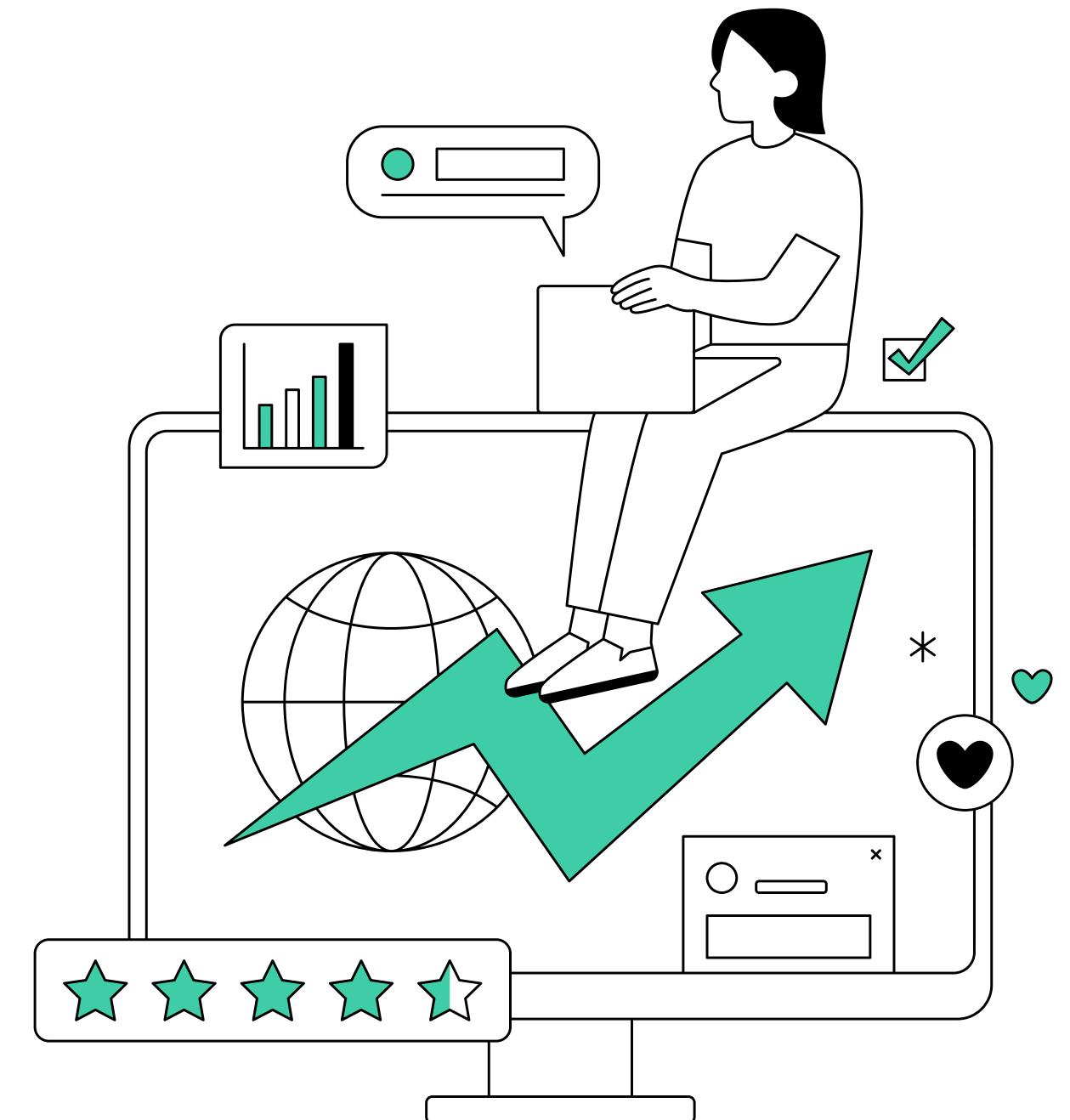


Prepared by Karabo Mohlahlo

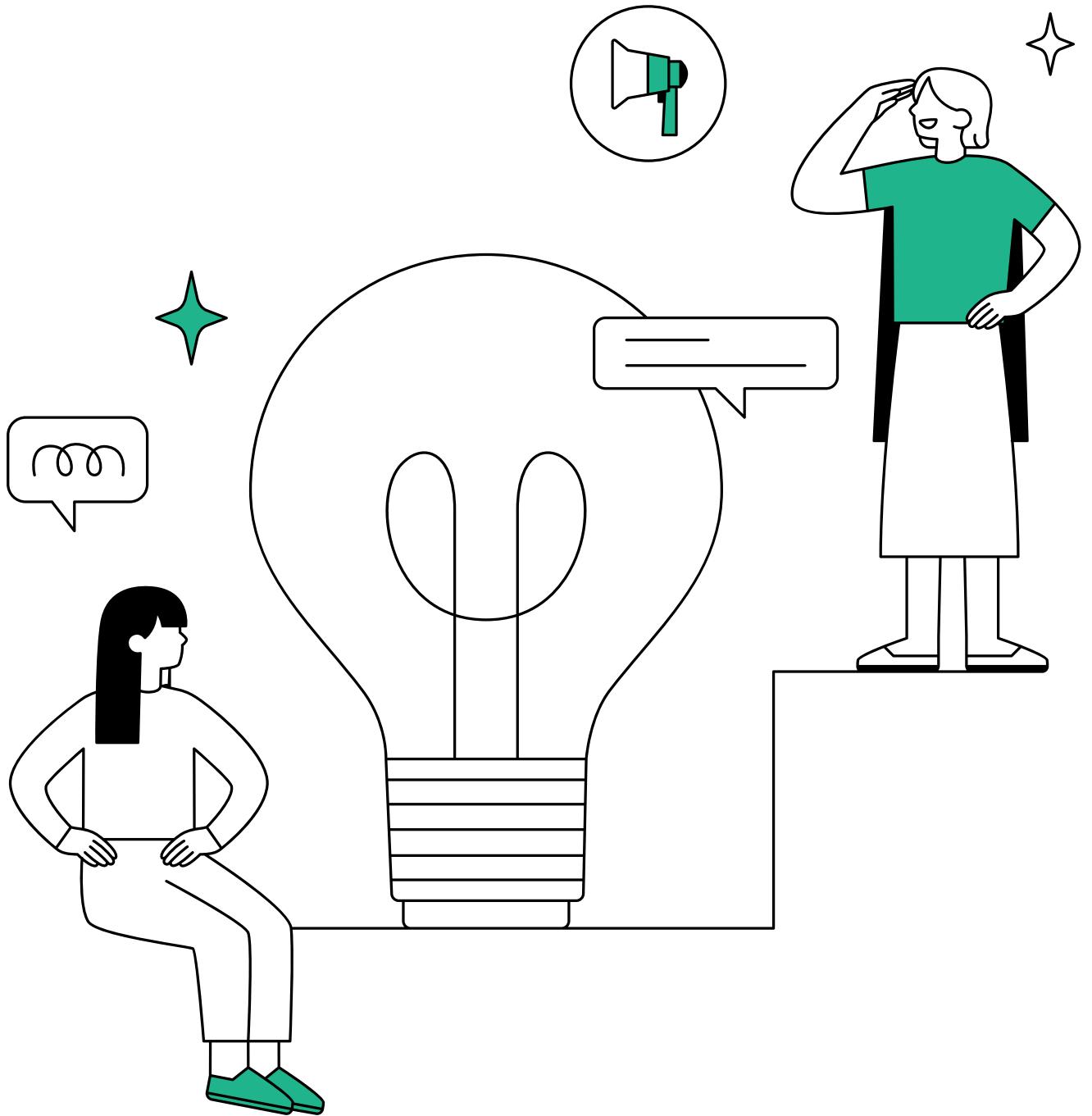
Analysis of Sales results

Bright Coffee Shop



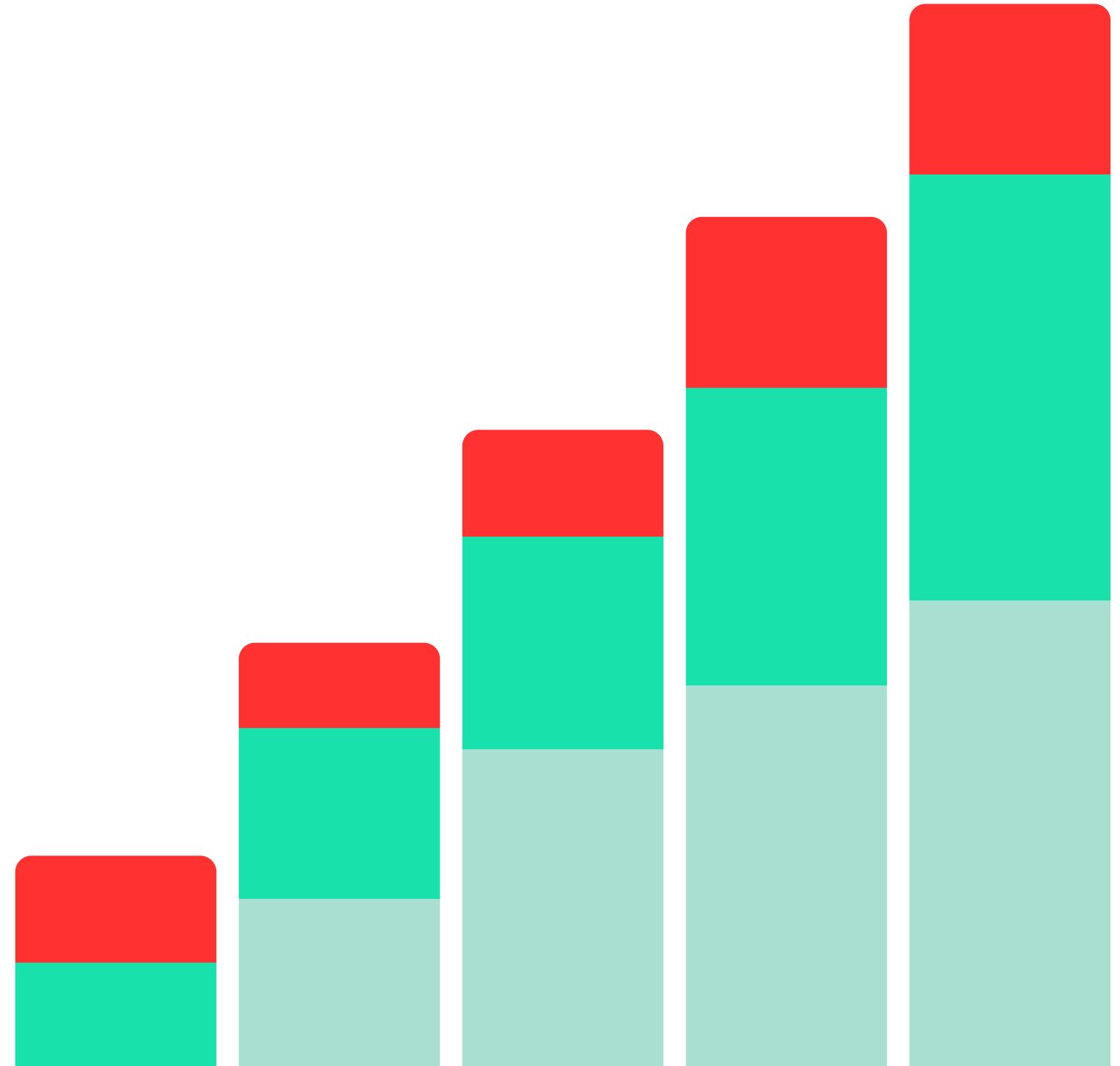
Introduction to results analysis

- A comprehensive, data analysis of sales performance, time-based trends, and product category insights for a coffee shop business.
- The goal is to uncover patterns in customer behavior and provide actionable recommendations to improve revenue and operational efficiency



Methodology used in the analysis

- Data Sourced from Excel
- Processed and Cleaned in Snowflake
- Analytical views created for revenue, quantity, and time brackets.
- Visualization in Excel dashboard
- Insights and recommendations compiled for strategic decision making



Bright Coffee Shop Data Architecture Overview

Excel Source

Data from Excel file(Csv)

ETL Pipeline

Data is extracted, transformed
and loaded

Snowflake Storage

Data is stored in
Snowflake

SQL Analysis

Data is Analyzed using
SQL

Excel Dashboards

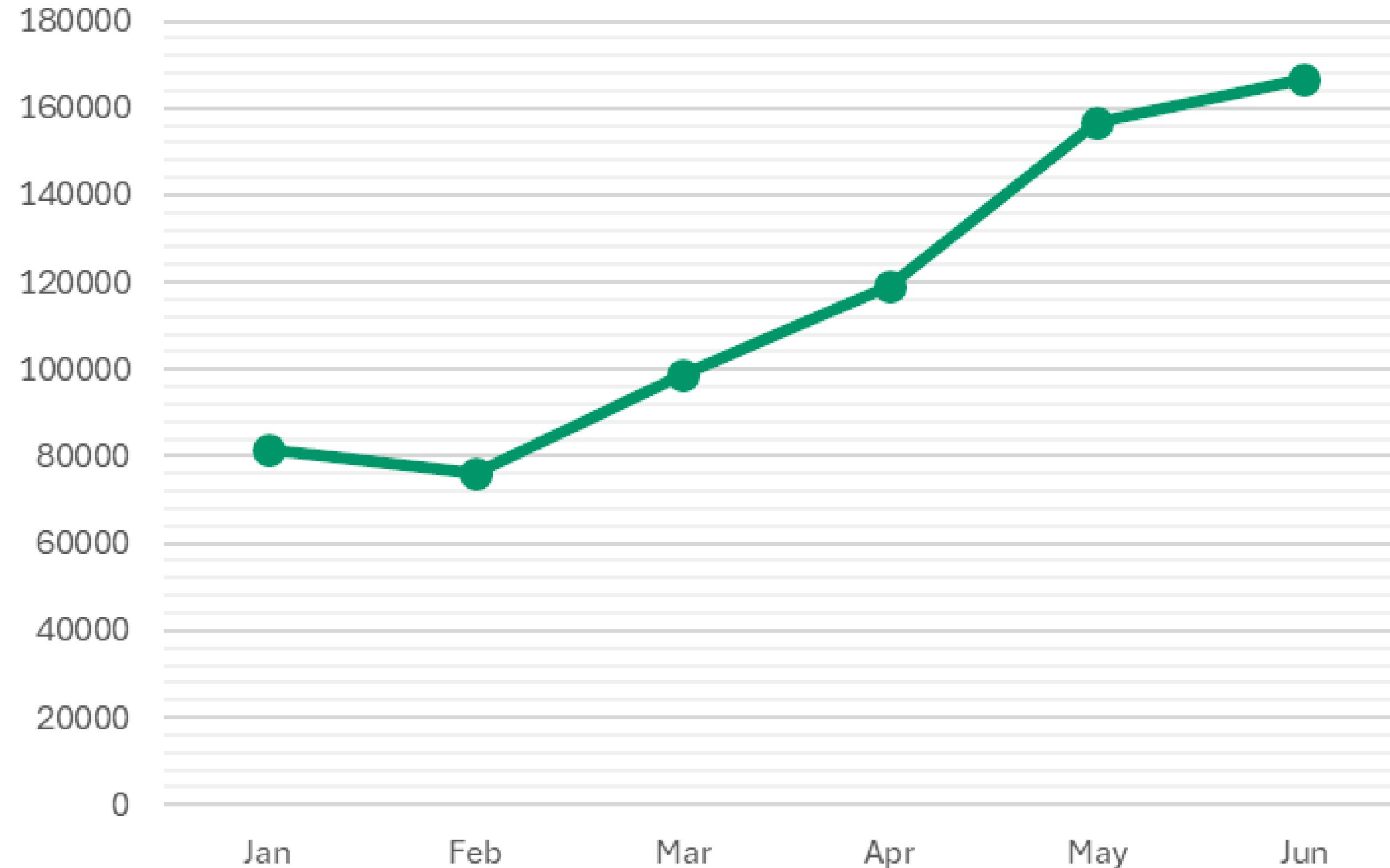
Insights are presented in
Excel Dashboards

CEO Insights

Critical insights are
delivered to the CEO

Bright Coffee Sales Insights

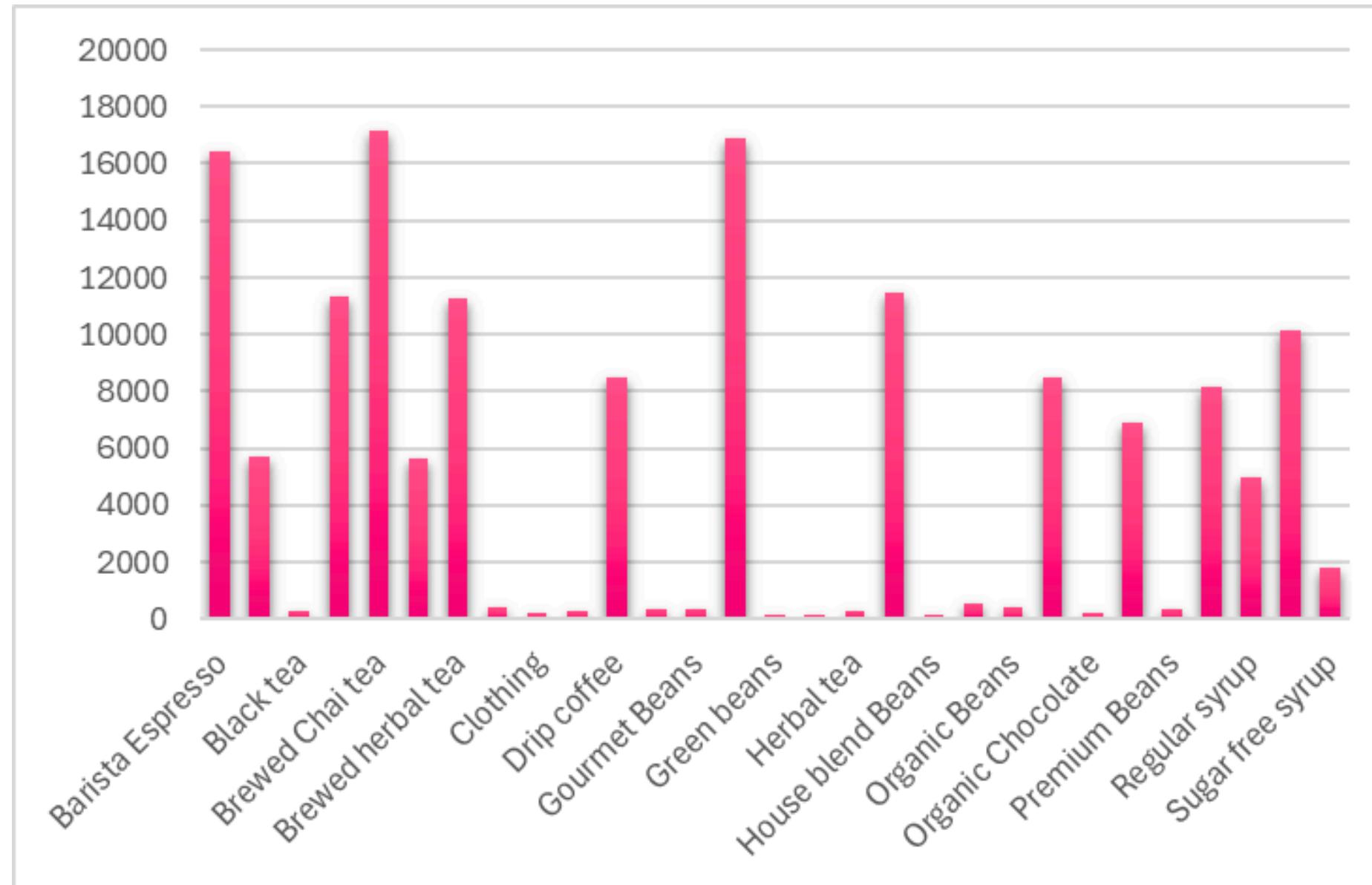
1	Peak Sales Periods	During 8:00-10:00 and 15:30-17:00
2	Top Revenue Products	B Espresso, B Chai Tea, 60% revenue
3	Top Volume Products	Coffee leads with 58 416 sales
4	Underperforming Items	Green tea and Herbal tea are low
5	Overall Revenue	Total revenue of 698 812 generated



Revenue Growth Over Time

- X-axis Years (Jan-June)
- Y-axis Annual Revenue (R)
- Trend Steady Month on Month growth
- Revenue amounting to R698 812

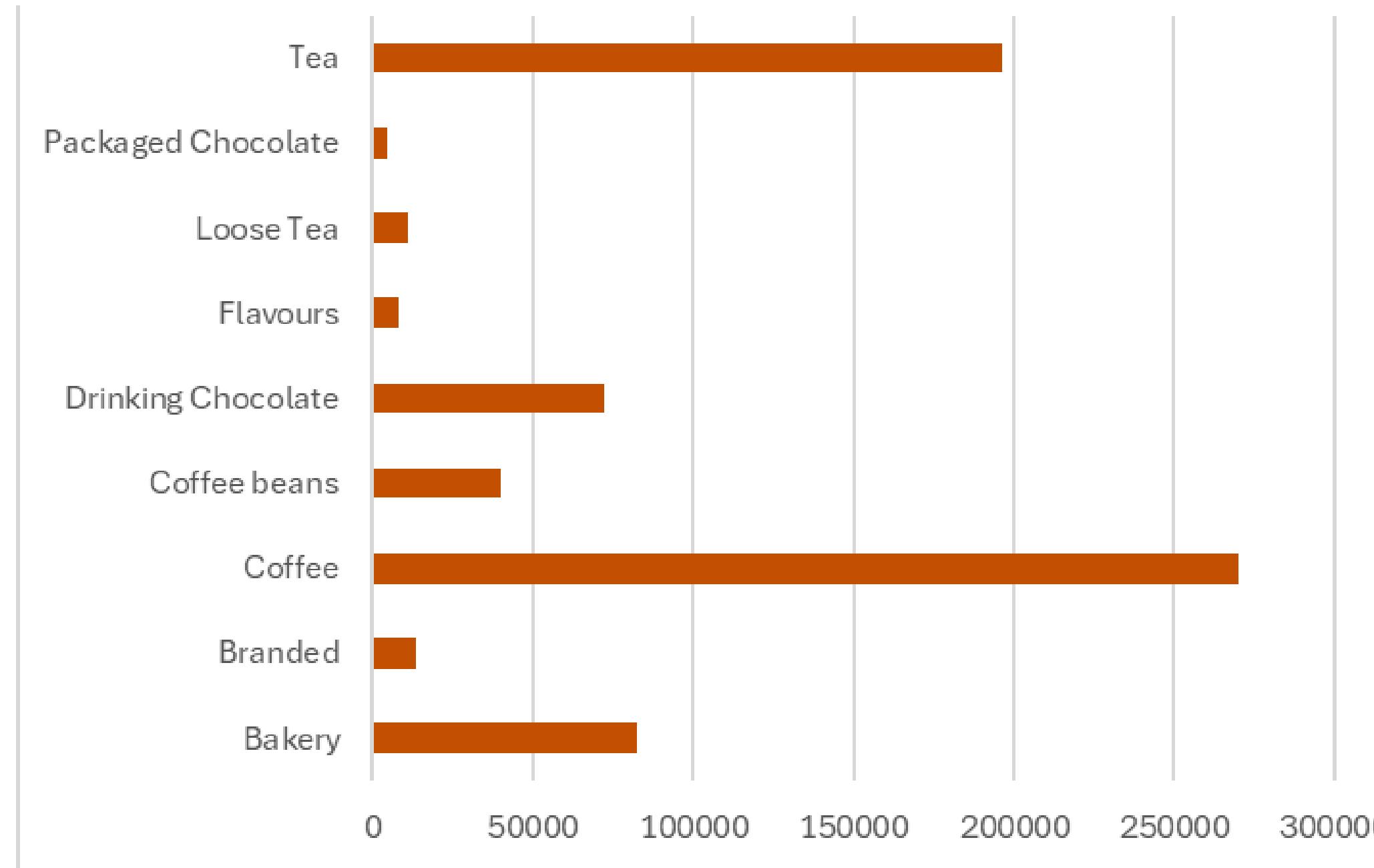
Total revenue per product type



Insights

- Over the specified period, a total revenue of R698,812 was achieved, with a quantity of R149,116 sold.
- Monthly figures show an upward trend with both revenue and sales volume, reflecting an increasing demand.
- The unit price has remained constant as revenue and quantity sold are rising in proportion.
- Notably growth picks up significantly after march with May and June together for 46% of the total revenue

Quantity of item sold per product category

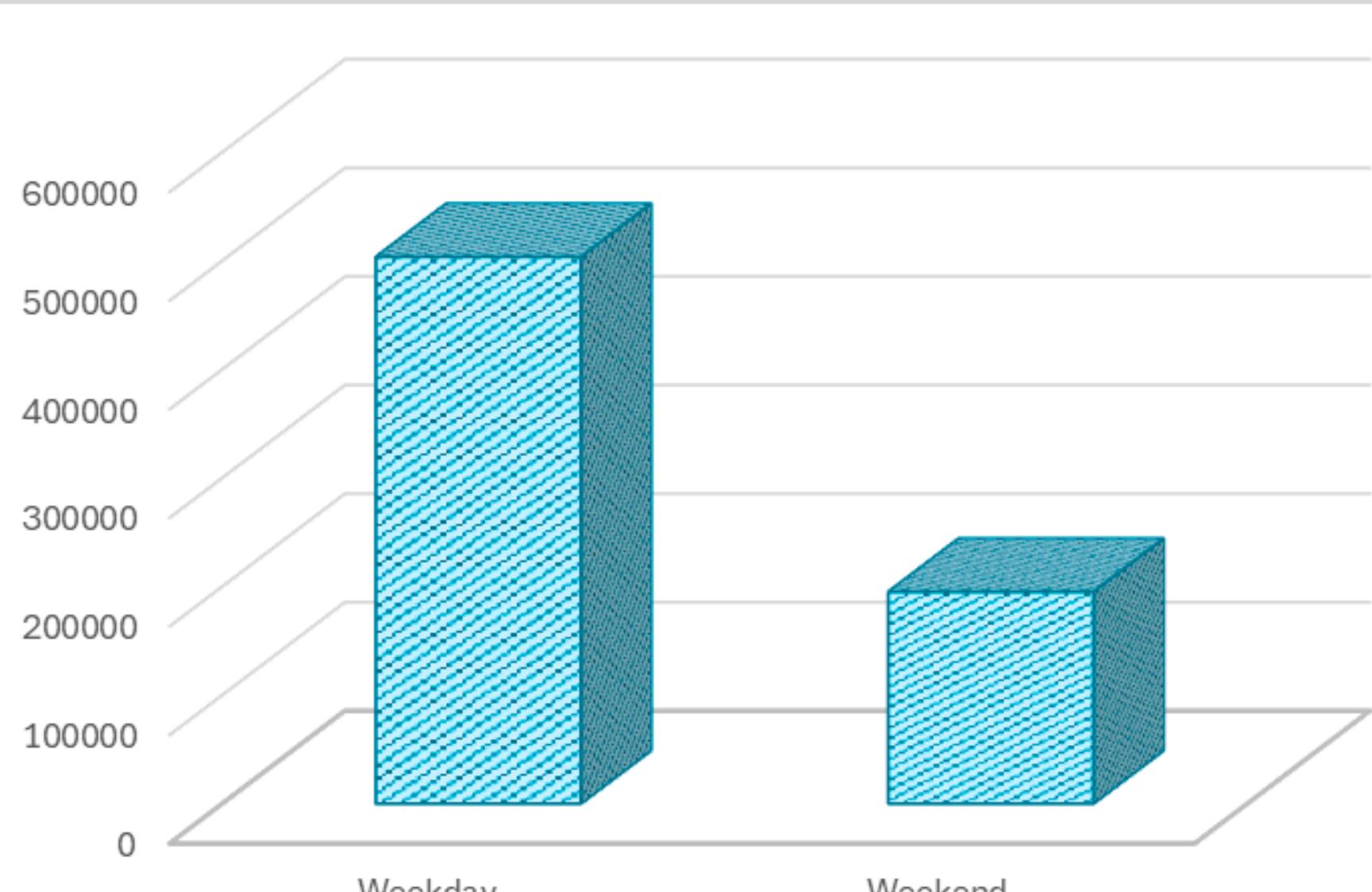


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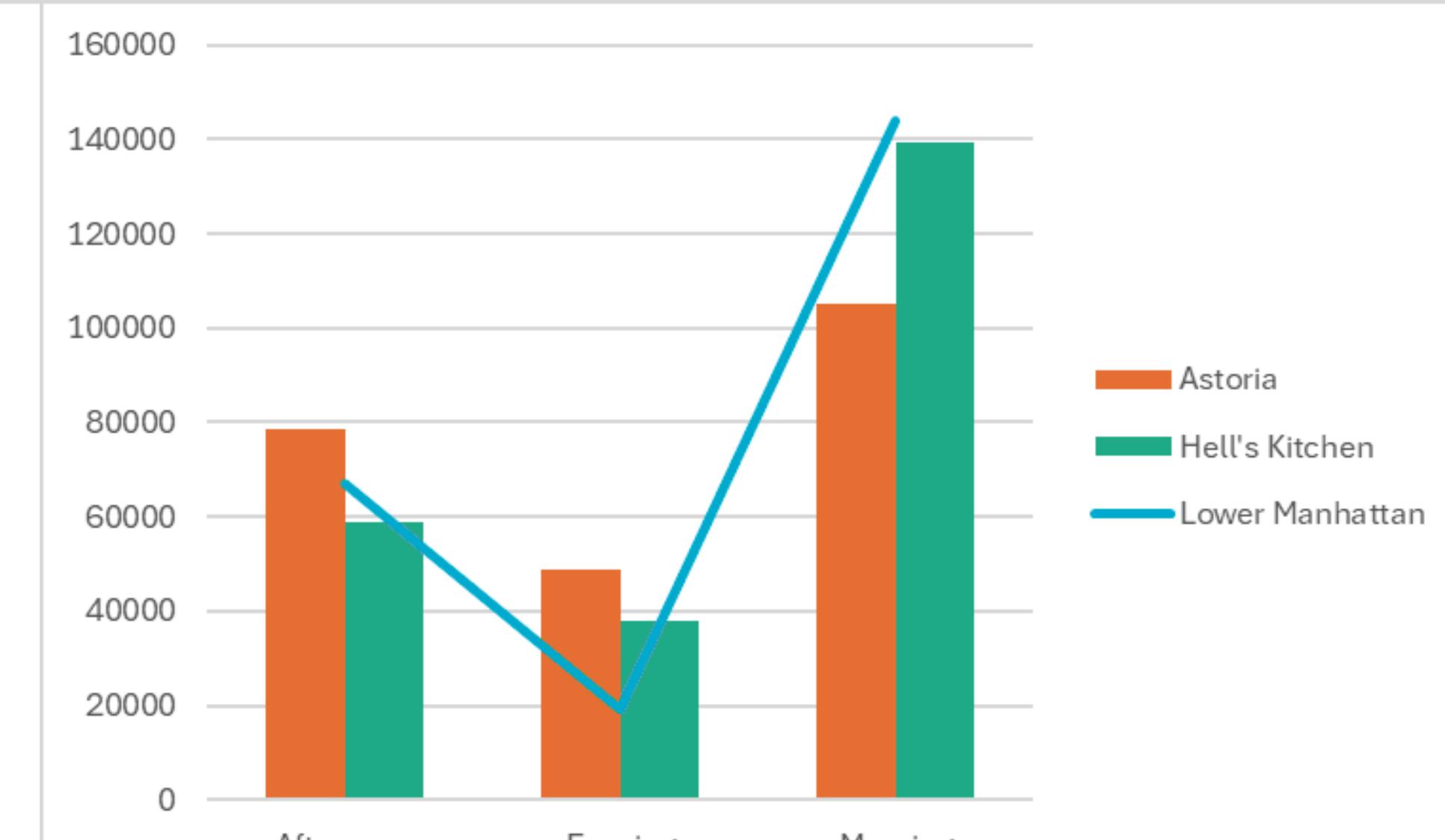
A quantity of 149,116 items we sold across the 3 stores locations between Jan and June.

Peak time intervals for sales

Total Revenue: Weekday vs Weekend

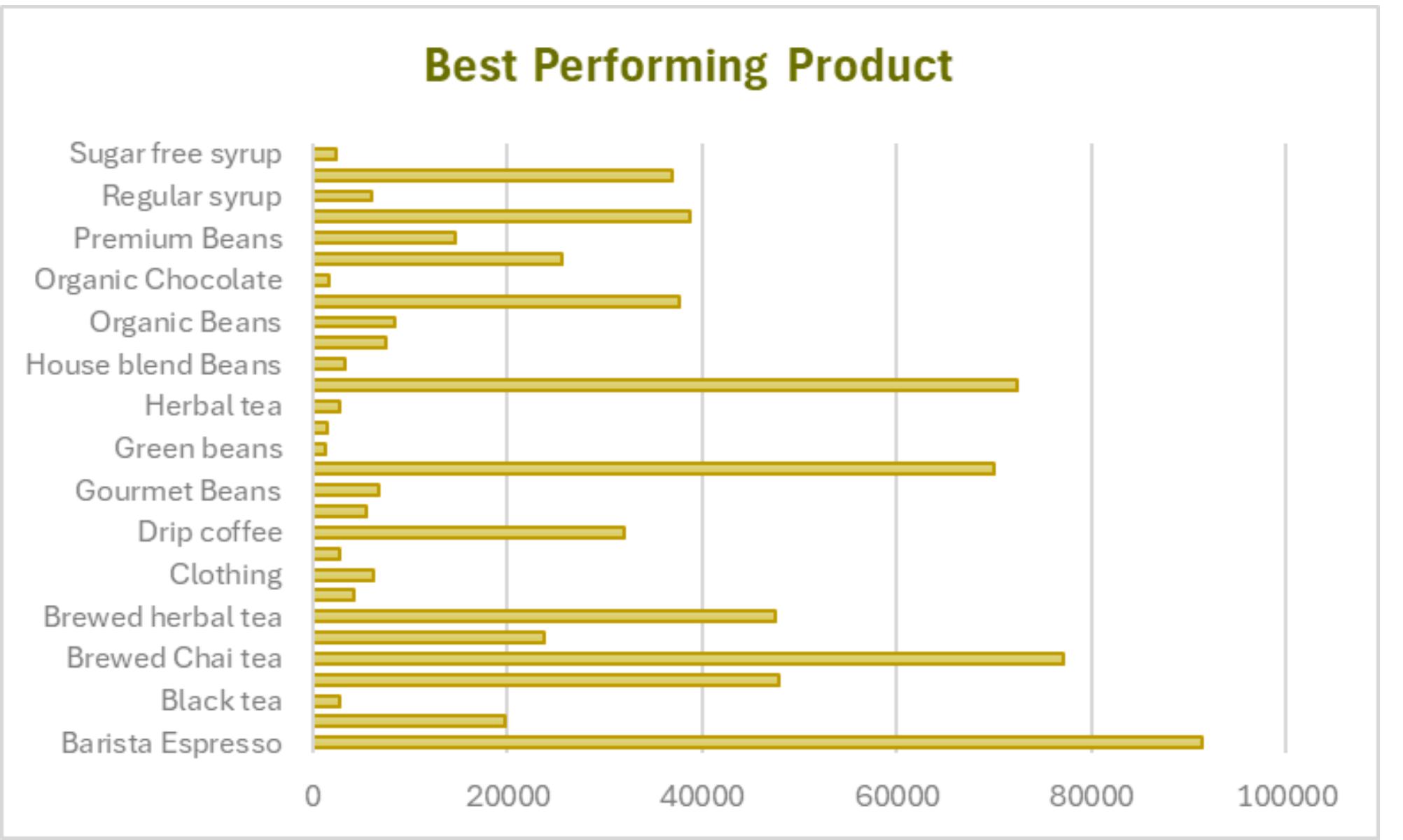


Total Revenue by Time of Day and Store Location



- Morning shows the highest activity overall, with Hell's Kitchen reaching about 140,000 and Lower Manhattan peaking at 145,000.
- This suggests mornings are the busiest period, possibly due to commuting or breakfast-related demand.
- All locations experience a significant drop in the evening, with Lower Manhattan falling to around 20,000, the lowest point across the chart.
- Weekday activity is more than double that of weekends (around 550,000 vs. 250,000).
- This indicates a strong weekday-driven trend, likely tied to work-related routines or business operation.
- Despite being lower, weekends still contribute a substantial amount (about 250,000), showing that leisure or non-work activities maintain relevance.
- This could be an opportunity for targeted promotions during weekends to boost engagement.

Best Performing Products

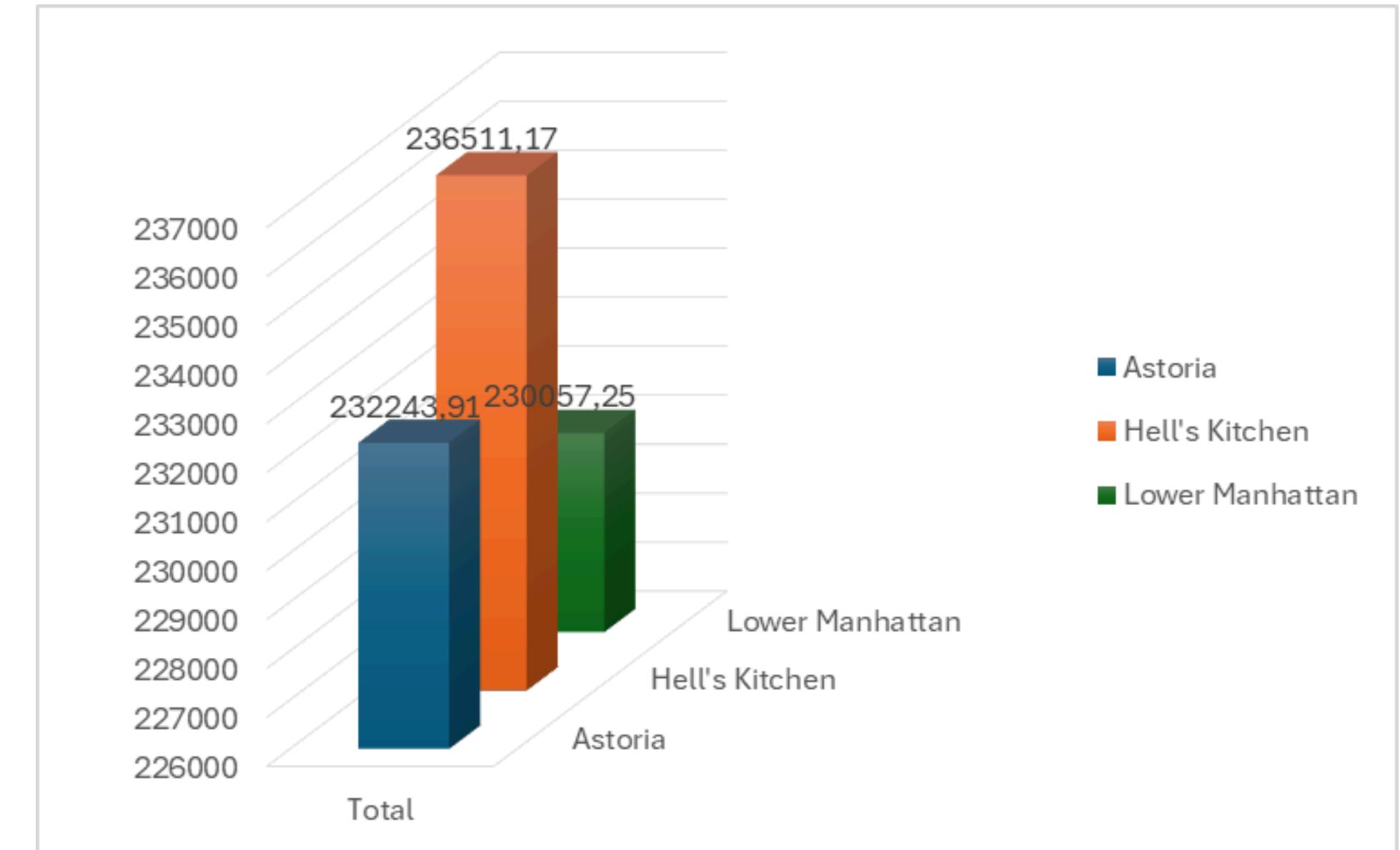


- The sales analysis highlights Barista Espresso as the top performing product contributing 20% of the total sales, reinforcing the shop strength in premium espresso-based beverages
- Brewed Chai Tea follows closely at 17% showing strong customer demand for flavoured and spiced beverages, while Gourmet Brewed Coffee holds a solid 15% reflecting consistent popularity among traditional coffee drinkers.



Revenue by Store Location

- The three Bright Coffee Shop branches show similar revenue performance, with Hell's Kitchen leading at R236,551, followed by Astoria(232,244) and Lower Manhattan(230,057).
- Hell's Kitchen leads due to strong morning commuter sales, while Astoria maintains steady performance throughout the day and Lower Manhattan performs slightly lower with mainly morning-focused trade.



Strategic Recommendations for Bright Coffee Shop

1

Leverage Peak Morning Sales

Since coffee demand is highest in the morning, introduce morning bundles (coffee + pastry) and loyalty programs for early customers to maximize revenue during peak hours.

2

Capitalize on Brand Strength & Quality

Highlight the shop's quality coffee and unique blends through social media campaigns and partnerships with local influencers to reinforce brand positioning.

3

Boost Digital Presence & Online Ordering

Launch a mobile app or partner with delivery platforms to capture online sales and convenience-driven customers.

4

Weekend Engagement Strategy

Organize coffee tasting events, live music, or family-friendly activities to increase weekend foot traffic.

STRENGTHS

- High-quality coffee and unique blends.
- Strong morning sales (peak demand during commuting hours).
- Good location with steady weekday foot traffic.
- Established brand reputation locally



WEAKNESSES

- Low evening traffic and limited menu variety for later hours.
- Dependence on weekday customers (weekend sales are weaker).
- Limited digital presence (social media and online ordering).
- Small seating capacity restricting group visits.



SWOT Analysis for Bright Coffee Shop

OPPORTUNITIES

- Growing trend of remote work and coffee culture.
- Potential for weekend events and seasonal promotions.
- Expansion into delivery platforms and mobile ordering.
- Partnerships with local businesses or influencers.



THREATS

- Rising competition from other coffee shops and chains.
- Fluctuating coffee bean prices and supply chain risks.
- Economic downturn reducing discretionary spending.
- Changing consumer preferences toward healthier options.



Thank
you very
much!



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- https://www.linkedin.com/in/karabo-mohlalho-3aa3b4239/?trk=opento_sprofile_details

