



BRIGHT SALES PERFORMANCE

TABLE OF CONTENT

- Objective
- Product Type Sales
- Product Category Sales
- Product Sales
- Peak Hours Sales
- Week Days Sales
- Conclusion
- Q&A



THE OBJECTIVE

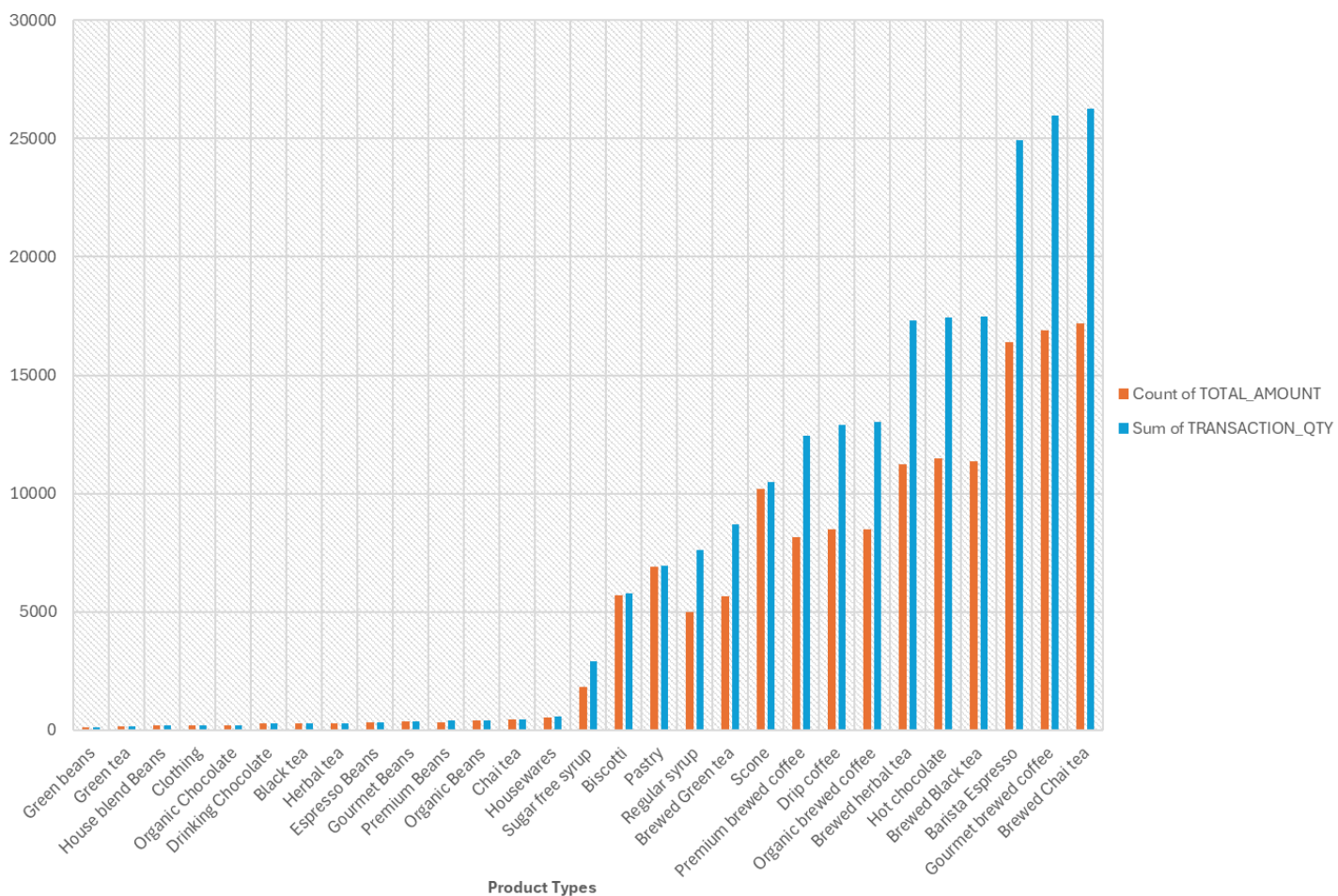


Bright Coffee's objective is to become a recognized leader in its target market for providing outstanding premium bagged coffees and specialty coffee beverages.

The presentation will be assisting the business in answering performance-based insights regarding its sales/revenue across three branches and where there is room for improvement.

PRODUCT TYPE SALES

Product Type Total Revenue



Top Revenue Drivers

Brewed Chai Tea, Gourmet Brewed Coffee, Barista Espresso these products generate the most revenue due to high sales volume.

❖ **Focus on marketing and promoting these products more.**

Strong Mid-Tier Performers

Drip Coffee, Organic Brewed Coffee, Brewed Herbal Tea are consistent market sellers that support overall revenue.

❖ **They can be good for bundling or upselling them.**

Popular Food Items

Scones, Pastries, Biscotti are frequently bought with drinks.

❖ **They can be ideal for cross-selling and combo deals.**

Low Performers

Green Beans, Clothing, House Blend Beans are low sales volumes.

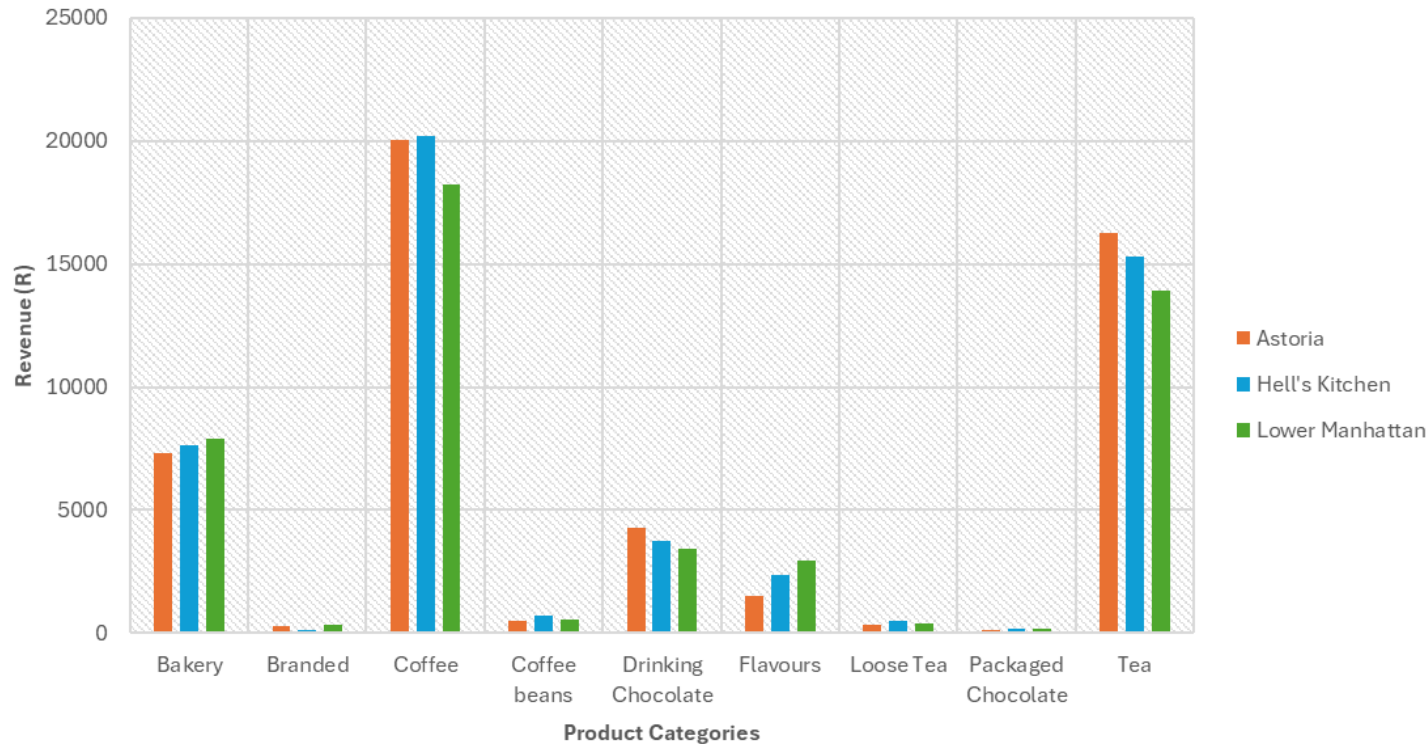
❖ **Consider discontinuing or rebranding.**

Strategic Focus Areas

- ❖ Promote best sellers
- ❖ Bundle food and drink items
- ❖ Optimize inventory of slow-moving products
- ❖ Expand healthy and seasonal offerings

PRODUCT CATEGORY SALES

Product Category Revenue



- ❖ **Coffee** is the dominant product category across all branches (58,416 total) which is the backbone of sales. ***Prioritize stock, staffing, and promotions on coffee.***
- ❖ **Tea** is the second highest (45,449 total) which indicates a strong customer preference for hot beverages overall.

Strategic Insights

- ❖ Ensure quality, variety, and consistent availability on top performing products.
 - Customize by Location:**
 - ❖ Focus tea promotions in Astoria
 - ❖ Leverage Flavors and bakery strength in Lower Manhattan
 - ❖ Use coffee dominance in Hell's Kitchen to promote espresso-based specialties.
- ❖ Optimize Shelf Space by reducing underperforming items like packaged chocolate and branded goods.

PRODUCT SALES

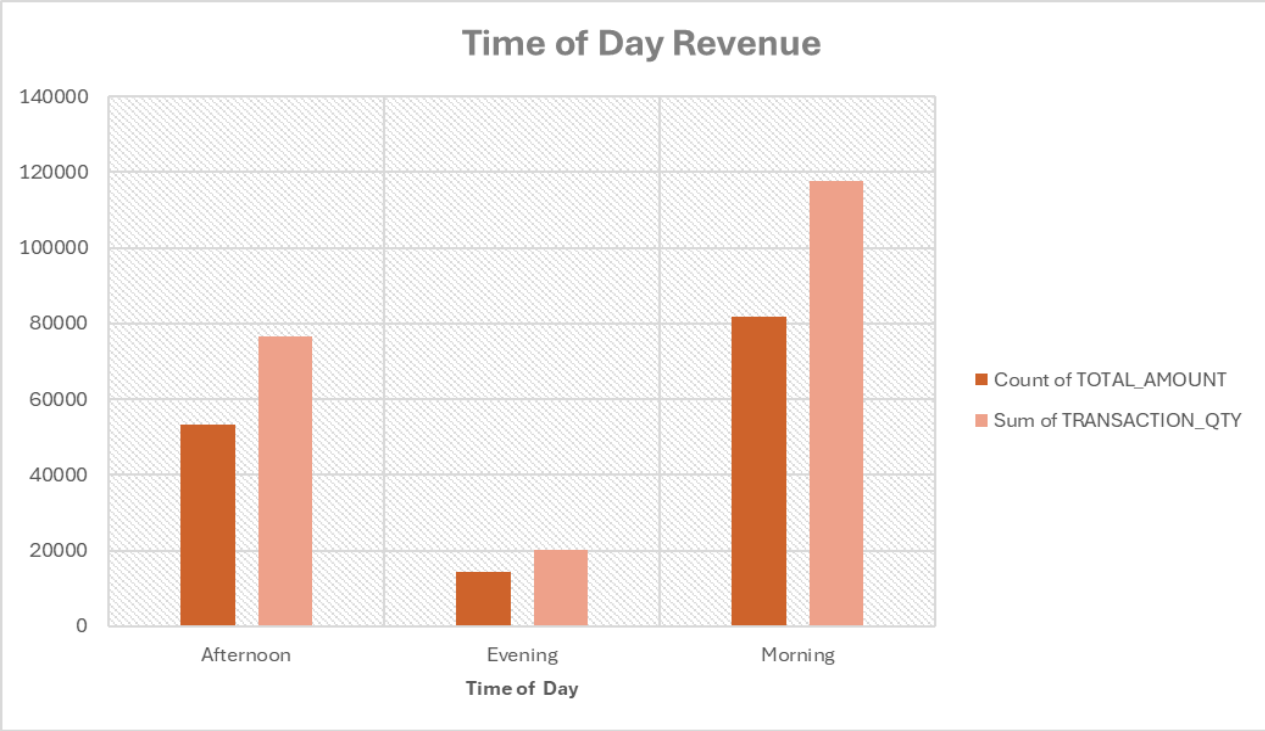
PRODUCTS	SALES
Chocolate Croissant	3076
Earl Grey Rg	3053
Dark chocolate Lg	3029
Morning Sunrise Chai Rg	3026
Columbian Medium Roast Rg	3013
Latte	2990
Sustainably Grown Organic Lg	2961
Traditional Blend Chai Rg	2955
Spicy Eye Opener Chai Lg	2951
Peppermint Rg	2949

- ❖ A balanced mix of **baked goods, coffee, and tea/chai** indicates customers are engaging across categories.
- ❖ 3 out of the top 10 are chai blends , so you need to tailor promotions for this growing niche.

- ❖ **Peppermint, spicy chai, and dark chocolate** items perform well, consider rotating seasonal highlights.
- ❖ Pair **croissants** and **lattes** or offer "Tea & Treat" bundles for increased basket value



PEAK HOURS SALES



Time of Day	% of Sales	Key Insights
Morning	55%	Peak sales window – strongest performance in both volume and quantity. Leverage for promotions, staffing, and new product launches.
Afternoon	36%	Solid midday traffic – ideal for combo deals (e.g., drinks + bakery), especially tea and light snacks.
Evening	10%	Lowest sales period – target with loyalty rewards, happy hour offers, or takeaway packs.

Strategic Recommendations

Prioritize Mornings: Maximize stock levels, barista staff, and marketing during this time.

Afternoon Bundling: Push coffee & pastry or tea & snack combos to boost average order value.

Evening Engagement: Introduce promotions like “Evening Chill Deals” or offer dessert/decaf pairings.

WEEK-DAYS SALES

KEY TAKEAWAYS

Weekdays outperform weekends, especially Friday–Monday.

Saturday is unexpectedly the slowest day – investigate store hours, local events, or competitive offerings.

Consider launching weekday loyalty programs, Friday flash promos, or weekend-specific bundles to balance demand.

Week Days	Performance	Insight
Friday (21,701)	Highest	Peak sales day consider end-of-week promotions and extended hours.
Thursday (21,654)	Strong	Consistent weekday traffic, optimize inventory and staff coverage.
Monday (21,643)	High	Strong start-of-week sales with potential for “Monday kickstart” deals.
Wednesday (21,310)	Solid	Midweek performance is steady and good for maintaining regular flow.
Tuesday (21,202)	Average	Mid-tier day is stable, but lower than neighboring days.
Sunday (21,096)	Below average	Slower than weekdays, but not significantly which highlights the opportunity for family promos.
Saturday (20,510)	Lowest	Surprisingly, low weekend performance may benefit you from targeting tourists, events, or leisure-driven promotions.

CONCLUSION

- ❖ **Coffee and tea** are the top-selling categories, especially in the **morning**, which drives over **55% of total sales**.
- ❖ **Bakery items** (like croissants) and **chocolate products** are strong performers, ideal for upselling with beverages.



- ❖ **Fridays** are the busiest day, while **weekends underperform**, suggesting room for targeted promotions.
- ❖ **Astoria** leads in tea sales, while **Hell's Kitchen** excels in bakery and coffee.



- ❖ **Chai and flavored teas** are growing in popularity which offers a promising niche to expand.
- ❖ Focus on morning promotions, bundle offers, and boosting weekend traffic for overall growth



Q & A





THANK YOU