

# Brightlight Coffee Shop

## Sales Analysis

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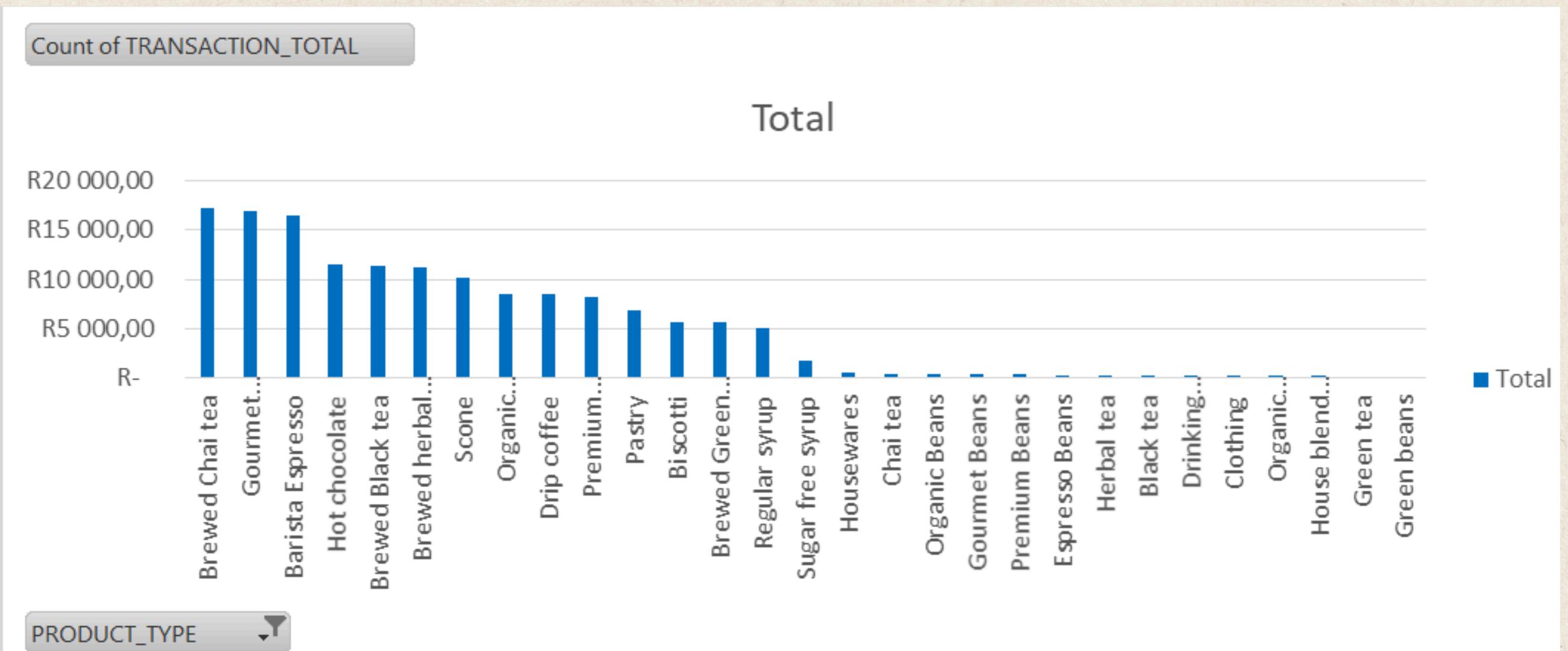
## Presentation overview

1. Revenue analysis
2. Sales trend by time
3. Product performance
4. Location distribution
5. Recommendation

# Revenue analysis

## Insights

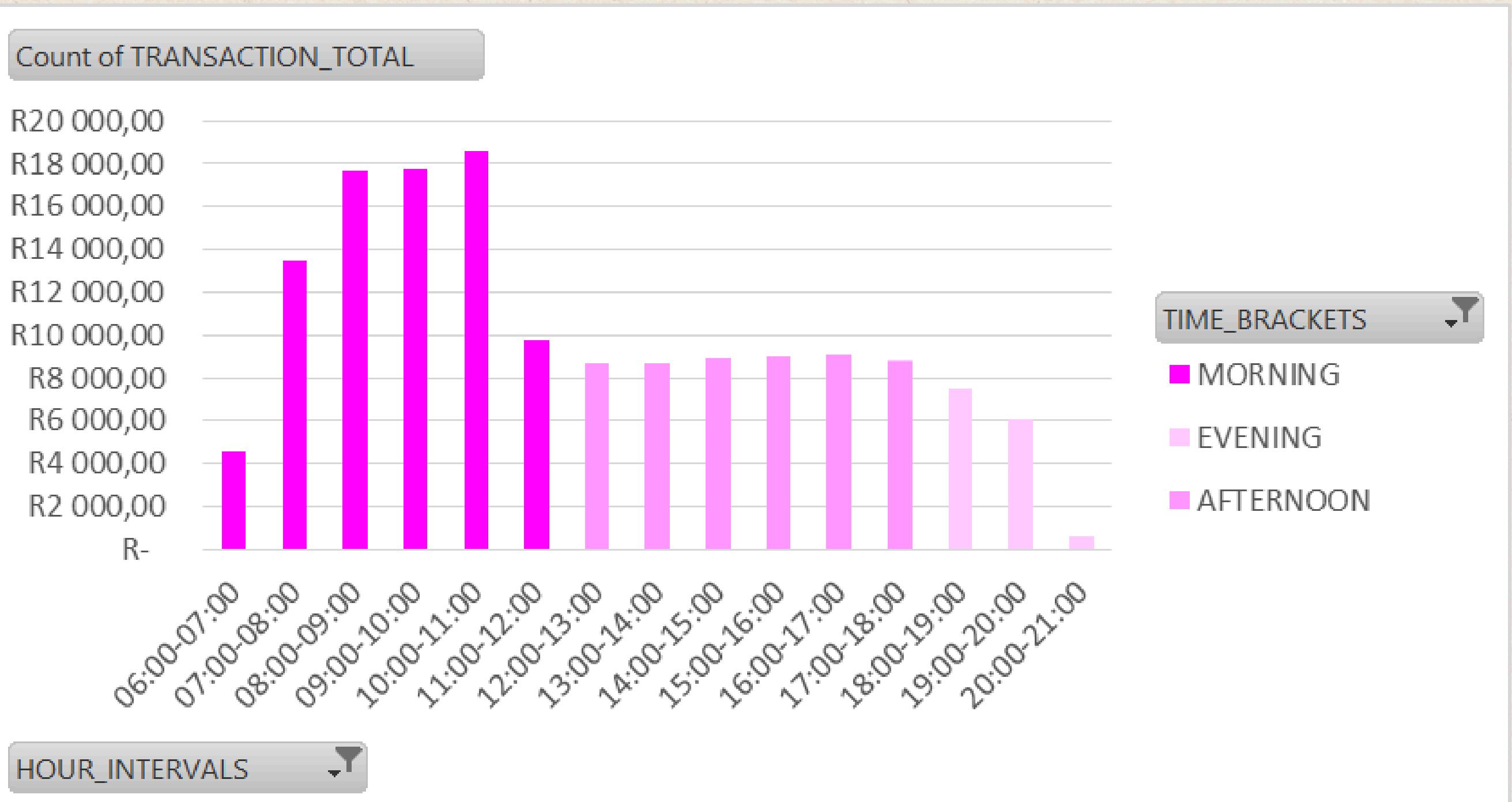
### Total revenue per product type



- There is a total revenue of R698 808 that was made, with a transaction total of R145 119.
- Top 5 best performing products are Brewed Chai tea, Gourmet brewed coffee, Barista Espresso, Hot chocolate, Brewed Black tea. They made a sum of R73 315
- Top 5 lowest product are Drinking Chocolate, Clothing, Organic Chocolate, House blend Beans, Green tea, Green beans. They made a sum of R1

# Sales trend by time

## Peak time intervals for sales

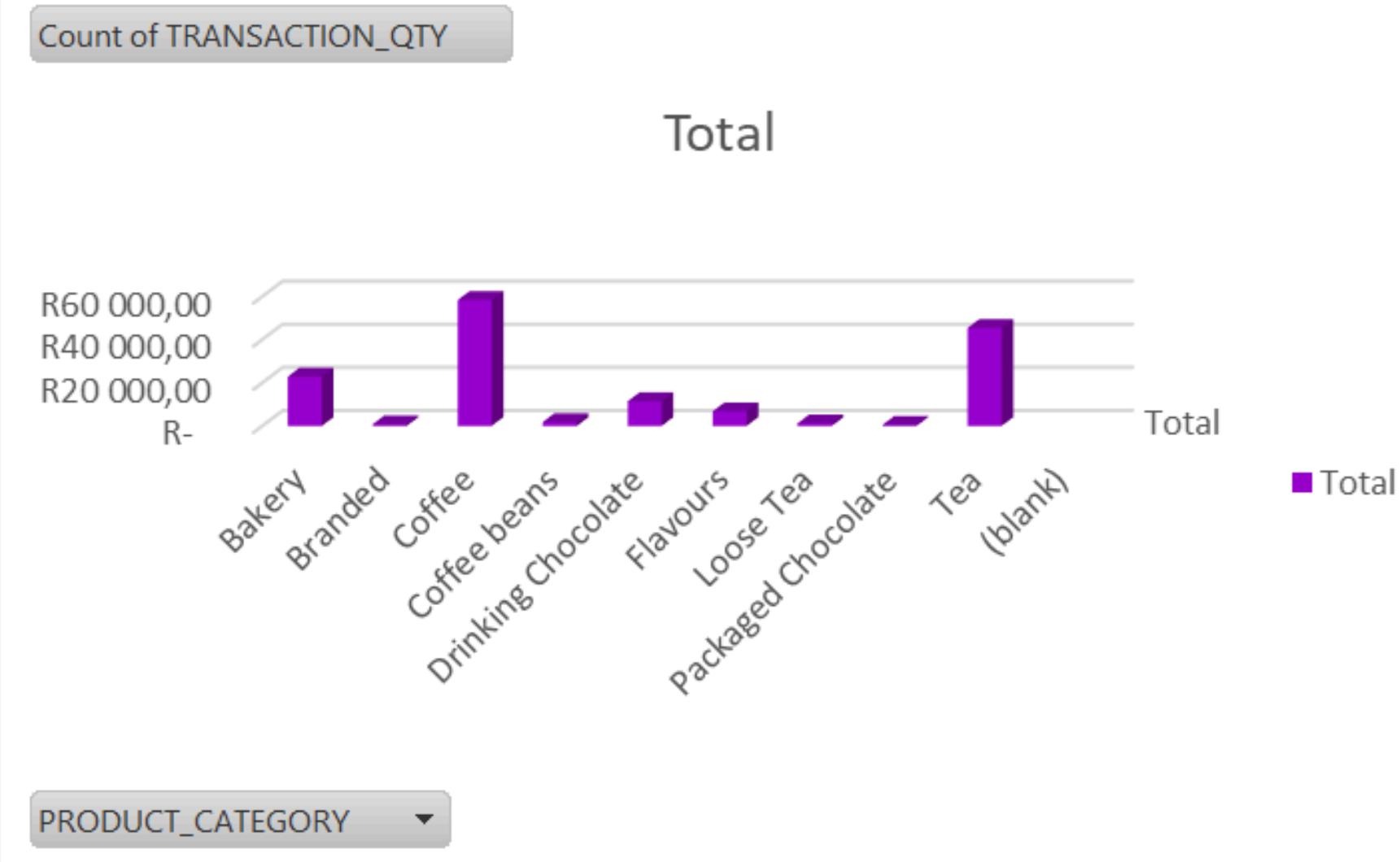


## Insights

- Morning has the highest revenue especially 10:00-11:00
- Evening has the lowest revenue more especially 20:00-21:00

# Product performance

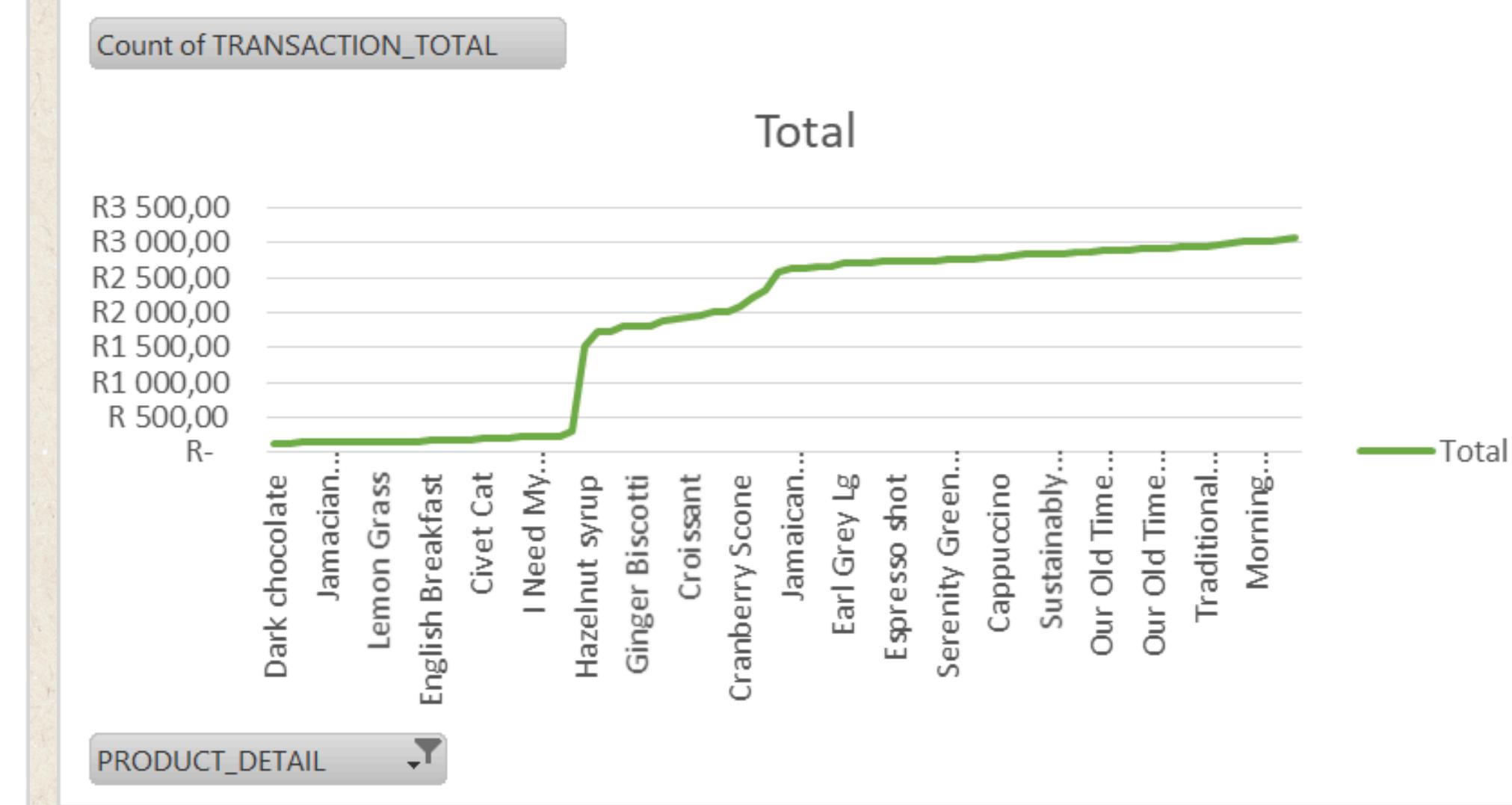
Quantity of items sold by product category



Insights

- Coffee has the highest sales
- Packages chocolate has the lowest sales

Best selling product detail



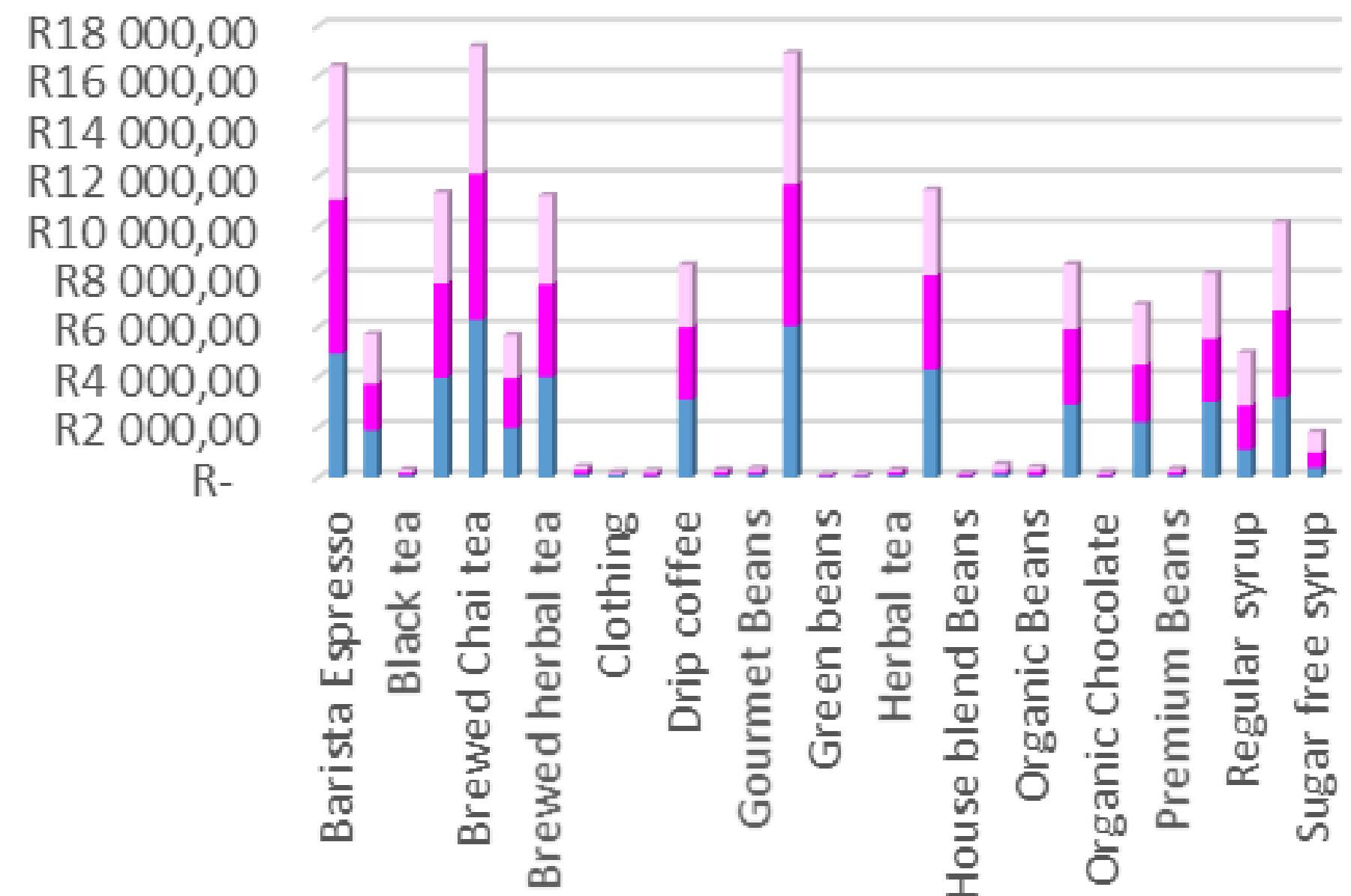
Insights

- Chocolate croissant brings in more money
- Dark chocolate brings in less money

# Location distribution

## Product type per store location

Count of TRANSACTION\_TOTAL



PRODUCT\_TYPE

STORE\_LOCATION

- Lower Manhattan
- Hell's Kitchen
- Astoria

## Insights

- All stores are doing really well
- Astoria made a total of R50 598
- Hell's kitchen made a total of R50 735
- Lower Manhattan made a total of R47 782

# Recommendations

## Optimize product offerings

- Focus on top performing products: continue to promote and stock brewed chai tea, gourmet brewed coffee, barista espresso, hot chocolate and brewed black tea, as they are the top revenue generators
- Discontinue or rebrand low performing products: consider discontinuing or rebranding drinking chocolate, clothing, organic chocolate, house blend beans, green tea and green beans

## Time based strategies

- Morning promotion: Capitalize on the highest revenue period by offering special morning deals, discounts or loyalty programs to attract more customers during this time
- Evening revitalization: Introduce evening-specific promotions such as happy hour deals, live music or themed events to increase foot traffic and revenue during the slowest period

## Product optimization

- Coffee dominance: Continue to prioritize coffee sales as it is the highest-selling product category
- Chocolate strategy: Focus on selling chocolate croissants and other high-demand chocolate products while considering discontinuing or rebranding low-selling chocolate items like dark chocolate and packaged chocolate

## Additional suggestions

- Analyze customer preferences: Conduct surveys or gather feedback to understand customer preferences and tailor product offerings and promotions accordingly.
- Inventory management: Optimize inventory levels to ensure that top-performing products are always in stock while minimizing waste and overstocking of low-performing products.
- Staff training: Provide staff training on product knowledge, customer service and sales techniques to enhance the overall customer experience and increase sales



Thank You  
Brightlight Coffee Shop

