# BrightLight Coffee Shop Sales report

Purpose: Business Insights for a New CEO using Historical Transactional Data from BrightLight coffee shop.

Reason for the analysis and recommendation on how the coffee shop can improve their performance and increase revenue. The following will be explained in detail.

- Well look into which product generate the most revenue.
- What time of the day the stores perform best.
- Sales trends across products and time intervals.
- Recommendations for improving sales performance.

No 1. Sales Revenue
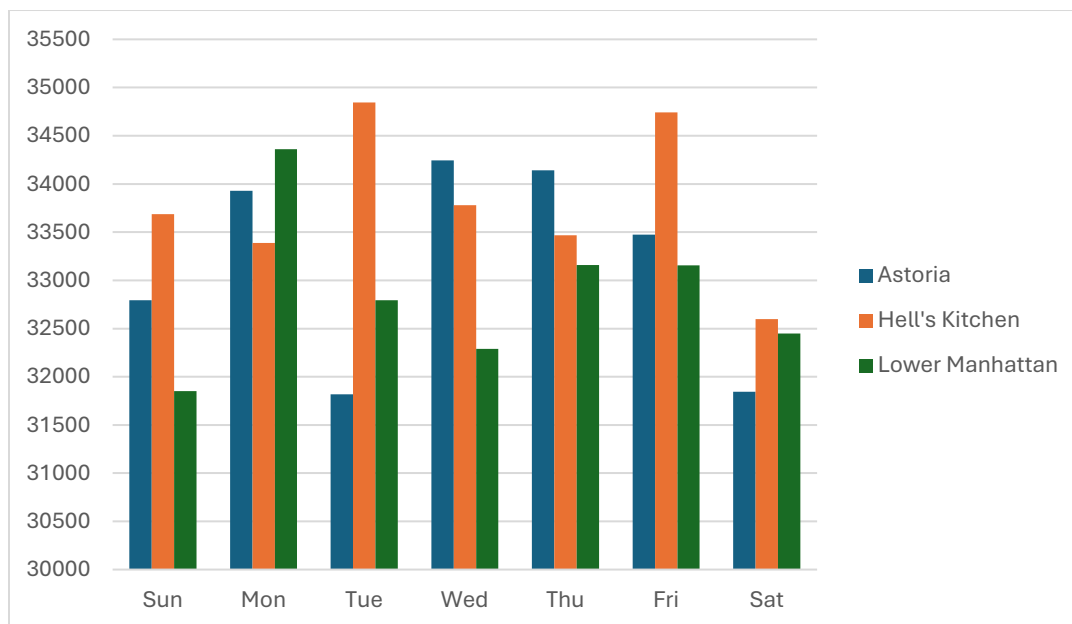
By Store Location

- **Astoria (blue):**
  - Has its highest revenue on **Wednesday and Thursday**, slightly above 34,000.
  - Lowest revenue on **Tuesday and Saturday**, just below 32,000.
  - Overall, revenue is relatively consistent across the week, fluctuating within a narrow band.

- **Hell's Kitchen (orange):**
  - Peaks on **Tuesday and Friday**, with revenue near 35,000 — the highest values across all stores and days.
  - Lowest on **Saturday**, slightly above 32,500.
  - Notable midweek strength.

- **Lower Manhattan (green):**
  - Has the highest revenue on **Monday**, slightly above 34,000.
  - Lowest on **Sunday and Wednesday**, around 32,000.
  - Revenue is otherwise moderate and fairly consistent.

By Day of the Week

Monday: Lower Manhattan leads, followed closely by Astoria, then Hell's Kitchen.

**Tuesday:** Hell's Kitchen spikes significantly, becoming the top performer.

Wednesday: Astoria leads, followed by Hell's Kitchen, with Lower Manhattan trailing.

Thursday: All stores show similar revenues, slightly favoring Astoria.

Friday: Another peak for Hell's Kitchen, while Astoria and Lower Manhattan are close to each other.

Saturday: Lowest overall revenues for all three stores, indicating it might be a slower day.

Sunday: Hell's Kitchen leads, while Lower Manhattan is noticeably the lowest.
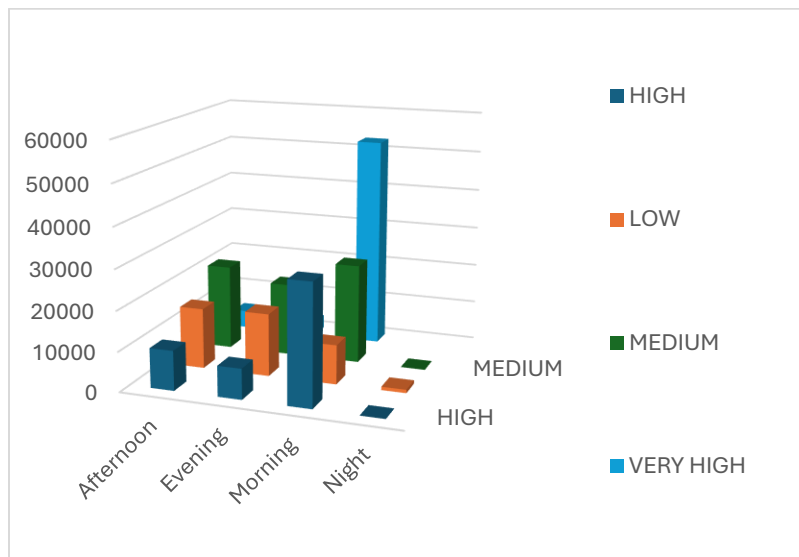
Key Insights from Time-Based Spend Band Analysis

Chart Focus: Sum of Units Sold by Time Bucket and Spend Band

Time Buckets:
- **Morning:** High volume from MEDIUM spenders; strong presence of HIGH and LOW spenders.
- **Afternoon:** Balanced but lower overall sales; MEDIUM leads.
- **Evening:** MEDIUM and LOW spenders dominate; HIGH spenders less active.
- **Night:** Overwhelmingly driven by VERY HIGH spenders; others almost absent.

Spend Band Highlights:
- **VERY HIGH:** Concentrated at night; possibly large/corporate orders.
- **HIGH:** Active primarily in the morning.
- **MEDIUM:** Most consistent throughout the day; strongest in morning.
- **LOW:** Prominent in evening and morning; price-sensitive segment.

Strategic Takeaways:
- **Night:** Invest in VIP service, loyalty perks for VERY HIGH spenders.
- **Morning:** Upsell MEDIUM to HIGH with bundles or breakfast deals.
- **Afternoon:** Introduce combo offers or midday promotions.
- **Evening:** Offer add-ons and discounts to boost LOW spenders.

Actionable Tip: Launch a loyalty campaign targeting night customers with high-value tier rewards.

Executive Summary
- Purpose: Analyze unit sales by time and spend band to optimize strategy.
- Key Insight: Night sales are dominated by VERY HIGH spenders; mornings capture the broadest range.

Analysis
1. **Morning:**
   - Largest spread across spend types.
   - MEDIUM spenders dominate.
   - Opportunity to upsell to HIGH.
2. **Afternoon:**
   - Lowest overall volume.
   - Consistent presence of MEDIUM and LOW.
3. **Evening:**
   - Balanced MEDIUM and LOW sales.
   - Very few HIGH/VERY HIGH buyers.
4. **Night:**
   - VERY HIGH band massively outpaces others.
   - Requires focused high-value targeting

Spend Band Profiling
- VERY HIGH: Corporate/bulk buyers? Personalize service.
- HIGH: Upsell candidates; best seen in early hours.
- MEDIUM: Strong, stable base.
- LOW: Sensitive to promotions.

Recommendations
- Loyalty campaign for night buyers.
- Morning meal + coffee combos.
- Evening discount-based promotions.

3.Recommendation table

TIME BUCKET	LOW Spend Band	MEDIUM Spend Band	HIGH Spend Band	VERY HIGH Spend Band
Morning	Promote small-basket add-ons	Upsell with meal + drink combos	Reward with free add-on loyalty item	Target premium morning service (VIP coffee)

Afternoon	Introduce flash discounts	Suggest upgrade bundles	Loyalty nudges to increase visit frequency	Rare presence - no strong targeting needed
Evening	Offer multi-buy or BOGO deals	Reinforce with point-based loyalty program	Test dinner-hour premium offers	Not active - deprioritize
Night	Low activity – deprioritize	Low activity - deprioritize	Low activity - deprioritize	Launch VIP-focused program & concierge service

Lastly top and low revenue of products sold.
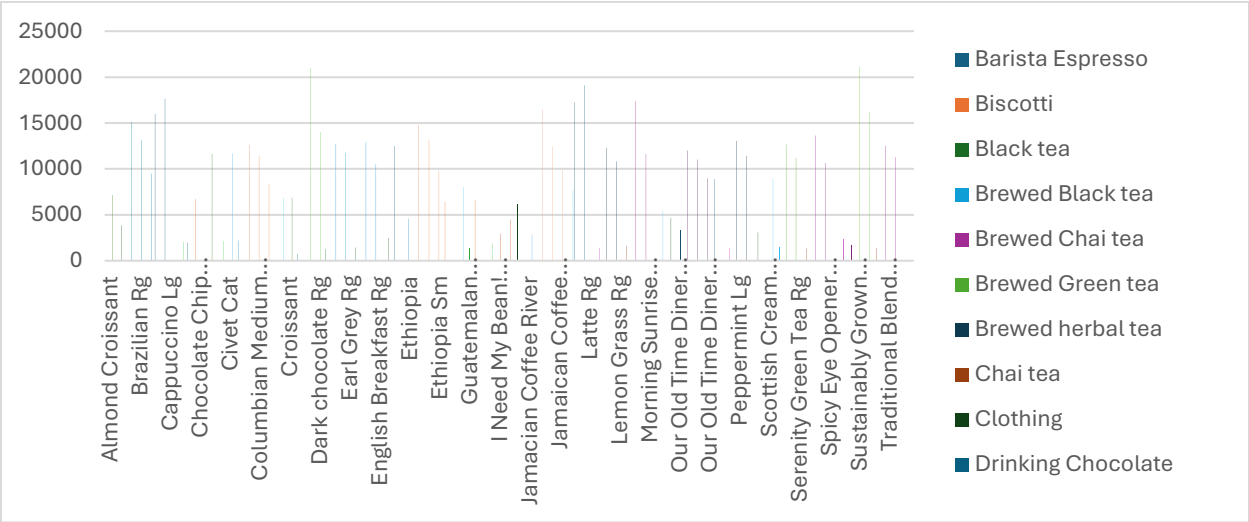
From the chart's bar heights, the highest revenue-generating individual products are roughly:

- Brewed herbal tea types (like Brazilian Espresso blends, Latte, etc.) — consistently high bars.

- Brewed Chai tea products (e.g. Traditional Blend Chai Lg, Morning Sunrise Chai) — strong performers.

- Biscotti products (Ginger Biscotti R6, Jamaican Coffee River) also show robust performance.

Bread & pastry items

- Almond Croissant, Chocolate Croissant, Jumbo Savory Scone, Scottish Cream Scone — these show moderate revenue, generally between 6,000 and 12,000.

- They are important contributors but do not reach the peak levels seen in teas or coffee blends.

Coffee vs Tea

- Coffee types (Barista Espresso, Drip coffee, Espresso Beans, Gourmet brewed coffee) show solid, consistent performance across many products, with some peaking above 15,000.

- Tea types (Brewed Black tea, Brewed Green tea, Brewed Chai tea, Herbal tea) frequently exceed 15,000 to 20,000, especially for large-size blends or specialty teas.

Chocolate & Miscellaneous

- Drinking Chocolate products hover around 6,000 to 10,000, indicating they're secondary but still meaningful in total revenue.

- Biscotti (snack pairing) consistently pulls decent revenue — likely benefiting from pairing with tea and coffee.

Top 10 Products by Total Revenue

Here's a summary table of the top-performing individual products based on the bar heights from your chart:

Rank	Product Name	Product Type	Estimated Total Revenue
1	**Sustainably Grown Organic Rg**	Brewed Green Tea	~21,000
2	**Sustainably Grown Organic**	Brewed Green Tea	~21,000
3	**Morning Sunrise Chai**	Brewed Chai Tea	~19,000
4	**Brazilian Lg**	Barista Espresso	~18,000
5	**Latte Rg**	Barista Espresso	~17,000
6	**Morning Sunrise Chai Rg**	Brewed Chai Tea	~17,000
7	**Traditional Blend Chai Lg**	Brewed Chai Tea	~16,000
8	**Jumbo Savory Scone**	Biscotti	~16,000
9	**Ethiopia**	Gourmet Beans	~15,000
10	**Brazilian Sm**	Barista Espresso	~15,000

Category-Wise Average Revenue Chart

Based on visual data across all products, here's a breakdown of **average revenue per product type**:

Product Type	Approx. Avg Revenue per Product
Brewed Green Tea	**18,000 - 21,000**
Brewed Chai Tea	**~16,000 - 19,000**
Barista Espresso	~14,000 - 17,000
Gourmet Beans	~12,000 - 15,000
Drip Coffee	~10,000 - 13,000
Biscotti	~8,000 - 14,000
Drinking Chocolate	~6,000 - 10,000
Green Tea	~6,000 - 10,000
Pastries (Croissants, Scones)	~6,000 - 10,000

Product Type	Approx. Avg Revenue per Product
Clothing	~2,000 - 5,000