# BRIGHT COFFEE ANALYTICS

The purpose of this study is to was to analyse sales performance data from the Bright Coffee stores and make recommendations for improvment in sales and revenue based on the data findings.

SALES PER STORE

From the data provided, spanning from 01/01/2023 to 30/06/2023; all three stores performed similarly. with Hell's Kitchen performing the best by producing 5094 total sales with a revenue of R236 511,76
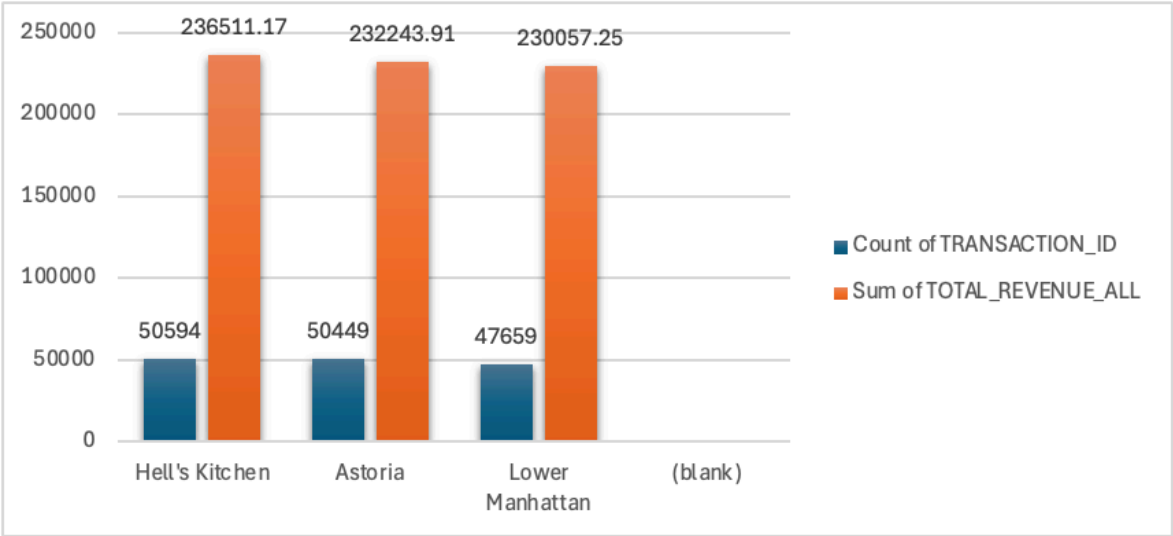
PERCENTAGE OF SALES FOR SEASONS OF THE YEAR

Atumn accounted for majority of sales accross the three outlets at 54%.

**SALES PER SEASON**

- Autumn
- Summer
- Winter
- (blank)

54%
24%
22%
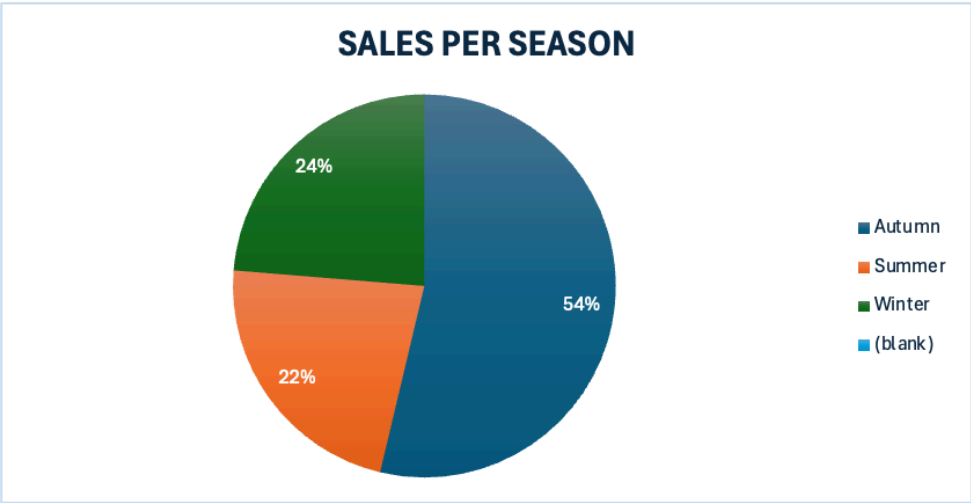
NB: the provided data is only for a 7 month period ,meaning more data is required to accurately determine the efect of seasonal changes over a full cycle of seasons, preferably over a 12 or 24 month period

SALES FOR DIFFERRENT SEGMENTS OF THE DAY.

The data presents Lower Manhattan as the best performing outlet in the morning, but a sharp decline in the evening time.
astoria has lower than average sales in the morning which is cause for concern

Sales per time bucket.

- Total
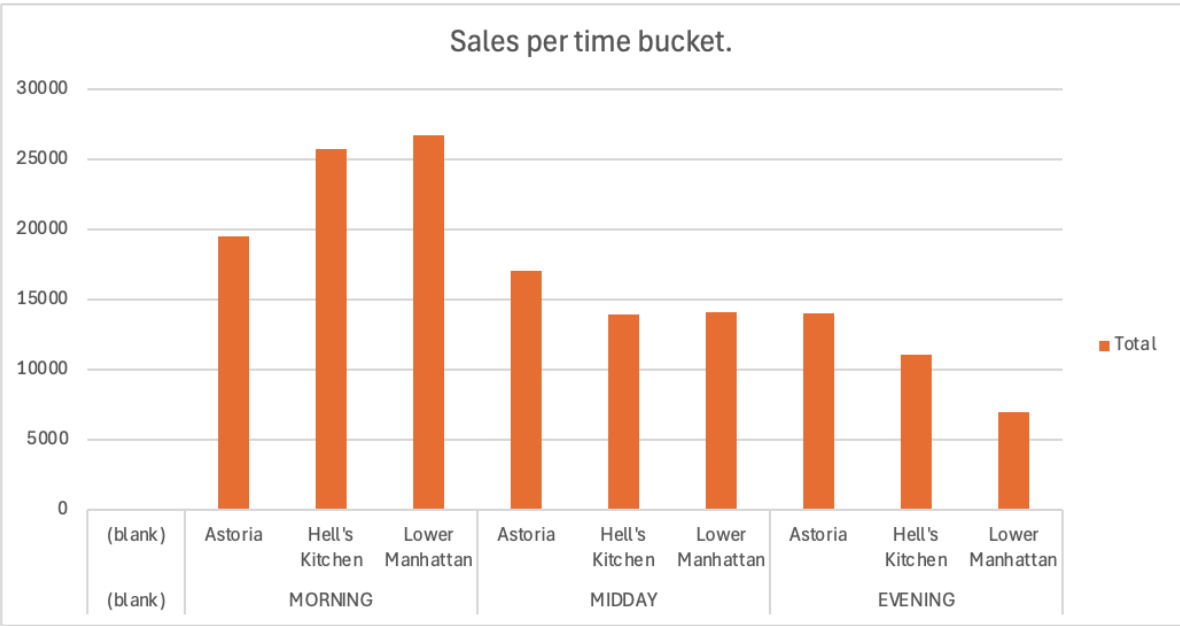
PERFORMANCE BASED ON PRODUCT CATEGORY
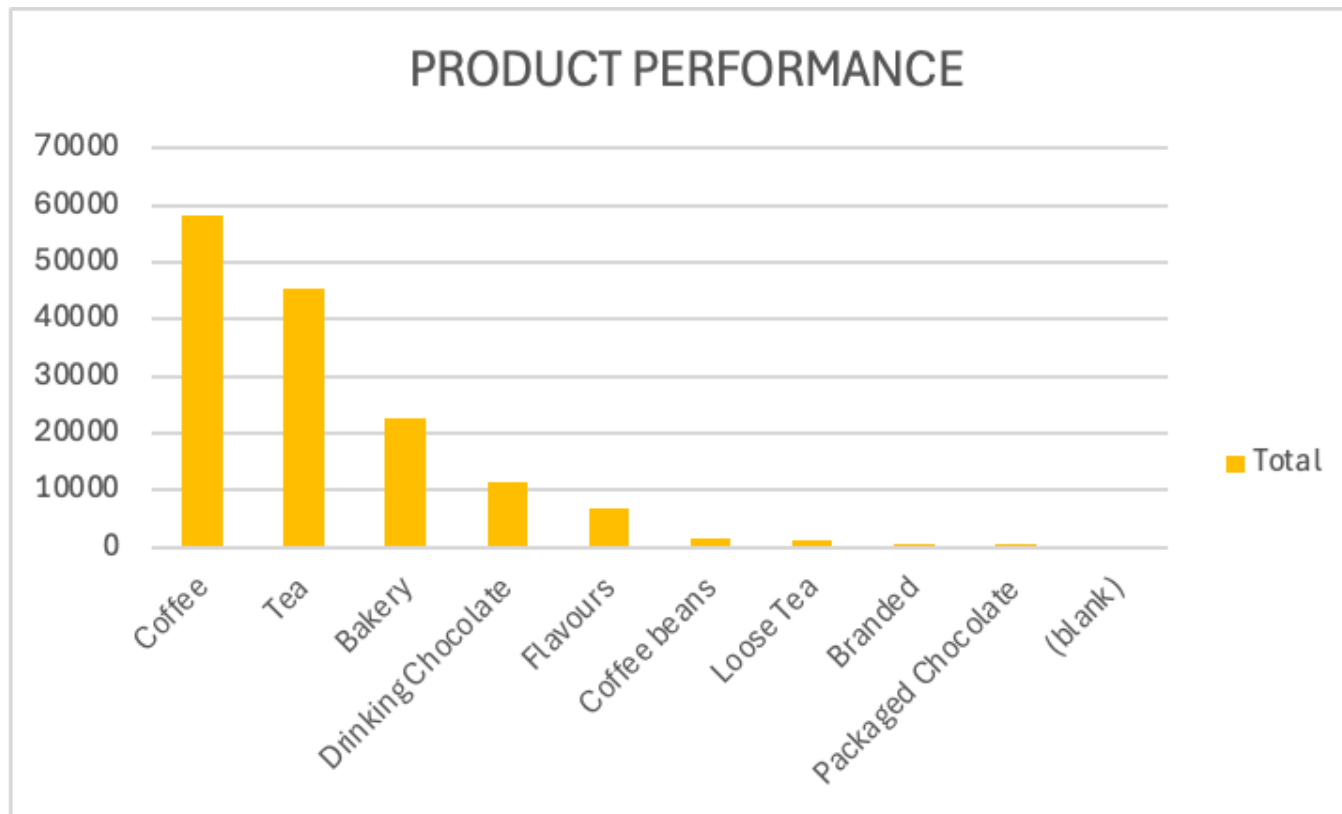
products in the coffee category performed the best over the provided time period, selling over 58 000 units.
branded products such as packaged chocolate and ';branded' performed the least with each selling below 1000 units over the 7 month period.

RECOMMENDATIONS

Contextually, the morning segment is the most significtant time period for the coffee chain to produce the most revenue on sales, this is also reflected by the data on the 'sales per time bucket'. However sales were signifcantly lower for Astoria which needs causes a need for immediate intervention.

- A morning breakfast campaign is recommended, for example: buy once get one free on coffe before 10AM. this approach will drive foot traffic , boosting sales for other items like in the bakery section, as customers sit down to enjoy their coffe, most likely in pairs because of the free coffee. This strategy can be implemented accross the stores to improving revenue throughout the chain.
- Although an accurate representation of the effect of seasons could not be determined, we suggest a longer period of data collection to accurately make recommendations regarding seasonal strategy integration.
- The data above shows that some products in the menu do not perform well at all, for example, packaged products and branded products, for this reason , we suggets replacig those underperforming products with products that will appeal to customers from the midday to the evening segments. This could be cold meat products like sandwiches, salads or iced coffee or milkshakes. This strategy ensures relevance to time of day and variety in menu but still keeping to the core mission of the coffee chain.
- We recommend regular review of products and sales performance to ensure optimal operation and revenue generation.