BRIGHT COFFEE SHOP

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INTRODUCTION

Purpose of Analysis:

- The new CEO of Bright Coffee Shop has tasked the analyst to provide insights on how to drive revenue and improve product performance using historical data.

Objectives of the Analysis:

- Identify top revenue generating product.

- Outline peak sales times.

- Analysis of sales trends across time intervals.

- Recommendations to improve sales performance.

BUSINESS OVERVIEW: BRIGHT COFEE SHOP

About the Business:

- Bright Coffee Shop is a retail coffee and food outlet offering hot and cold beverages, pastries, and light meals.
- The coffee shop has a total of 80 unique products and has a chain of 3 retail stores.

Operating Hours:

- 06:00 am to 21:00 pm

Strategy:

- Under the management of the new CEO, the coffee shop aims to grow its revenue , improve its product mix and optimze operating efficiency.
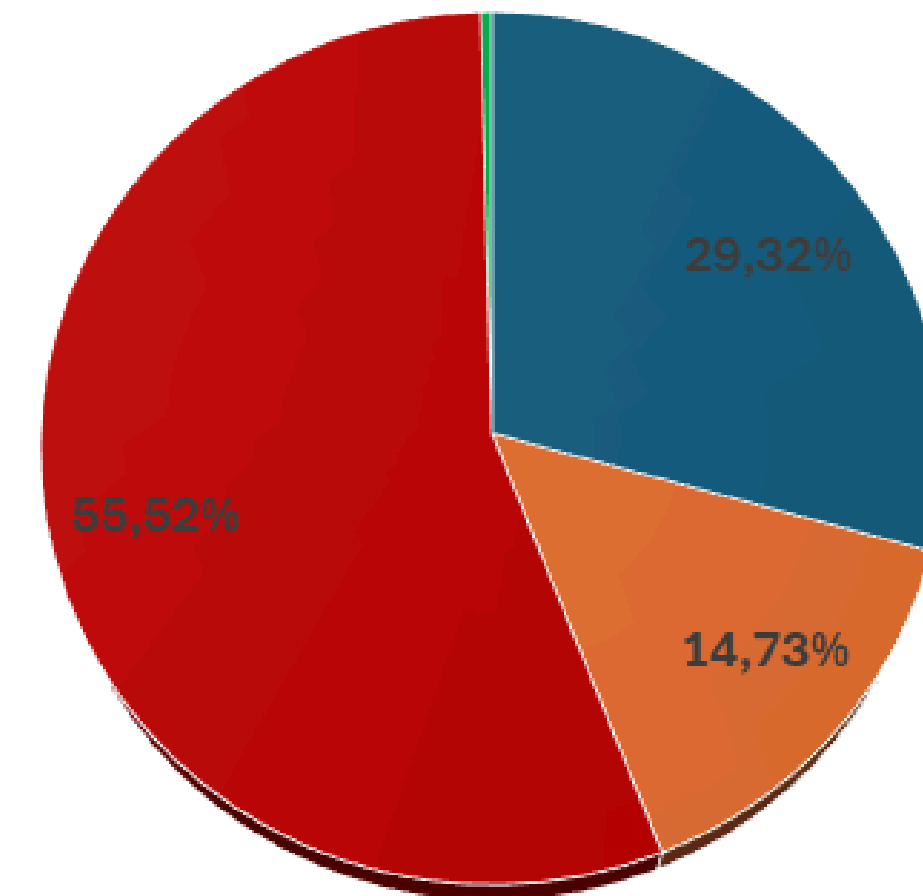
Revenue Distribution

- Hell's Kitchen generated the highest total revenue among all stores.
- Morning hours contribute the majority of revenue, accounting for 55.5% across all stores

- Night time generates the lowest revenue, with Astoria recording no revenue during this period.
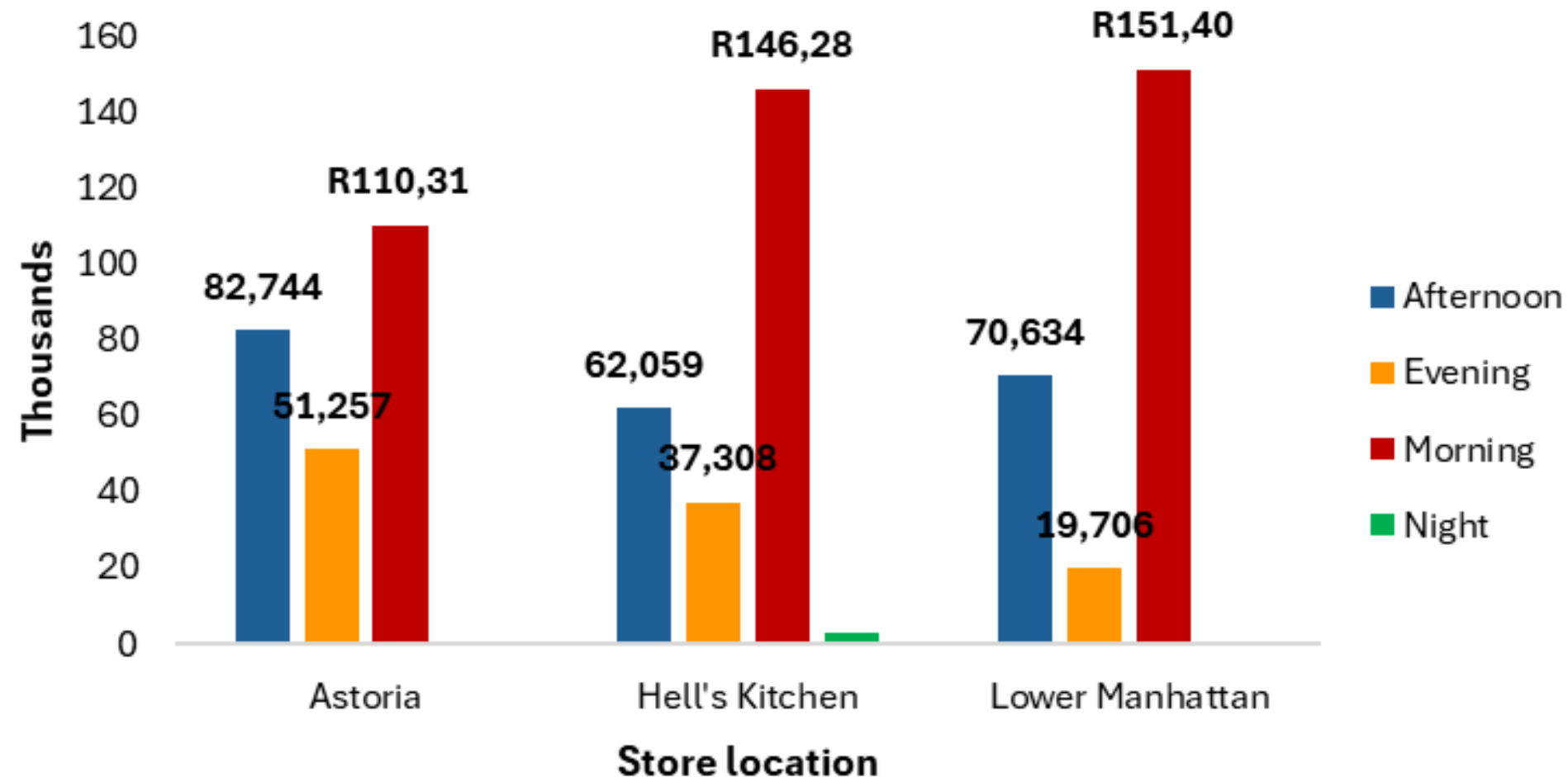
Revenue Distribution (Cont.)
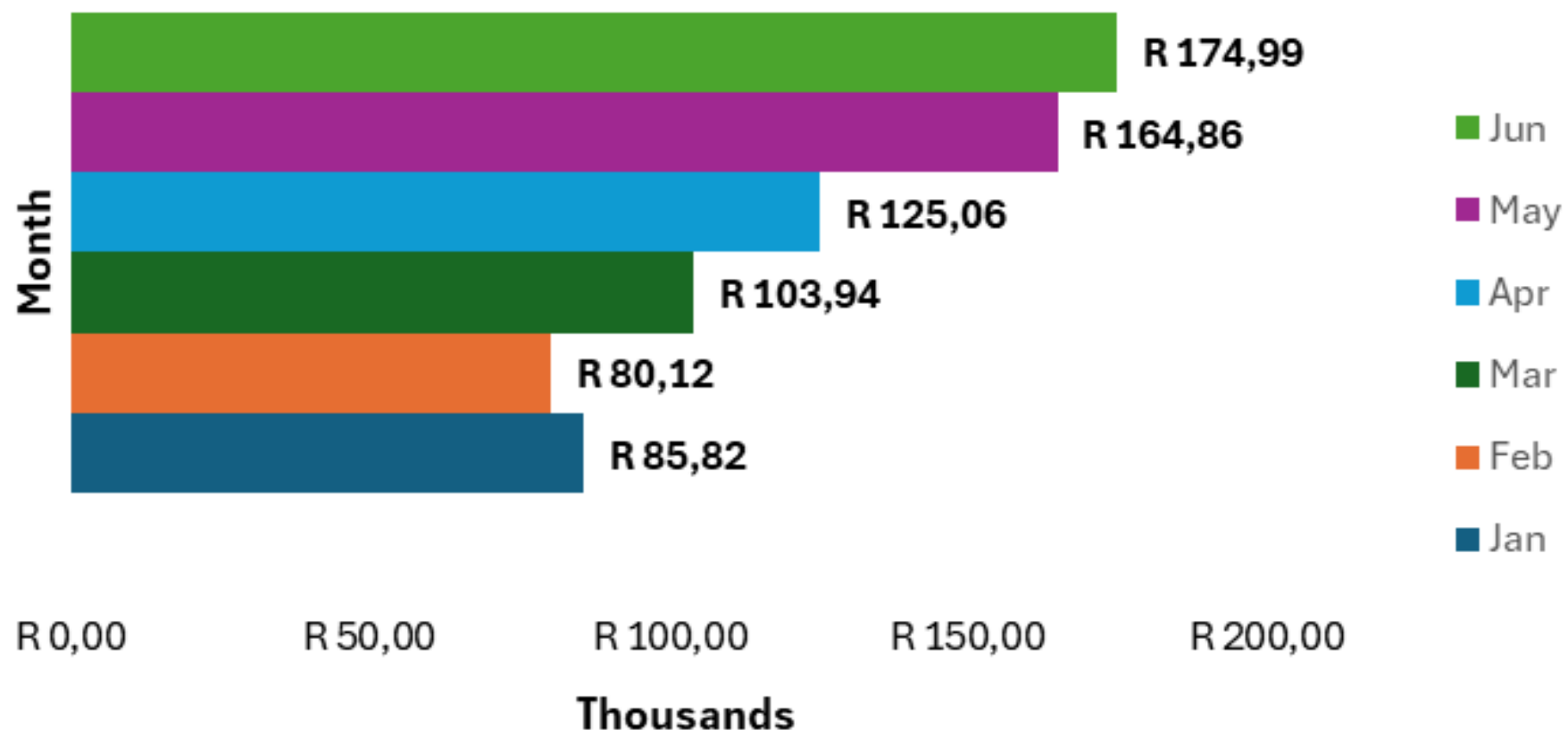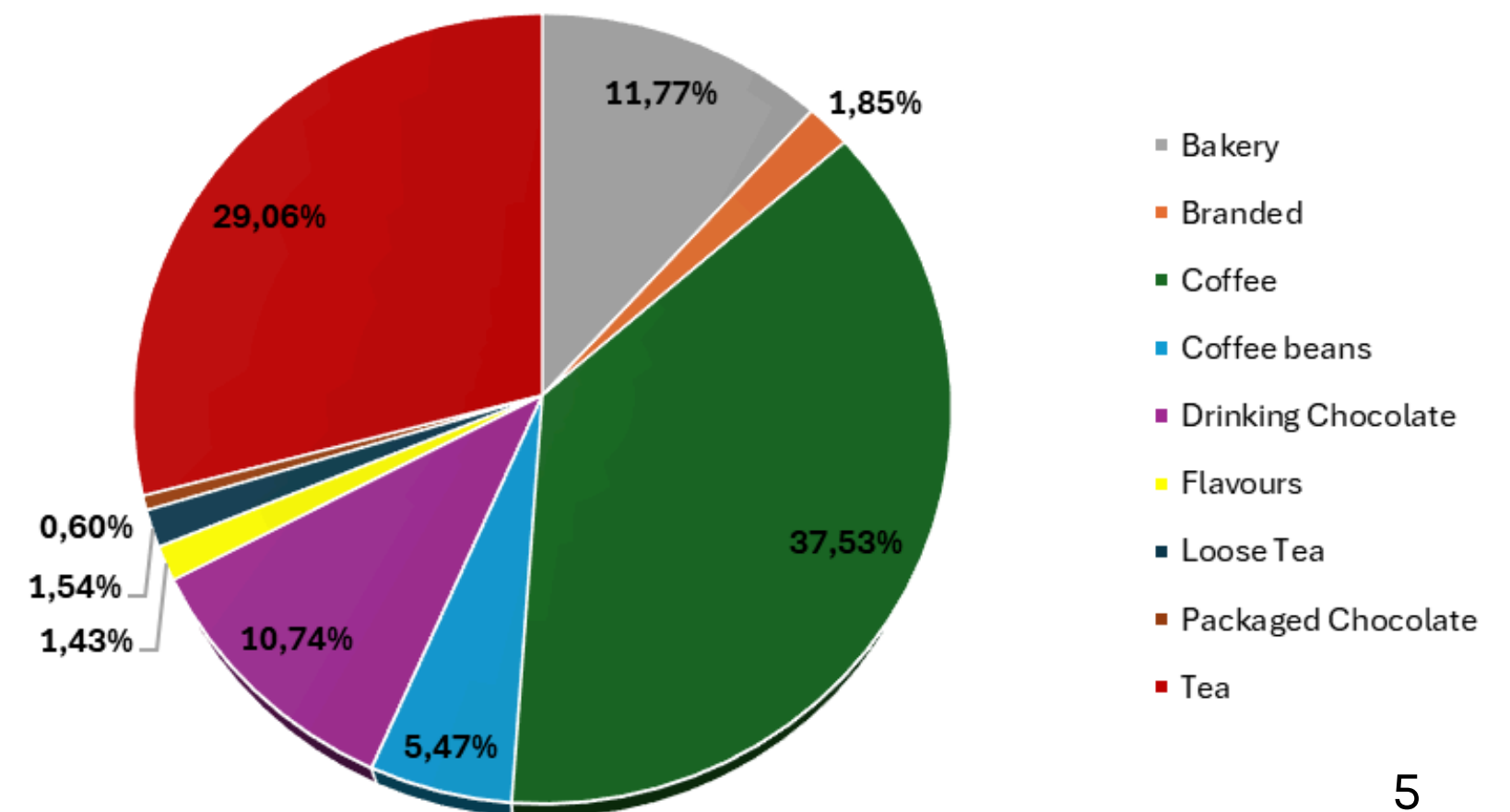
- Monthly revenue has been growing consitently from March to June.
- Revenue in February experience a decline, driven by seasonal changes.
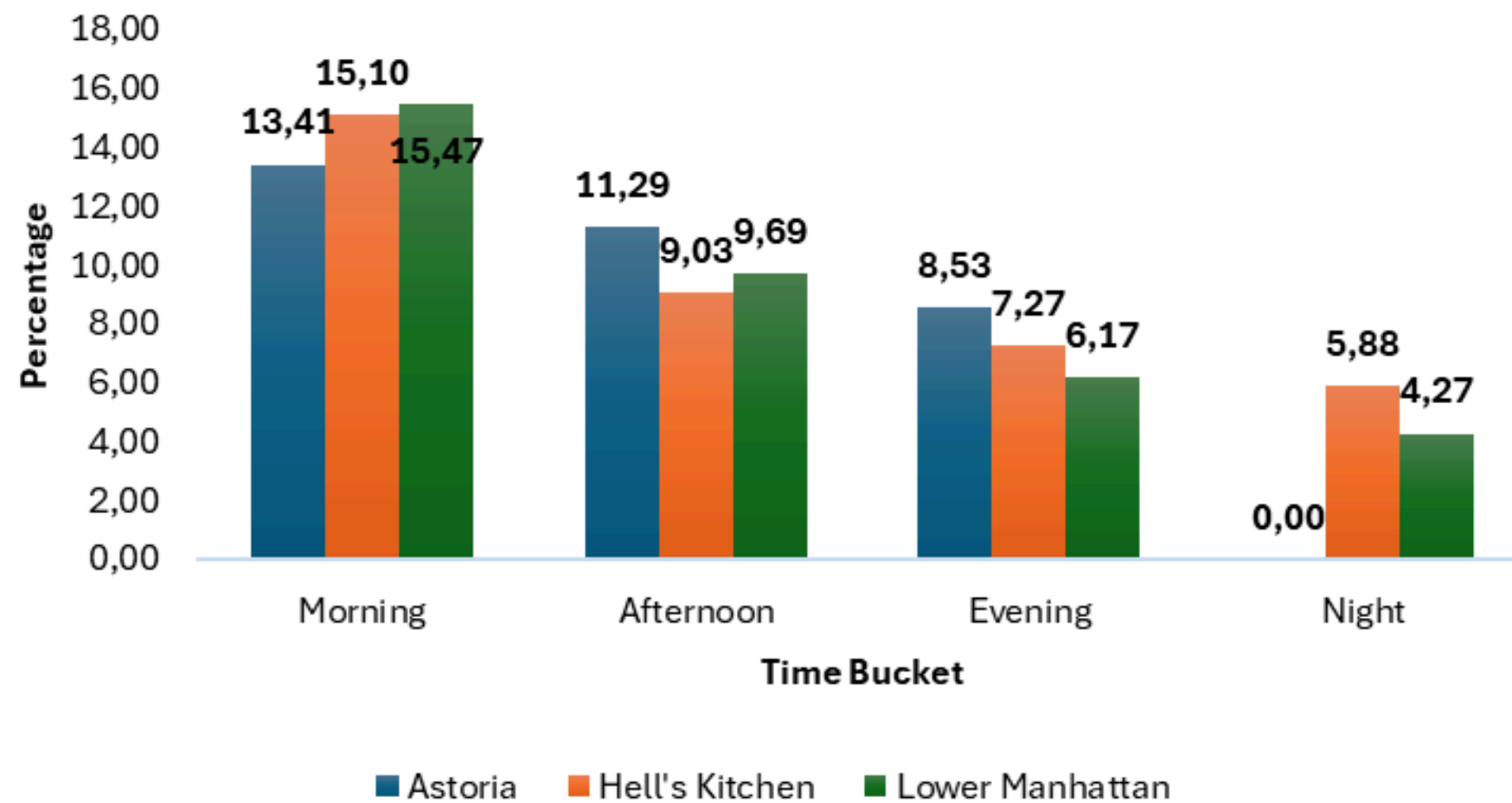- The top 3 product categories contributing to revenue include; Coffee, Tea and Bakery.
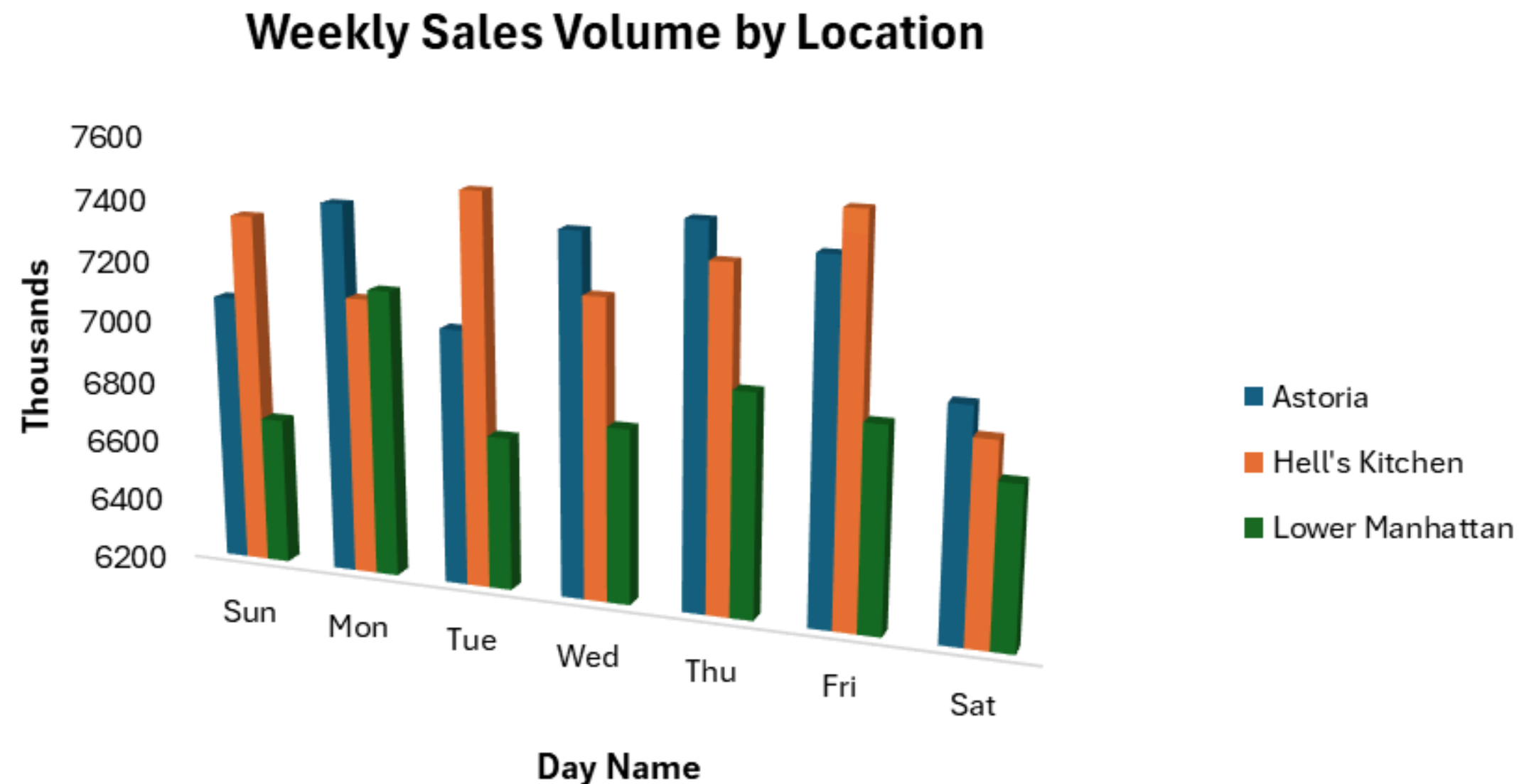
AVERAGE REVENUE PER TRANSACTION

Average Revenue per transaction by time and store location

- The highest average revenue per transaction occurs during the morning for Hell's Kitchen and Lower Manhattan (R15.10 and R15.48)

- Afternoon and evening transactions have moderately lower average value, while night transactions are minimal.

- From an operational efficiency perspective, this indicates that resources such as staffing, inventory, and marketing efforts should be concentrated during high-value periods .

SALES PERFORMANCE

- Sales performance across the three locations shows a consistent weekday demand

- Friday recorded the highest sales at 21 701, while Saturday was the weakest at 20 510, indicating a weekend dip in demand.

- By location, Hell's Kitchen led slightly with 50 735 sales, followed closely by Astoria at 50 599, while Lower Manhattan trailed at 47 782.

Weekly Sales Volume by Location

Thousands (y-axis): 6200, 6400, 6600, 6800, 7000, 7200, 7400, 7600

Day Name (x-axis): Sun, Mon, Tue, Wed, Thu, Fri, Sat

Legend:
- Astoria
- Hell's Kitchen
- Lower Manhattan

OPERATIONAL PERFORMANCE

- Revenue has been steadily increasing from March to June.

- The top 3 product categories that contribute the most to revenue include Coffee, Tea, and Bakery.

- This is due to a combination of seasonal effects, preferences and customer service.

Sales by store location & day name
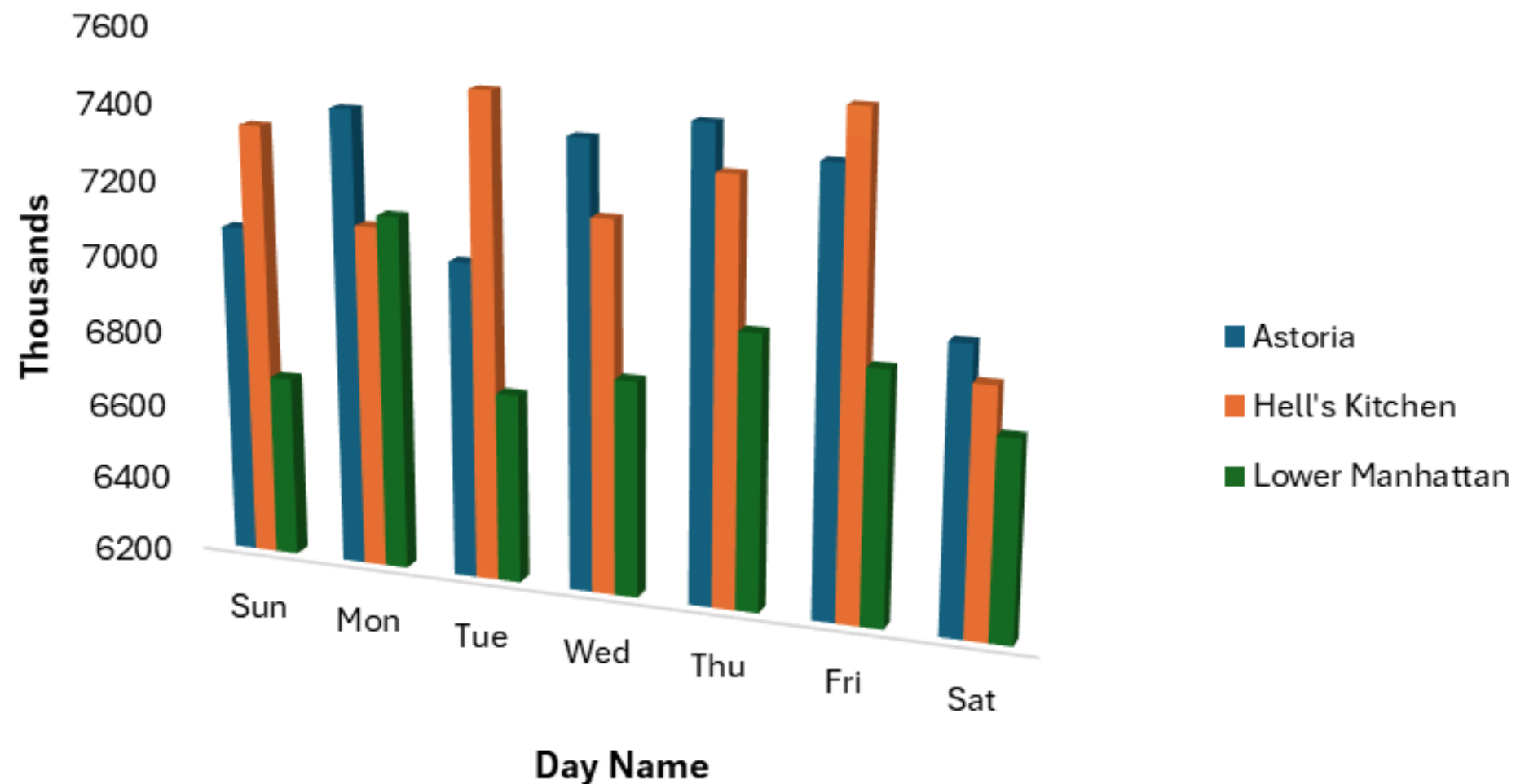
RECOMENDATIONS TO CEO

1. Explore location-specific strategy

2. Operational Adjustments

3. Focus on High-Performing Days and Times

4. Strengthen Weekend Sales

5. Optimize on time of day sales

THANK YOU