Bright Coffee Shop

SALES PERFORMANCE ANALYSIS

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Content

OBJECTIVE

Objective: Provide data-driven insight into product performance, customer buying behaviour, and store operations to support decision-making for revenue growth.

Total revenue per product type

- Total Revenue: **R 698812,33**
- Top Revenue Contributor: **Coffee category — R58,416**
→ Majority of sales and strong customer preference
📌 *Strategic note*: Maintain strong supply chain focus and marketing on coffee beverages

REVENUE VS NUMBER OF SALES
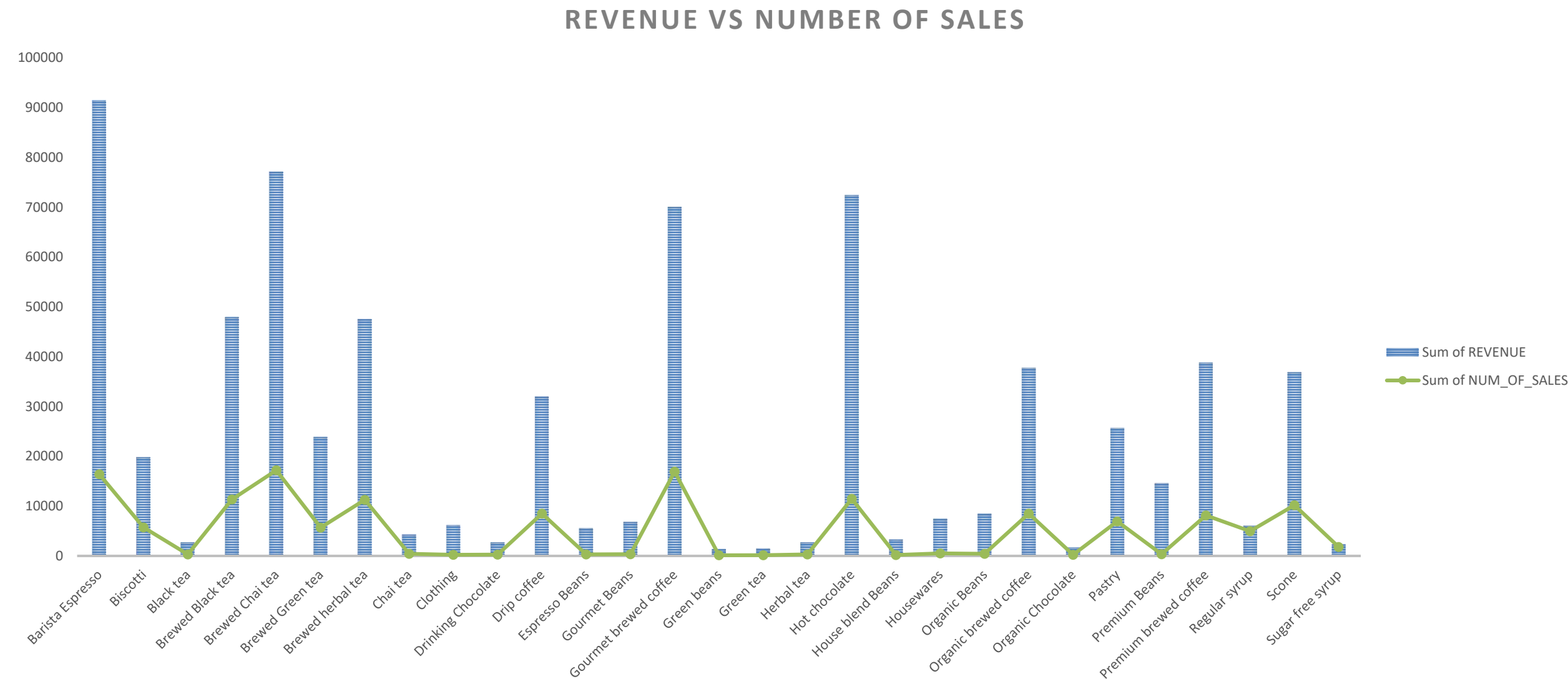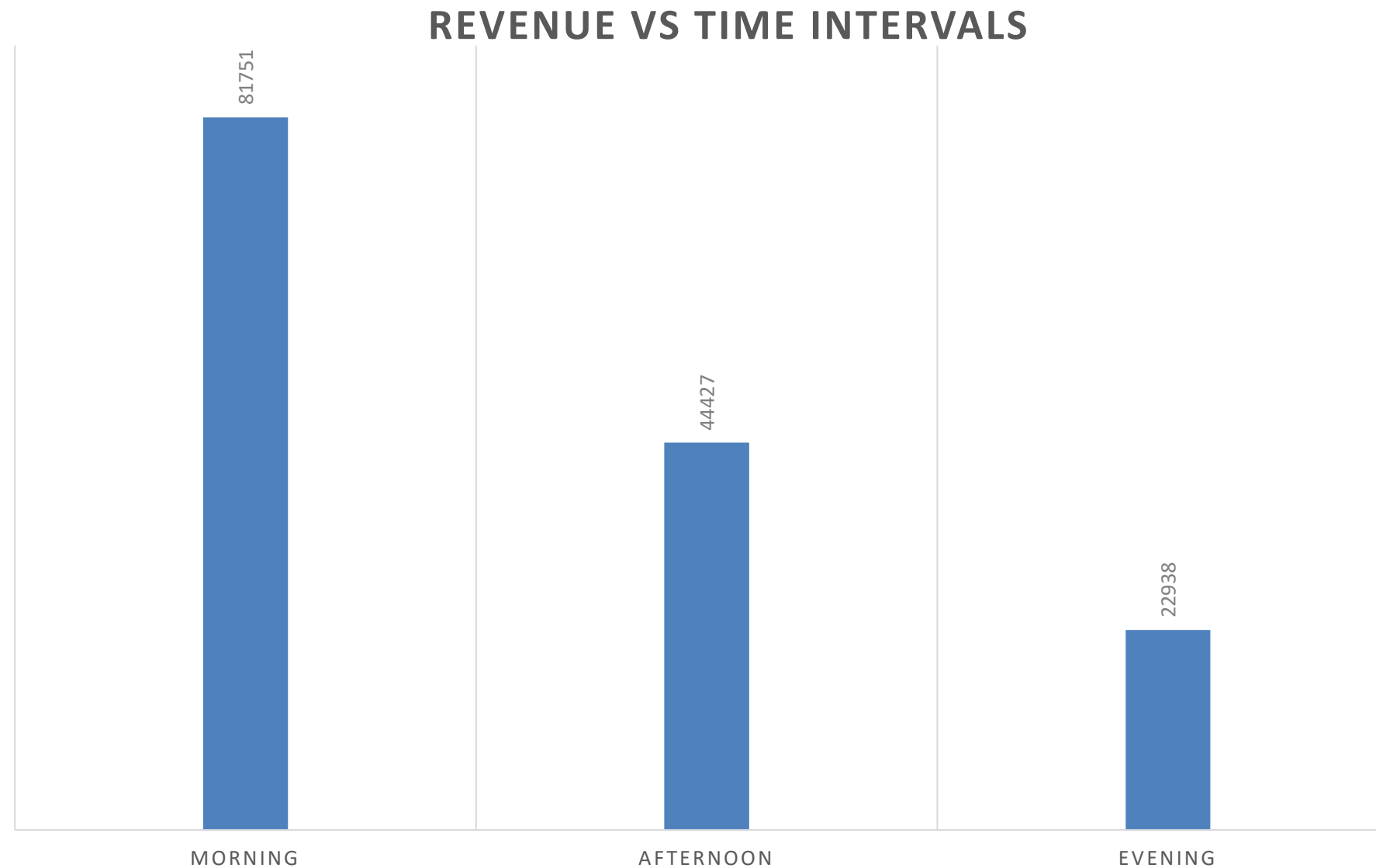
Peak time sales

Sales peak during **Morning hours**

Highest revenue share occurs between opening and midday.

--Opportunity: Increase staff coverage & upsell strategies (pastries, combos)

Slowest Slot: Evenings

-Demand generation opportunity through targeted marketing

REVENUE VS TIME INTERVALS

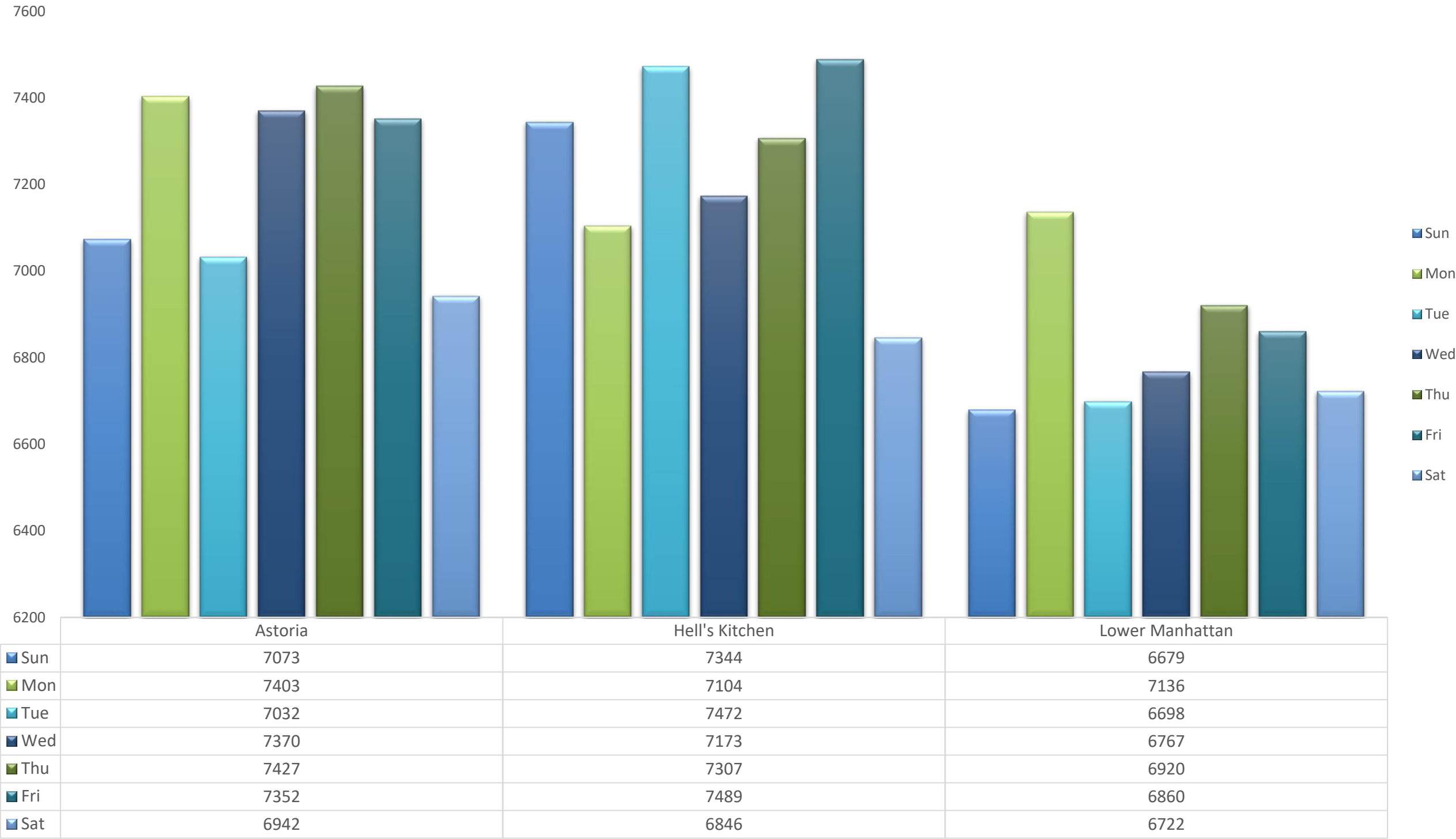| Time Interval	Revenue
MORNING	81751
AFTERNOON	44427
EVENING	22938

DAY-of-WEEK SALES TREND

Store is open **7 days**

Monday records the **highest revenue**

-Possible influence: start-of-week routine (morning work rush)

-Promote weekend specials to balance revenue distribution

DAY of SALE

	Astoria	Hell's Kitchen	Lower Manhattan
Sun	7073	7344	6679
Mon	7403	7104	7136
Tue	7032	7472	6698
Wed	7370	7173	6767
Thu	7427	7307	6920
Fri	7352	7489	6860
Sat	6942	6846	6722

Quantity of items sold by product category

Coffee is the preferred product category as the total generated sales was 58416 out of the Total 149116 sold.

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Number of Sales per Product Category

747
1210
487
1753
6790
11468
22796
58416
45449

- Coffee
- Tea
- Bakery
- Drinking Chocolate
- Flavours
- Coffee beans
- Loose Tea
- Branded
- Packaged Chocolate
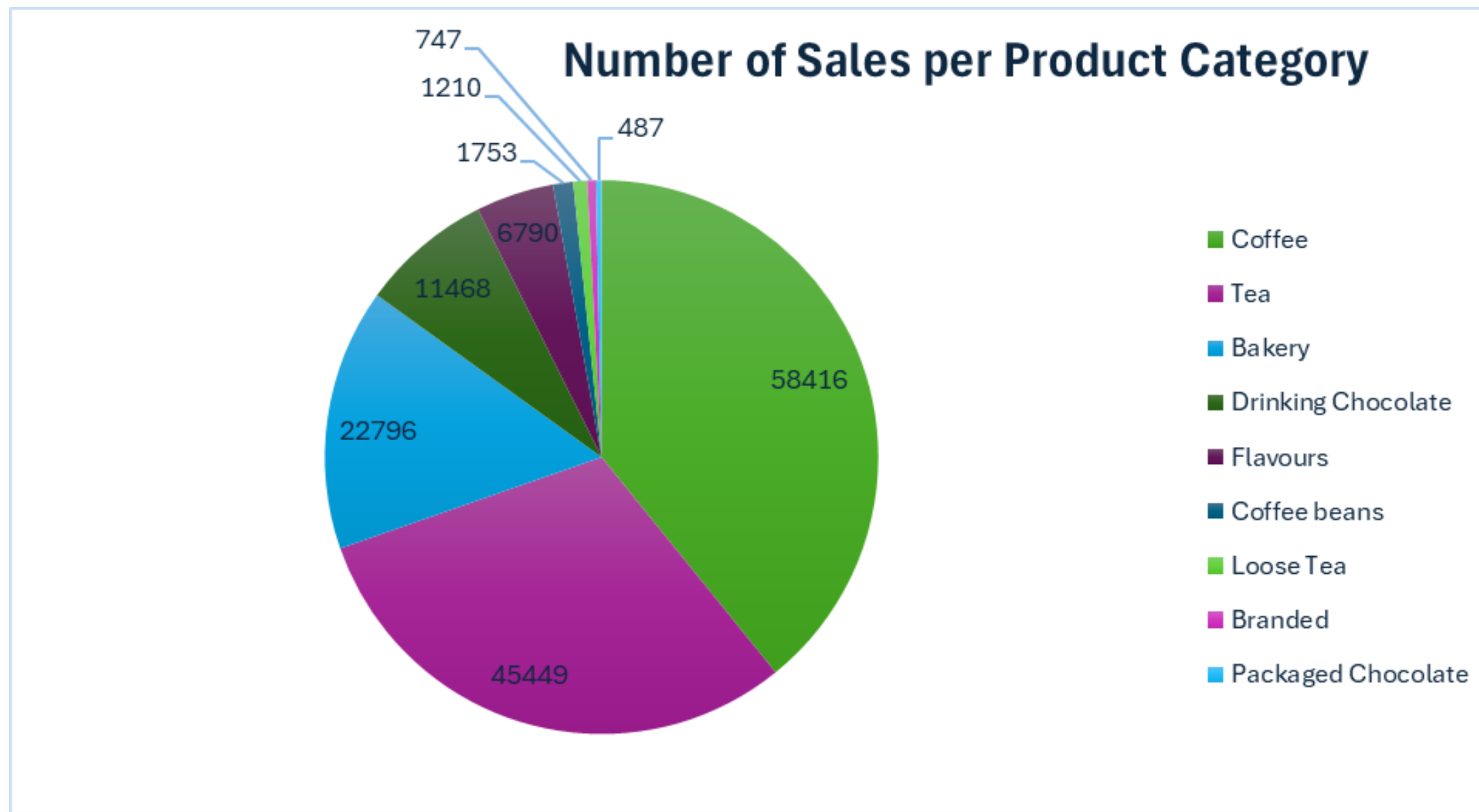
Best-selling product types

Brewed Chai Tea is the **best-performing product type**
Revenue: **R17,183**
High demand → Premium pricing and bundle opportunities
-Consider expanding flavoured chai range and promotions.

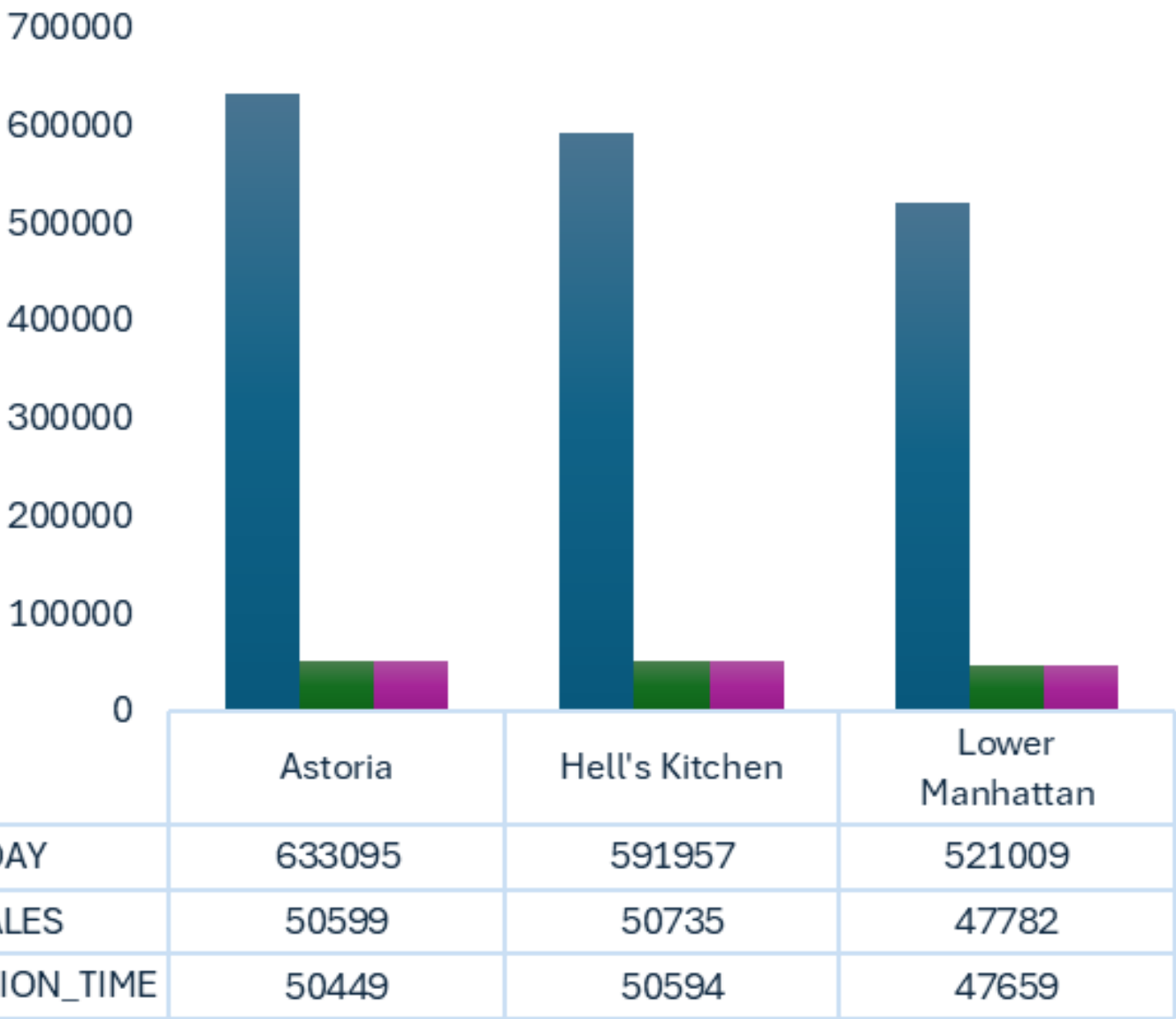

Total Num of Sales per Product Type
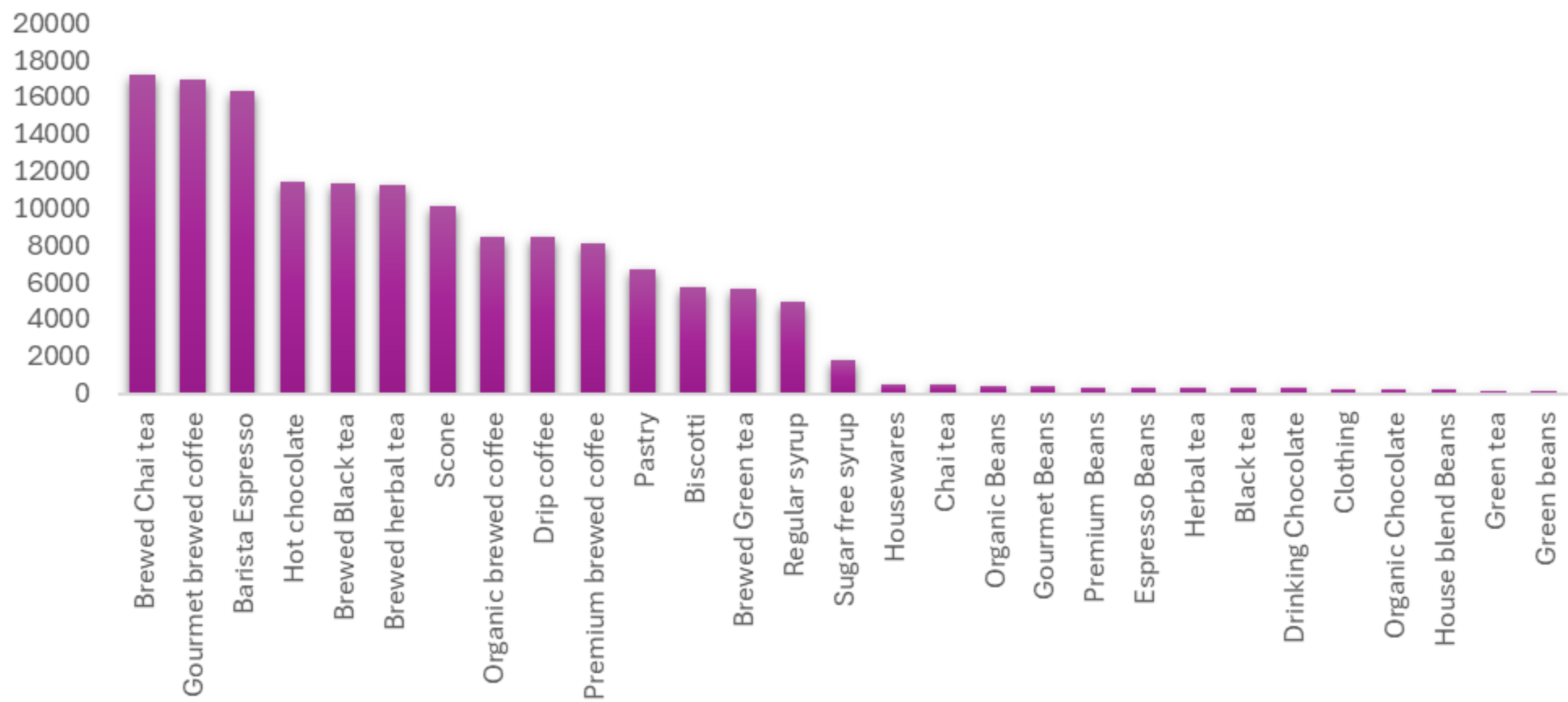
STORE LOCATION PERFORMANCE

Hell's Kitchen: Highest sales volume ✅
Astoria: Longest operating hours ⏱️
-Compare productivity vs. operating cost — adjust opening times based on traffic profitability.

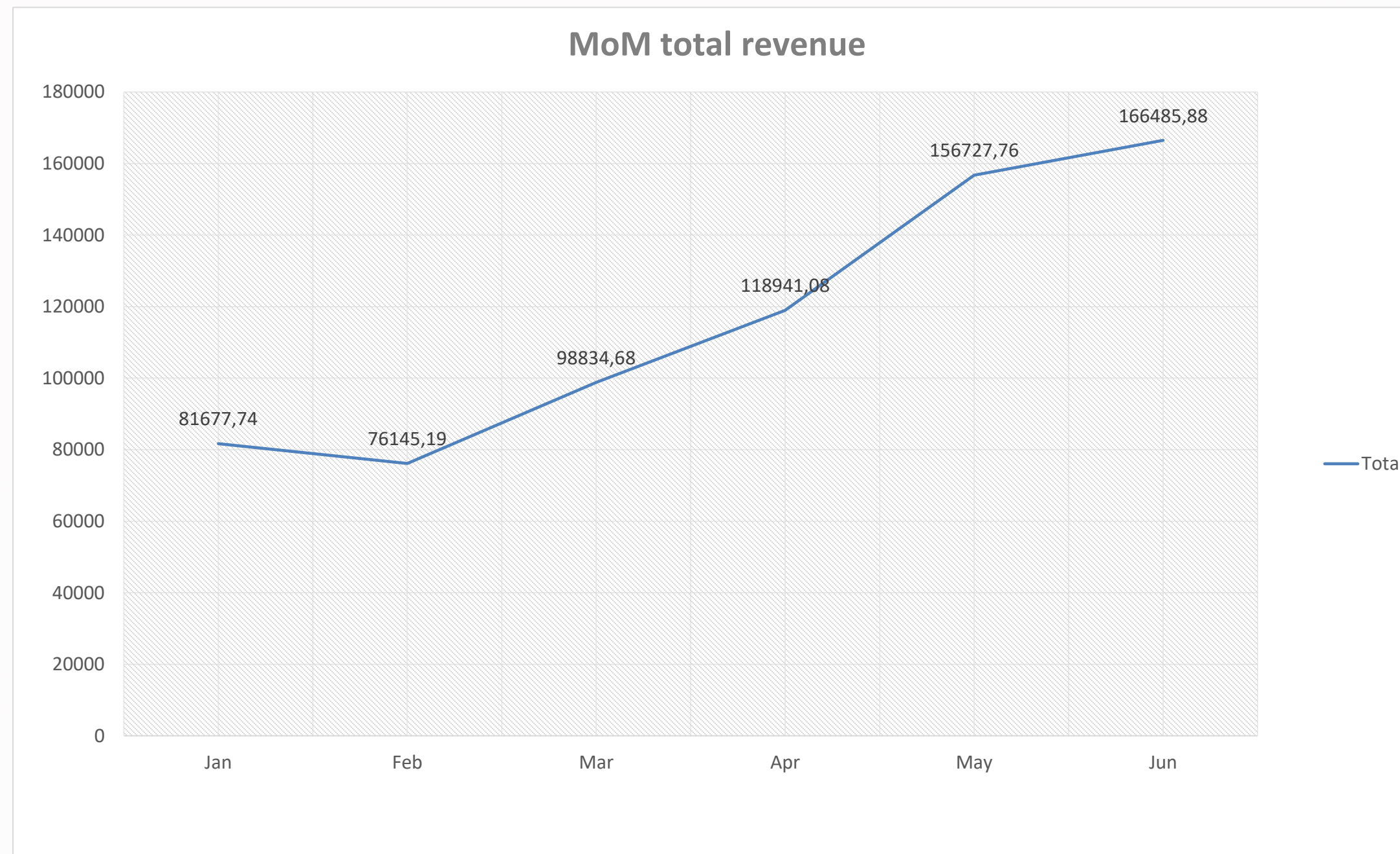## Store Location Analysis

	Astoria	Hell's Kitchen	Lower Manhattan
■ Sum of HOUR_OF_DAY	633095	591957	521009
■ Sum of NUM_OF_SALES	50599	50735	47782
■ Count of TRANSACTION_TIME	50449	50594	47659

Total revenue per product type

June achieved the **highest revenue: R166,485.88**
-Likely seasonal effect — monitor to optimize staffing & stock

MoM total revenue

Month	Total
Jan	81677,74
Feb	76145,19
Mar	98834,68
Apr	118941,08
May	156727,76
Jun	166485,88

KEY INSIGHT

Insight	Business Implication
Chai Tea leads revenue	Increase inventory & product range
Coffee is most popular category	Prioritize coffee-focused marketing
Morning is peak sales time	Maximize upsell & staffing during rush hours
Evenings underperform	Introduce promotions/events
Hell's Kitchen drives most sales	Candidate for pilot programs / seasonal offerings
Monday strongest day	Weekend optimization required

RECOMMENDATIONS

Suggested actions to increase revenue and optimize product performance:

- Run targeted marketing campaigns during Evening (slowest) time slots to lift demand.
- Increase stock levels for top-selling items.
- Promote underperforming products via bundle offers, repositioning, and signage.
- Test price promotions in Afternoon to convert mid-day traffic into higher spend.

NEXT STEPS

- Implementation roadmap:
  - • Automate daily sales reporting (ETL -> dashboard) for near real-time insights.
  - • Extend reporting to track performance across multiple locations and compare KPIs.
  - • Design loyalty program and targeted offers based on peak time slots and high-value products.
  - • Run A/B tests on marketing campaigns during Evening to measure lift.

THE END