

Bright Light Coffee Shop

Sales Performance Analysis



Introduction

Insights extracted from the historical sales data of Bright coffee Shop, to assist the newly appointed CEO with decision making on the company's revenue and improved performance.

Objective

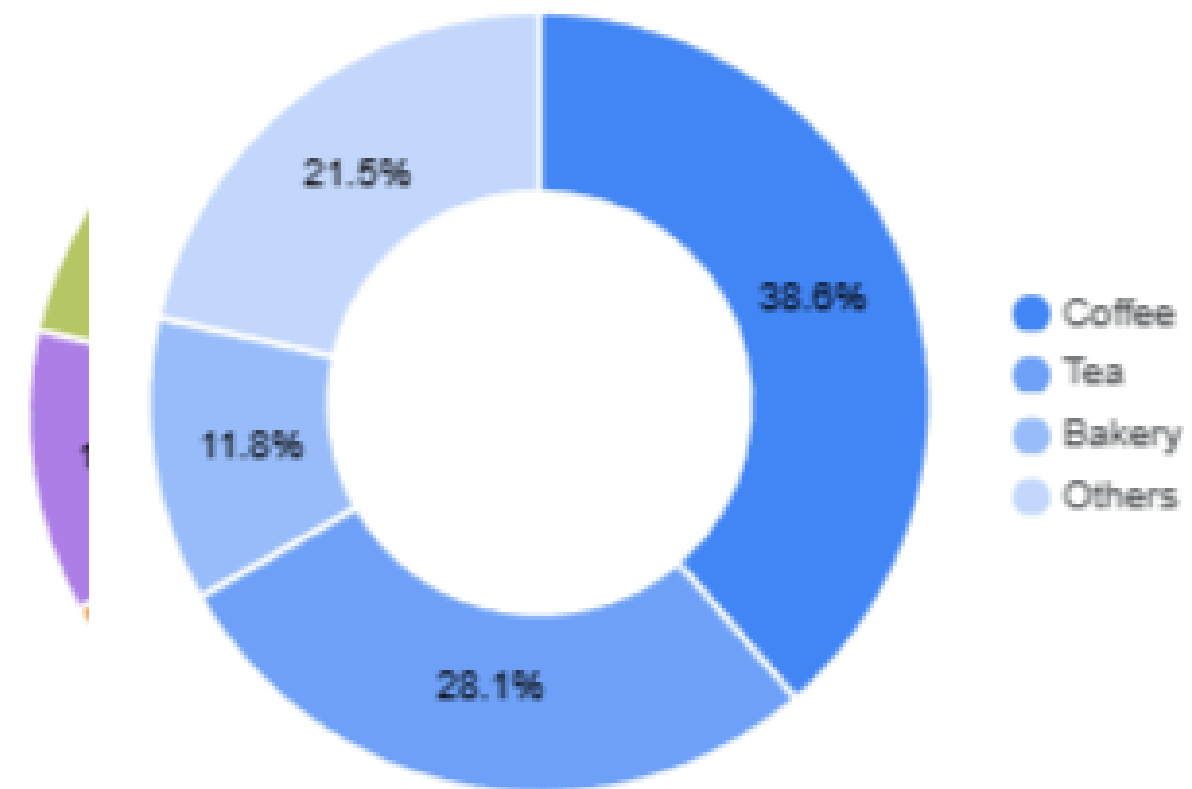
Use the data to extract insights on:

- Total revenue per product category
- Peak time intervals for sales
- Quantity of items sold by product category

Total revenue by product category per store

- Majority of the company's income comes from coffee and tea sales
- Coffee accounts for the 38.6% of the company's income, followed by tea with a contribution of 28.1%

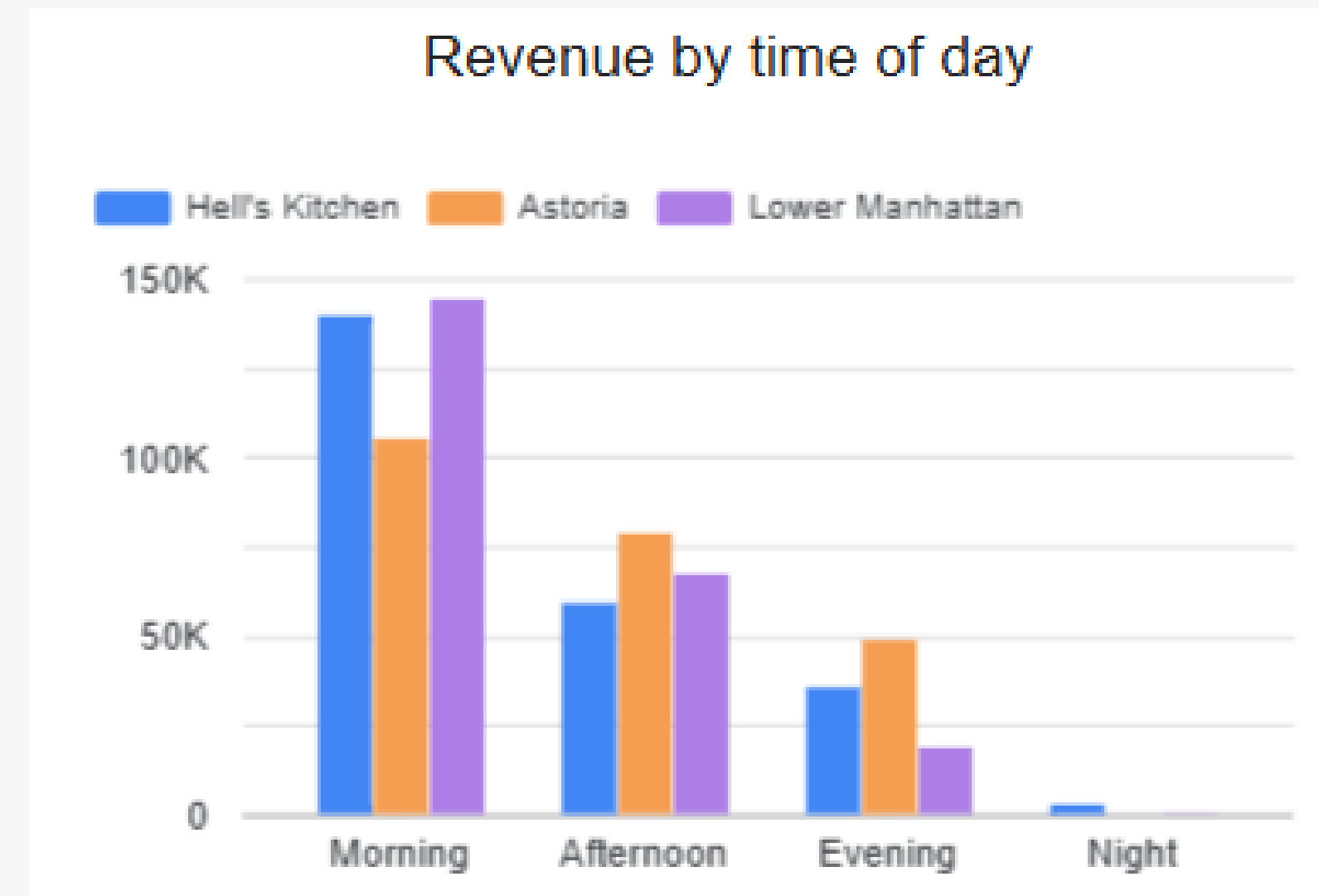
Total revenue per product category



Sales trends by time intervals

What time of the day does each store location make the most sales/revenue at?

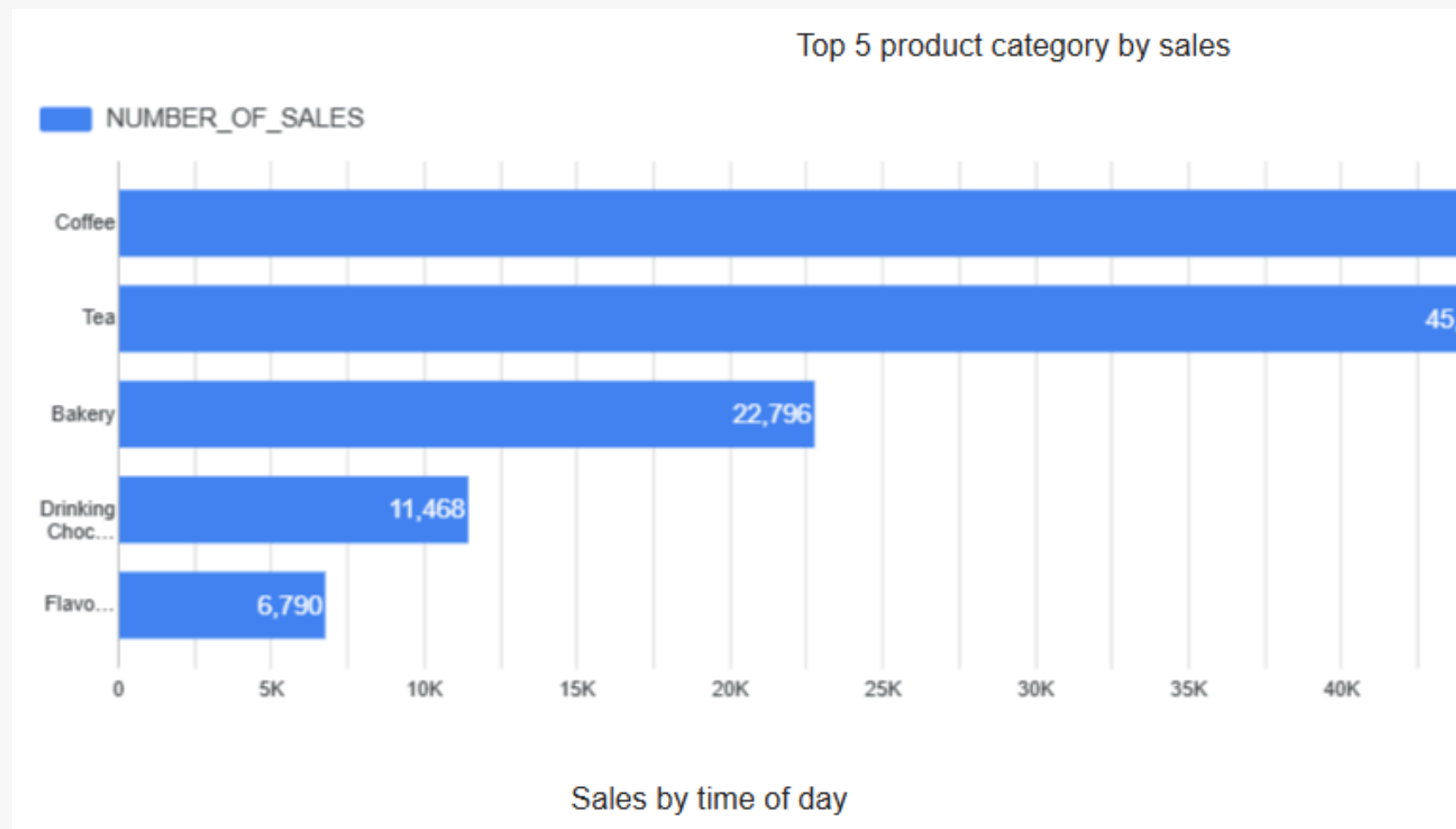
- All three branches (Lower Manhattan, Astoria, Hell's kitchen) peak their sale in the morning, from 06:00 until 11:59
- The sales are at the lowest for all three locations at night, which is from 20:00 to 21:00
- Lower Manhattan makes the most sales in the mornings
- Astoria makes the most sales in the afternoons and evenings
- Hell's kitchen has more sales at night than all the other two branches



Sales by product category

Summary

- The chart shows that the company customers make more purchases from coffee,(58416) tea(45449), bakery(22796), drinking flavour(11468) and flavour(6790)



Sale recommendations

- The stores has fewer sales at night, therefore there should be promotions running from 19:00 to 21:00 to increase the revenue
- Coffee is the most sold category, the people love coffee there increase the coffee product types to give customers more options to choose from and explore
- Discontinue the categories which makes a revuen of less than 10K and invest more a variety of new product types in the top 5 selling categories to maximise profit