Data-Driven Business Insights for:

BRIGHT COFFEE SHOP

Sales performance review by total revenue generated.

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AIM:

In this presentation we aim to give a clear overview of the business driving activities of the three branches of Bright Coffee
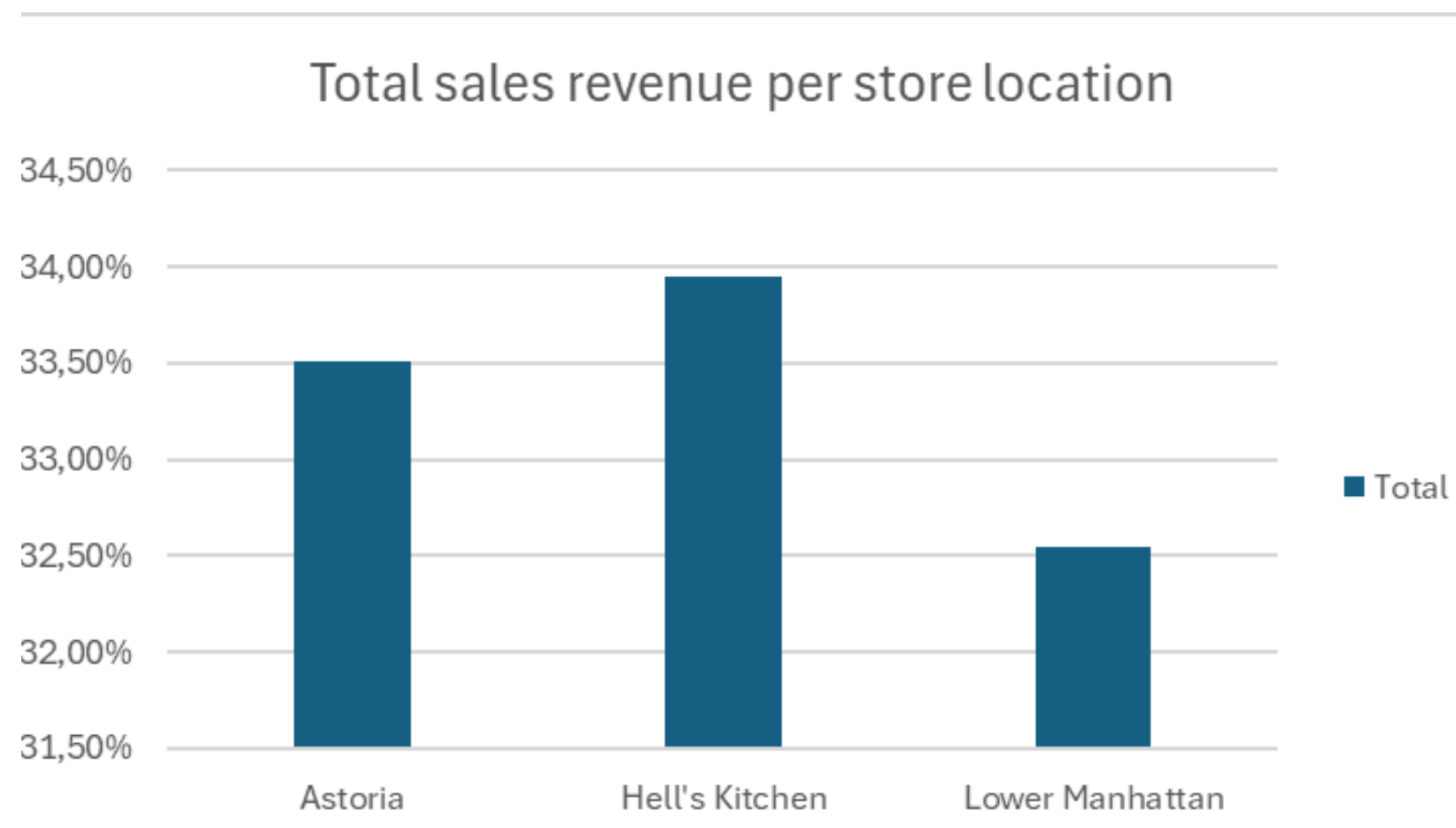
OBJECTIVE:

To provide insights into total revenue, product performance, and customer behavior across three locations and provide a summary of findings for recommendations that will drive business growth

Branch performance insights

A look at how the three store locations compared in total revenue generated based on:

- Hours
- Days
- Months

Total sales revenue per store location

Astoria	Hell's Kitchen	Lower Manhattan

■ Total

Total of hourly revenue by store location

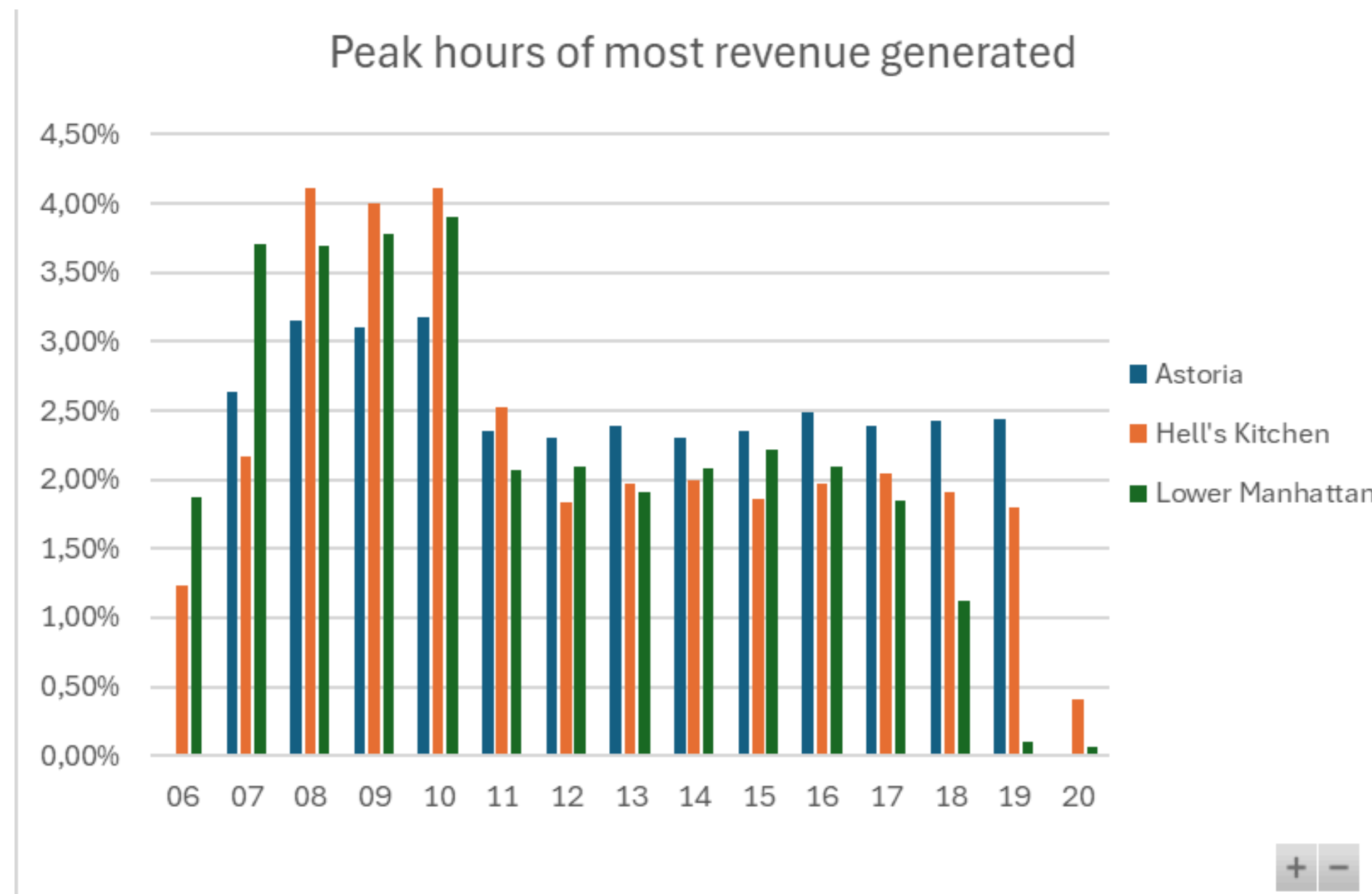Astoria · Hell's Kitchen · Lower Manhattan

■ Total

Insights on the total sales revenue generated at each store location. The data shows that Hell's Kitchen performed better with 33.95% revenue while Lower Manhattan had a low revenue generation of 32.54%
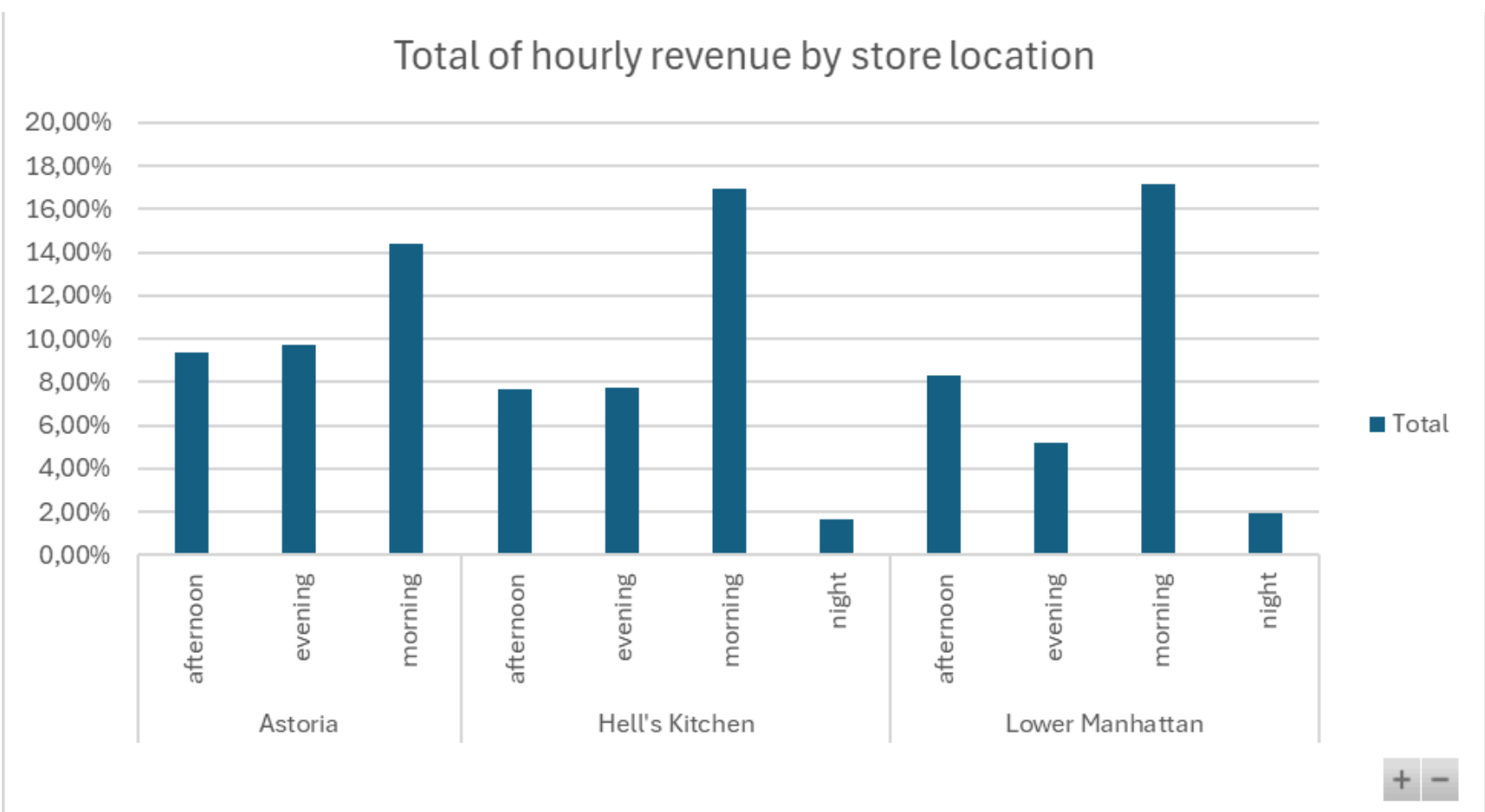
Total of revenue generated per hour at each store branch categorized by the time of day. Mornings across all locations generate high revenue. Lower Manhattan has the highest revenue generation of 17,14%, followed by Hell's kitchen with 16,92% and Astoria with the lowest at 14,43%

Hell's Kitchen generated the highest total revenue by 33,95%, generally all shop branches performed well in the mornings in terms of hourly sales and revenue generation.

Peak hours of most revenue generated

From the time the coffee shops open across all shop branches at 6am, sales peak between 8am and 10am where most revenue is generated. We look at the average revenue between peak hours at the three braches:

- Hell's Kitchen - 4,07%
- Lower Manhattan - 3,79%
- Astoria - 3,15%

There are no sales at Astoria at 6am and at 8pm hence no revenue generated at the branch at those hours.

Total sales revenue generated during the week
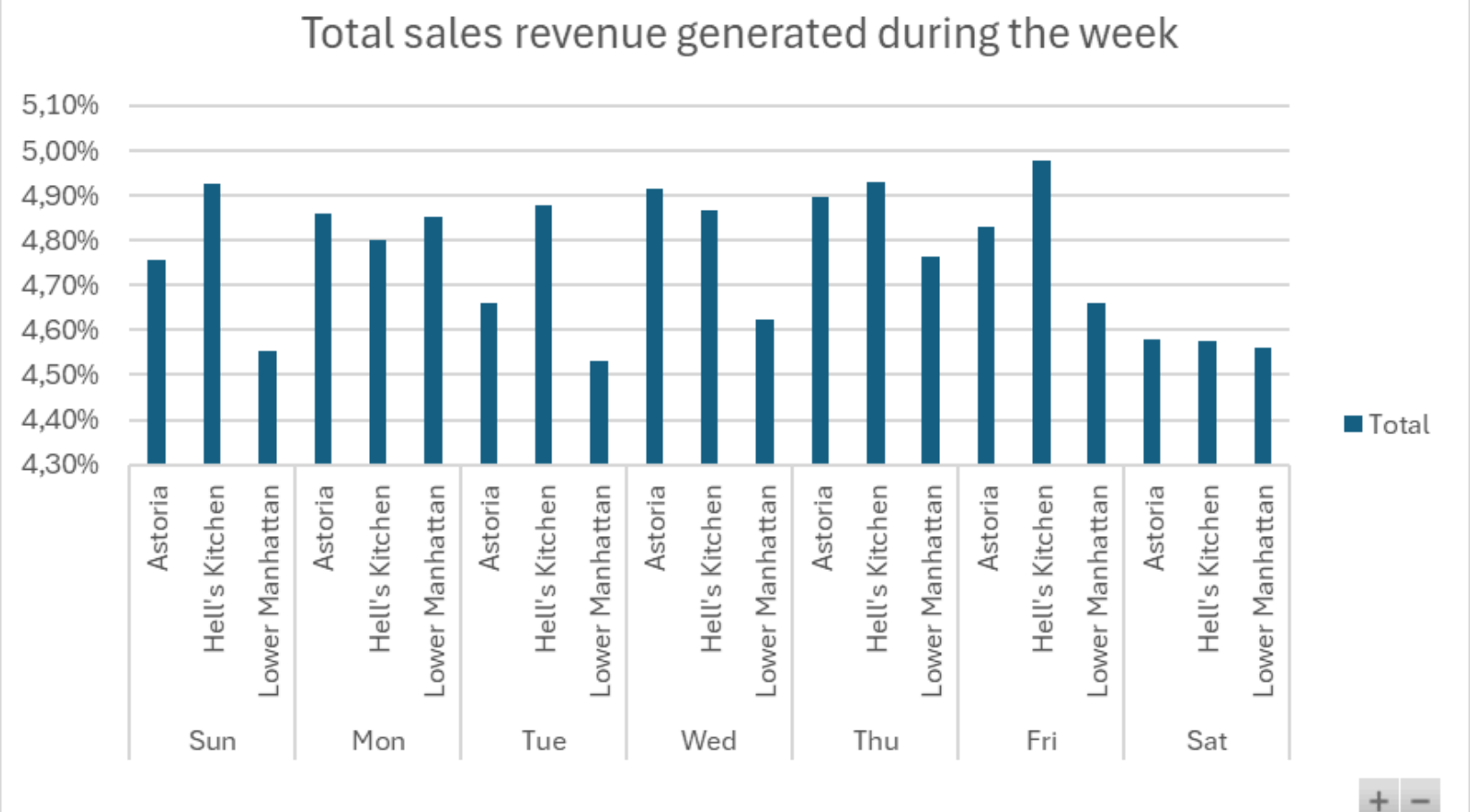
Total of sales generated per shop branch categorized by day of the week. Hell's Kitchen has revenue generation of 4.98% on Fridays, followed by Astoria with 4.92% on Wednesdays and Lower Manhattan with 4.85% on Mondays

Total of monthly revenue by store location
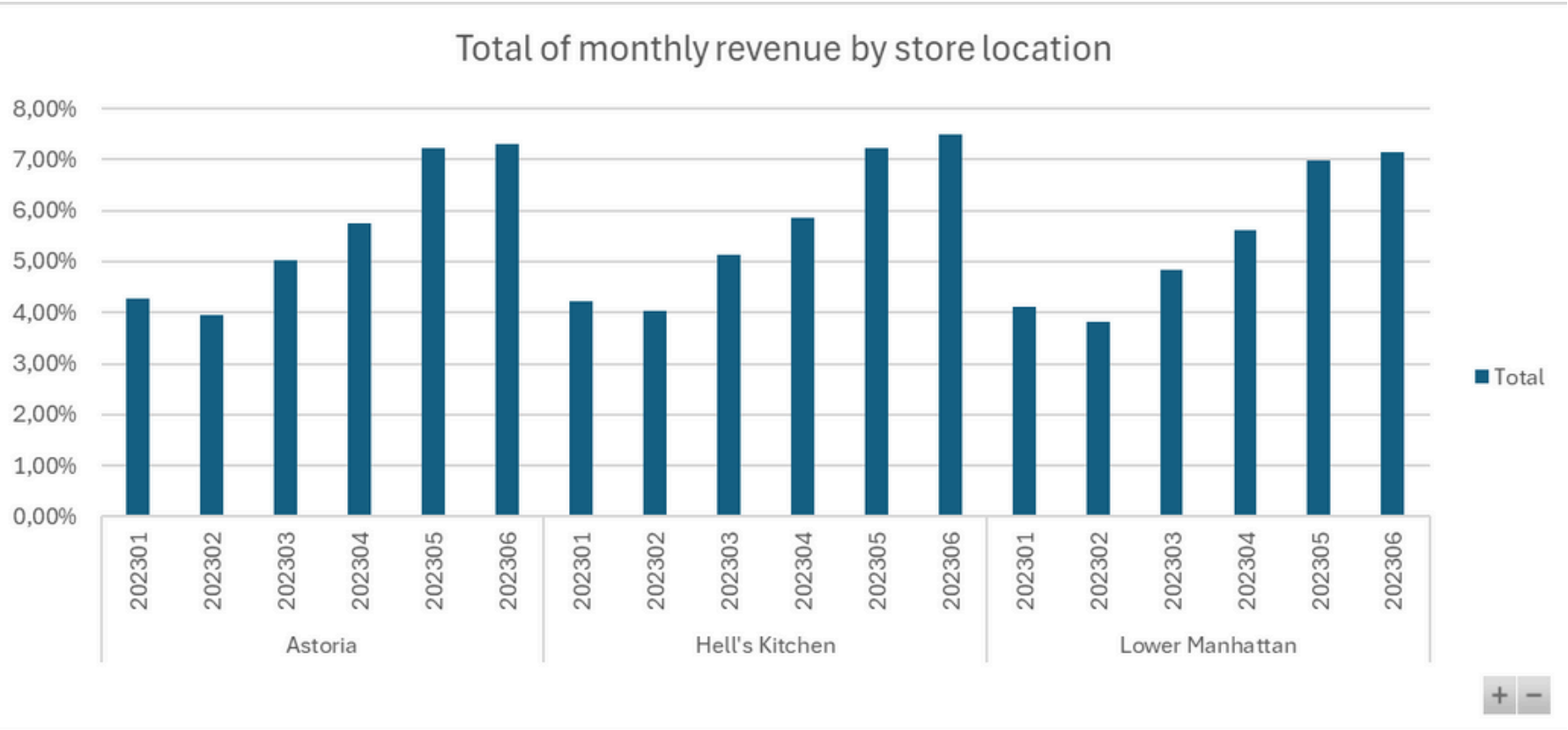
Monthly revenue for the three coffee shop branches showed June as the highest-performing month, with Hell's Kitchen at 7.49%, Astoria at 7.30%, and Lower Manhattan at 7.14%. February recorded the lowest average revenue at 3.94% across all locations.

Item level insights

Product performance overview

Total revenue generated by each product for 2023

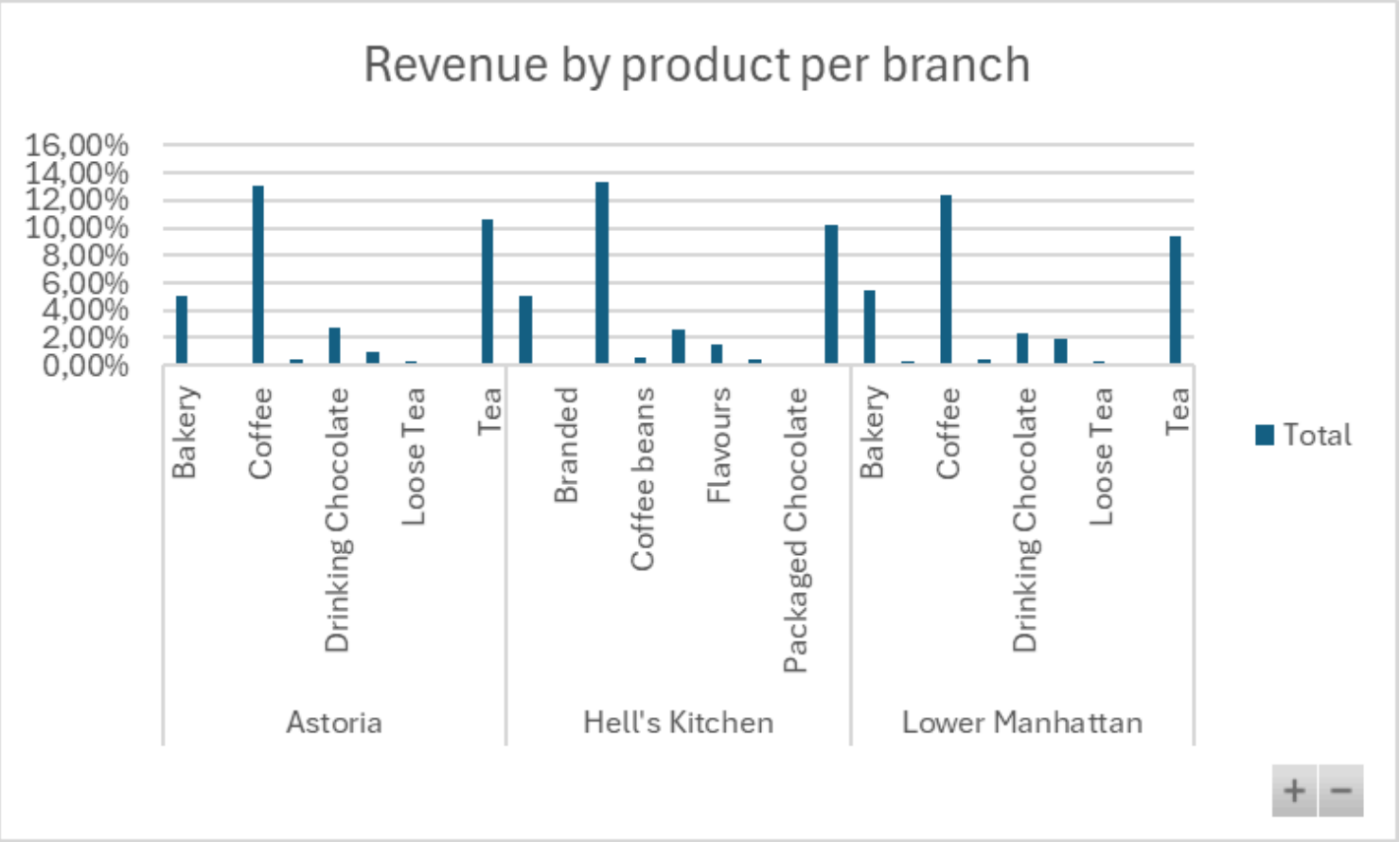Revenue by product per branch
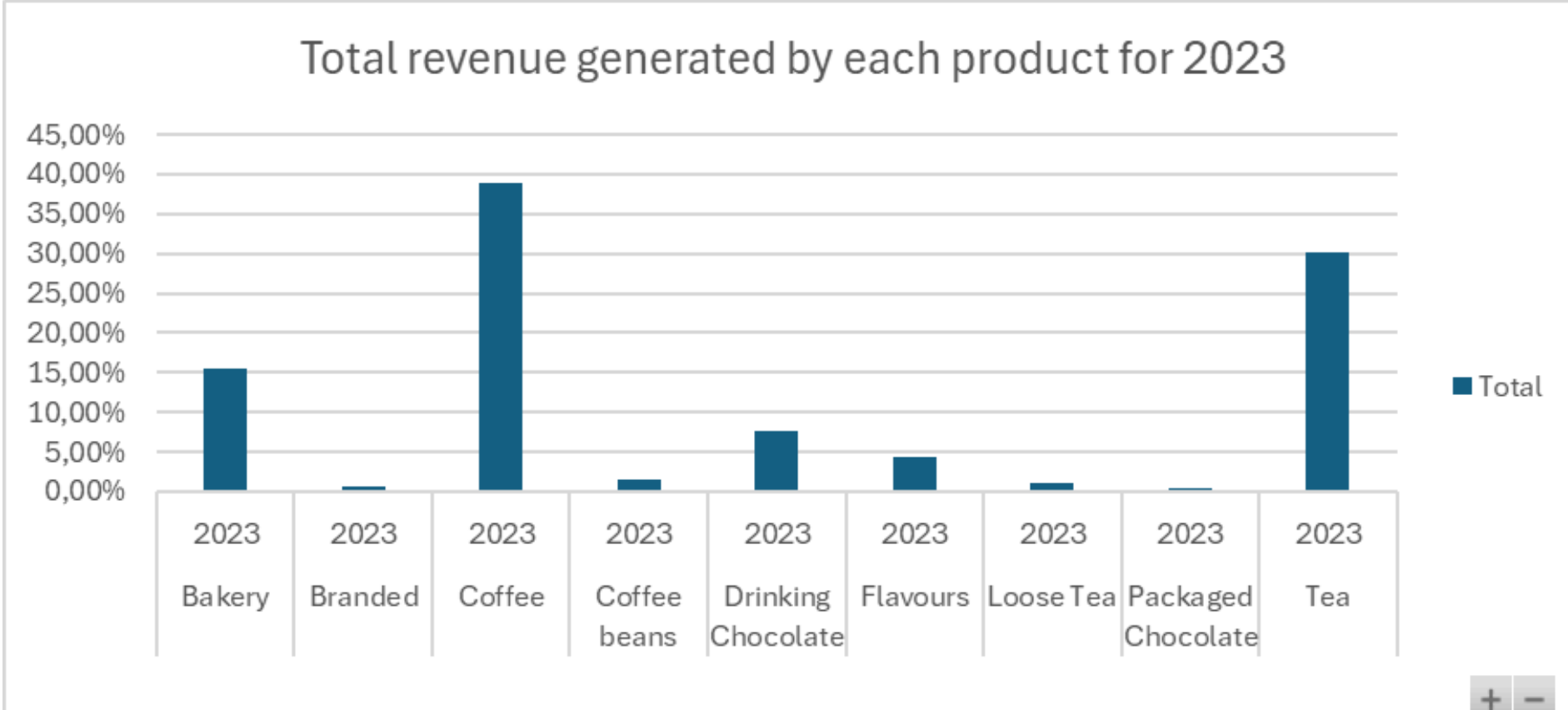
The top three products that generated the most revenue in 2023:
- coffee- highest by 38,83%
- Tea- 30,16%
- Bakery- 15.60%

The three products that generated the least revenue in 2023:
- Loose tea- 1,00%
- Branded - 0,60%
- Packaged chocolate - 0.41%

Total revenue generated by product per shop branch shows that each of the top three selling products are popular by region/ shop branch
- Hell's Kitchen - Coffee - 13,34%
- Astoria - Tea - 10,61%
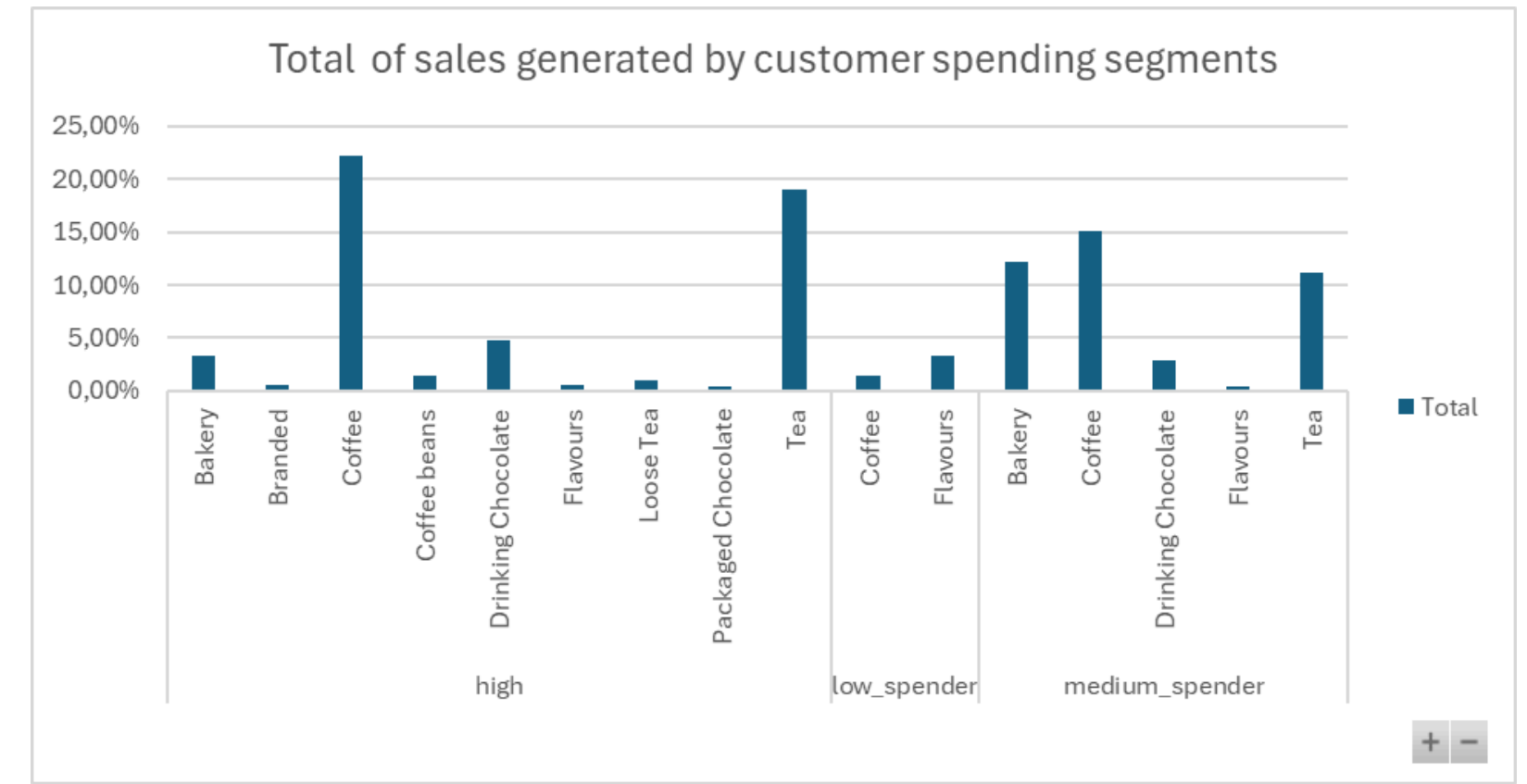- Lower Manhattan - Bakery - 5,45%

Customer insights

customer spending segments

Customer spending behaviour by location

Total of sales generated by customer spending segments
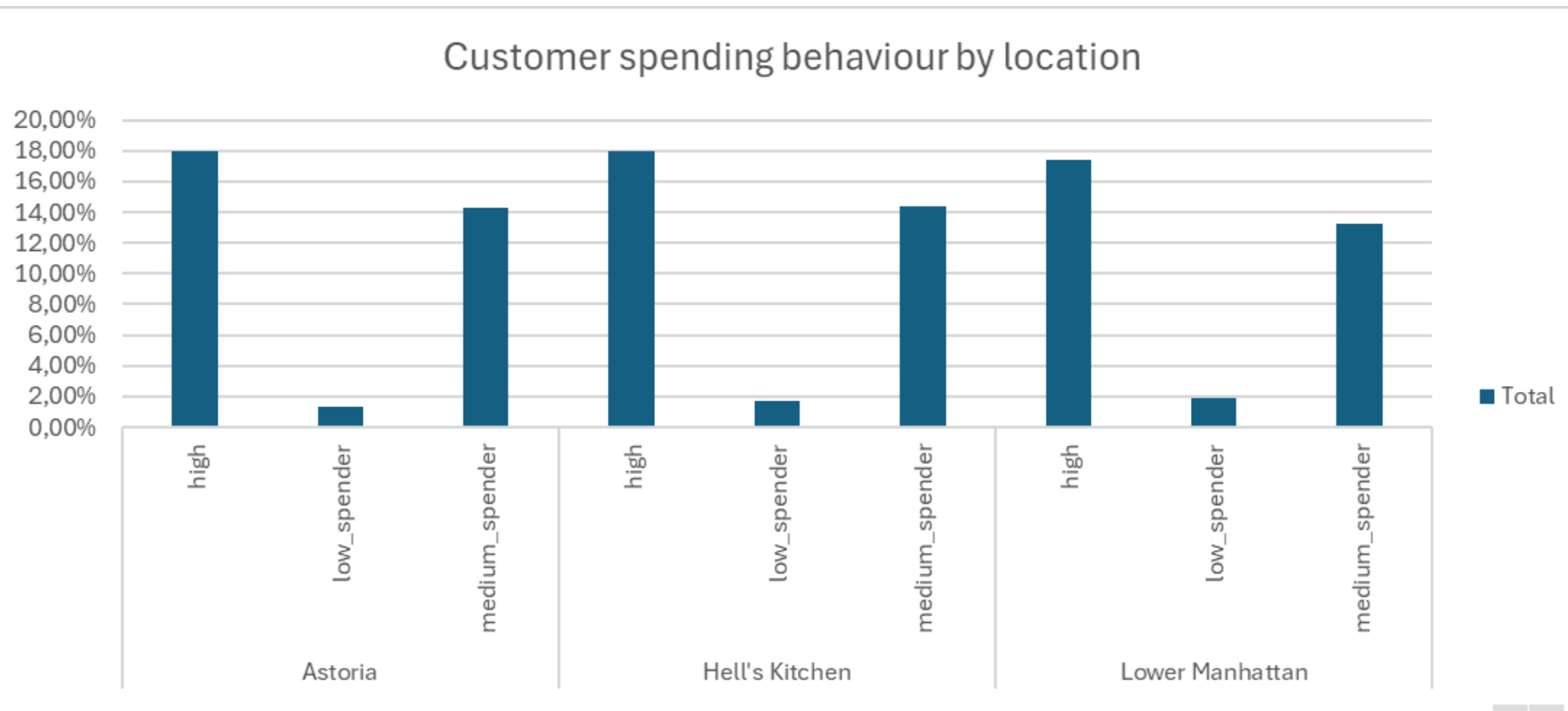
All three store locations have high spenders;
- Hell's Kitchen and Astoria with 17,94% of high spenders
- Lower Manhattan with 17,41%

- High spenders contribute 53,29% of total revenue with most across all products with coffee being the highest spent on product with 22,22% followed by tea at 18,97%
- Medium spenders contribute 41,90% of total revenue
- Low spenders contribute 4,81% with flavour being the lowest spent on by 3,32%

Summary of insights

- Across all coffee shop branches, Hell's Kitchen had the most sales and revenue generation by 33,95% for the year 2023
- Hourly insights show that mornings are the busiest across all locations and that peak hours are between 8am and 10am where most sales are made and high revenue is generated
- The three coffee shop branches have the most transactions during the week as compared to weekends - Days of sales volume differ according to shop branch
- Hell's Kitchen is busiest on Fridays(4,98%), Lower Manhattan on Mondays(4,85%) and Astoria on Wednesdays(4,92%)
- June showed to be the month where sales were up from the rest of the months and February was the poor performing month
- Coffee, Tea and Bakery were the three top selling products and product popularity differed by shop location/region
- Customer behavior insights show that high value customers mainly spend on coffee and tea which generate the most revenue

Recommendations

- Reduce operation hours of Astoria as there are no sales at 6am and 8pm
- Indtroduce loyalty programmes to high spenders

Thank you!