

# BRIGHT COFFEE SHOP

Sales Analysis

June 2025

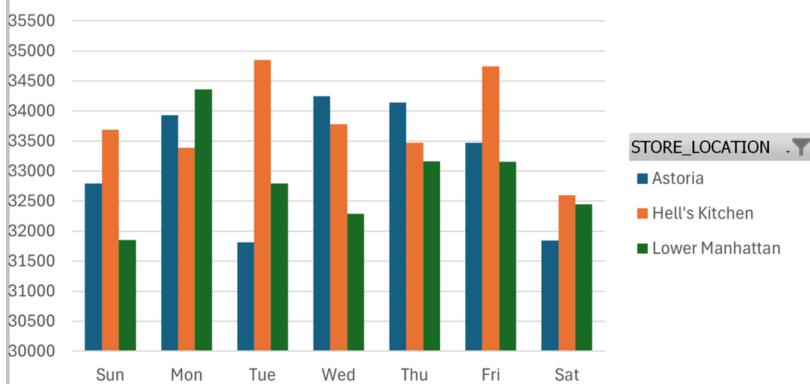
## Agenda

1. Sales Trend
2. Location Distribution
3. Product Performance

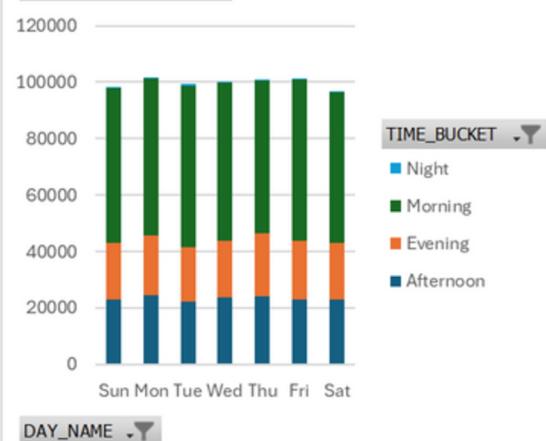


# REVENUE SALES

Total Revenue vs Week



Sum of TOTAL\_REVENUE

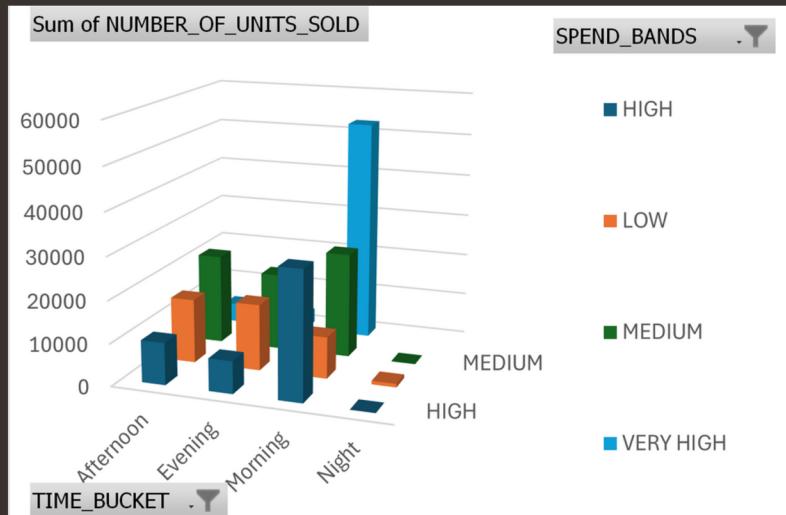


Revenue - Week

THROUGHOUT THE WEEK, HELL'S KITCHEN CONSISTENTLY LEADS IN TOTAL REVENUE, ESPECIALLY ON TUESDAYS AND FRIDAYS, WHILE ASTORIA MAINTAINS STEADY PERFORMANCE WITH PEAKS MIDWEEK. LOWER MANHATTAN SHOWS MORE VARIABILITY, PEAKING ON MONDAY BUT GENERALLY TRAILING THE OTHER TWO LOCATIONS.

MORNING CONSISTENTLY DRIVES THE HIGHEST TOTAL REVENUE ACROSS ALL DAYS, WITH AFTERNOON AND EVENING CONTRIBUTING MODERATELY AND NIGHT SALES REMAINING MINIMAL.

# STORES PERFORMANCE DURING THE DAY & NIGHT (1/2)



Morning sees peak activity from medium and high spenders, afternoons are strong with medium and low spenders, evenings balance medium and low spenders, while nights are overwhelmingly driven by very high spenders

# STORES SELLING AT THEIR BEST

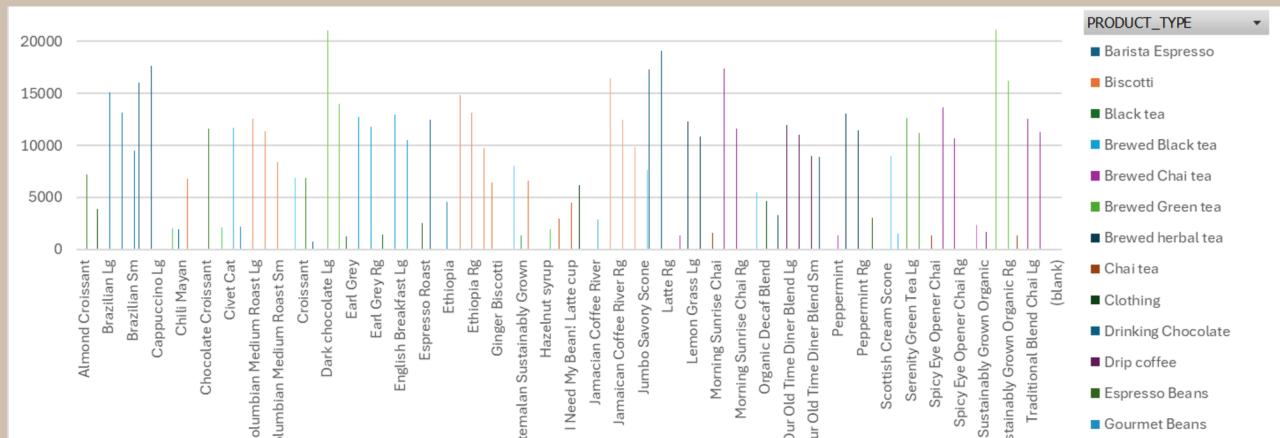
- Morning is the peak period for all three store locations, with Lower Manhattan leading in sales, followed closely by Hell's Kitchen and then Astoria.
- Afternoon and Evening show moderate sales, with Astoria maintaining slightly higher consistency across these times.
- Night sales drop dramatically to near zero for all locations.

Overall: Sales are strongest in the morning across all locations, steady through afternoon and evening (especially for Astoria), and nearly nonexistent at night.

## Stores performance during Day & Night (2/2)



# Products sold best and have excellent revenue



The chart shows that brewed green tea and various barista espresso products consistently generate the highest total revenue among all items. Other categories like biscotti, brewed chai tea, and specialty lattes also contribute well, while products like clothing and syrup bring in comparatively minimal sales.

# RECOMMENDATIONS

## Optimise by Time of Day



**Mornings** - Focus on quick-service combos (e.g., coffee + pastry deals).

**Afternoon** - Introduce midday promotions like discounted snacks or iced drinks to boost slower sales.

**Evening** - Drive basket size by offering buy-one-get-one (BOGO) or multi-buy deals to appeal to low and medium spenders.  
Night - Target very high spenders (likely large or corporate orders) with tailored VIP packages or pre-order catering menus.  
Introduce a night loyalty tier for frequent bulk buyers.



## Double Down on Tea and Coffee

Expand the tea menu with premium loose leaf, herbal, cold brew tea, or matcha.

Run coffee/tea happy hours (e.g. 2-4pm) to boost afternoon slow times

## Increase offers by Spend Bands

### LOW spenders:

- Use targeted discounts and "next purchase" coupons to increase return visits

### MEDIUM spenders:

- Encourage upselling through add-ons (flavored syrups, extra shots, desserts).

### HIGH & VERY HIGH spenders:

- Develop a premium loyalty program offering exclusive benefits (priority orders, free merchandise, or invitations to tasting events).



# THANK YOU

