

BRIGHT COFFEE SHOP

SALES ANALYSIS

Presented by Lefa
Makhurubetshi



Business Objective

The primary focus is to **grow revenue** by enhancing product performance through data analysis. By identifying key sales trends, we can make informed decisions that lead to increased customer satisfaction and operational efficiency, ensuring a successful future for Bright Coffee Shop.





\$698 812

Total Revenue



129 131

Total Transactions



\$5.41

Avg. Revenue per Sale

Revenue Trend By Month

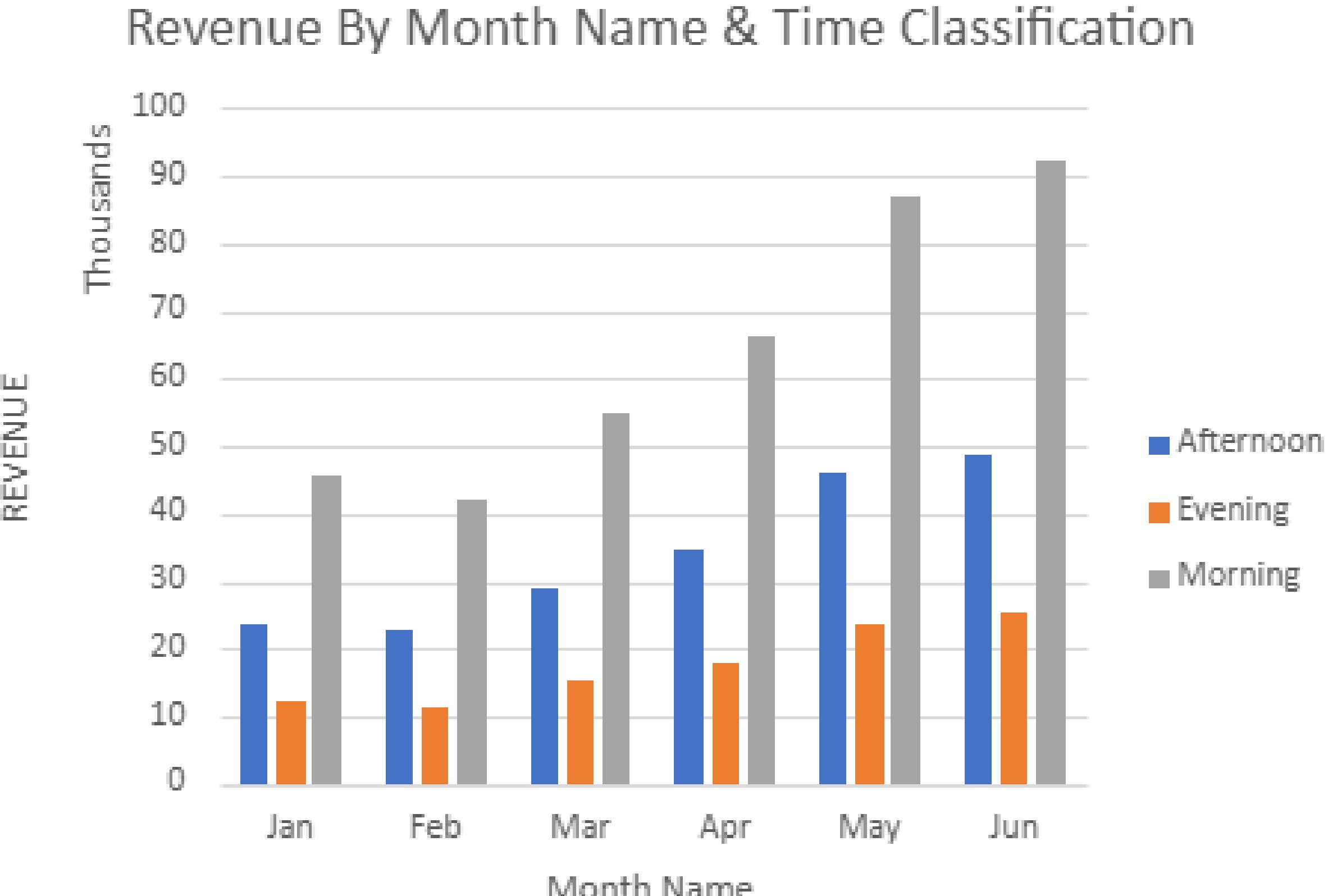
- Analyzing sales data reveals that there has been an **upward trend** since **February** demonstrating an **increase** in sales.
- The sales made between **May & June** alone account for **46%** of total revenue generated within this **6 month period**.



Sales Trend observed from Jan - June

Revenue by Month & Time Classification

- An analysis of **revenue patterns** reveals a significant demand in the mornings.
- **55%** of the revenue generated is as a result of the sales made in the **morning**.
- Sales made in the **afternoon** account for **29%** of the revenue.
- **Evening** sales only contribute **15%** towards the total revenue.



Regional product sales

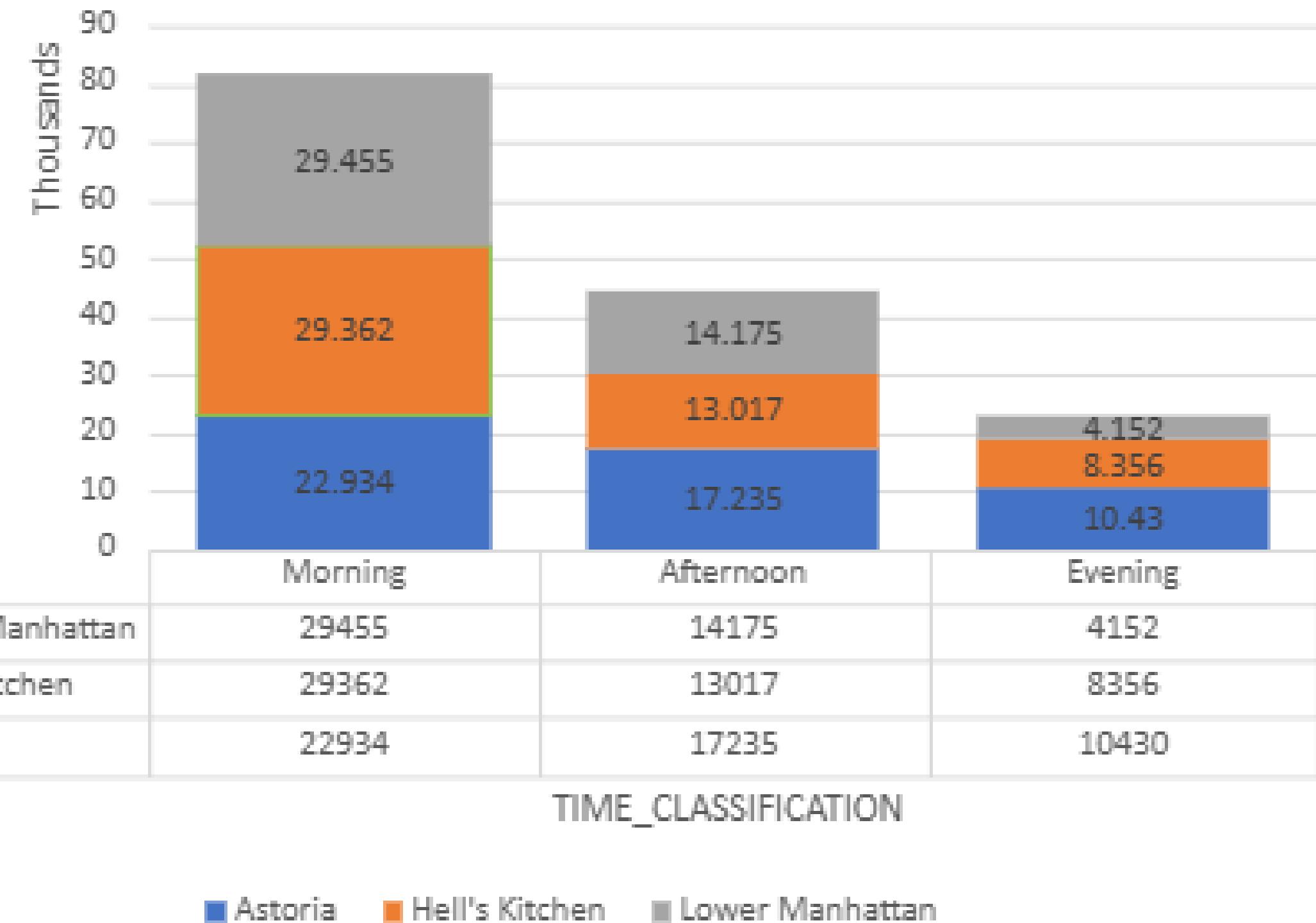
- **Coffee** is our top selling product contributing **38.6%** towards the overall revenue.
- Followed by **Tea** accounting for **28.1%** of the total revenue generated.
- **Hell's Kitchen** is the leading contributor with **34%** of the revenue generated there, followed by **Astoria** and then **Lower Manhattan** both contributing **33%** of the total revenue.



Units sold per location

- The chart illustrates the **optimal sales periods** for Bright Coffee Shop, emphasizing that mornings are the most profitable.
- All three stores experience a **noticeable drop in units sold from morning to evening**, suggesting declining customer traffic or purchasing intent later in the day.

Number Of Sales By Time Classification & Store Location



Bright Coffee



Best Sellers

Focus on stocking top-selling coffee items for growth.



Staffing

Ensure adequate staffing during high-traffic times for efficiency.



Afternoon & Evening Promos

Implement special offers during low-traffic afternoon & evening hours.



Loyalty Program

Reward returning customers to encourage repeat business.