**BRIGHT COFFEE SHOP ANALYSIS METHODOLOGY**

**2. Key insights from your analysis**

**Executive Summary**

This analysis covers a 6-month period of daily sales data across all Bright Coffee Shop locations. The key aim is to provide insights into revenue performance, product trends, and store efficiency to support strategic decision-making for the newly appointed CEO.

**Revenue Performance by location**

Hell’s Kitchen is the most efficient and high-performing location, generating the highest total revenue across all branches. There is a bar chart on the presentation to indicate this.

**Best-Performing Products**

Brewed Chai Tea has the highest quantity sold.

Barista Espresso leads in revenue, indicating it has a higher price point.

Green Beans have the lowest sales, suggesting possible re-evaluation or marketing push.

**Store-Product Performance Match**

To drive more strategic stocking and promotions, it is essential to know which store performs best with which products. They should customize product offerings or promotions per location.

**Operational Insights**

All stores are open daily, providing a stable stream of data for trend and cycle analysis.

Opportunity exists to explore daily/weekly sales patterns to optimize staffing and promotions.

**3. Recommendation**

* Focus on growing sales at underperforming locations using insights from Hell’s Kitchen.
* Promote top products across all locations as a volume driver.
* Increase upselling of Barista Espresso for higher revenue per transaction.
* Investigate why Green Beans are underperforming – reposition, repackage, or replace.
* Conduct store-level product performance deep dives to align inventory with local demand.