Business Insights for a New CEO using Historical Transactional Data from Bright Coffee Shop
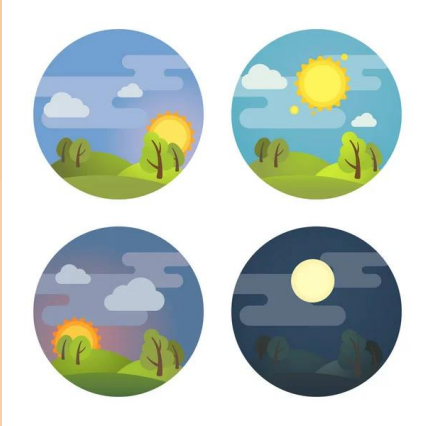
KEY INSIGHTS

•Overall revenue shows a strong upward trend from 14,674 in January to 25,512 in June.
•February saw a minor dip (–6%), likely due to seasonal factors.
•From March onward, revenue grew steadily each month, with the highest jump between April and May (+24%).
•By June, revenue increased over 70% compared to February.
•Indicates consistent growth momentum and effective performance strategies after February

REVENUE BY MONTHS

14 674	13 758	17 432	20 010	24 913	25 512
Jan	Feb	Mar	Apr	May	Jun
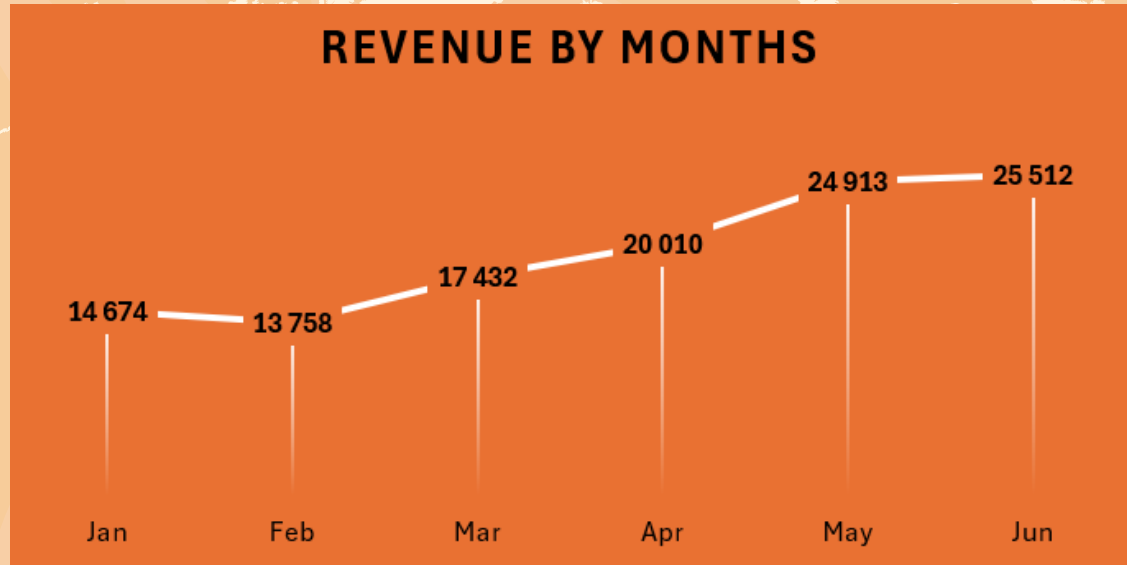
REVENUE| TIME CLASSIFICATION

REVENUE BY TIME CLASSIFICATION

	Morning	Afternoon	Evening
Total	R60 011,00	R37 044,00	R19 244,00

KEY INSIGHTS
About 55% of sales occurred in the morning, while roughly 34% were generated in the afternoon, and only around 17% of sales came in the evening. This strong morning inclination highlights how the bulk of revenue is captured early in the day

NUMBER OF SALES| PRODUCT CATEGORY

KEY INSIGHTS

- 75% of total sales come from Coffee, Tea, and Bakery categories, with Coffee leading at 35%.
- The remaining categories, including Drinking Chocolate, Flavours, and others, contribute less than 25% combined — highlighting a strong customer preference for hot beverages and baked goods.

NUMBER OF SALES BY PRODUCT CATEGORY

Category	Value
Bakery	R22 796,00
Branded	R 747,00
Coffee	R58 416,00
Coffee beans	R1 753,00
Drinking Chocolate	R11 468,00
Flavours	R6 790,00
Loose Tea	R1 210,00
Packaged Chocolate	R 487,00
Tea	R45 449,00

REVENUE|DAY NAME

KEY INSIGHTS

- Thursday recorded the highest revenue, contributing approximately 17% of total weekly sales.
- Monday followed closely with around 16%, showing strong performance at the start of the week.
- Friday and Wednesday each accounted for roughly 15% of weekly revenue, indicating consistent mid-week sales.
- Sunday contributed about 14% of total revenue.
- Tuesday generated around 13%, while Saturday recorded the lowest revenue at approximately 10%.
- Overall sales were strongest during weekdays, peaking on Thursday and Monday, and weaker over weekends.

REVENUE BY DAY NAME
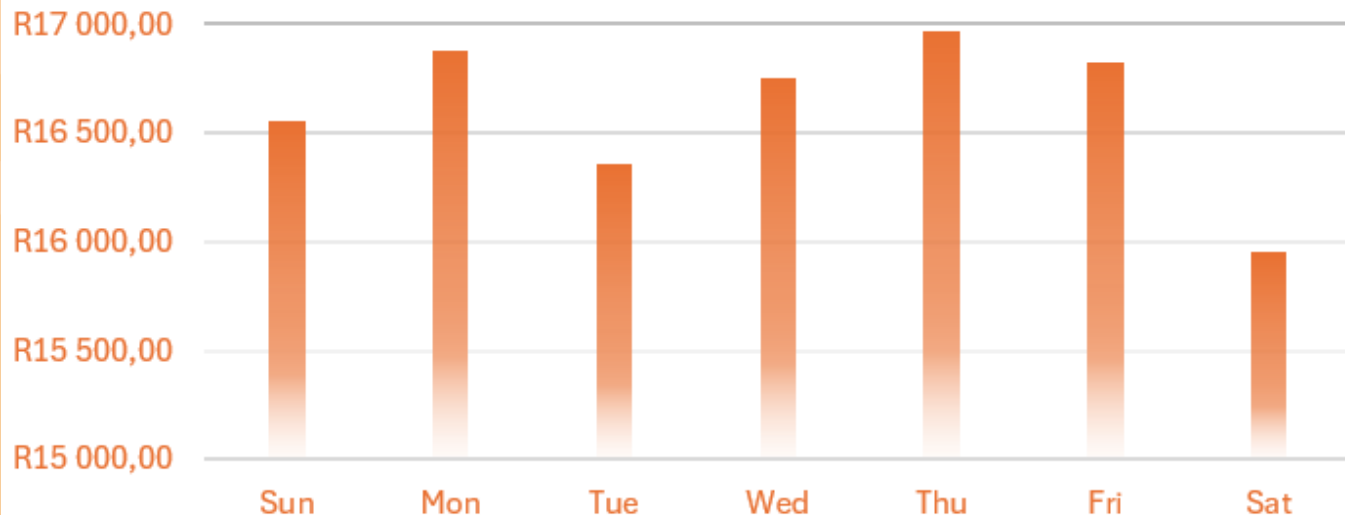
RECOMMENDATIONS

1. Focus on high-performing products like Coffee, Tea, and Bakery to maintain strong sales momentum.

2. Introduce promotions and bundles for low-selling items such as Branded, Packaged Chocolate, and Loose Tea.

3. Use customer feedback and marketing campaigns to improve awareness of underperforming categories.

4. Ensure adequate stock and staffing on high-revenue days (Thursday and Monday).

Boost sales on low-performing days (Tuesday and Saturday) through discounts or loyalty rewards.

THANK YOU