

Introduction



The Bright Coffee Shop Sales Analysis project focuses on using historical transactional data to uncover insights that can guide strategic business decisions. The company recently appointed a new CEO whose goal is to grow revenue, enhance operational efficiency, and improve product performance.

Through the analysis of daily sales data, this project provides a detailed understanding of customer purchasing behavior, time-based sales patterns, and product profitability. By transforming raw data into actionable insights, the analysis supports data-driven decision-making and business growth.



To analyze Bright Coffee Shop's transactional sales data to identify key trends, top-performing products, and peak sales periods, and to provide strategic recommendations that can improve revenue generation and operational performance.

· Objectives

- Examine sales data to determine overall revenue performance and customer purchasing patterns.
- Identify high-performing and low-performing products to guide marketing and inventory decisions.
- Analyze sales by time and date to pinpoint peak periods and optimize staffing or promotions.
- Evaluate store-level performance to determine which branches contribute most to total revenue.
- Develop data visualizations and KPIs to communicate insights effectively to the CEO.
- Provide actionable recommendations for boosting sales, promoting underperforming products, and improving business operations.

Methodology ..

1.Data source:

Bright Coffee shop transactions data csv file

2.Data Ingestion:

Upload CSV file to snowflake

3.Data Processing:

Code in SQL on snowflake

4.Data Visualisation:

Export processed table to Excel for analysis

5.Data Presentation:

Create a visual presentation of PowerPoint with detailed insights

6.Project Documentation:

Store all the files on GitHub

Insight summary

Morning Rush Dominance:

Most transactions and revenue occur between 7:00 AM and 11:00 AM, confirming that mornings are the most profitable hours. The peak sales hour is 10:00 AM, aligning with daily coffee demand.

Coffee Leads in Revenue:

The Coffee category contributes approximately 41% of total revenue, making it the shop's top-performing product line. Tea follows as the second-highest contributor, while Bakery and Chocolate items show moderate performance.



Top-Performing Products:

1. Sustainably Grown Organic (Large)

2.Dark Chocolate (Large)

3.Latte (Regular)

4. Cappuccino (Large)

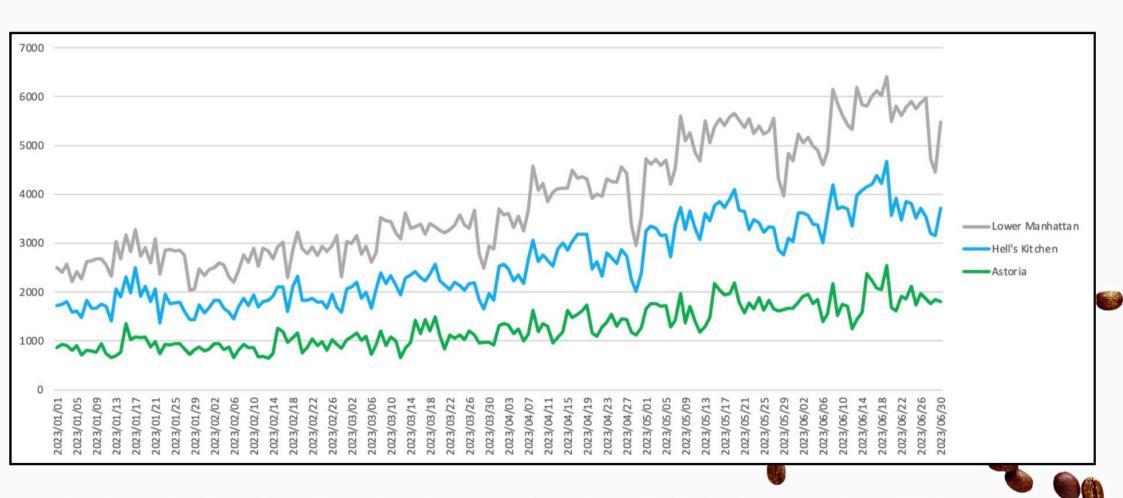
5.Morning Sunrise Chai (Large)

These premium beverages account for a significant share of total revenue, suggesting strong customer preference for highquality, larger-sized drinks.

O Location Insights:

Consistent sales patterns across all 3 locations indicate strong brand loyalty and potential for expansion in other high-traffic urban areas.

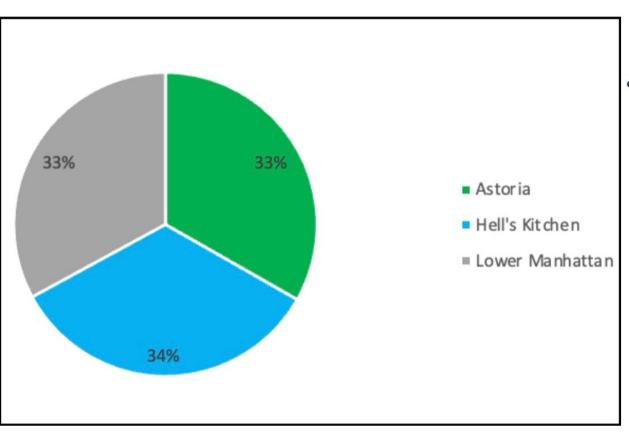
Daily Revenue Trend by Store location



Lower Manhattan shows strong revenue growth, while Astoria remains stable but lower-performing.

· * * * Revenue by store location

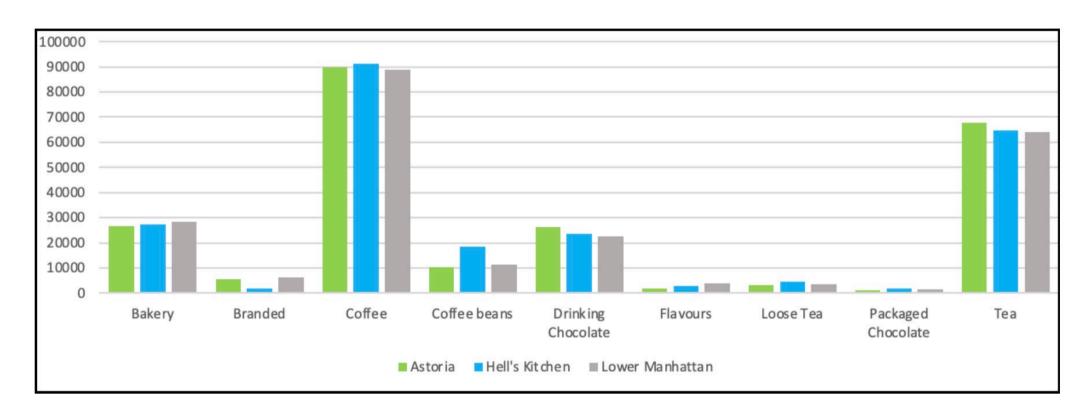




• The revenue analysis shows that all three Bright Coffee Shop locations perform consistently, with Hell's Kitchen slightly leading at **34%** of total revenue, while Astoria and Lower Manhattan each contribute **33%**. This balanced distribution indicates strong brand consistency and steady demand across all areas. To maximize growth, the business could introduce localized promotions or loyalty programs to further boost performance in each branch.

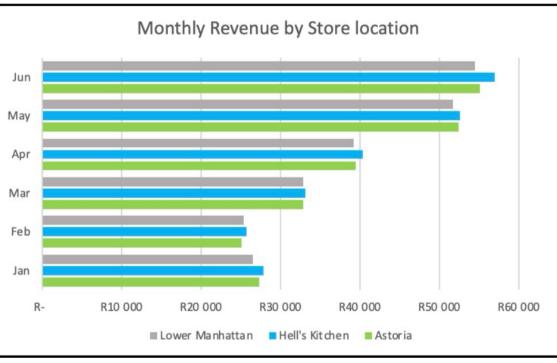
.

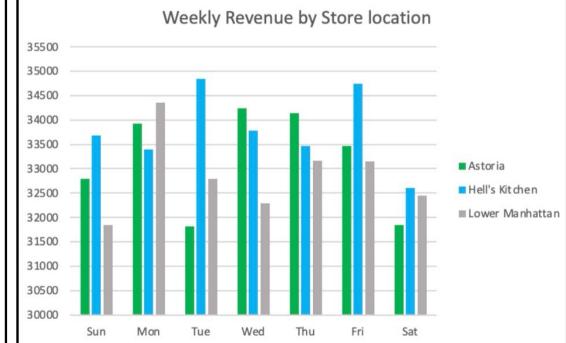
::: Revenue by prodcut category



Coffee contributes 38% of the total revenue generated in the last 6 months while tea
 contributes 28% as 2ndbest.

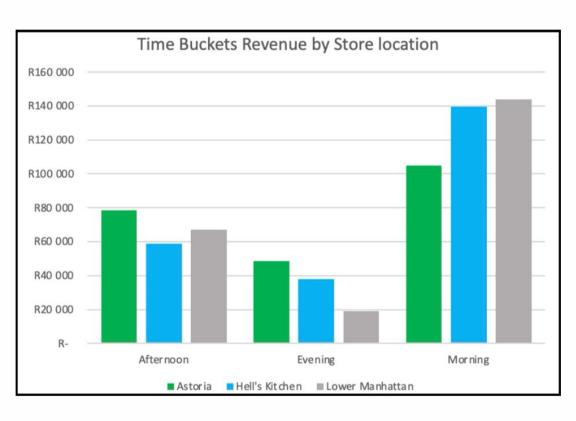
Monthly Revenue vs Weekly Revenue

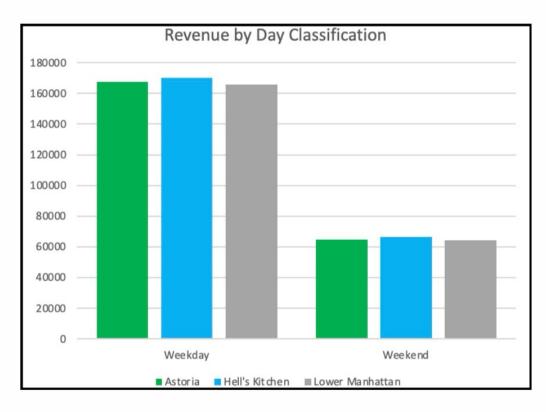




- Revenue across all the stores increased by 50% in June comparing to Feb. due to weather conditions, since in Feb its mostly hot and in June its mostly cold
- Hell's Kitchen shows the highest and most consistent revenue across the week, especially on Tuesday and Friday, indicating strong weekday performance compared to Astoria and Lower Manhattan.

Revenue by Time buckets vs Day classification

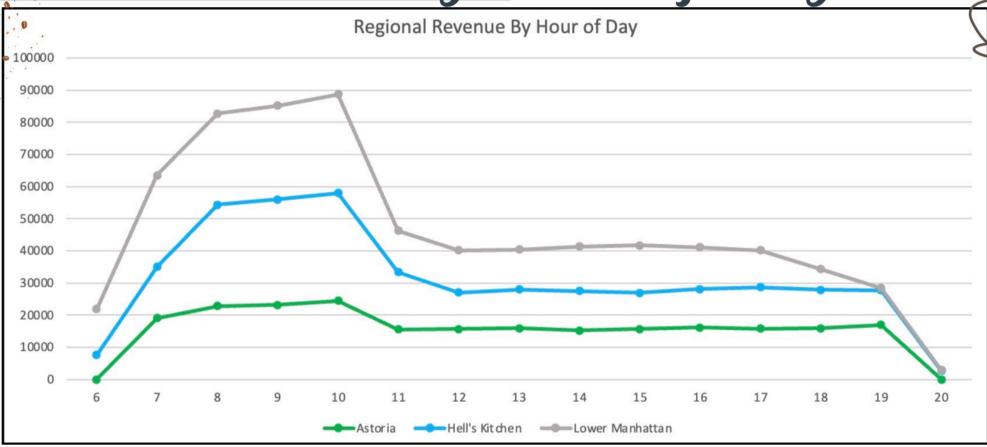




- 54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.
- generated in the evening.
 Night sales only accounts for 0.4% of the total sales

Revenue is significantly higher on weekdays across all locations compared to weekends, with Hell's Kitchen showing a slight lead, highlighting strong weekday sales performance.

Revenue by Hour of Day



- 54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.
- Revenue is consistence across the shops between 12pm and 7pm
- It is worth noting that creating price drop promotion at 10am can dilute the customer interest

Recommendations ()

Focus on Top Sellers

- Prioritize inventory and marketing for top-sellers (Sustainably Grown Organic, Latte, Cappuccino).
- Promote these items across store menus, social media, and digital ads to leverage their proven popularity.

Boost Afternoon Sales

- Launch "Afternoon Happy Hour" campaigns between 2-4 PM to attract more customers during off-peak hours.
- Introduce combo deals such as "Coffee + Pastry" or "Buy 2 Get 1 Free" to encourage higher basket sizes.

Strengthen Morning Strategy

- Continue focusing on the morning peak (7–11 AM)
 with loyalty rewards and express-service
 promotions.
- Offer pre-order or subscription-based coffee programs to retain regular morning customers.

Promote Underperforming Items

- Highlight Bakery and Chocolate items through cross-selling with beverages.
- Bundle slow-moving products with best-sellers to increase visibility and sales volume.

