Bright coffee shopAnalysis Presantation

Subtitle: Data-Driven Insights for Revenue Growth

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INTRODUCTION

❖ Dataset - Daily transactional data from Bright Coffee Shop

❖ Purpose - Support CEO in boosting revenue & improving product performance

❖ Method - SQL queries + data visualization + analytics

OBJECTIVES

➢ Identify top revenue-generating products

➢ Analyze time of day with peak sales

➢ Explore sales trends across products & time intervals

➢ Provide recommendations for improved sales performance

REVENUE BY PRODUCT
TOP REVENUE BY PRODUCT CATEGORY

• Coffee: R176,629

• Tea: R128,035

• Bakery: R80,964

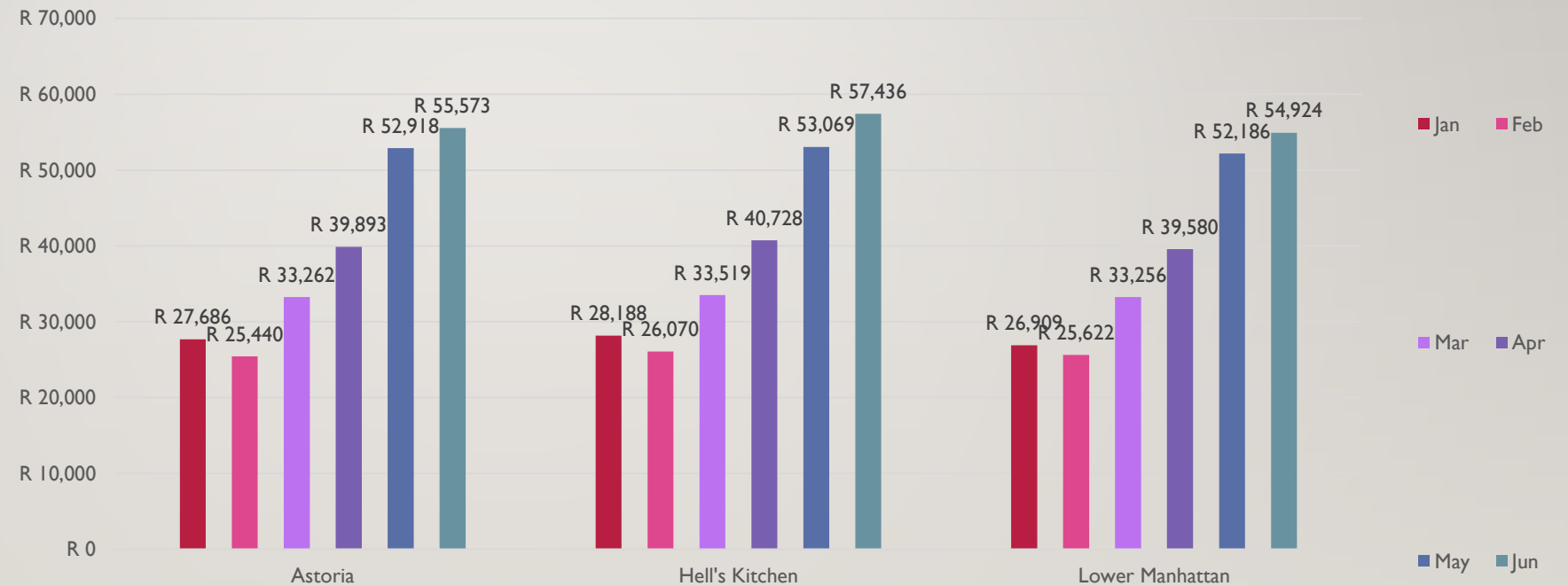• Lowest: Packaged

  Chocolate R4,408 &

Flavours R5,432
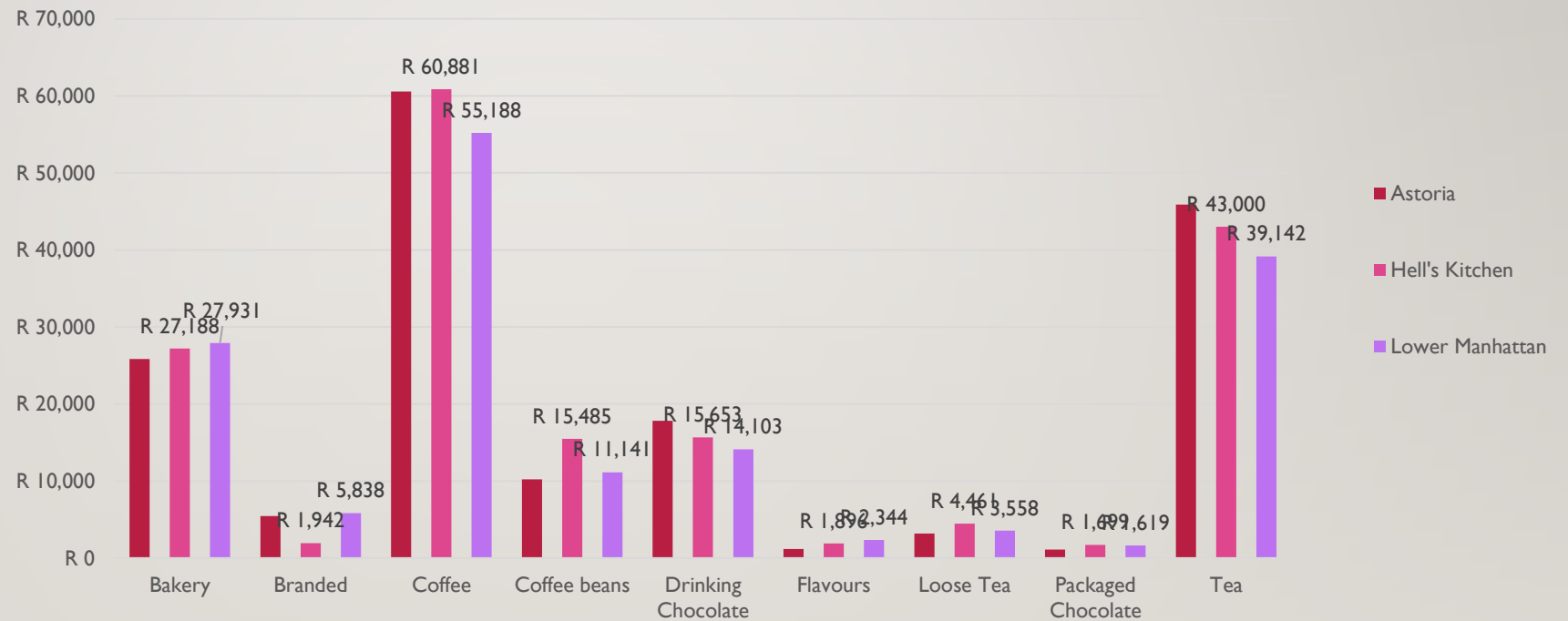
SALES TRENDS
REVENUE GROWTH BY MONTH NAME

- Jan: R82,783

- Feb: R77,132

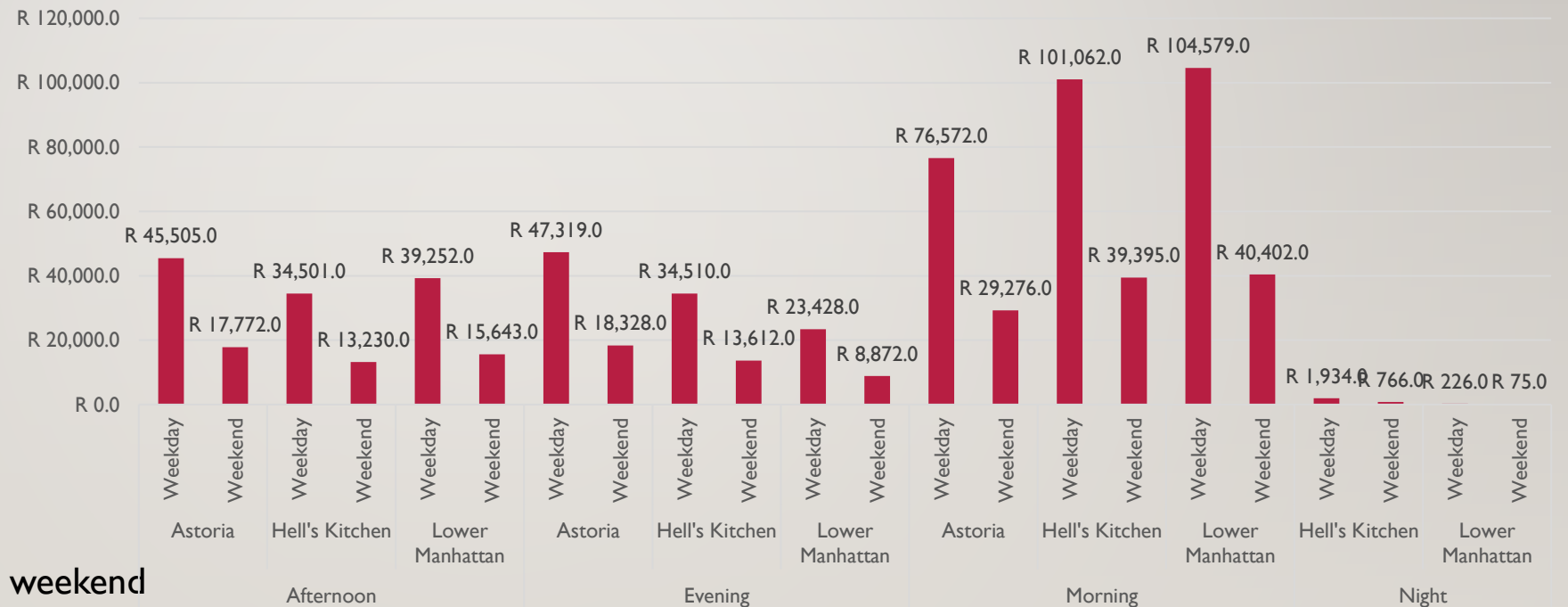- Mar: R100,037

- Apr: R120,201

- May: R158,173

- Jun: R167,933

❑ Insight: Strong growth

trend from Jan to Jun

TIME OF DAY ANALYSIS
REVENUE DISTRIBUTION DAY CLASSIFICATION & TIME BUCKET

- Morning: R391,286---- Peak sales

- Afternoon: R165,903

- Evening: R146,069

- Night: R3,001------- very low

Insight: Weekdays dominate, but weekend

also significant in mornings

R 120,000.0
R 100,000.0
R 80,000.0
R 60,000.0
R 40,000.0
R 20,000.0
R 0.0

R 45,505.0
R 17,772.0
R 34,501.0
R 13,230.0
R 39,252.0
R 15,643.0
R 47,319.0
R 18,328.0
R 34,510.0
R 13,612.0
R 23,428.0
R 8,872.0
R 76,572.0
R 29,276.0
R 101,062.0
R 39,395.0
R 104,579.0
R 40,402.0
R 1,934.0
R 766.0
R 226.0 R 75.0

Weekday / Weekend — Astoria (Afternoon)
Weekday / Weekend — Hell's Kitchen (Afternoon)
Weekday / Weekend — Lower Manhattan (Afternoon)
Weekday / Weekend — Astoria (Evening)
Weekday / Weekend — Hell's Kitchen (Evening)
Weekday / Weekend — Lower Manhattan (Evening)
Weekday / Weekend — Astoria (Morning)
Weekday / Weekend — Hell's Kitchen (Morning)
Weekday / Weekend — Lower Manhattan (Morning)
Weekday / Weekend — Hell's Kitchen (Night)
Weekday / Weekend — Lower Manhattan (Night)

KEY FINDINS

- Coffee & Tea are top revenue drivers

- Morning hours = strongest sales

- Sales increasing monthly (growth trend)

- Certain products underperform (chocolates, flavours)

RECOMMENDATIONS

- Promote high-selling products with bundles/discounts

- Encourage purchases during afternoons/evenings

- Introduce seasonal specials to sustain growth

- Improve marketing for underperforming products

- Implement loyalty rewards for weekday mornings

CONCLUSION

- Data reveals clear growth opportunities

- Focus on bestsellers (Coffee & Tea)

- Leverage peak hours (mornings)

- Maintain momentum from monthly sales growth

Q&A

- Thank you for your attention!