



# BRIGHT COFFEE SHOP SALES ANALYSIS



# BUSINESS CONTEXT



## Business Background

- Bright Coffee Shop operates across multiple store locations
- The dataset contains transactional sales data
- Management wants insights to improve revenue and operations

# ANALYSIS OBJECTIVES

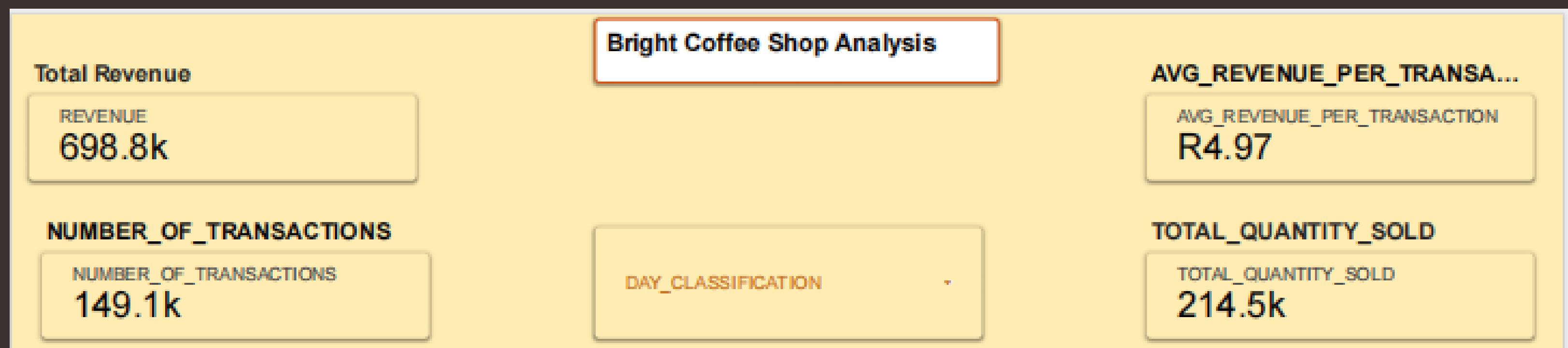
- Understand overall sales performance
- Identify top-performing products
- Compare revenue across store locations
- Analyze sales patterns by time and day



# KEY PERFORMANCE INDICATORS (KPIS)

## Overall Sales Performance

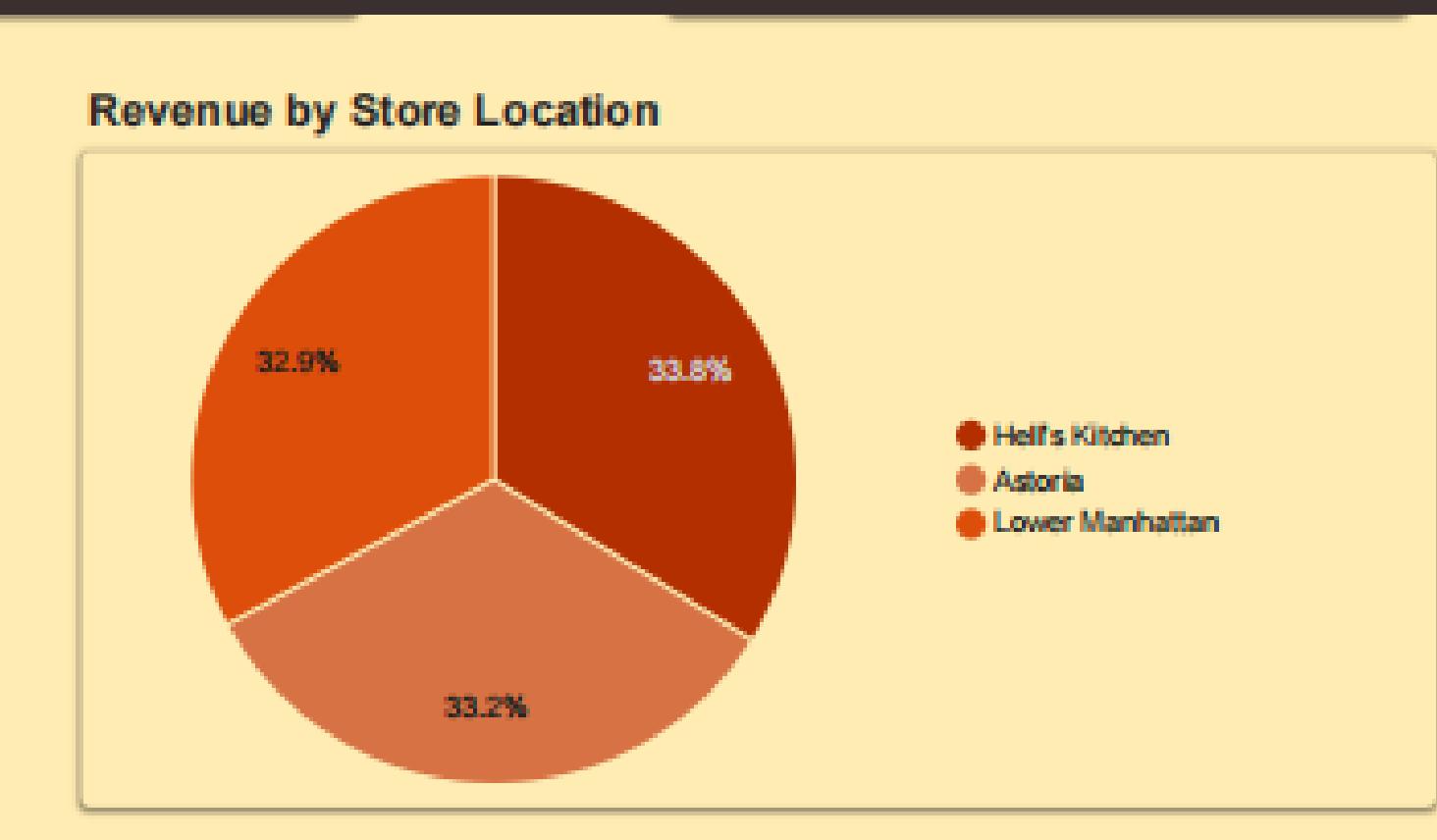
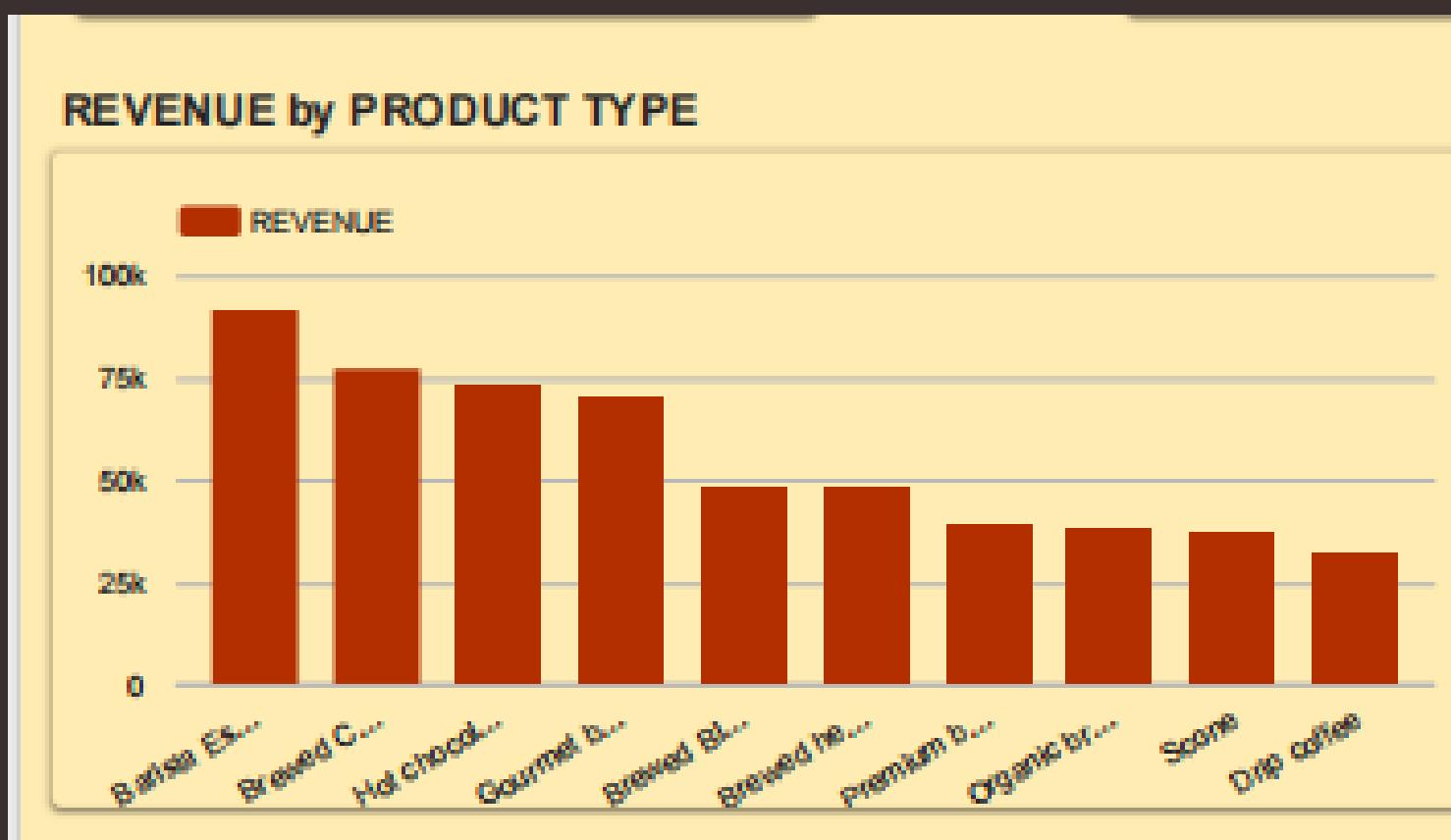
- Total Revenue: R698.8K
- Total Transactions: 149.1K
- Total Quantity Sold: 214.5K
- Average Revenue per Transaction: R4.97



## REVENUE BY PRODUCT CATEGORY & REVENUE BY STORE LOCATION

- Coffee-based products generate the highest revenue, indicating that beverages are the core drivers of the business and the primary reason customers visit the store.
- Premium drinks outperform snacks and bakery items, showing that customers are willing to pay more for specialty and higher-value beverages rather than food add-ons.
- Snacks and bakery items contribute lower revenue individually, but they remain important as complementary products that support overall basket size.
- Lower-priced items rely on high sales volume rather than high margins, meaning profitability depends on frequent purchases instead of unit price.
- This pattern suggests that the business benefits most from upselling premium beverages alongside food items.

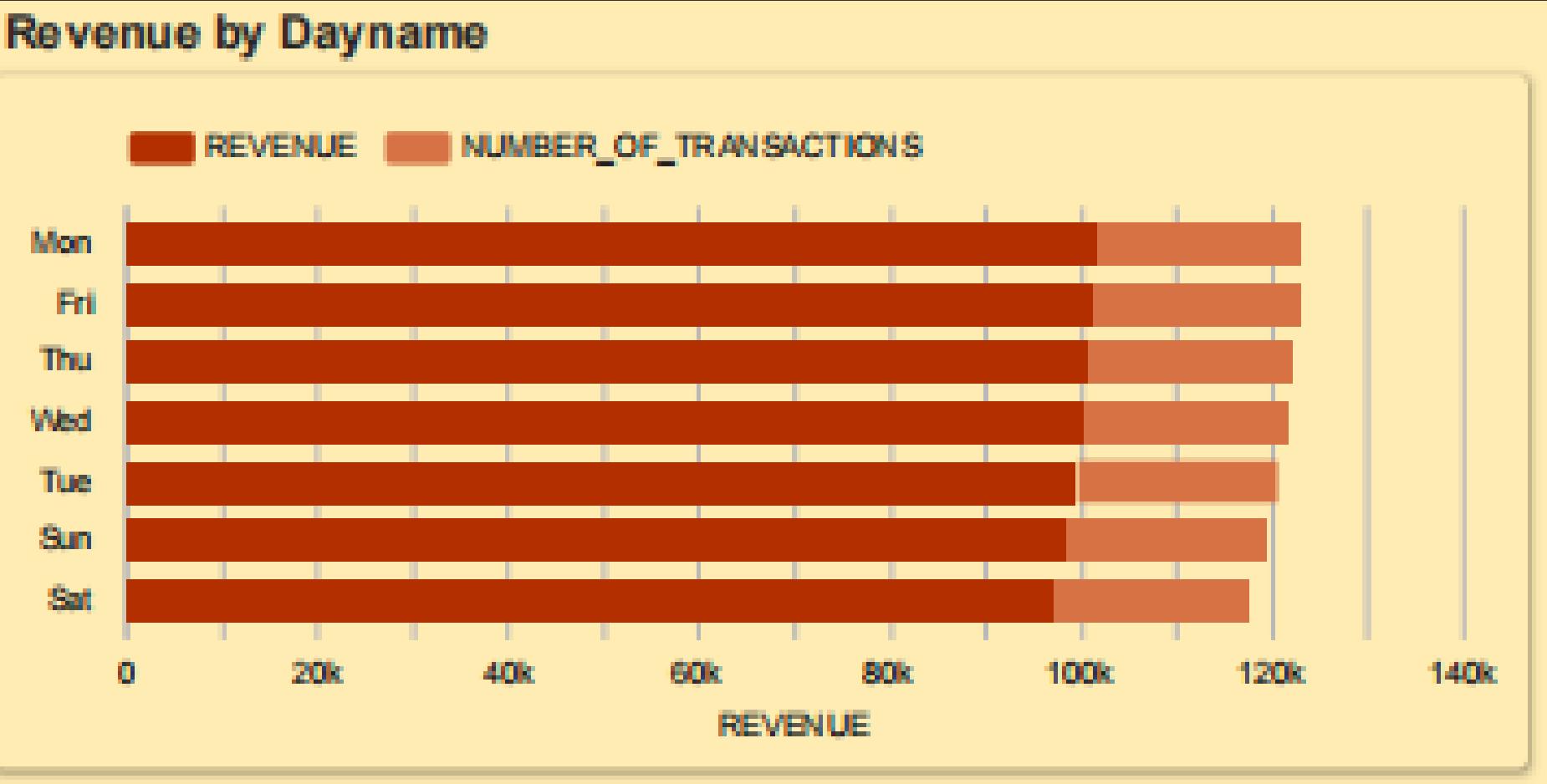
- Revenue is evenly distributed across locations
- No single store dominates overall sales
- Indicates balanced customer demand Hell's Kitchen contributes the highest share of revenue at 33.85%
- Astoria closely follows with 33.2% of total revenue
- Lower Manhattan generates 32.9%, only slightly behind the other locations
- Revenue is very evenly distributed across all three stores
- No single location dominates sales, indicating balanced customer demand and consistent performance



# REVENUE BY DAY OF THE WEEK

## Weekly Sales Trends

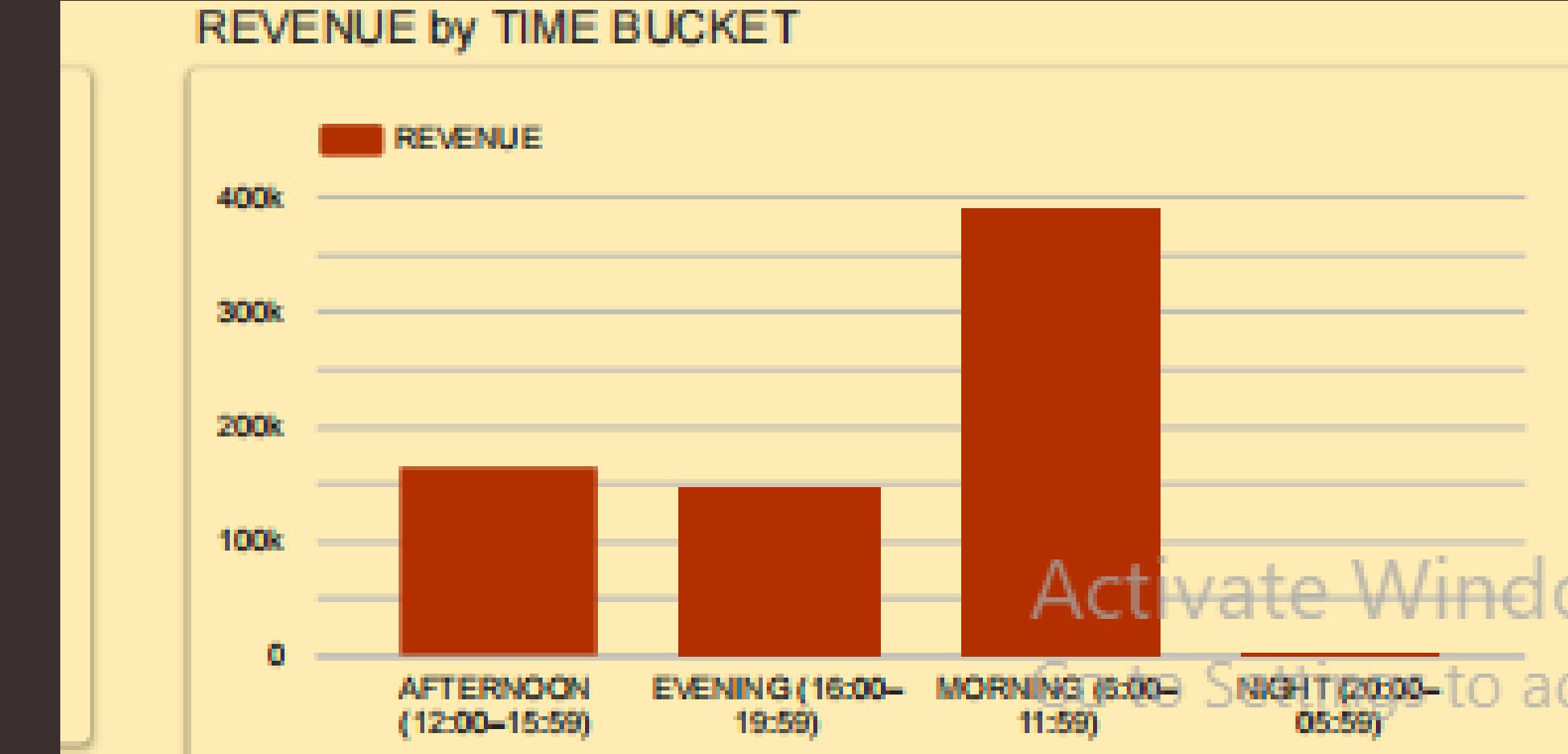
- Sales are stronger on weekdays
- Fridays and Mondays show higher transaction volumes
- Weekend sales are slightly lower



# Revenue by Time of Day

## Sales by Time Bucket

- Morning hours generate the highest revenue
- Afternoon sales remain strong
- Evening and night sales are significantly lower



# INSIGHTS SUMMARY

- Morning sales drive overall revenue
- Coffee products are the main revenue contributors
- Store performance is consistent across locations
- Weekdays outperform weekends



## Recommendations

### Business Recommendations:

- Increase staffing and promotions during morning hours
- Focus marketing on high-revenue products
- Introduce weekday-specific deals
- Explore strategies to boost evening sales

# CONCLUSION

## CONTENT

- THIS ANALYSIS HIGHLIGHTED KEY SALES TRENDS ACROSS PRODUCTS, TIME PERIODS, AND STORE LOCATIONS
- COFFEE BEVERAGES REMAIN THE PRIMARY REVENUE DRIVERS
- SALES PERFORMANCE IS CONSISTENT ACROSS ALL STORE LOCATIONS
- THE INSIGHTS CAN SUPPORT BETTER STAFFING, MARKETING, AND SALES STRATEGIES

THANK YOU

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