

A close-up photograph of dark brown, roasted coffee beans. The beans are piled together, showing their characteristic oval shape and the deep groove down the center. The lighting is warm, highlighting the texture and sheen of the beans.

# Bright Coffee Shop

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BY PONTSHO SEANEGO

# BRIGHT COFFEE SHOP OVERVIEW

To support the new CEO of Bright Coffee Shop in making data-driven decisions, I conducted a detailed sales analysis using historical transactional data. The goal was to uncover key business insights that could drive revenue growth and improve product performance.

## Tools & Technologies Used

**Planning & Architecture:** I used **Miro** to design the data flow and architecture diagram, This helped clarify how data moves from data processing to insight.

**Data Processing & Analysis:** I utilized **Snowflake**, a cloud-based data warehouse, to clean, transform, and analyze the raw data . Key transformations included time bucketing, revenue calculations, and product-level aggregations.

**Data Visualization:** For visualizing and dashboard creation, I used **Microsoft Excel**. Pivot tables and charts to highlight sales trends, peak performance periods, and product-level insights.

**Presentation:** I compiled the findings and recommendations into a clear and engaging **PowerPoint** presentation tailored for executive review. I Visualized and added comments to support the business's decision-making.

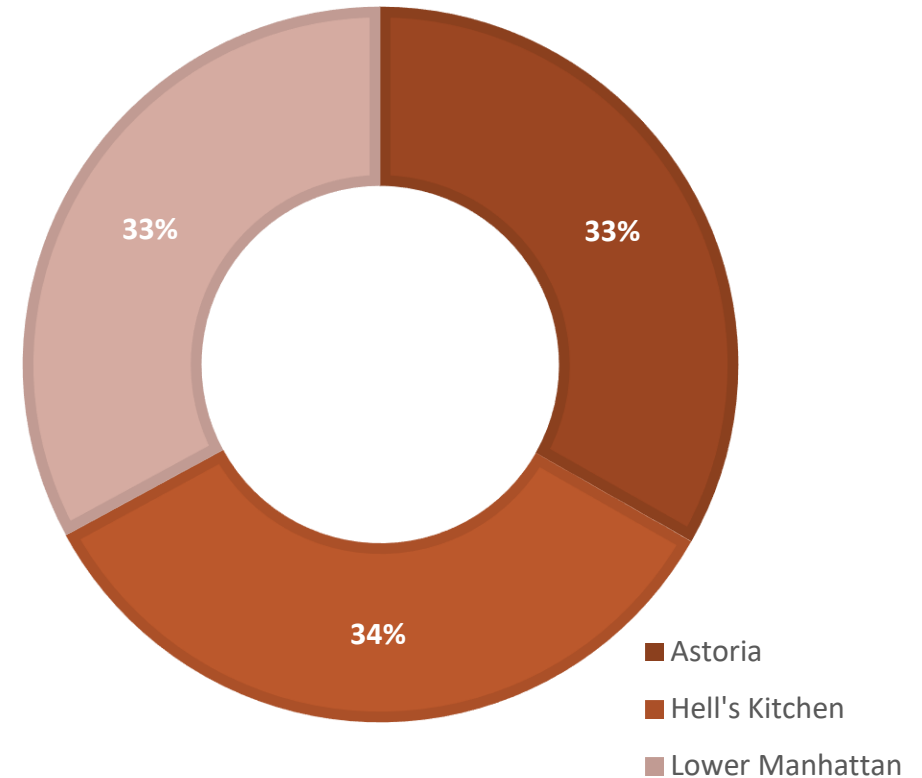
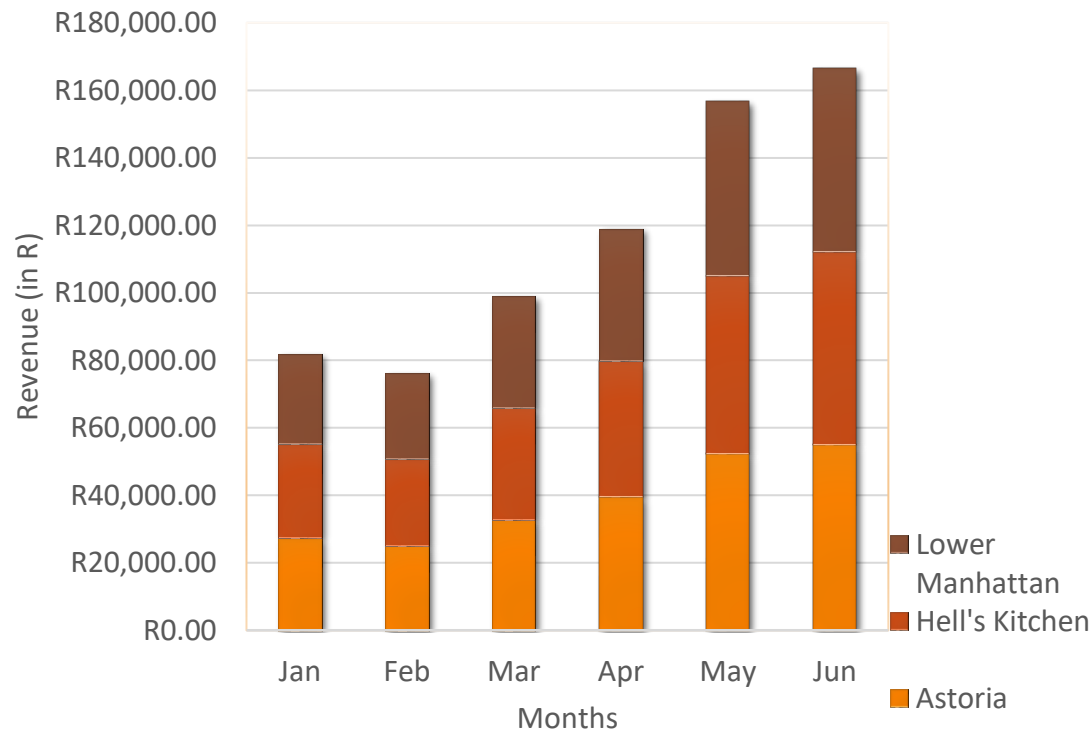
# OVERAL REVENUE PER STORE

Hell's kitchen leading the overall sales by 34%.

While Lower Manhattan and Astoria are both sitting at 33%.

There is a constant increase in revenue throughout the 6 months financial period, with July having the highest revenue.

## Revenue by Month and Store location

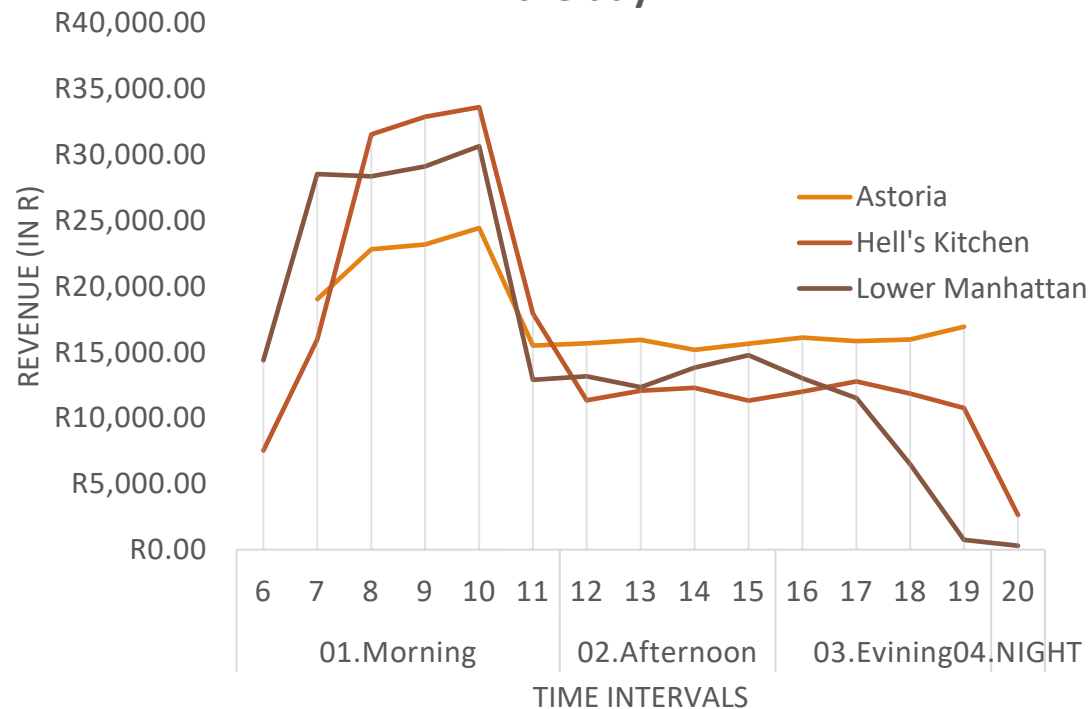


# Analysis by Store Location

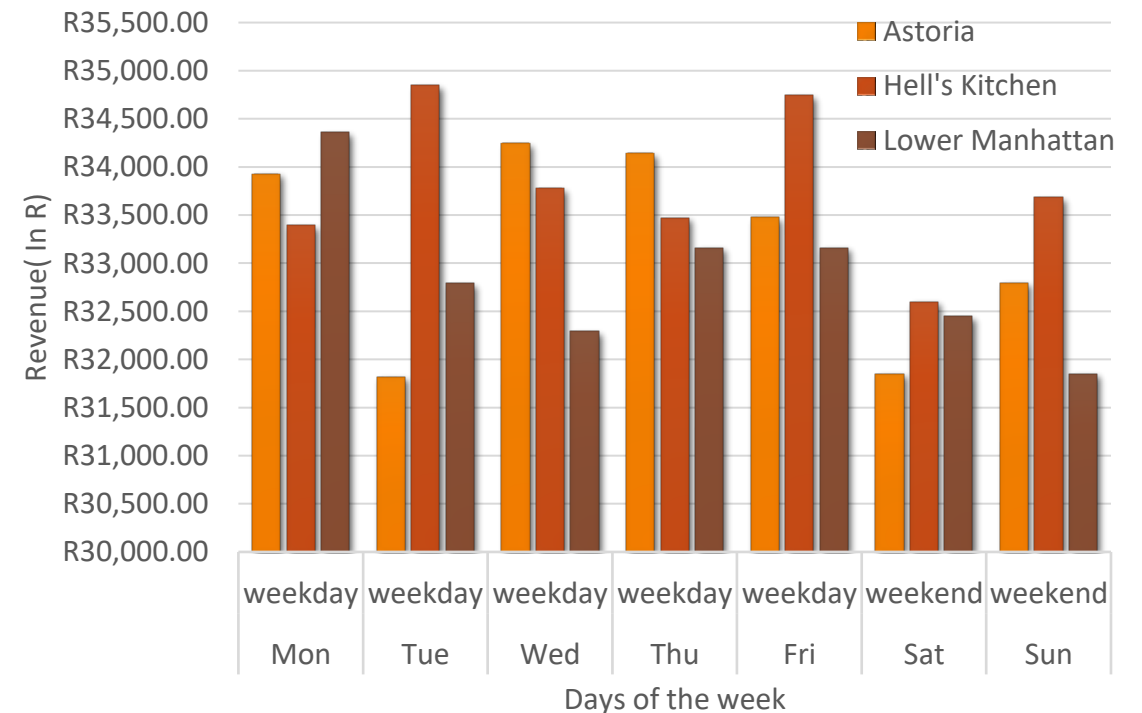
- Morning (06:00-11\_00) contributes most revenue across the 3 store locations.
- Hell's kitchen is contributing the highest in the morning at R33 605.81,
- followed by lower Manhattan and Astoria, with revenues of R30 641.46 and R24,426.12 ,respectively.

- Hell's kitchen has more sales thought the week, with highest sales on Tuesday, Thursday, and Friday .
- Lower Manhattan shows a steady performance throughout the week.
- Austria has the lowest sales throughout the week

**Revenue Trends by store location and Hour of the day**



**Weekly Revenue Performance by Store Location**

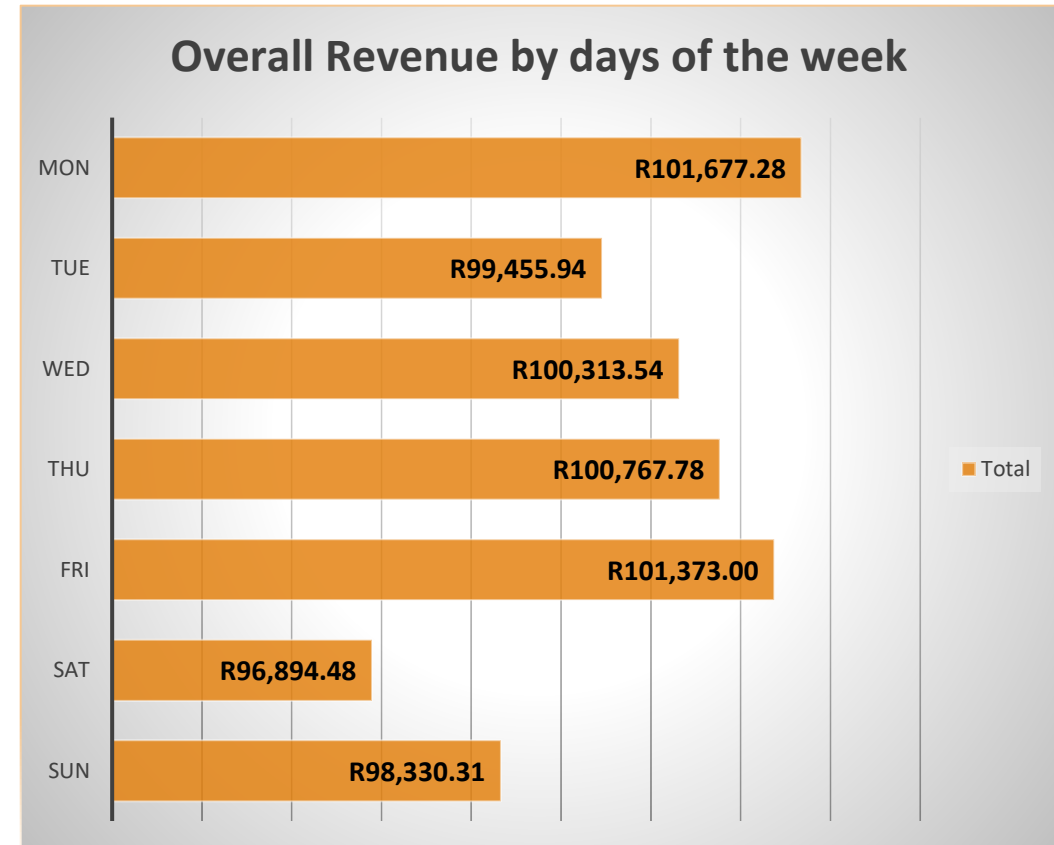
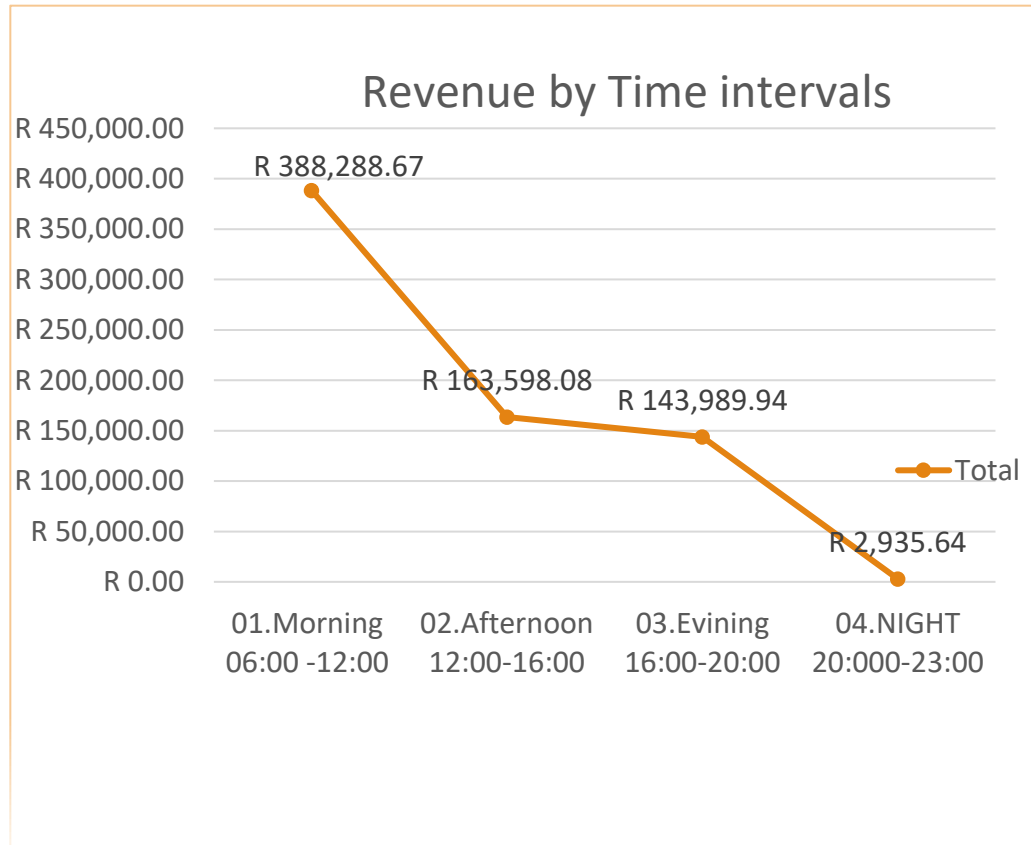


# Months and Time buckets Analysis

Most Revenue is made from 06:00 am to 12:00 in morning ,followed by a constant decrease throughout the day.

-Monday and Friday has sales of R101,677.20 and R101,373.00 respectively, which makes them best selling days of the week.

-Saturday and Sunday are the lowest in sales.

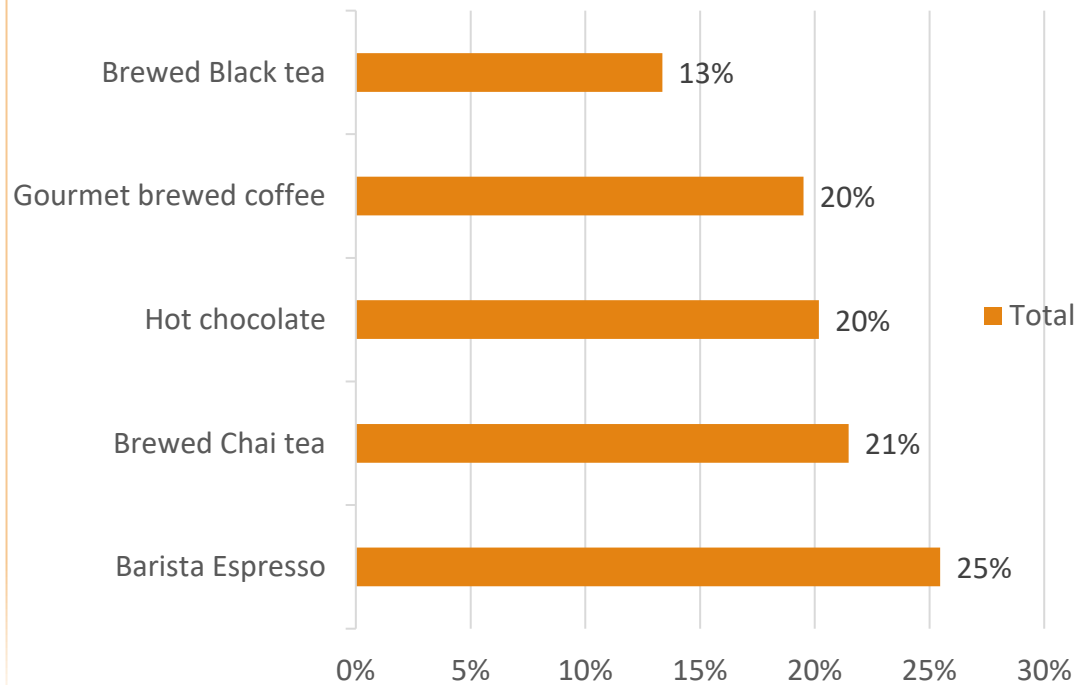


# Revenue by product type

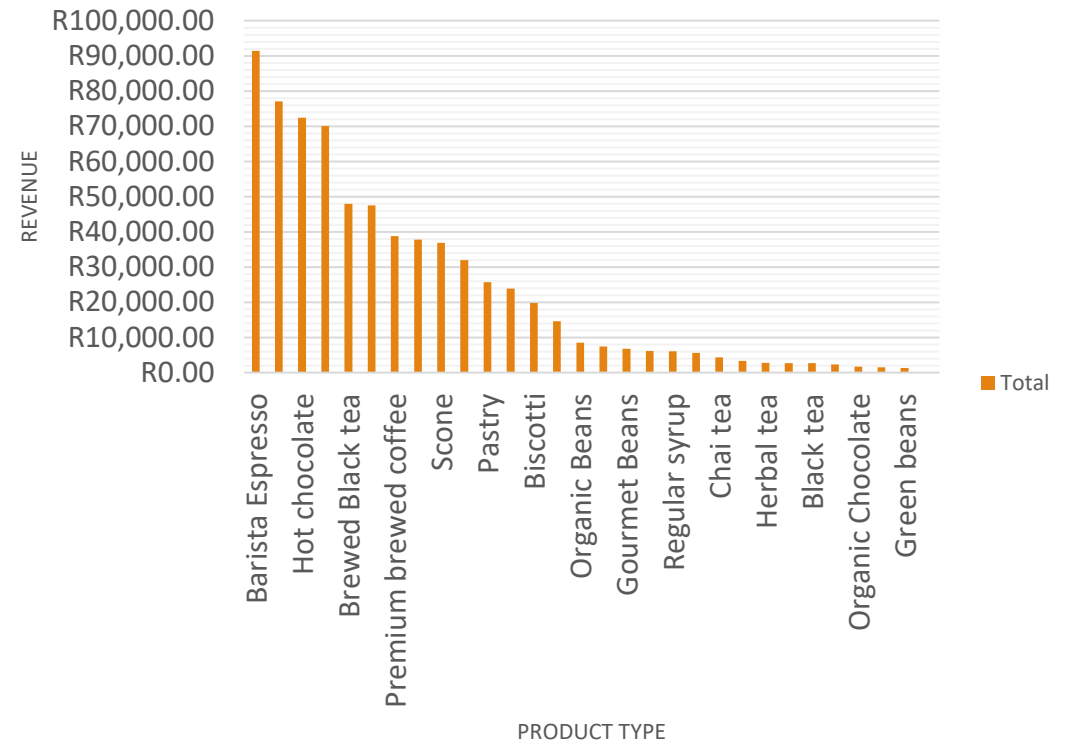
Filtered by 5 best selling to see which types products contributes the most across the 3 locations.

-Barista is the most selling Product type. It contributes 25% of the overall revenue while Green beans is the lowest of the 29 types contributing almost nothing.

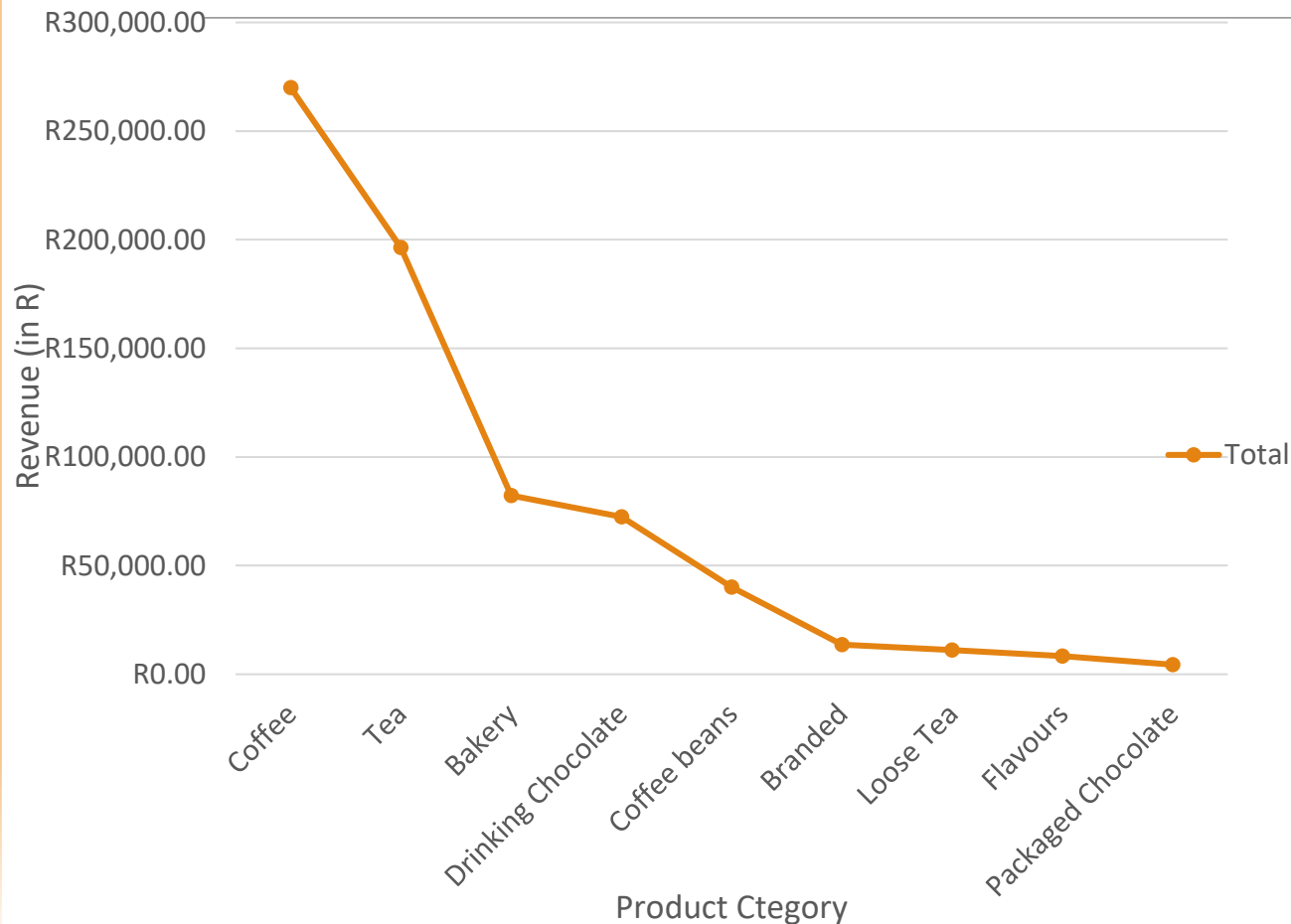
TOP Selling 5 Product Type



Revenue by Product type



## Sales by product category



## Revenue by Product category

- products categories arranged in order of performance from highest to lowest.
- Top performing category :coffee at the highest with revenue approaching R275 000
- Second-highest category : Tea is the second – best performer ,with revenue around R200 000
- There is a sharp decline after the top 2 leading to the lowest performing product categories with revenue totals less than R15 000

# RECOMANDATIONS

## **Implement loyalty rewards program**

Rewarding customers will build customer loyalty and boost sales as customers try to qualify for the rewards .

Make birthday discounts or promotion on customer's favorite drinks .

## **Expand product offering**

Offer cold beverages as well to cater for hot weather conditions and throughout the day where most people can prefer iced tea, iced coffee and other popular cold drinks .

## **Improve online visibility**

Add high quality photos on social platforms , accurate hours and improve visibility on Google maps .

Run online promotions and use social media to advertise special offers and other updates.

## **Stock more of the best-selling items**

Ensure that the best-selling items never run out.



# THANK YOU



PRESENTED BY PONTSHO SEANEGO