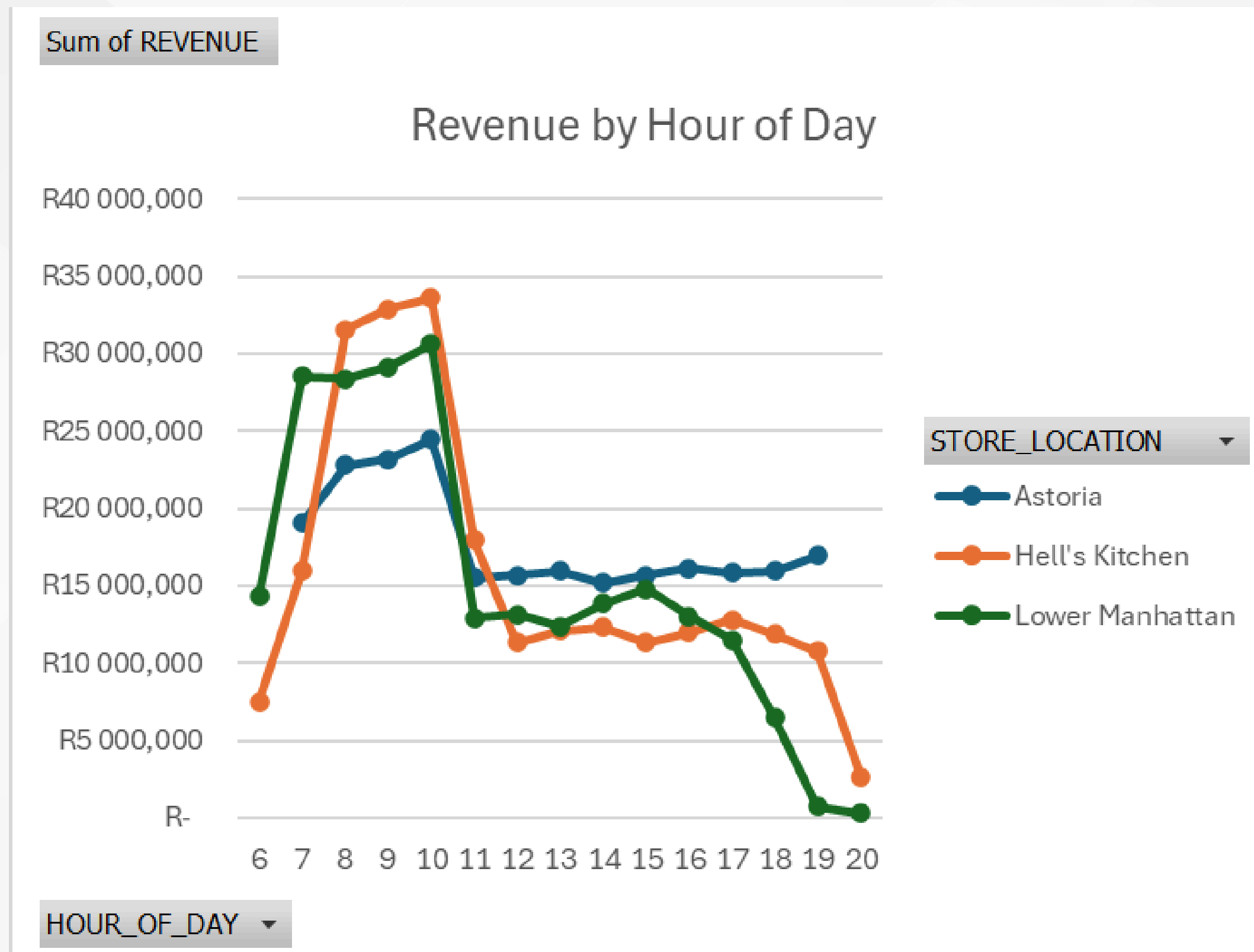
Weekly Revenue by store location

Weekly Revenue by Store loctaion



DAY_NAME ▼

Revenue by Hour of Day



Sum of NUMBER_OF_SALES

SALES



TIME_CLASSIFICATION ▼

What it shows:

Revenue distribution across Morning, Afternoon, and Evening time slots.

Insight:

Morning hours generate the highest revenue, indicating strong customer traffic and purchase behavior early in the day. This is ideal for targeted promotions and staffing.

Sales by Store Location & Time of Day

OUR **SUMMARY**

Key Insights

**Coffee is the top revenue-generating category.
Hell's Kitchen slightly outperforms other stores.
Morning hours drive the highest sales volume.
Weekdays contribute significantly more revenue than weekends.**



Recommendations

- **Increase inventory and promotions for coffee products.**
- **Focus marketing efforts on morning time slots.**
- **Launch weekday loyalty programs.**
- **Consider expanding Hell's Kitchen operations.**

In conclusion, this analysis has revealed clear patterns in customer behavior, product performance, and store operations. By focusing on high-performing categories like coffee, optimizing morning sales windows, and leveraging weekday traffic, Bright Coffee Shop is well-positioned to increase revenue and enhance customer satisfaction. With strategic actions based on these insights, we can confidently move toward a more profitable and data-driven future. I look forward to supporting your vision and helping implement these recommendations.

THANK YOU
