



# BRIGHT COFFEE SHOP BUSINESS INSIGHTS AND PERFORMANCE



EXPLORING FLAVORS, ORIGINS, AND CULTURE



# PRODUCT CATEGORY VS TOTAL REVENUE PER MONTH

## 1. Coffee is the Top Performer

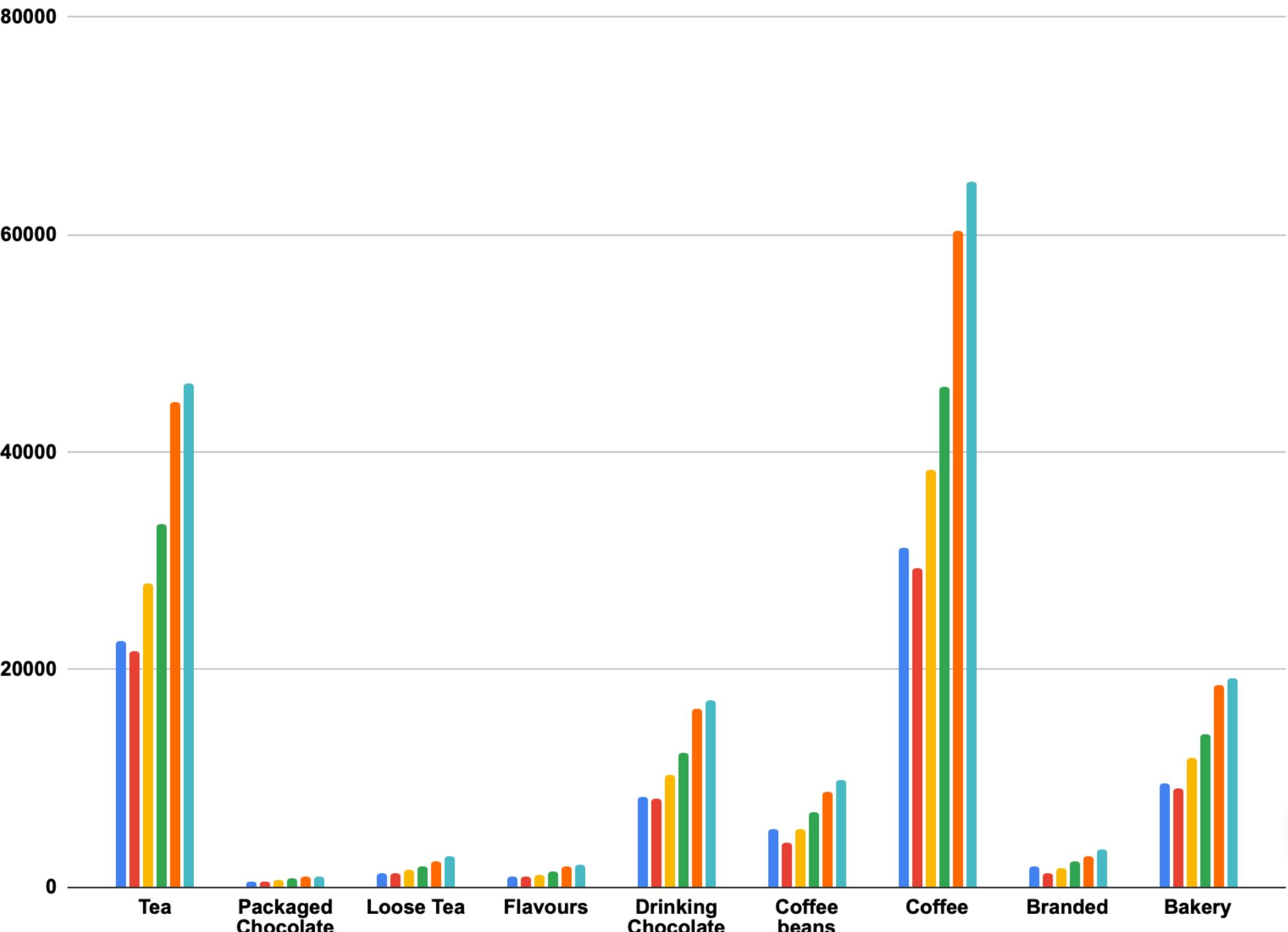
- Consistently strong sales, with a noticeable peak in June.
- This suggests increased demand in winter months, possibly due to colder weather or a successful promotion.

## 2. Tea Shows Strong Growth

- Tea is the second-best performer, staying close behind coffee.
- Indicates a growing customer preference, especially if sales increased steadily.
- Opportunity to expand tea offerings

## 3. Packaged Chocolates Underperform

- Lowest sales across all months, with no visible growth trend.
- May indicate lack of demand, poor placement, or pricing issues.



## PERFOMANCE

**TOP PERFORMER**  
COFFEE  
\$269,952.45  
38.63% OF TOTAL  
REVENUE

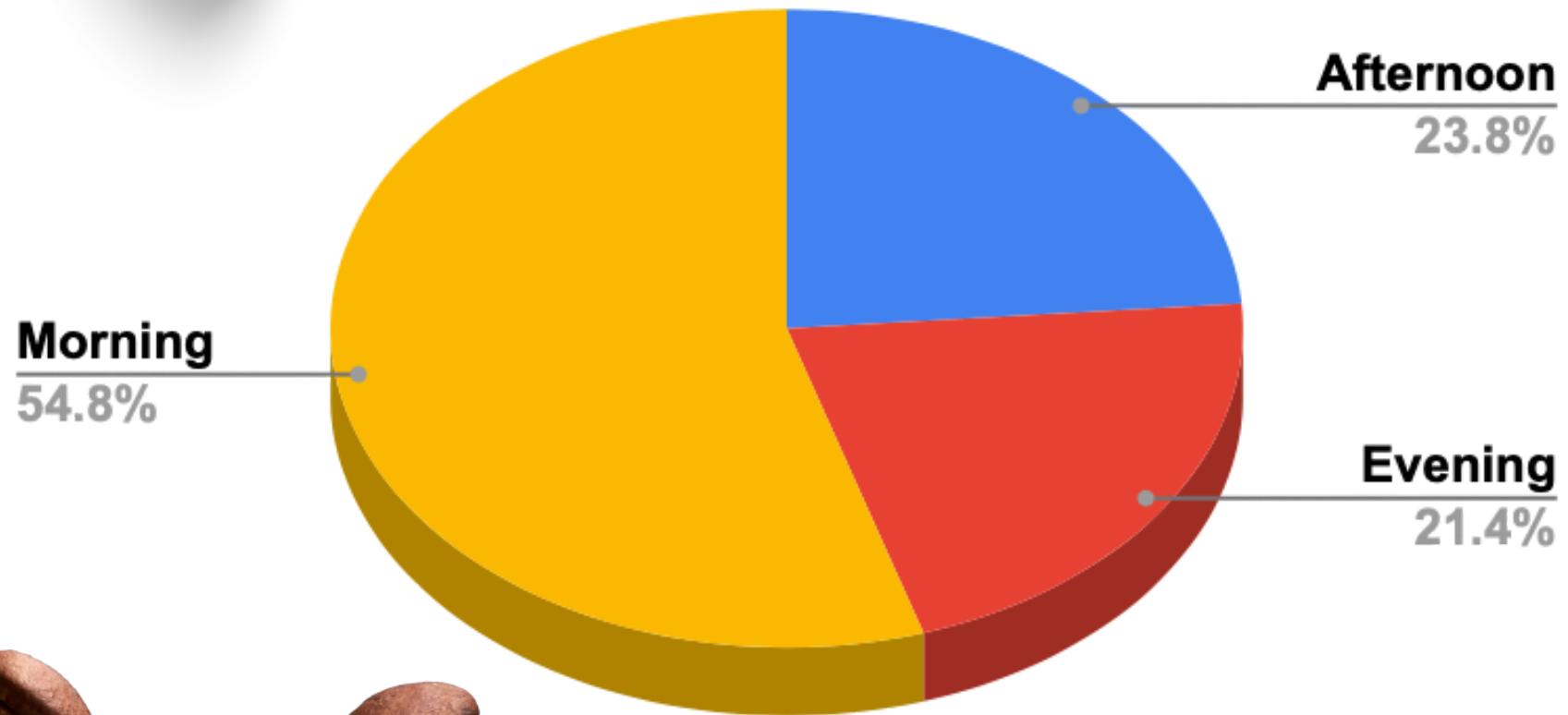
**TOTAL REVENUE**  
JAN TO JUNE  
\$698,812.33

**LOW PERFORMER**  
Packaged Chocolate  
\$4407.64  
0.63% OF TOTAL  
REVENUE





## TIME OF DAY SALES



### 1. Mornings Dominate Sales (54.8%)

- More than half of all products are sold in the morning, indicating this is the busiest and most profitable period.
- Suggests high customer traffic during morning hours
- Coffee, tea, and breakfast items are top sellers during this time.

### 2. Afternoons – Moderate Activity (23.8%)

- Afternoons account for a smaller but steady share, this period may serve casual visitors or remote workers.

### 3. Evenings – Lowest Sales (21.4%)

- The quietest period based on lower contribution to total sales.
- Could be due to early closing times, reduced foot traffic, or product relevance.

# DAILY VISIT PATTERNS (PERCENTAGE OF TOTAL WEEKLY VISITS)



## 1. Mondays Are the Busiest Day (14.55%)

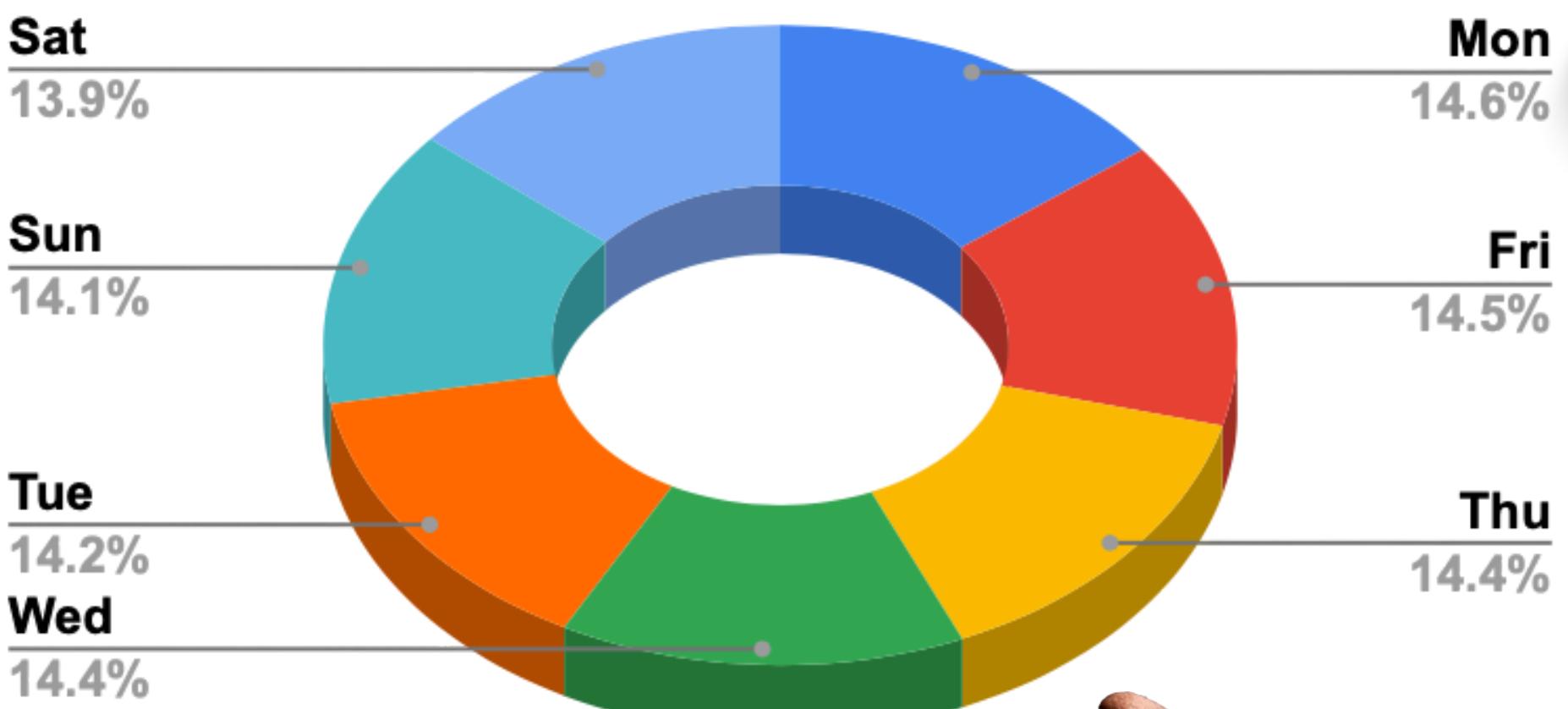
- Monday has the highest foot traffic.
- Could reflect a routine-driven customer base

## 2. Steady Weekday Performance (Tue–Fri)

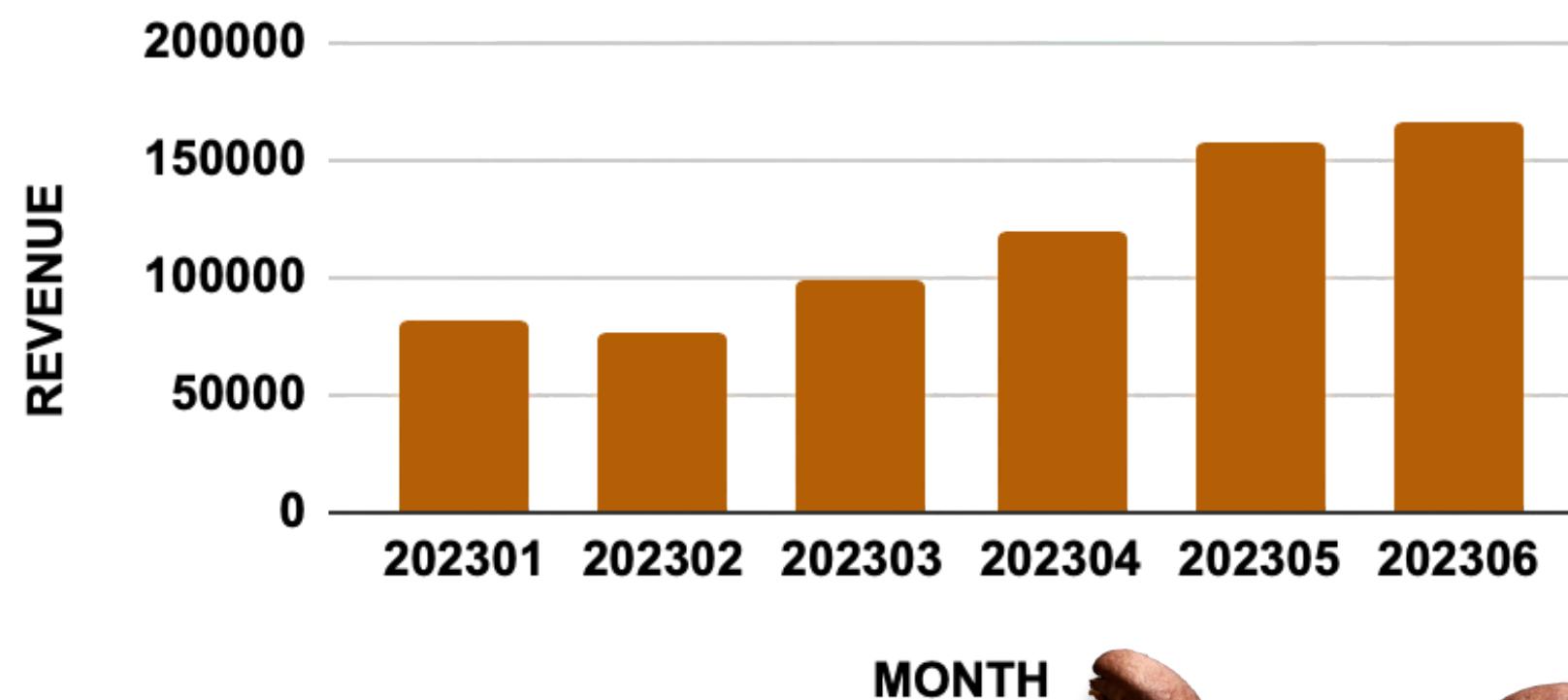
- Traffic remains very consistent Tuesday to Friday, ranging from 14.23% to 14.51%.
- Indicates reliable weekday engagement, likely from regulars (e.g., office workers, students).

## 3. Weekends Have the Lowest Traffic

- Saturday (13.87%) and Sunday (14.07%) show the lowest visit rates.
- Suggests a dip in customer activity on weekends, possibly due to:
  - Store location (e.g., near office parks rather than residential areas)



## TOTAL REVENUE PER MONTH



PRODUCT CATEGORY	TOTAL REVENUE	% of TOTAL REVENUE
Coffee	269952.45	38.63%
Tea	196405.95	28.11%
Bakery	82315.64	11.78%
Drinking Chocolate	72416	10.36%
Coffee beans	40085.25	5.74%
Branded	13607	1.95%
Loose Tea	11213.6	1.60%
Flavours	8408.8	1.20%
Packaged Chocolate	4407.64	0.63%
<b>Grand Total</b>	<b>698812.33</b>	<b>100.00%</b>

# RECOMMENDATIONS



## PRODUCT SALES PERFORMANCE

- Offer deals that Combine slow moving items with popular ones to maximise exposure and drive sales
- EG discount for Grande Coffee + 1 flavour
- Consider removing underperforming products such as the packaged chocolate
- During Lunch time, promote light meals or tea-based beverages to attract repeat customers from the morning.

## CUSTOMER BEHAVIOR

- Coffee being a core revenue driver, makes it ideal for bundling strategies.
- EG Coffee + pastry/sandwich/bakery combo deals for peak periods
- Expand tea offerings (e.g., flavoured teas or premium options).
- Encourage bulk orders for office group runs by giving a drink for free when they order 5+ drinks
- Run promotions and offer discounts during off peak times such as sundays and evenings to increase traffic and sales
- EG get 20% off the 2<sup>nd</sup> coffee when you bring a friend or when you tag us on social media.

THANK YOU

