



Performance Analysis of Bright Coffee Shop





Overview of the Project



Project overview



Introduction

This case study was conducted to support the newly appointed CEO of Bright Coffee Shop in understanding the company's performance over the past six months. The CEO aims to improve revenue and product performance using data-driven insights.

Problem Statement

Bright Coffee Shop has experienced a decline in performance over the last six months, prompting a leadership change. The new CEO requires a comprehensive analysis of historical sales data to guide strategic decisions.

Aim of the Project

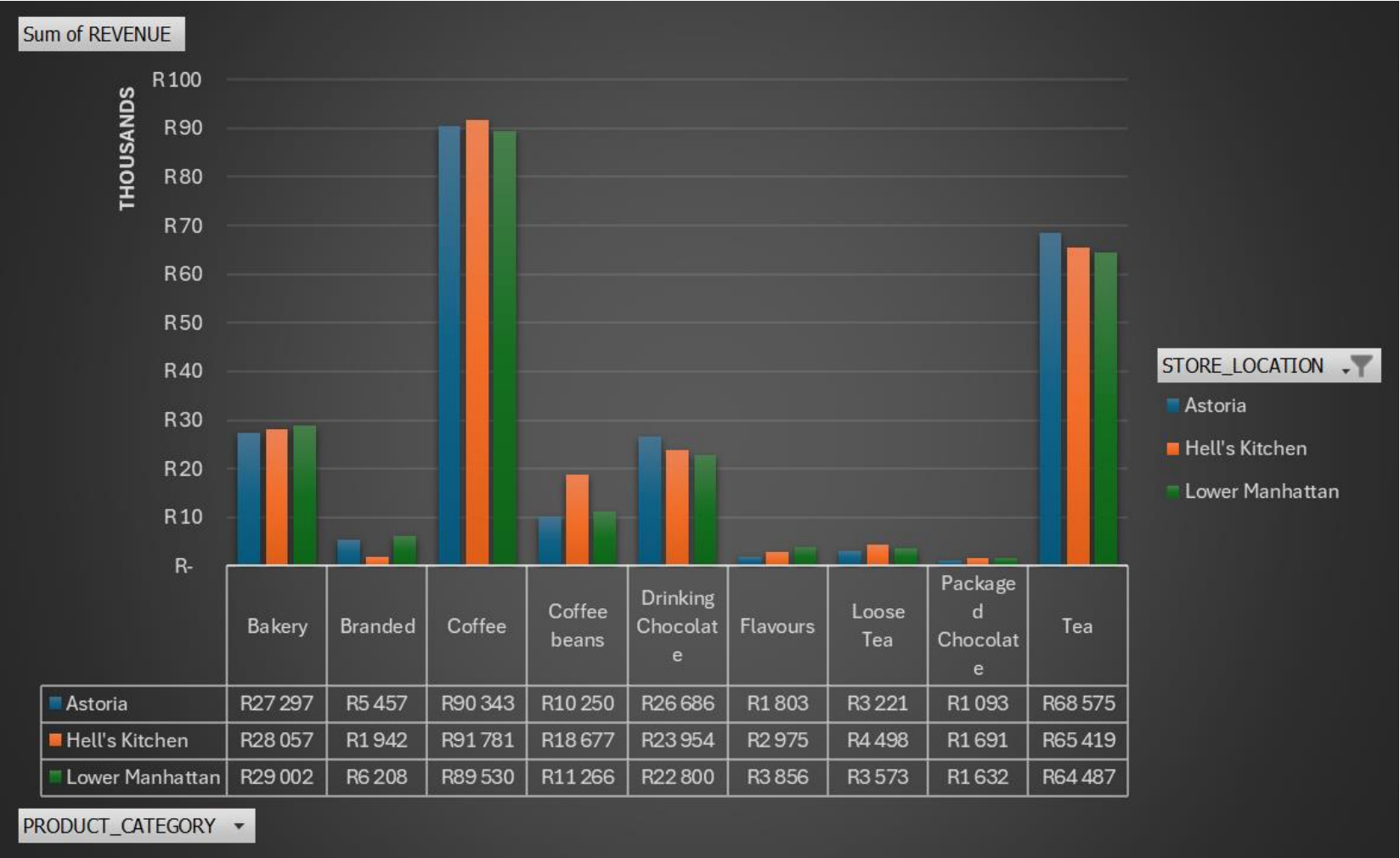
To analyse historical transactional data and uncover actionable insights that will help improve sales performance, optimise product offerings, and identify peak operational times.



Analysis of Data



Total Revenue Per Product Category And Store Location



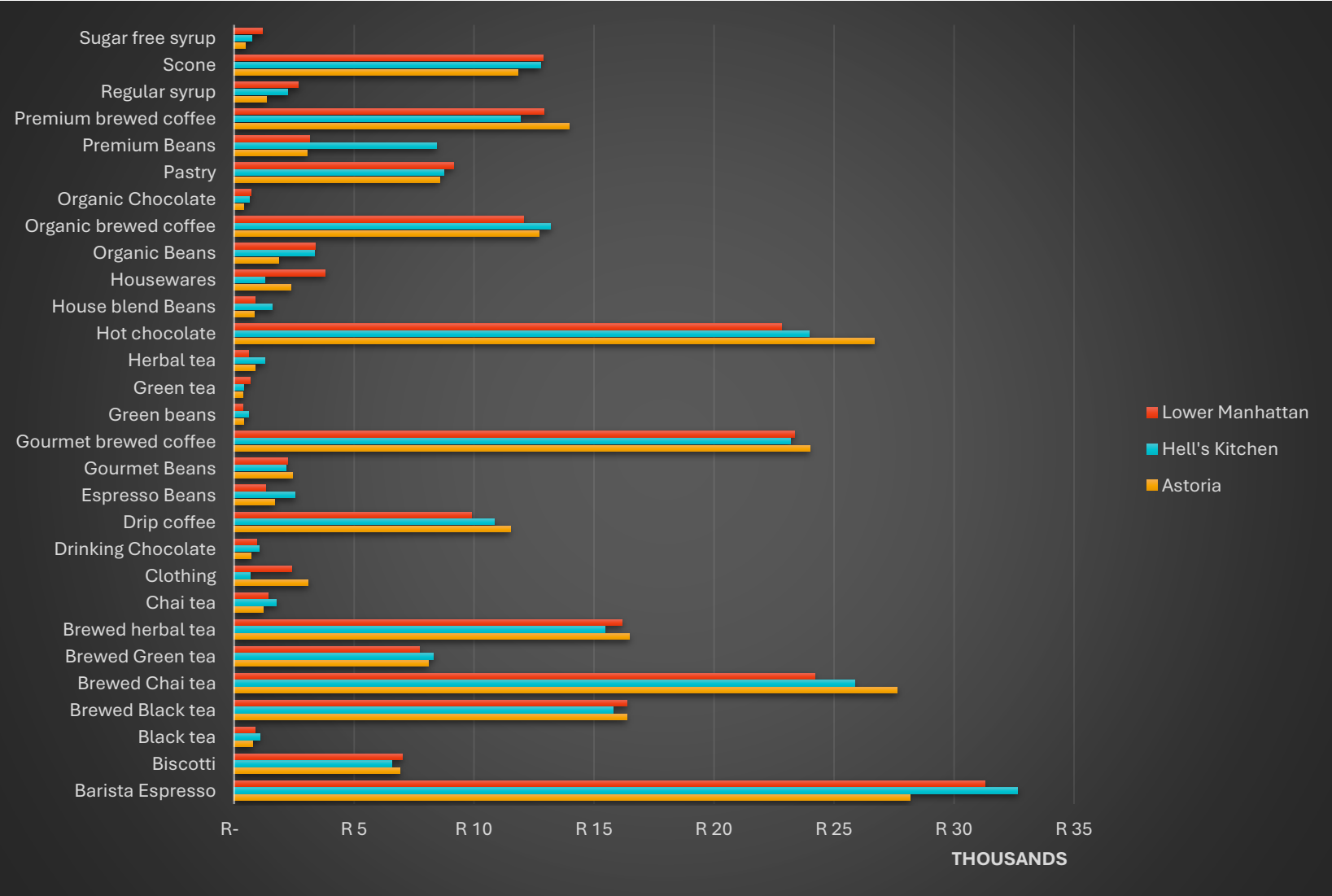
The graph illustrates the revenue generated by different product categories across three store locations.

Analysis:

- Coffee** is the top revenue-generating category across all three store locations, with Hell's Kitchen leading slightly at R91,781.
- Tea** also performs strongly, especially in Astoria (R68,575).
- Branded products** show a notable disparity, with Lower Manhattan generating the highest revenue.
- Bakery** revenue is fairly consistent across locations, ranging from R27,297 to R29,002.
- Flavours, Loose Tea, and Packaged Chocolate contribute the **least** to overall revenue in all locations.



Total Revenue Per Product Type And Store Location



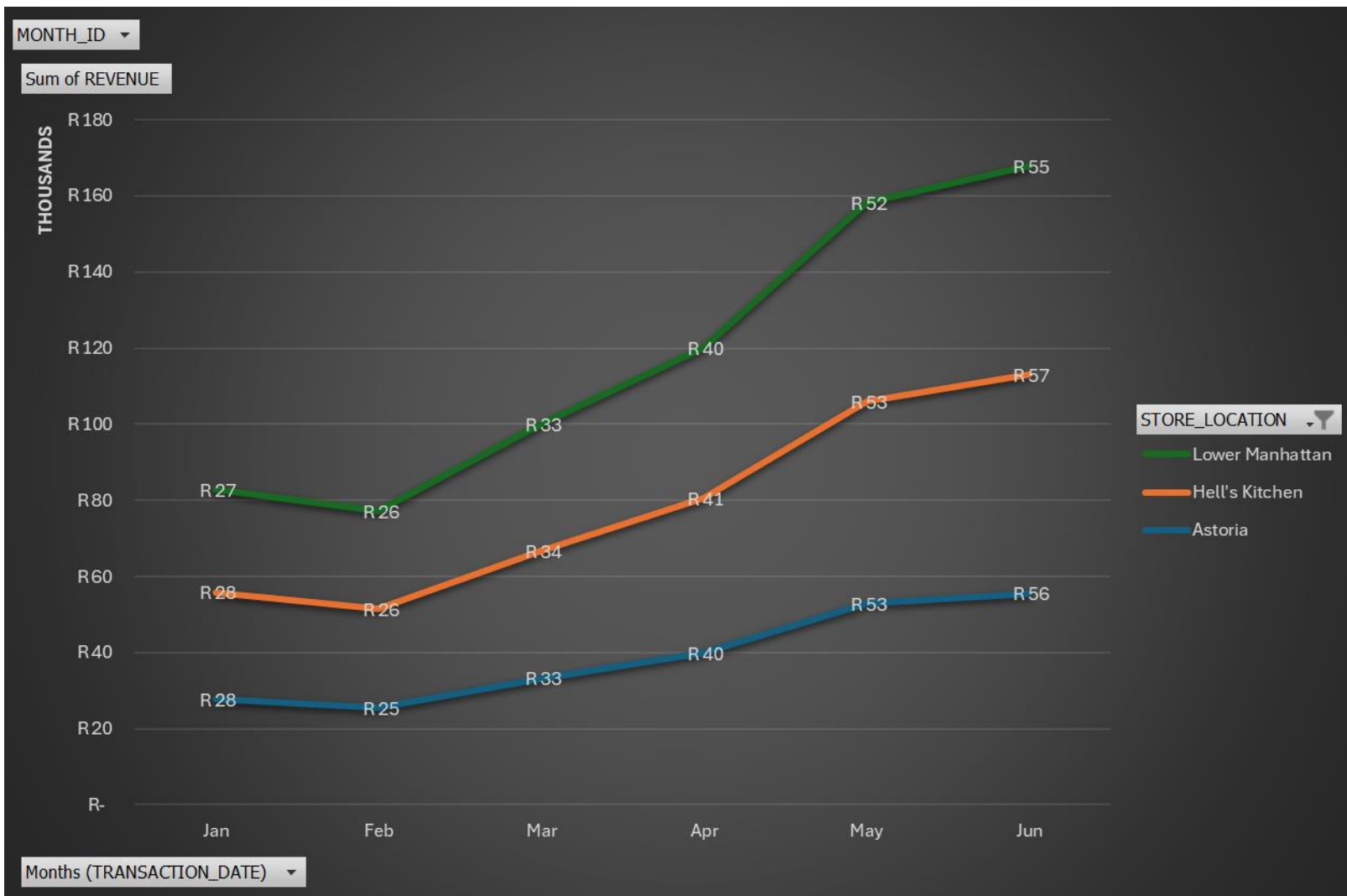
This bar chart compares sales per product type (in thousands of Rands) across three store locations.

Analysis:

- Hot chocolate, Barista Espresso, Brewed Chai tea, and Gourmet brewed coffee are among **the top-selling items** across all locations.
- Astoria consistently leads in sales** for high-performing products like Brewed Chai, Gourmet brewed coffee and Hot chocolate.
- Astoria** shows stronger sales in niche categories like Brewed Herbal Tea and Brewed Green Tea.
- Hell's Kitchen** performs well in Hot Chocolate, Chai Tea.
- Products like Sugar free syrup, Organic chocolates, Herbal tea, Green tea and Green beans, show **relatively low sales** across all locations.



Revenue Per Month and Store Location



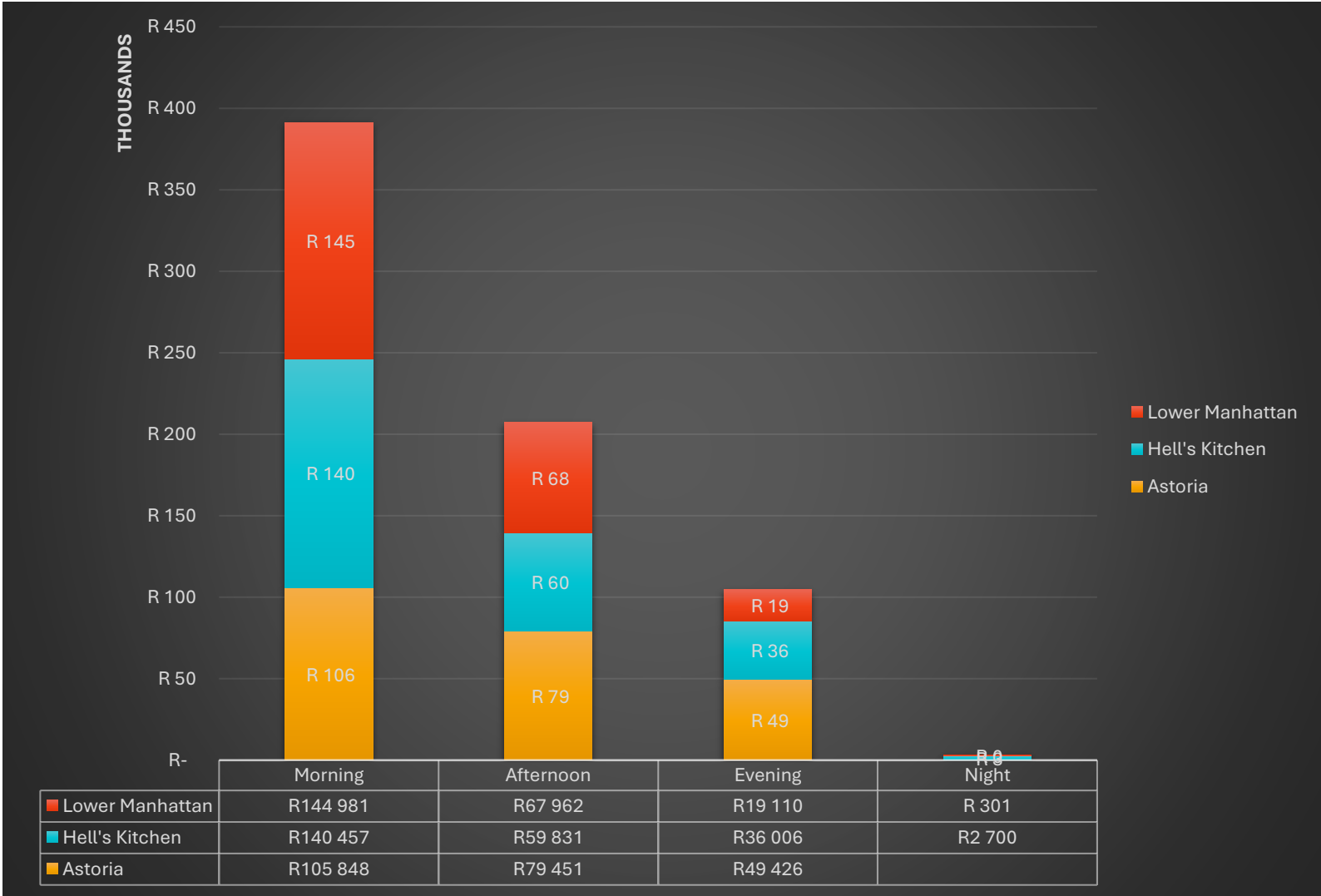
The graph analyses monthly revenue trends (in thousands of Rands) for three store locations from January to June 2023.

Analysis

- **Lower Manhattan:** Revenue grows steadily from R27k in January to R55k in June.
- **Hell's Kitchen:** Shows consistent growth, peaking at R57k in June.
- **Astoria:** Slight fluctuations early on, but overall increase from R28k to R56k.
- All three stores reach peak revenue in June, indicating a strong upward trend across the board.



Revenue Per Period and Store Location



This bar chart analyses revenue distribution by time of day, Morning, Afternoon, Evening, and Night, across three store locations.

Analysis

- **Morning is the most profitable** time across all locations:
- Afternoon revenue drops significantly, with Astoria outperforming the others (R79,451).
- Evening shows further decline, but Astoria leads again (R49,426), suggesting stronger late-day performance.
- **Night revenue is negligible** across all locations, indicating minimal customer activity or store operations during this period.

Summary of Results



	Summary of Findings
Revenue by Product Category & Location	Coffee is the top performer across all stores; Hell's Kitchen leads slightly. Tea performs well in Astoria. Branded products do best in Lower Manhattan. Bakery is consistent. Flavours, Loose Tea, and Packaged Chocolate generate the least revenue.
Revenue by Product Type & Location	Top-selling items: Hot Chocolate, Barista Espresso, Brewed Chai Tea, Gourmet Brewed Coffee. Astoria leads in niche teas. Hell's Kitchen excels in Hot Chocolate and Chai Tea. Low performers include Sugar-Free Syrup, Organic Chocolates, Herbal Tea, Green Tea, and Green Beans.
Monthly Revenue Trends	All stores show growth from Jan to Jun 2023. Hell's Kitchen peaks at R57k in June. Lower Manhattan and Astoria also show strong upward trends, peaking in June.
Revenue by Time of Day	Morning is the most profitable across all locations. Afternoon and Evening revenues drop, with Astoria leading in both. Night revenue is negligible across all stores.



Key Insights and Recommendations



Key Insights and Recommendations



Key Insight	Recommendation
Coffee and Tea are consistently high performers	Focus marketing and promotions on these categories to drive further growth.
Astoria excels in niche tea products	Expand niche tea offerings and consider replicating Astoria’s product mix in other locations.
Morning is the most profitable time	Optimise staffing and inventory for morning hours; consider morning-specific promotions.
Afternoon and Evening show potential in Astoria	Investigate Astoria’s operational strategies during these periods and apply learnings to other stores.
Night revenue is negligible	Consider reducing operational hours or staffing during night periods to cut costs.
Monthly revenue is trending upward	Maintain momentum with seasonal campaigns and loyalty programs to sustain growth.