



## 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

- Analyzing Revenue based on day of the Month
- Explore sales trends across Month Name
- Analyze time of day with peak sales(hourly)
- Identify top revenue-generating products
- Analyzing Revenue Distribution Based on Day Classification
- Provide recommendations for improved sales performance

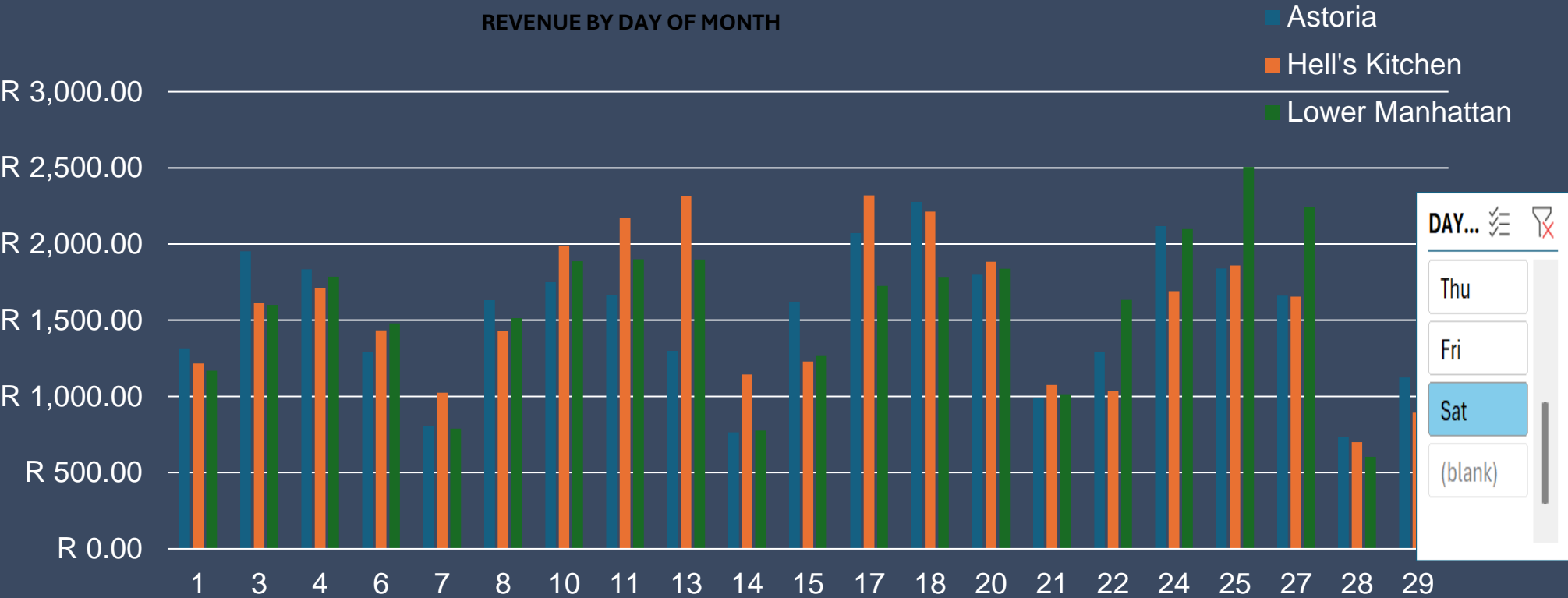
# TOP REVENUE BY DAY OF A MONTH

Revenue fluctuates significantly across the different days.

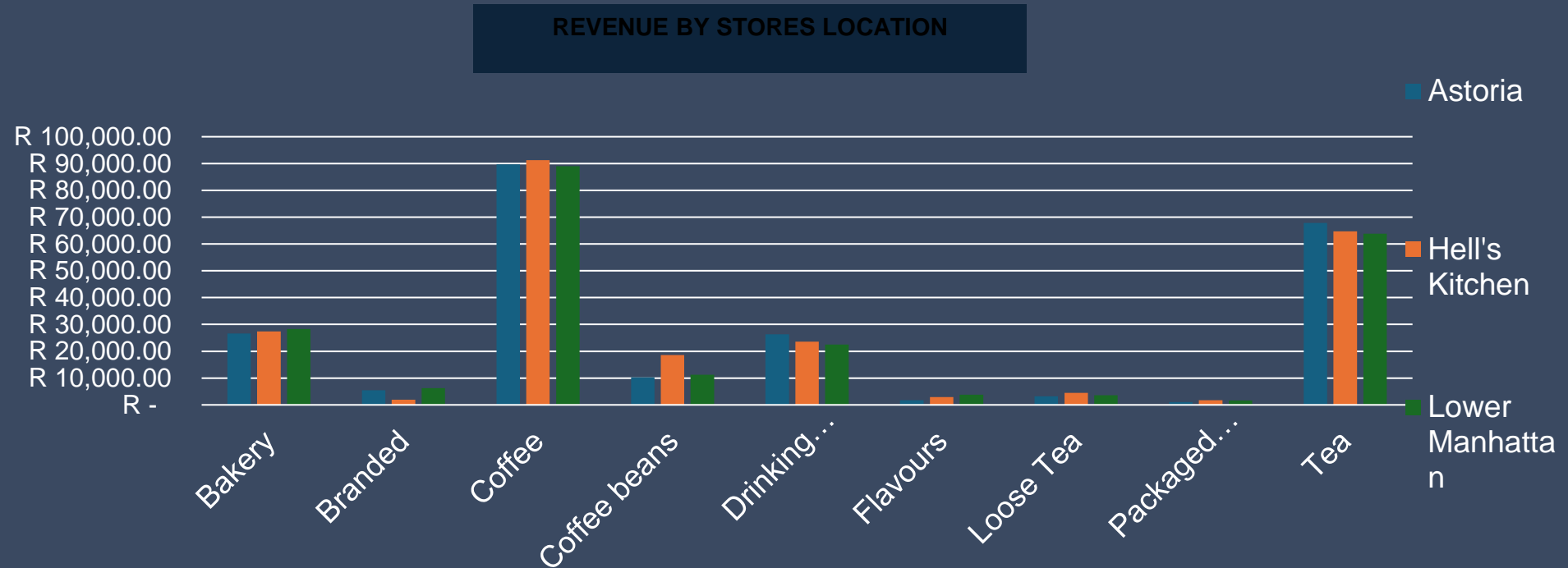
Highest revenue was observed on day 17, 18, 24, and 25, each exceeding R 6,000 in total.

Lowest revenue days were in day 7, 14, 21, 28, and 29, showing below R 3,000.

This indicates that customer activity (or specific dates/events) strongly influences revenue performance.



## Revenue by store location



Coffee

- Generates the highest revenue across all three stores.
- Each location earns around R90,000, indicating coffee is the top-performing product

Tea

- Second-highest revenue category, around R60,000 for each location.
- Suggests strong customer preference for both coffee and tea products.

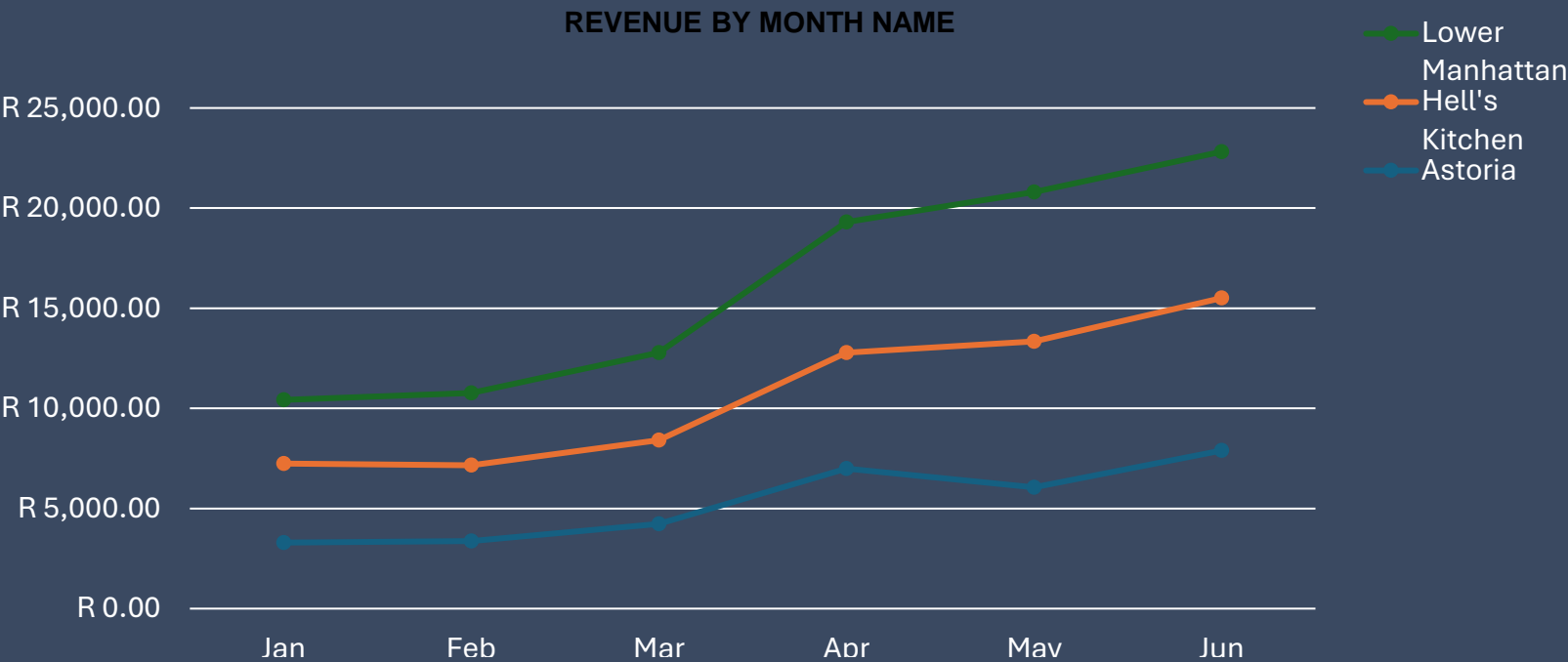
# SALES TRENDS REVENUE BY MONTH NAME

Consistent growth is seen from January (R 10.4k) to June (R 22.8k).

April, May, and June are peak months with revenues nearly double those of Jan/Feb.

This suggests seasonality or promotional campaigns may drive higher sales in

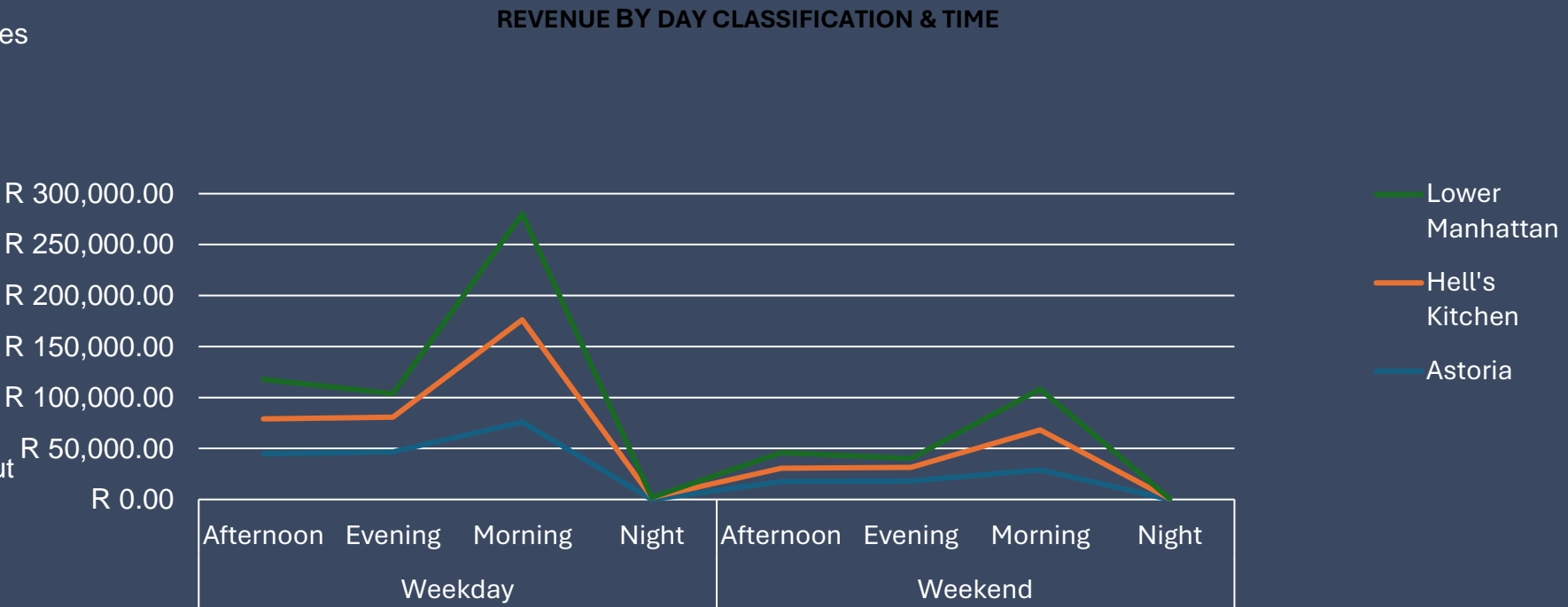
Insight: Strong growth trend from Mar to Jun



# REVENUE DISTRIBUTION BY 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



# REVENUE BY HOUR OF A DAY

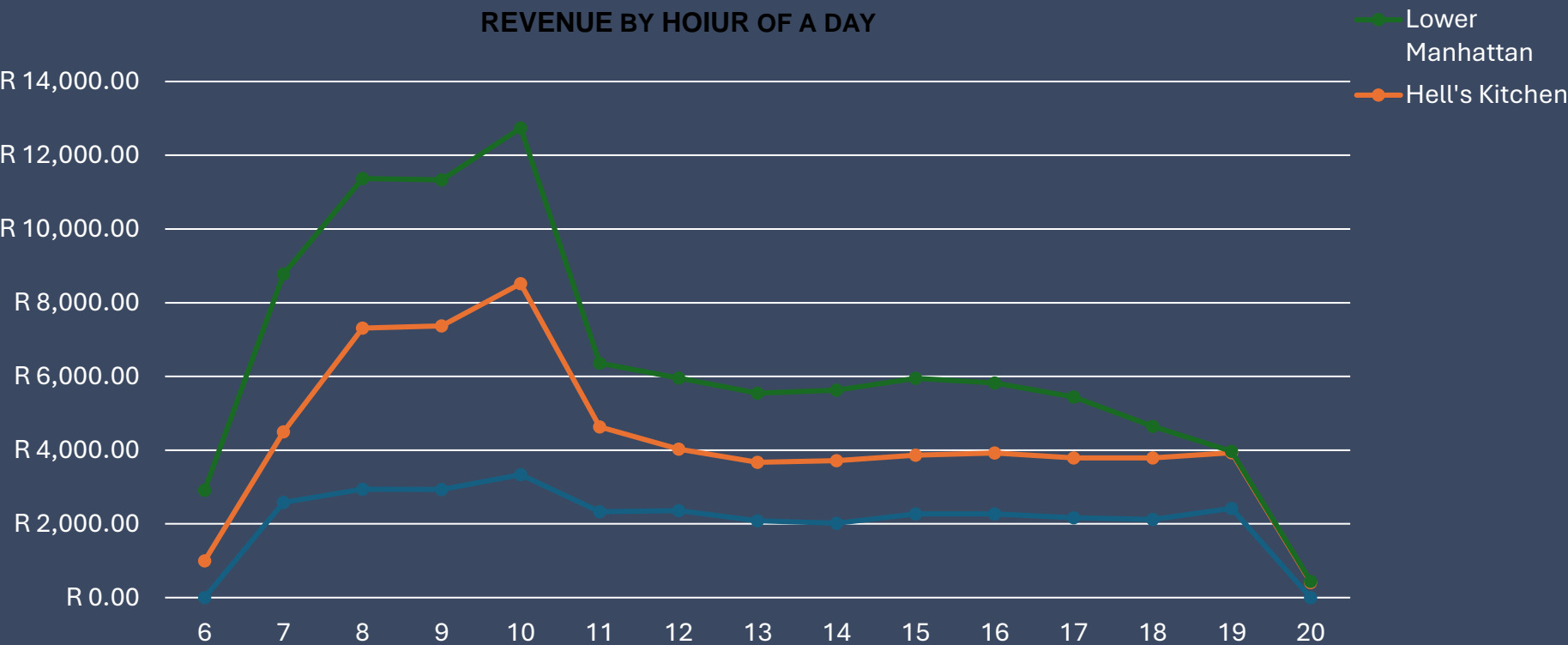
This confirms morning rush hour is one of the strongest periods, especially for coffee/tea.

- 10 AM is the busiest hour, followed by a sharp decline at lunch

Strengthen morning operations (promos, faster service, combos) since it's the biggest driver.

Reevaluate evening hours — maybe reduce staff/operating costs or run special evening campaigns.

Consider “happy hour” discounts in the late afternoon to slow the evening decline



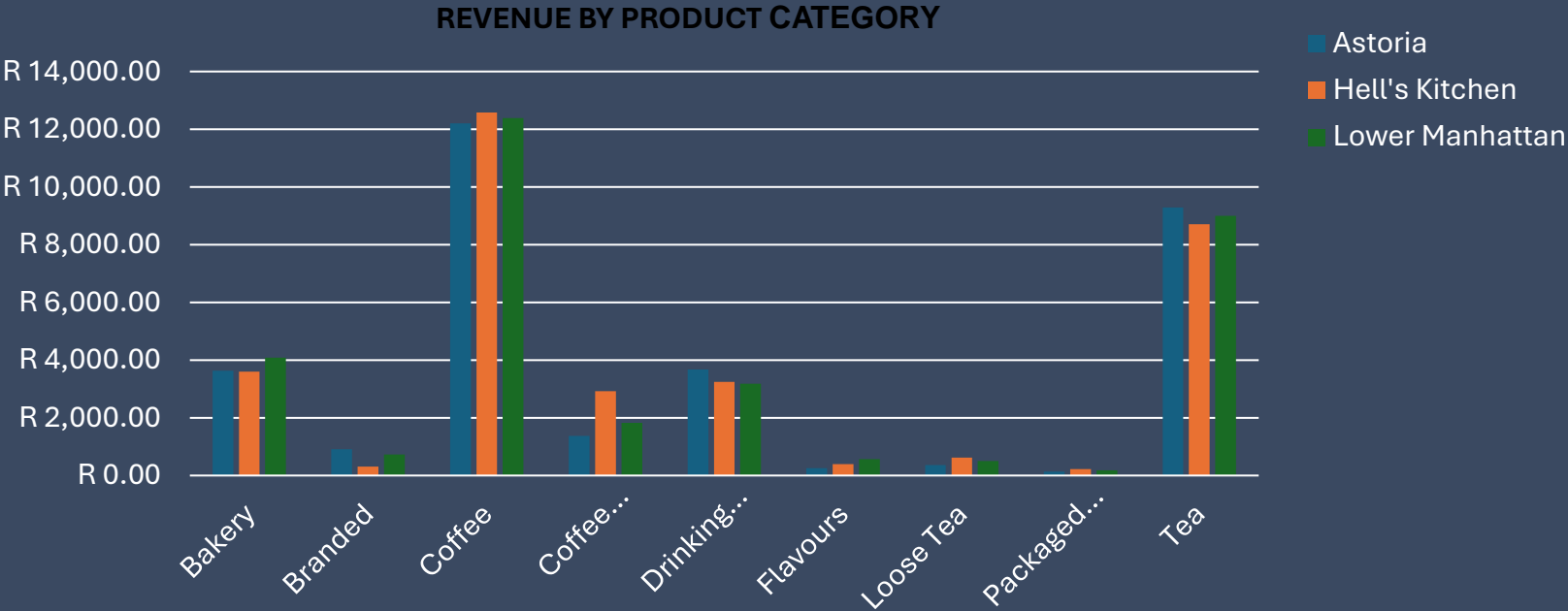


# REVENUE BY PRODUCT CATEGORY

Top contributors:

- Coffee (R 37,169.10) – the highest revenue driver across all locations.
- Tea (R 26,988.35) – strong secondary performer.
- Bakery (R 11,325.10) and Drinking Chocolate (R 10,103.00) also show significant contribution.

☐ The business heavily relies on coffee and tea sales for revenue, while niche products add little.



## KEY FINDINGS

- Mornings = core business driver.
- Coffee & tea = revenue backbone.
- April, May & June peak season.
- Evenings = weak, need improvement.
- Branches = equally strong.
- 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 10:00)
- Revenue growth is also evident across months, particularly in April–June, highlighting possible seasonal or promotional boosts.
- Maintain momentum from monthly sales growth

## Q&A

- Thank you for your attention!