

Bright Coffee Shop Pty Ltd.

# BRIGHT COFFEE SHOP

WHERE EVERY CUP IS A STORY

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## Bright Coffee Shop Pty Ltd.



# INTRODUCTION

This analysis is centered around analysing Bright Coffee Shop. A new CEO was just hired to grow the business, and the CEO needs to get an understanding of where the business is currently at.

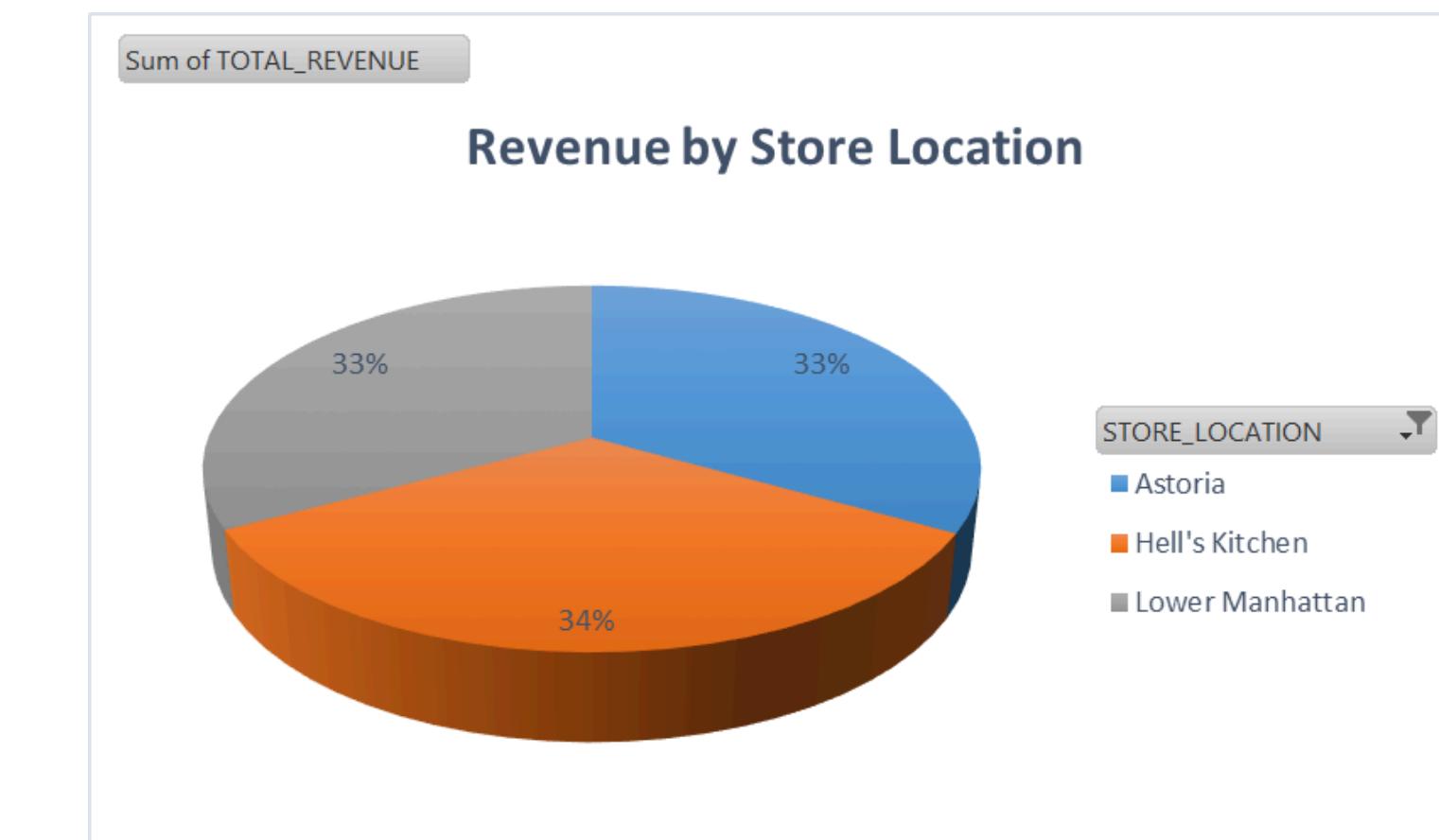


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# COFFEE SHOP BRANCHES

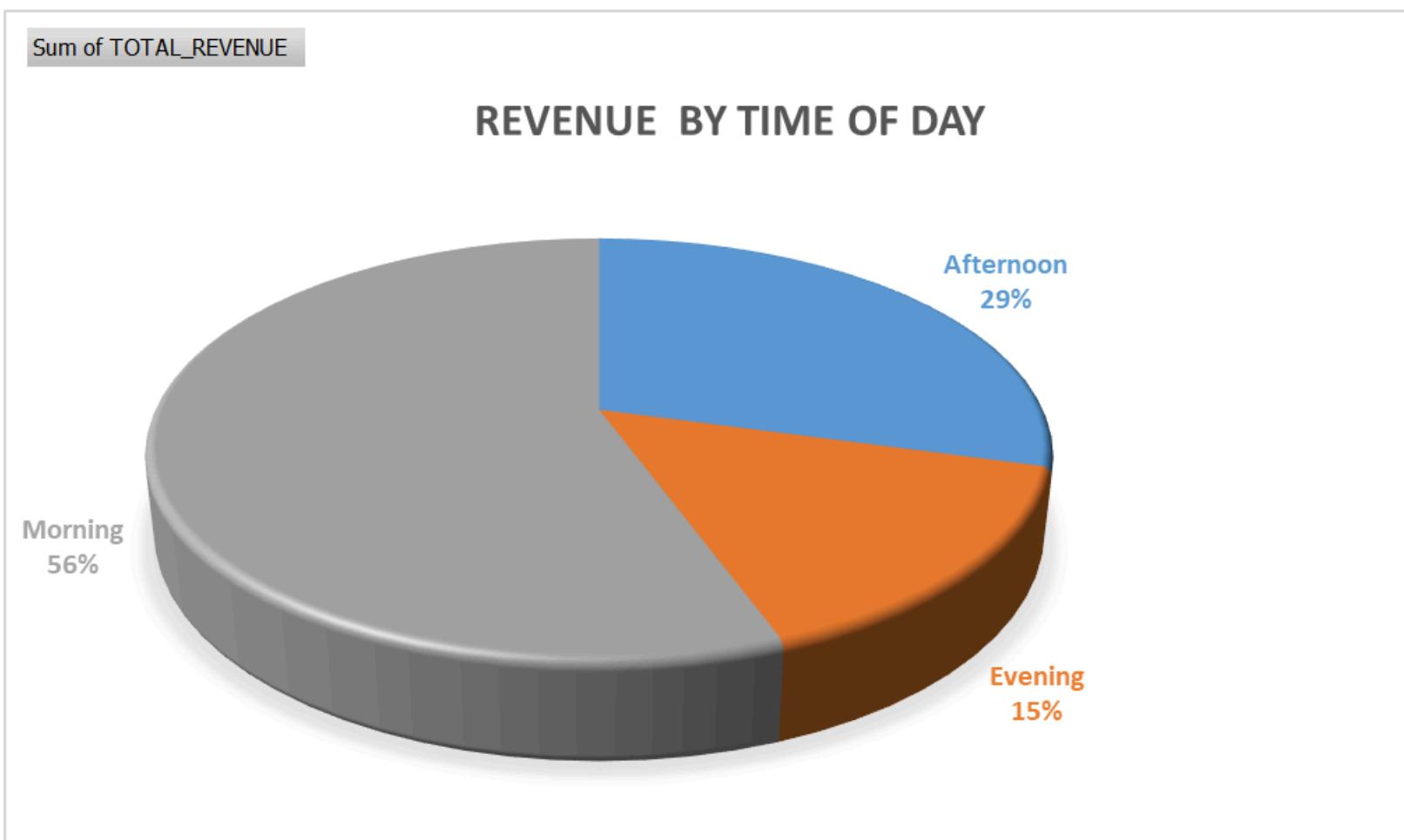
We have 3 branches of the coffee and below is the revenue per store location

Astoria	R232 244
Hell's Kitchen	R236 511
Lower Manhattan	R230 057



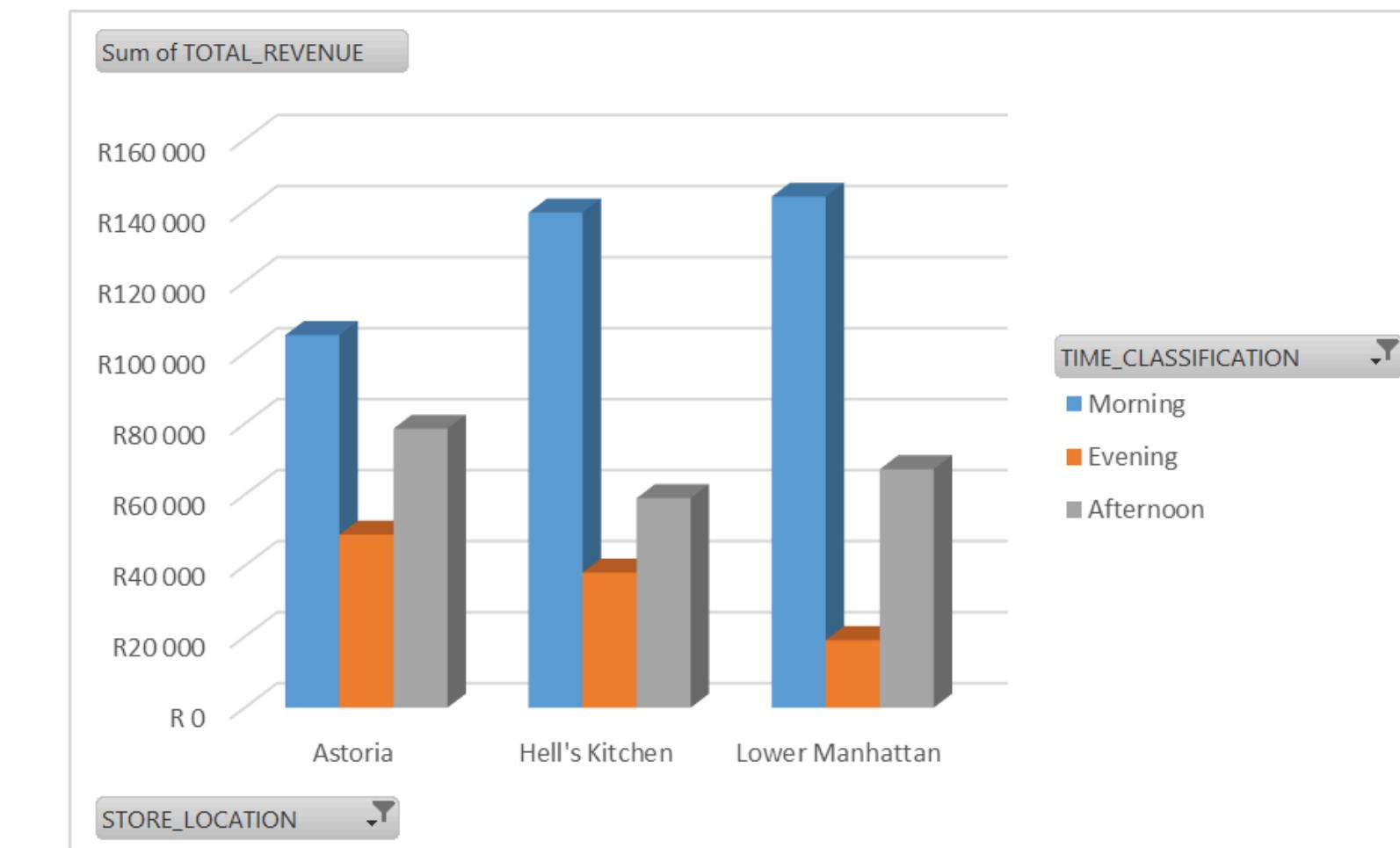
# REVENUE BY TIME OF DAY

We looked at Revenue by time of day and we found that the morning is the time where most revenue was made then it was afternoon. So clearly the evening is where people buy less from the shops.

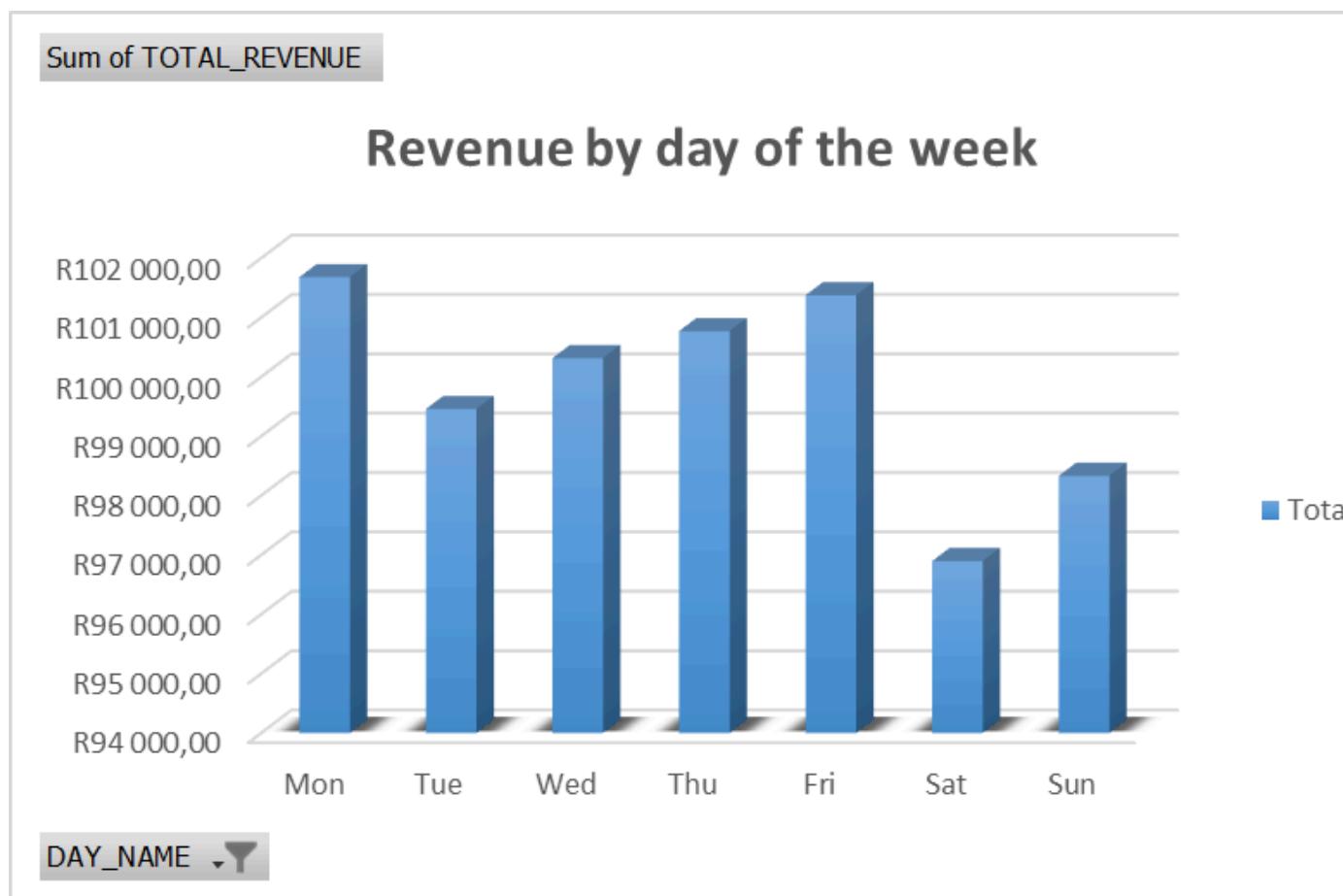


# REVENUE BY STORE LOCATION AND TIME OF DAY

So we looked at revenue by store location linear to time of day as we concluded, that morning is the best time, furthermore we also see that Lower Manhatten is the most favorable location for customers

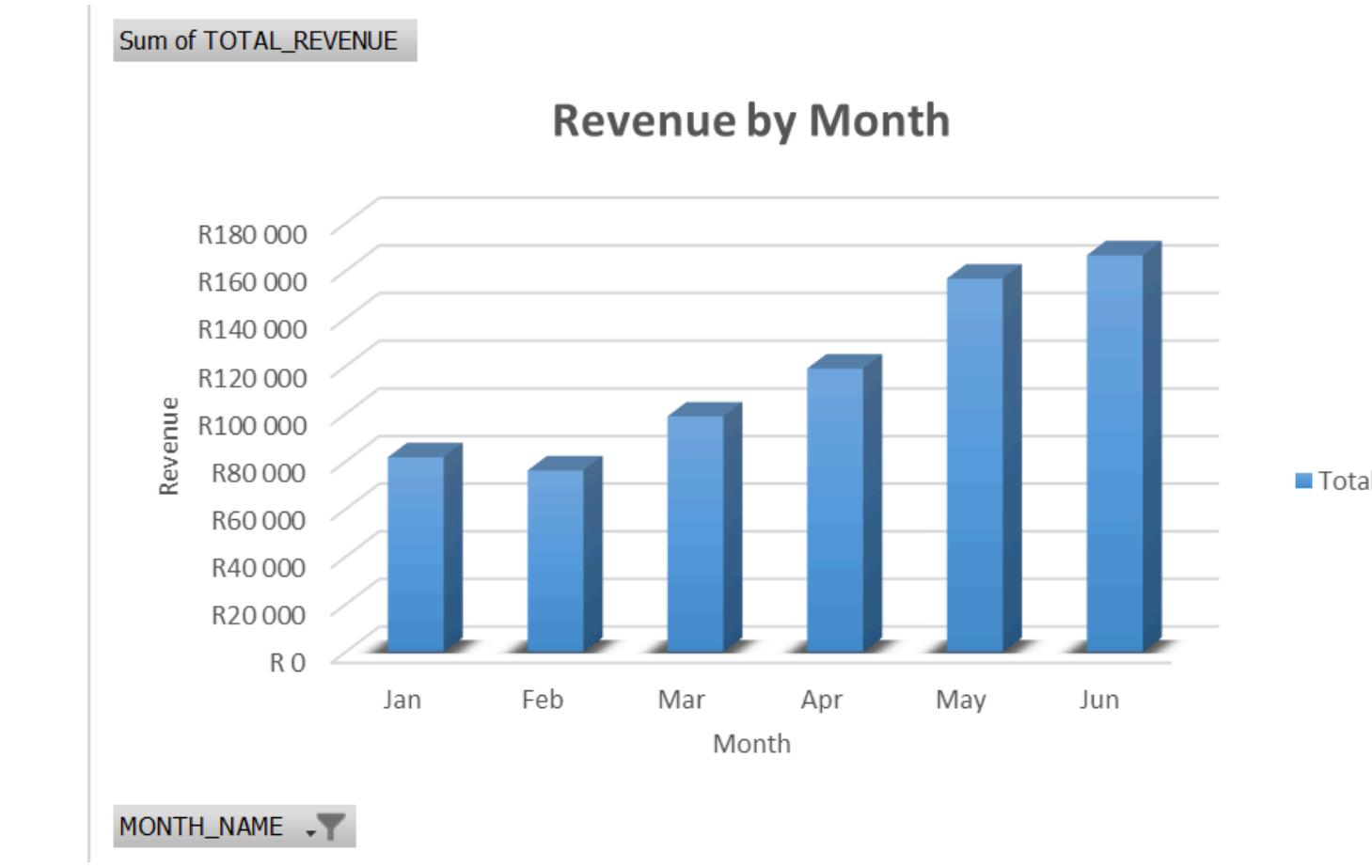


## REVENUE BY THE DAY OF THE WEEK



Revenue by Day of the Week

## REVENUE BY THE MONTH



Revenue by Month

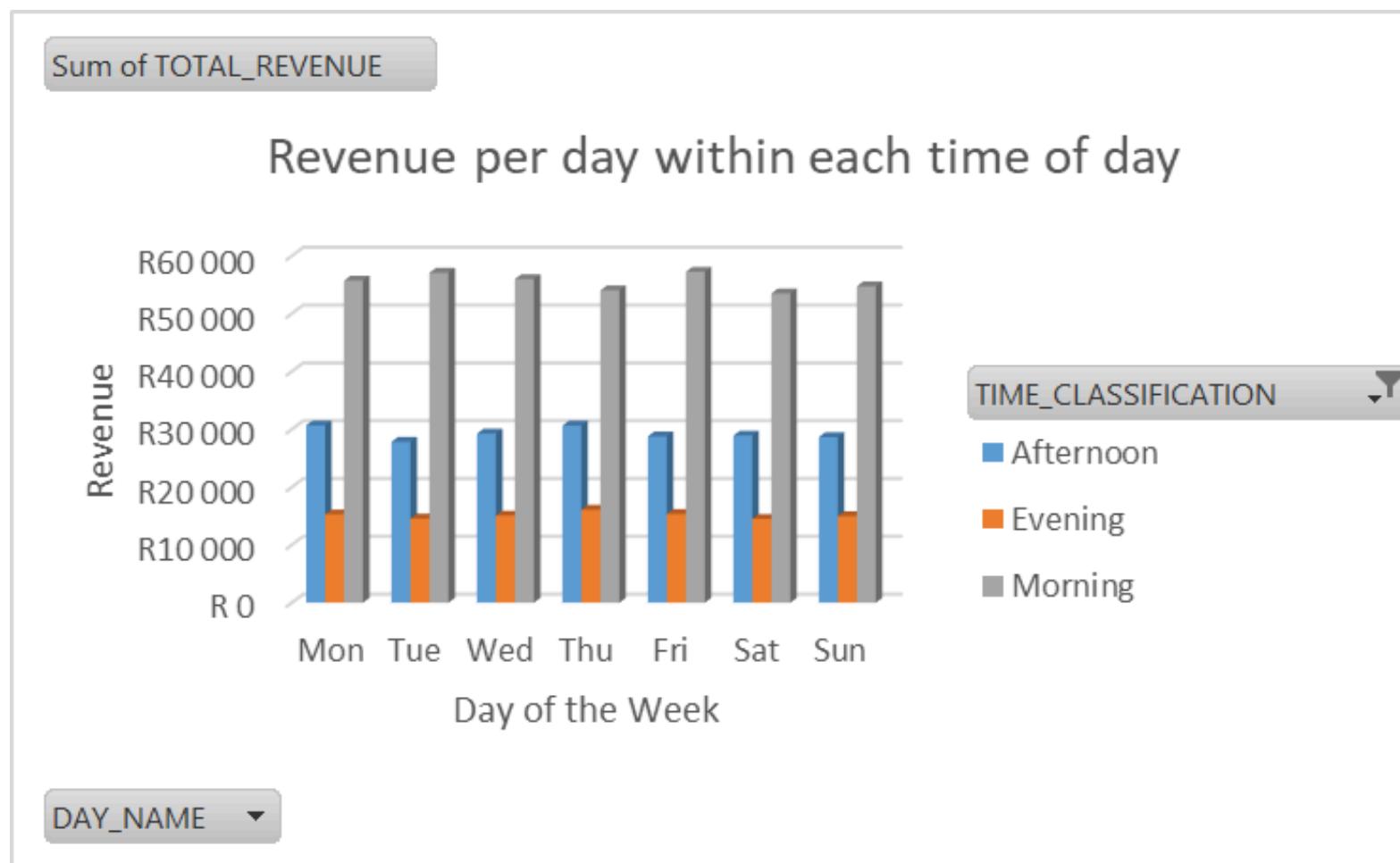
Above we are looking at the revenue by the day of the week and also by the month, considering we have to see how the business fared within the different days and also the different months.



# REVENUE BY DAY OF THE WEEK AND THE TIME OF DAY

The graph above reflects the revenue by day of the week linear to the time of the day.

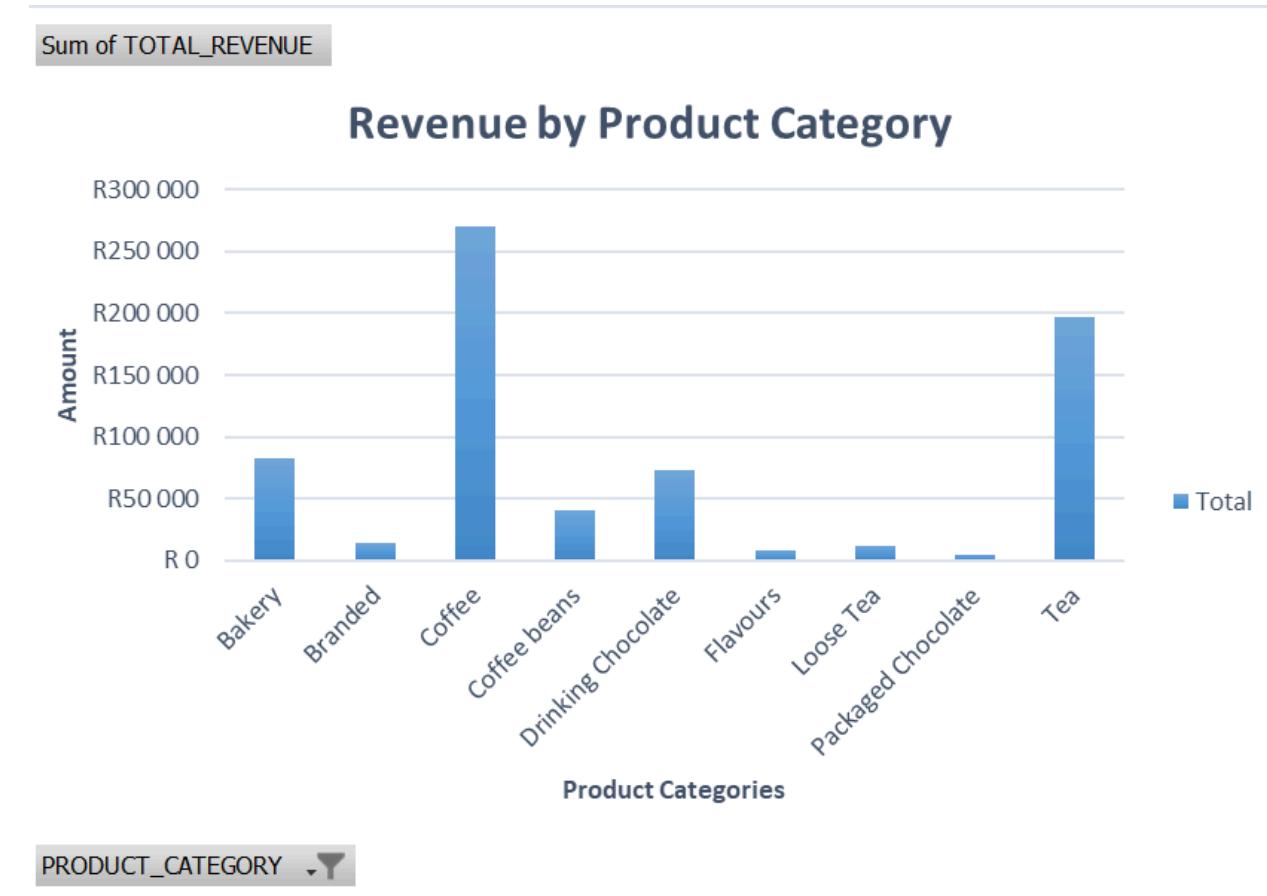
We can see that mornings are where the shop makes the most sales. Furthermore it is on friday mornings where they make the most sales.



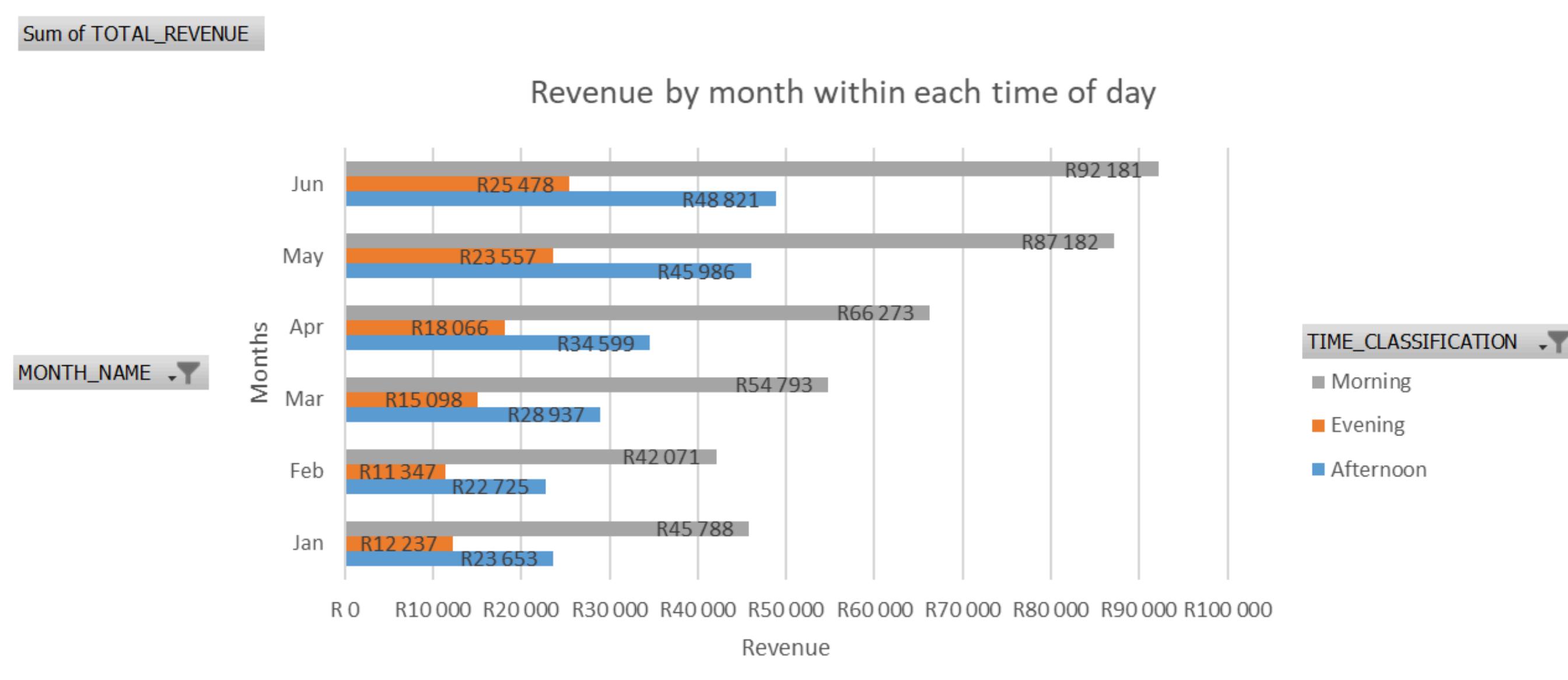
# REVENUE BY PRODUCT CATEGORY

The graph below reflects the revenue by the different product categories.

We can clearly see that Coffee is our best performer and packaged chocolate is our worst performer



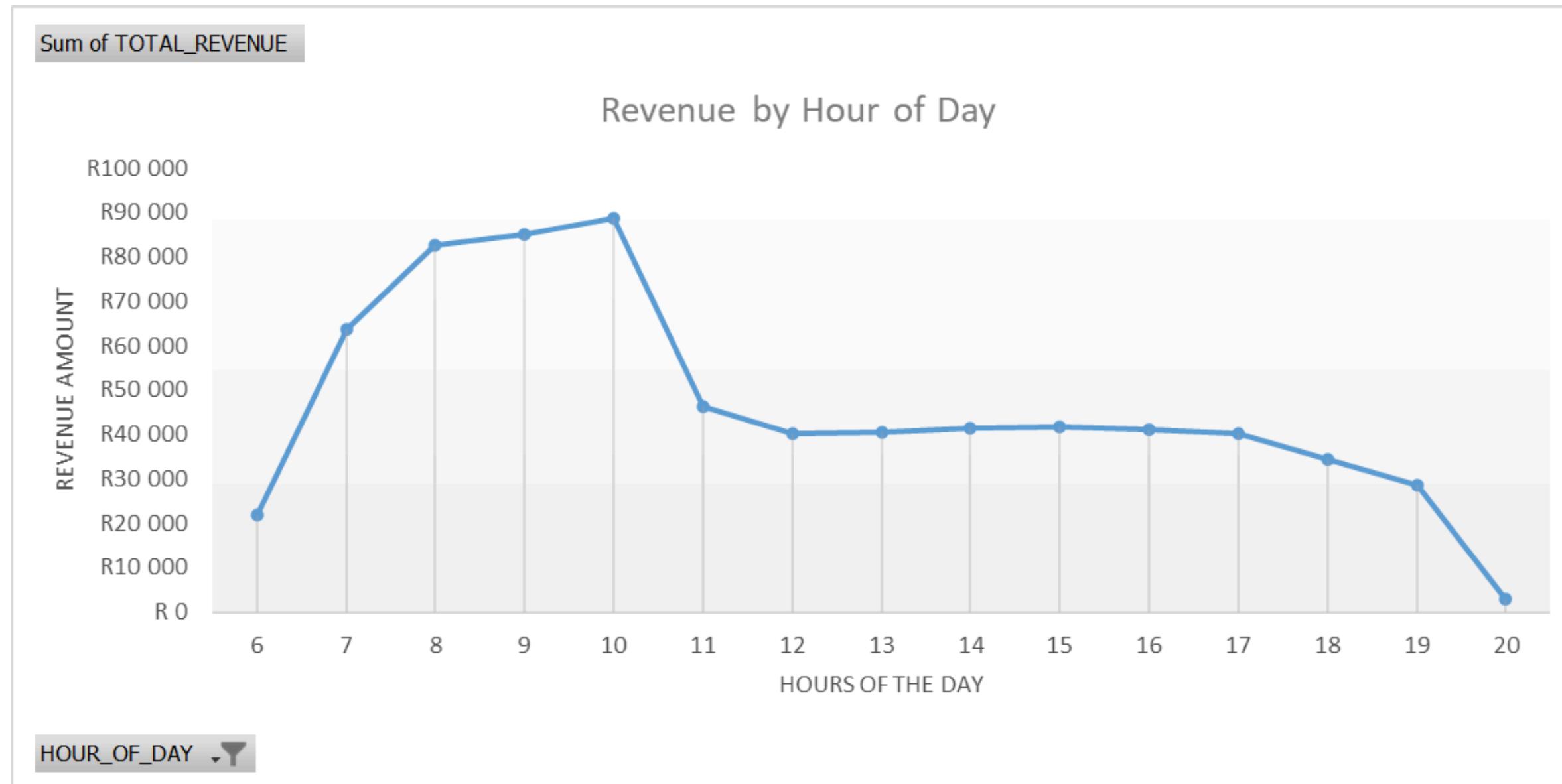
# REVENUE BY THE MONTH AND TIME OF DAY



Above is the revenue by each month linear to each time of the day.

It is safe to say that the month of June is where sales increase and we assume that is because it is winter

# REVENUE BY THE HOUR OF DAY



The graph above highlights the revenues in line with the hour of the day it is.

We can clearly see and thus conclude that 10:00 is around about the time sales peak

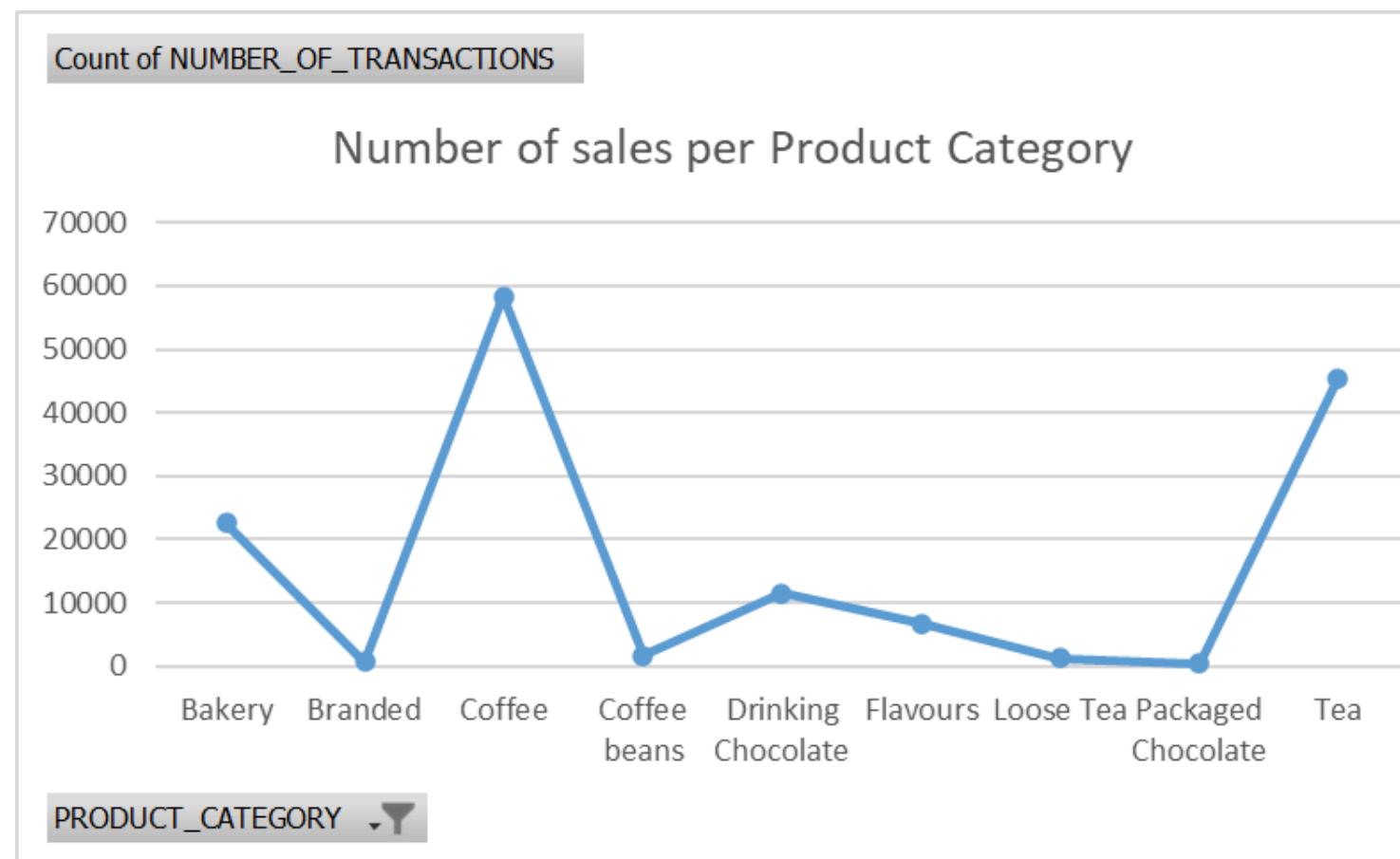


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## NUMBER OF TRANSACTIONS BY PRODUCT CATEGORY

The graph above reflects the number of transactions by the product categories.

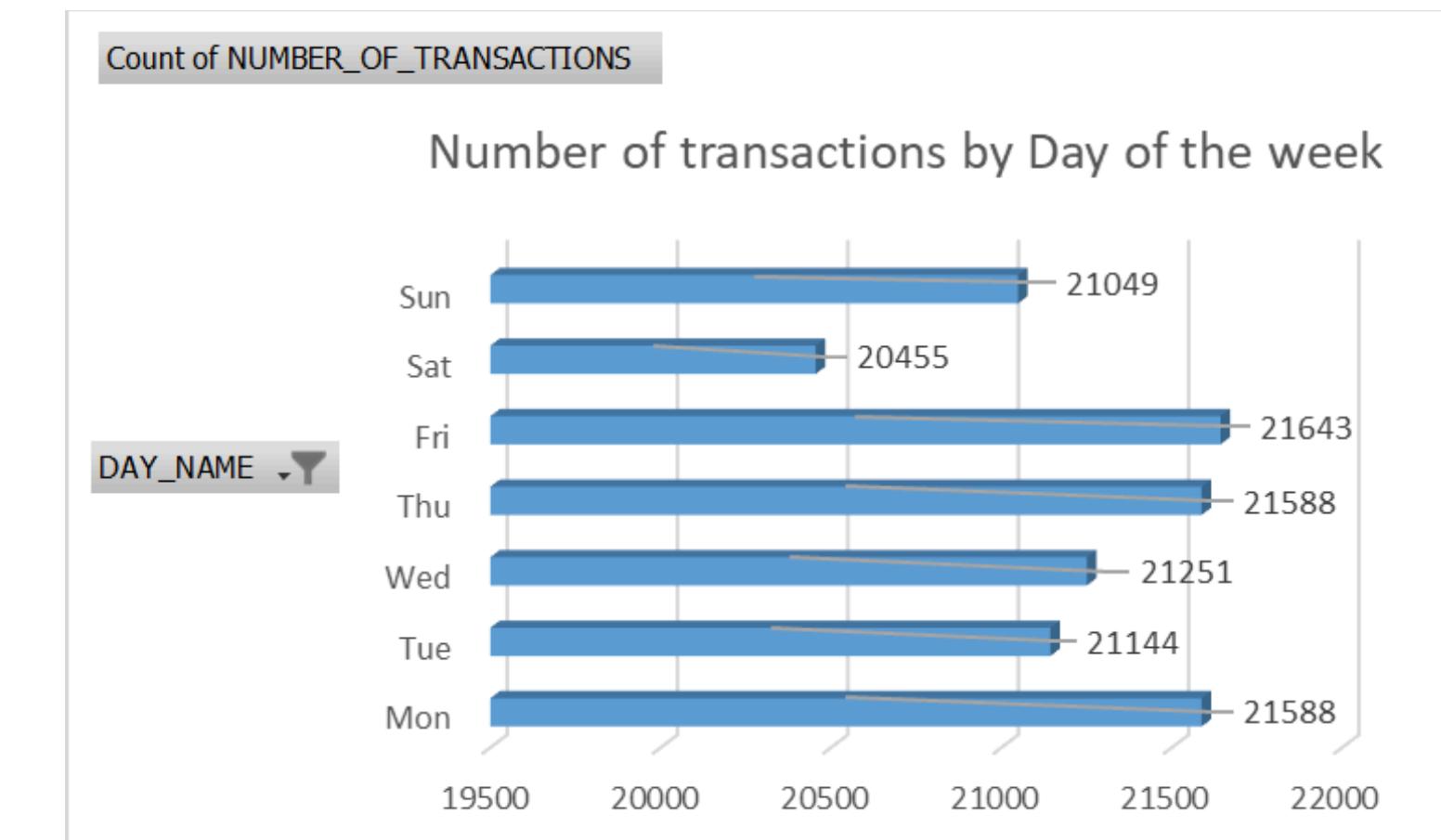
We can see that most sales are for coffee compared to other products. Second is tea, so all in all it is hot beverages that are selling the most. There is no snack or food that is amongst the best selling products.



## NUMBER OF TRANSACTIONS BY DAY OF THE WEEK

The graph below reflects the revenue by the different product categories.

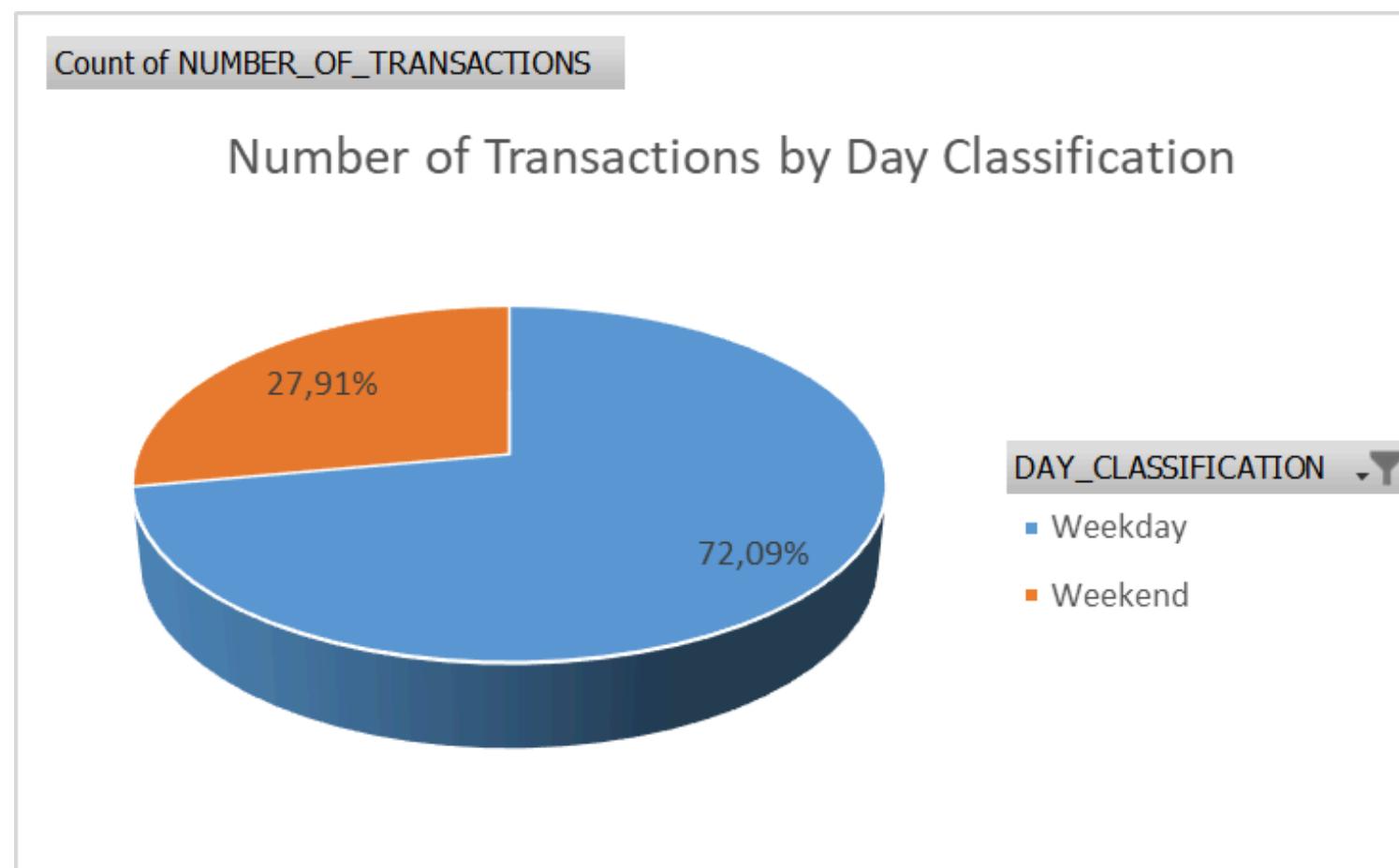
We can clearly see that Coffee is our best performer and packaged chocolate is our worst performer



# NUMBER OF TRANSACTIONS BY DAY CLASSIFICATION

The graph above reflects the number of transactions by day classification (Weekday, Weekend)

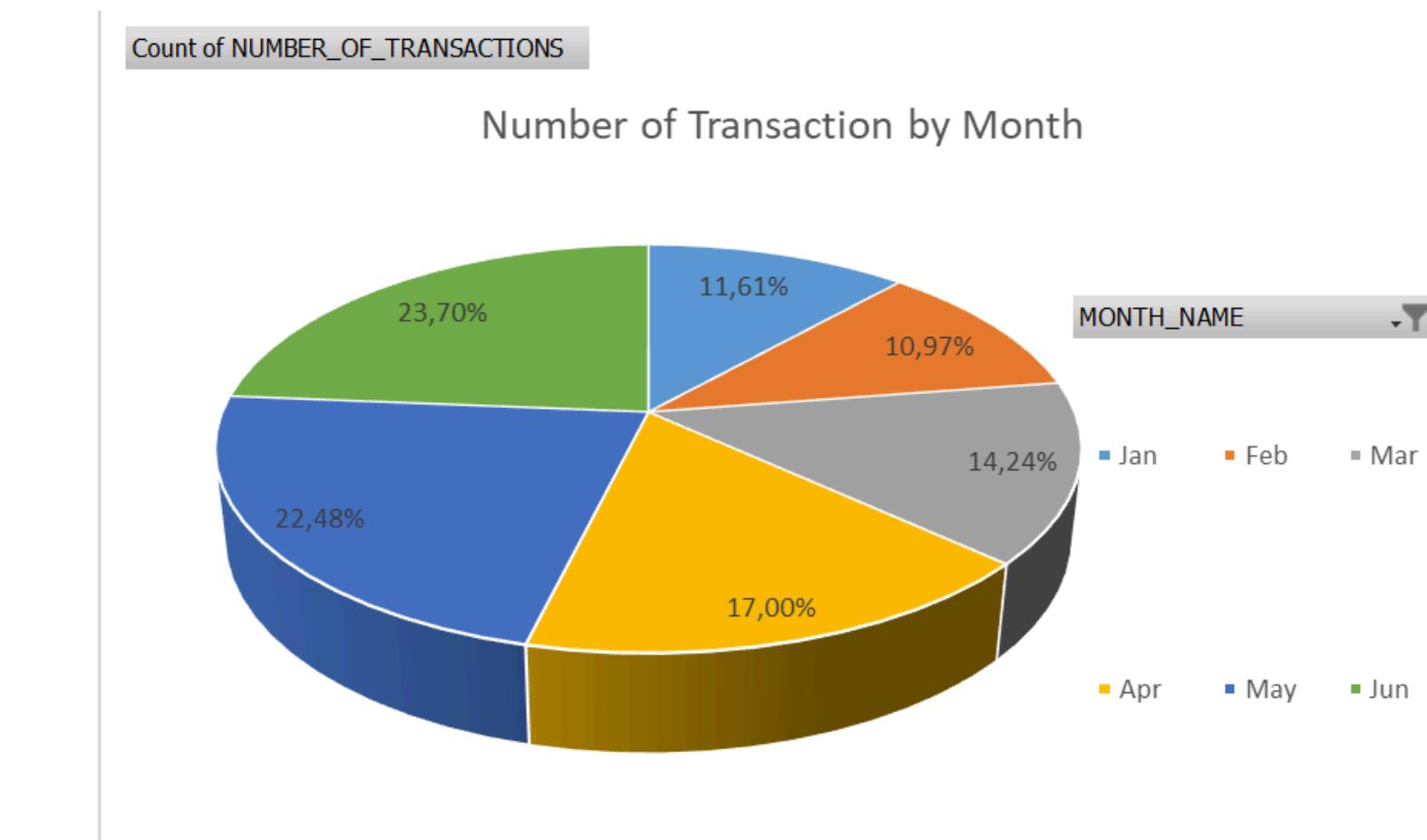
It is abundantly clear that most sales are made during the week more than weekend, which is somewhat understandable given the most people are going to work during the week



# NUMBER OF TRANSACTIONS BY MONTH

The graph below reflects the number of transactions by month.

We can clearly see that the May and June are the months where most sales are made

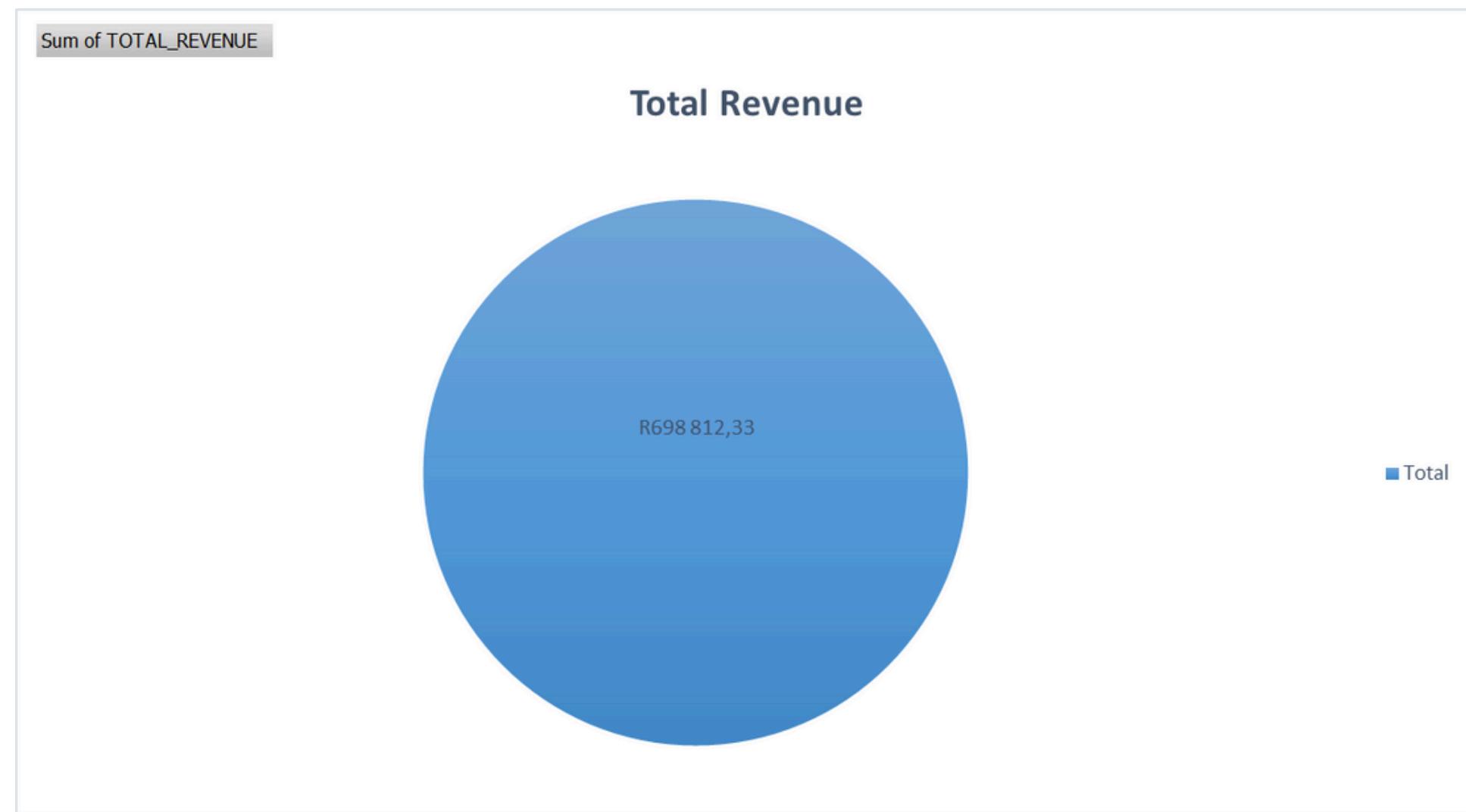


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# TOTAL REVENUE

Overall the Total Revenue that has been generated  
in these 6 months is :

R 698 812



**THE ANALYSIS OF THIS  
DATA WAS BROUGHT  
TO YOU BY:**

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FUTURE DATA ANALYST**



My final take on this data is that the business has a lot of potential, it just has to find a way to increase sales for other products as well as sales for later in the day because most sales took place in the morning .

