



Bright Coffe

BRIGHT COFFEE

SALES ANALYSIS

OCT 2025

AGENDA

1

Revenue Trends

2

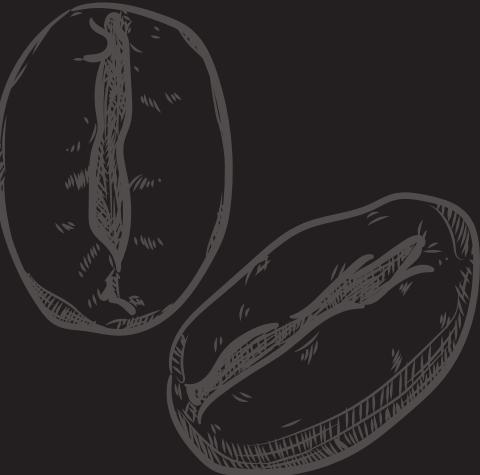
Locations
Performances

3

Sales Trends

4

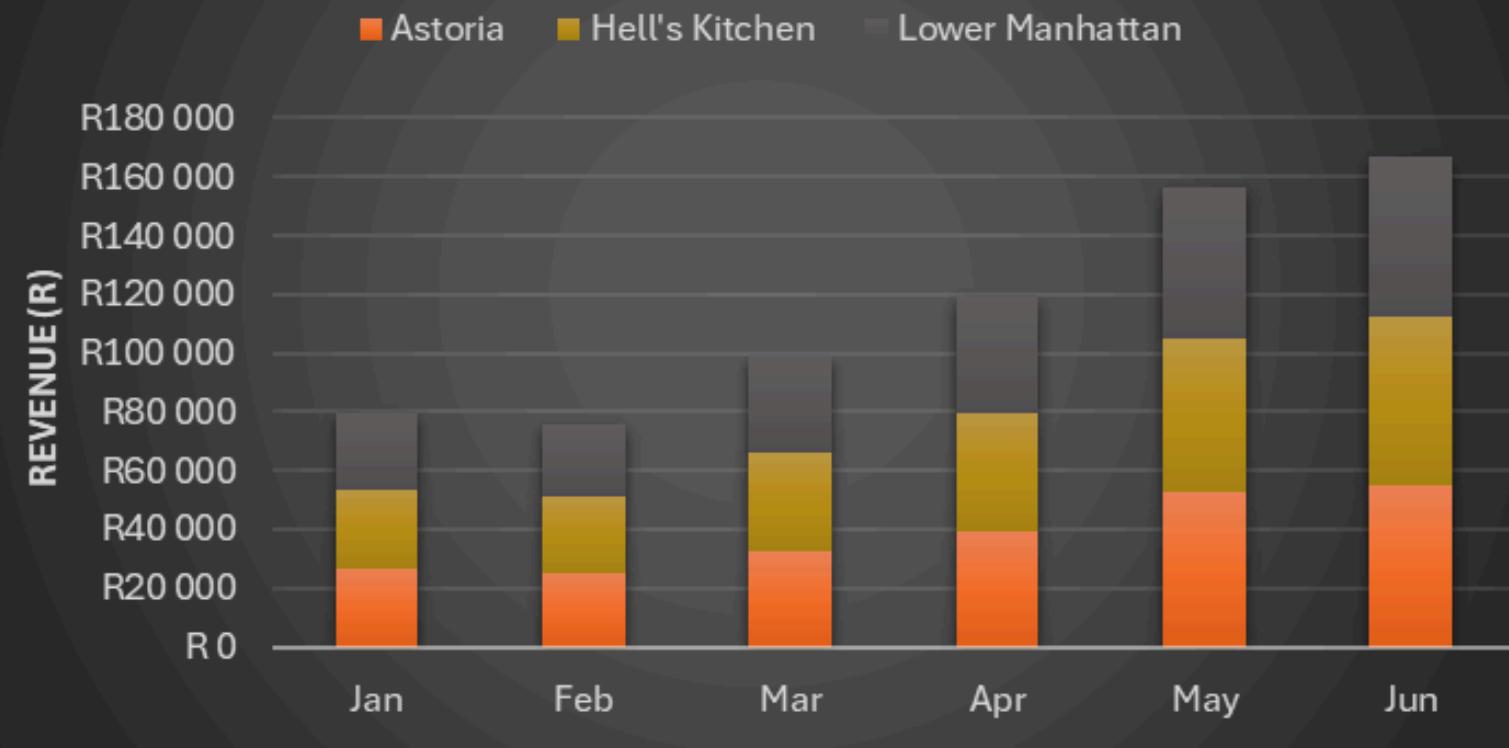
Proposal



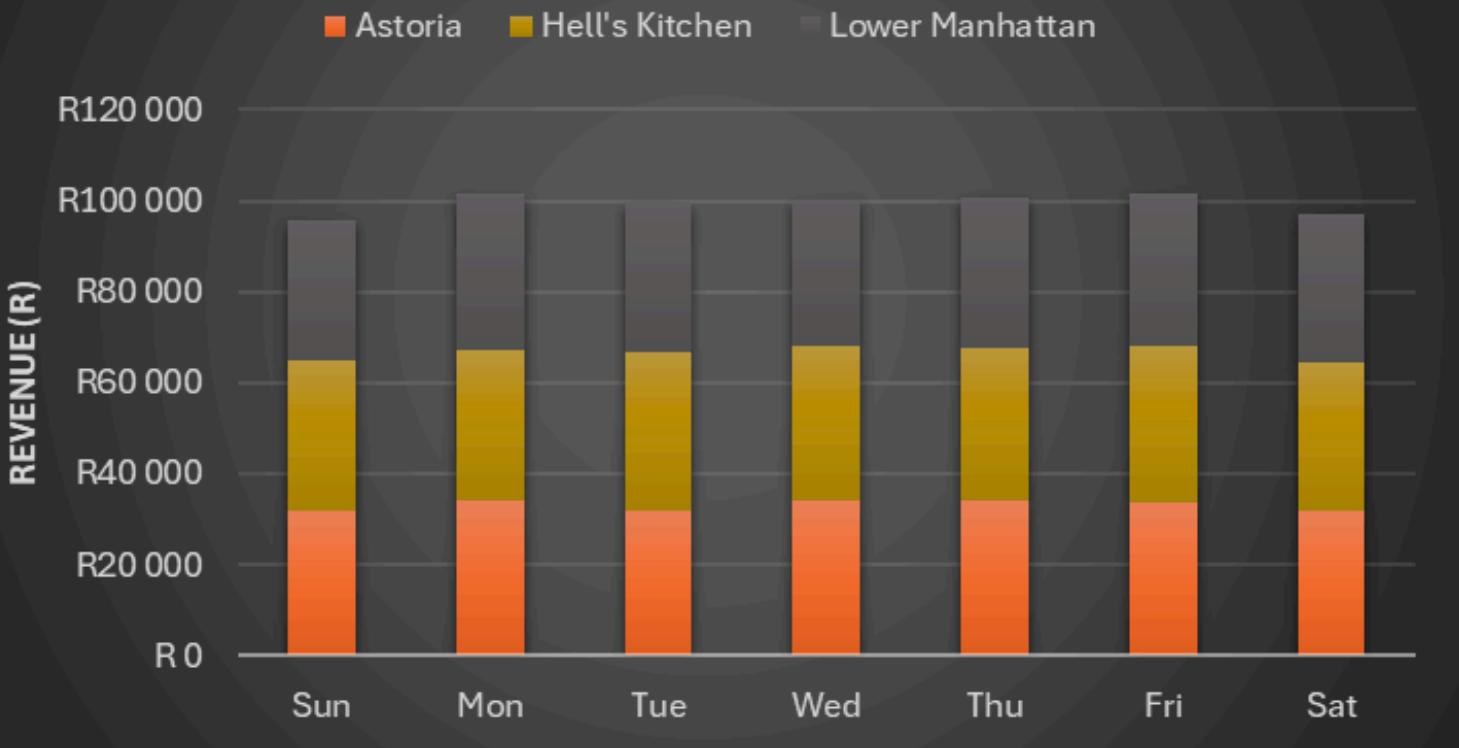
Revenue Trends |

Analysis by store location.

Monthly Revenue



Weekly Revenue

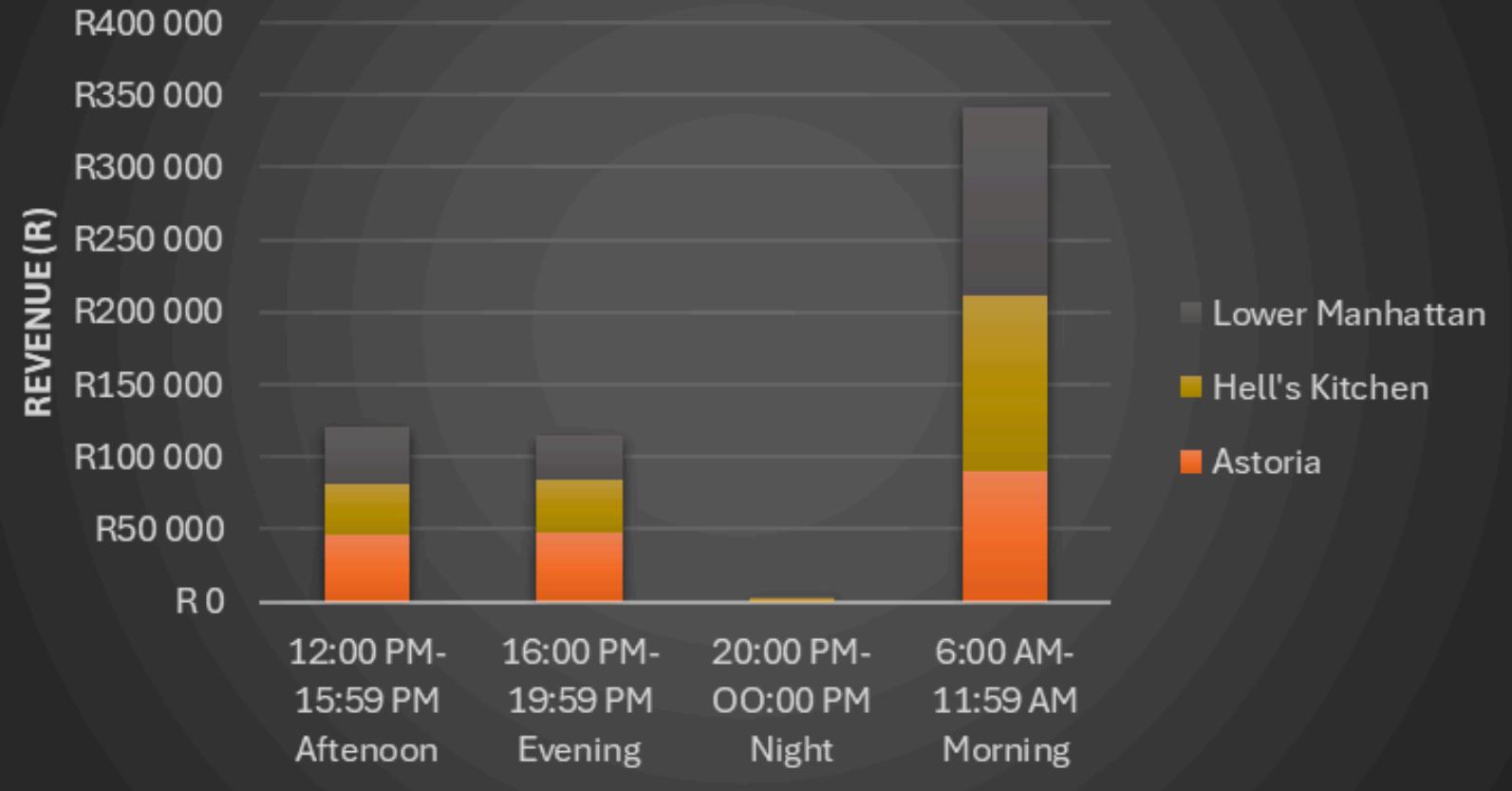


- 🔍 Revenue rose steadily from January to June, reflecting sustained business growth and operational momentum.
- 🔍 May and June delivered peak sales, each ranging between R140K and R160K, fueled by robust performance across all store locations.
- 🔍 Lower Manhattan led monthly contributions, except in February where its performance dipped slightly.
- 🔍 Hell's Kitchen and Astoria demonstrated consistent growth throughout the period, reflecting steady regional performance.

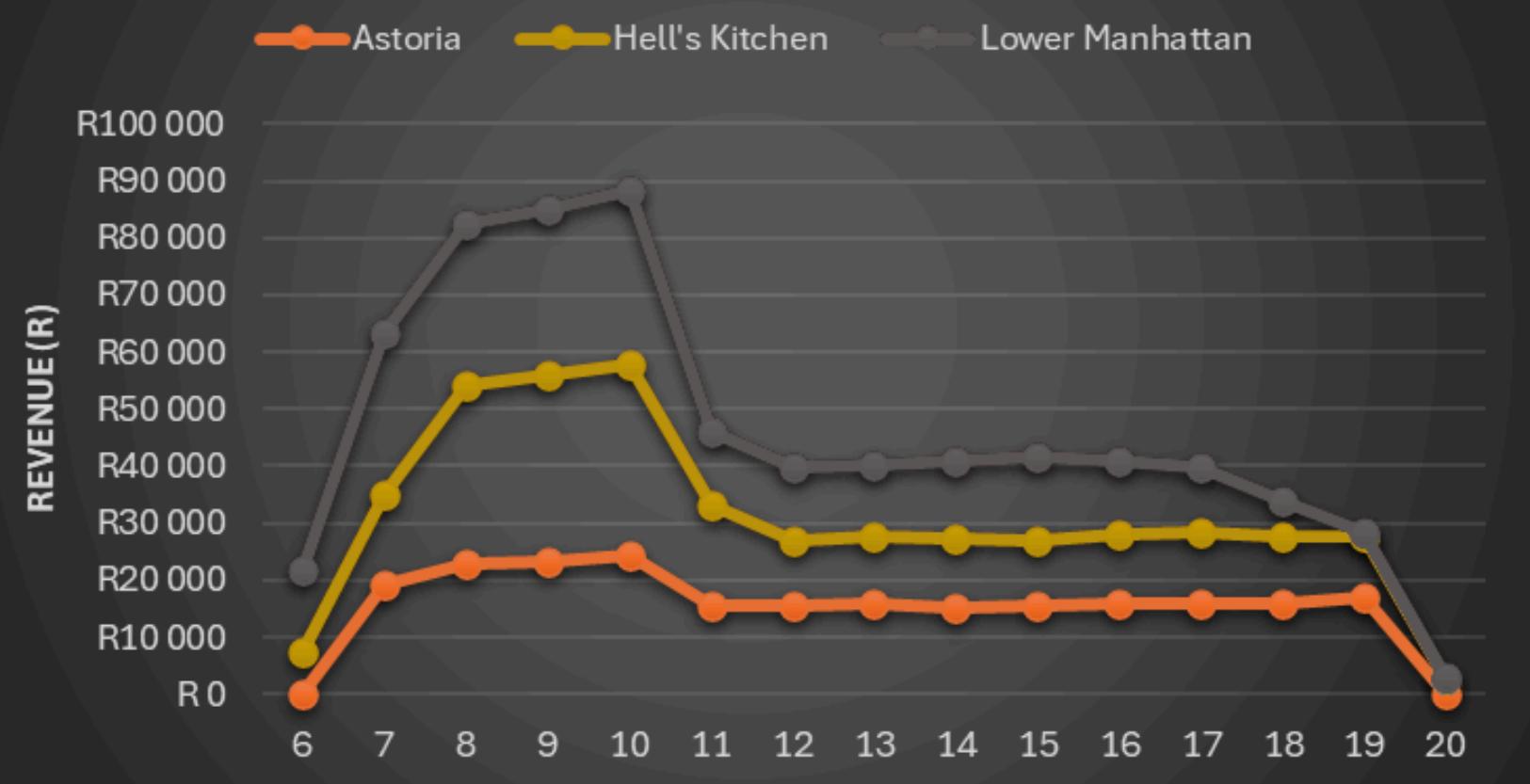
Revenue Trends

store location & Time Of Day

Revenue By Time Of Day



Revenue By Hour Of The Day



- 🔍 Morning (06:00AM–11:59AM) drives peak revenue, exceeding R80K, positioning it as the most lucrative trading window.
- 🔍 Afternoon (12:00 PM–15:59 PM) and Evening (16:00 PM–19:59 PM) yield moderate sales, each contributing approximately one-third of morning revenue.
- 🔍 Night (20:00 PM–00:00 PM) yields negligible sales, highlighting minimal customer engagement beyond core business hours.

Locations Performance Analysis

01 A.Hell's Kitchen
Rev-R235.7K Share-34% Sal-50K

02 B.Astria
Rv-231.4K Share-34% Sales-50K

03 C. Lower Manhatten
Rev-R229.3K Share-32% Sales 47K

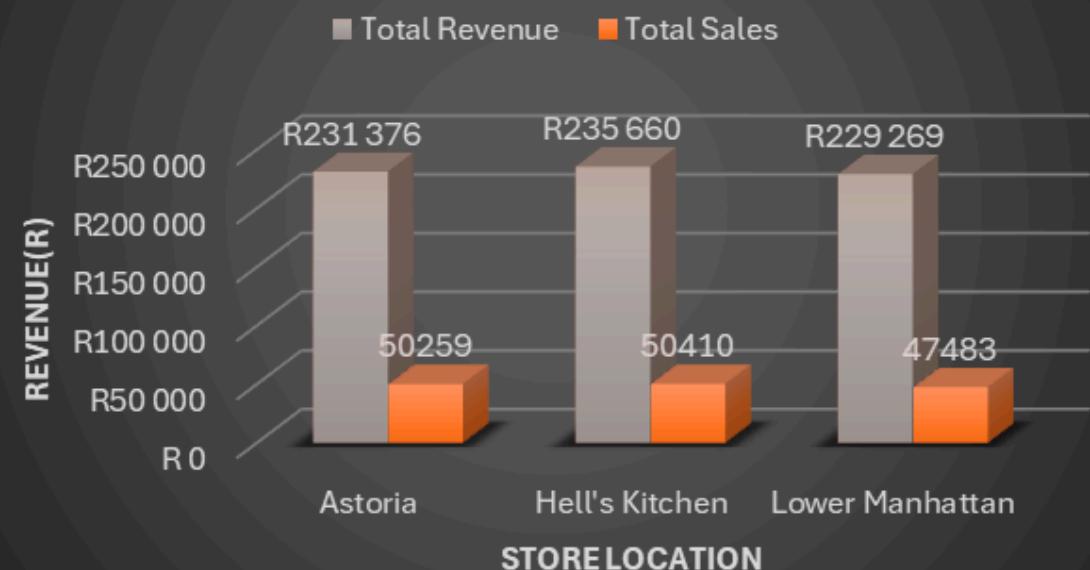
- 🔍 Hell's Kitchen ranks as the top-performing location, though revenue differences remain marginal.
- 🔍 Astoria is slightly close to Hell's Kitchen and also Lower Manhattan show closely aligned revenue, indicating balanced regional performance.

Recommendation

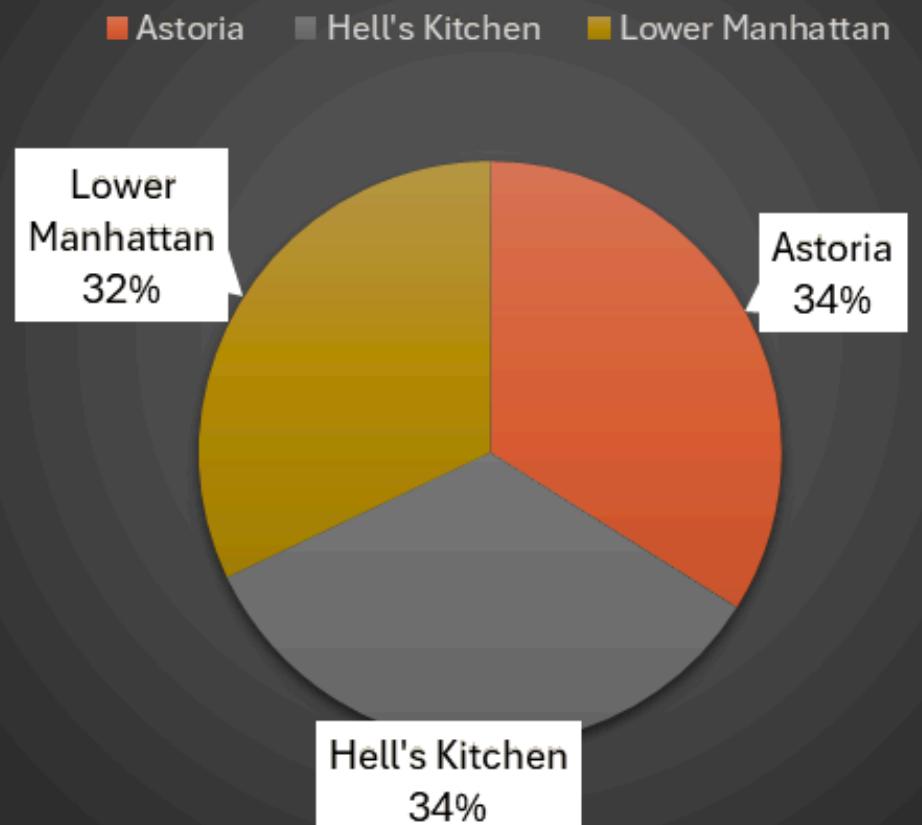
“Prioritize investment in Lower Manhattan to accelerate growth and deepen insights into customer behavior.”

“The three locations exhibit strong revenue parity, reflecting a well-balanced regional sales distribution.”

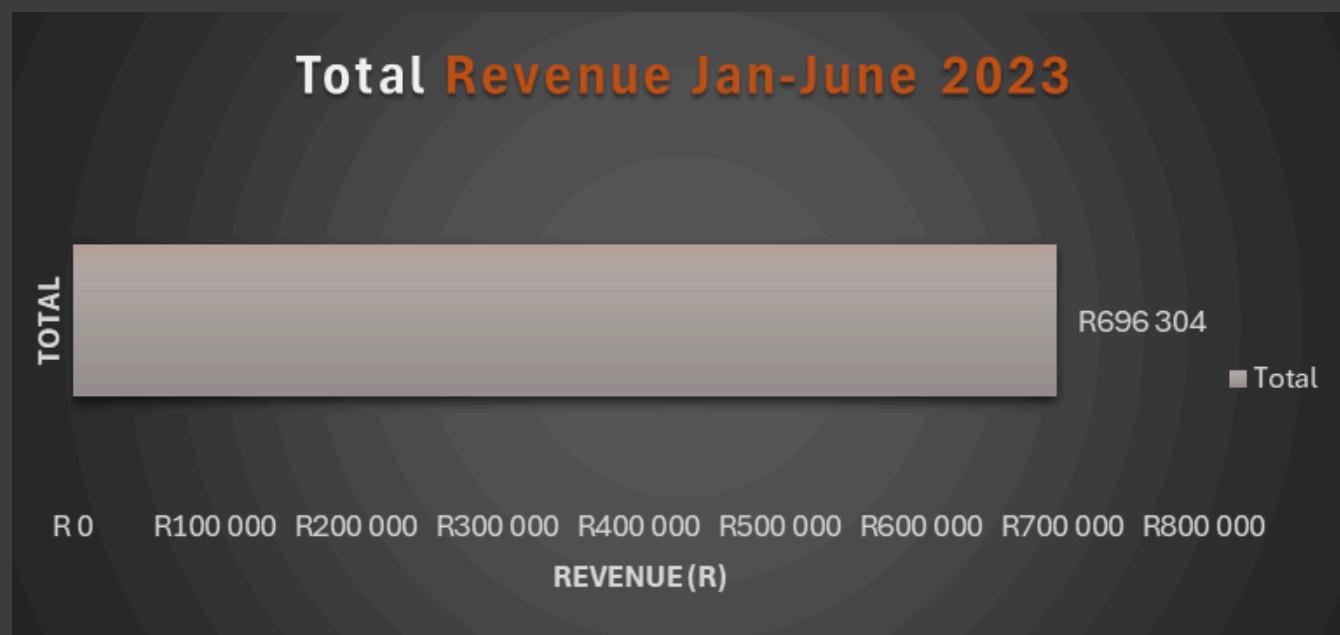
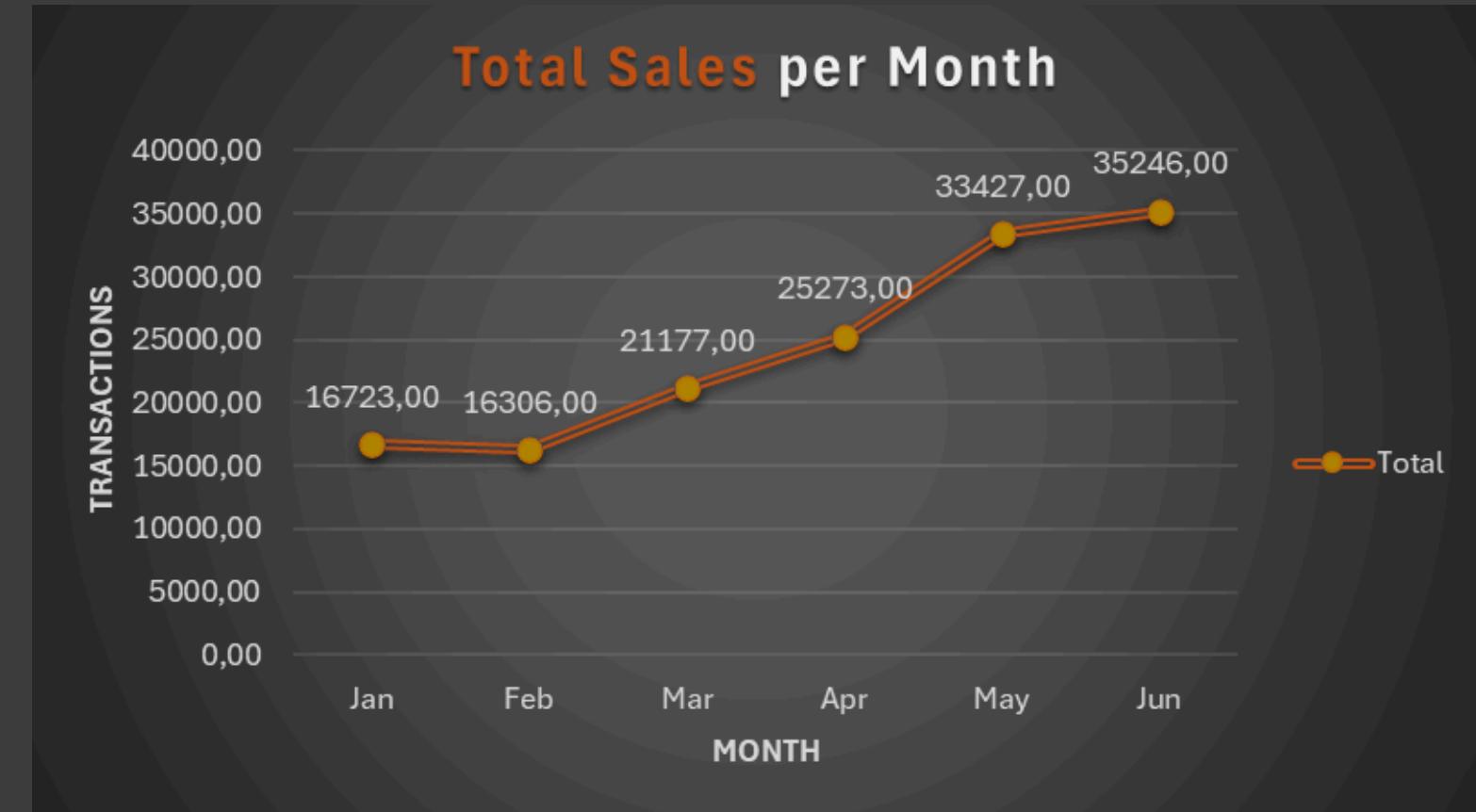
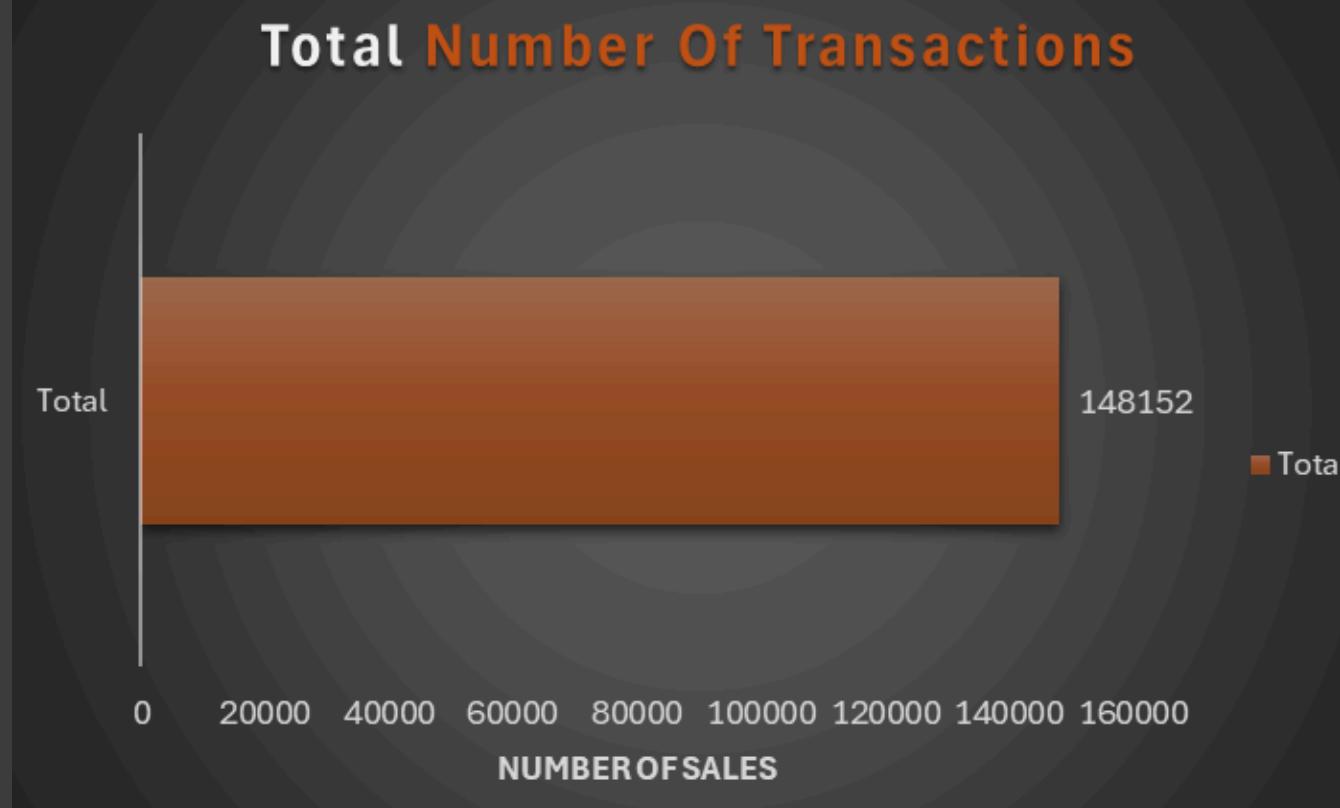
Total Revenue vs Sales by Store Location



Total Sales By Location (%)



Total Sales Trends Jan - June 2023



Uptick in Growth

🔍 Sales doubled between January and June 2023, signaling strong upward momentum and business expansion

Core Insights

- 🔍 Total Revenue (Jan-June 2023) = R696,304.
- 🔍 Total transactions (Jan-June 2023) = 1448,152.
- 🔍 Monthly Sales Uptick: Sales showed steady growth, climbing from 16,306,00 in February to 35,246,00 by June.

Product Trends |

Analysis by product category in all store location combined

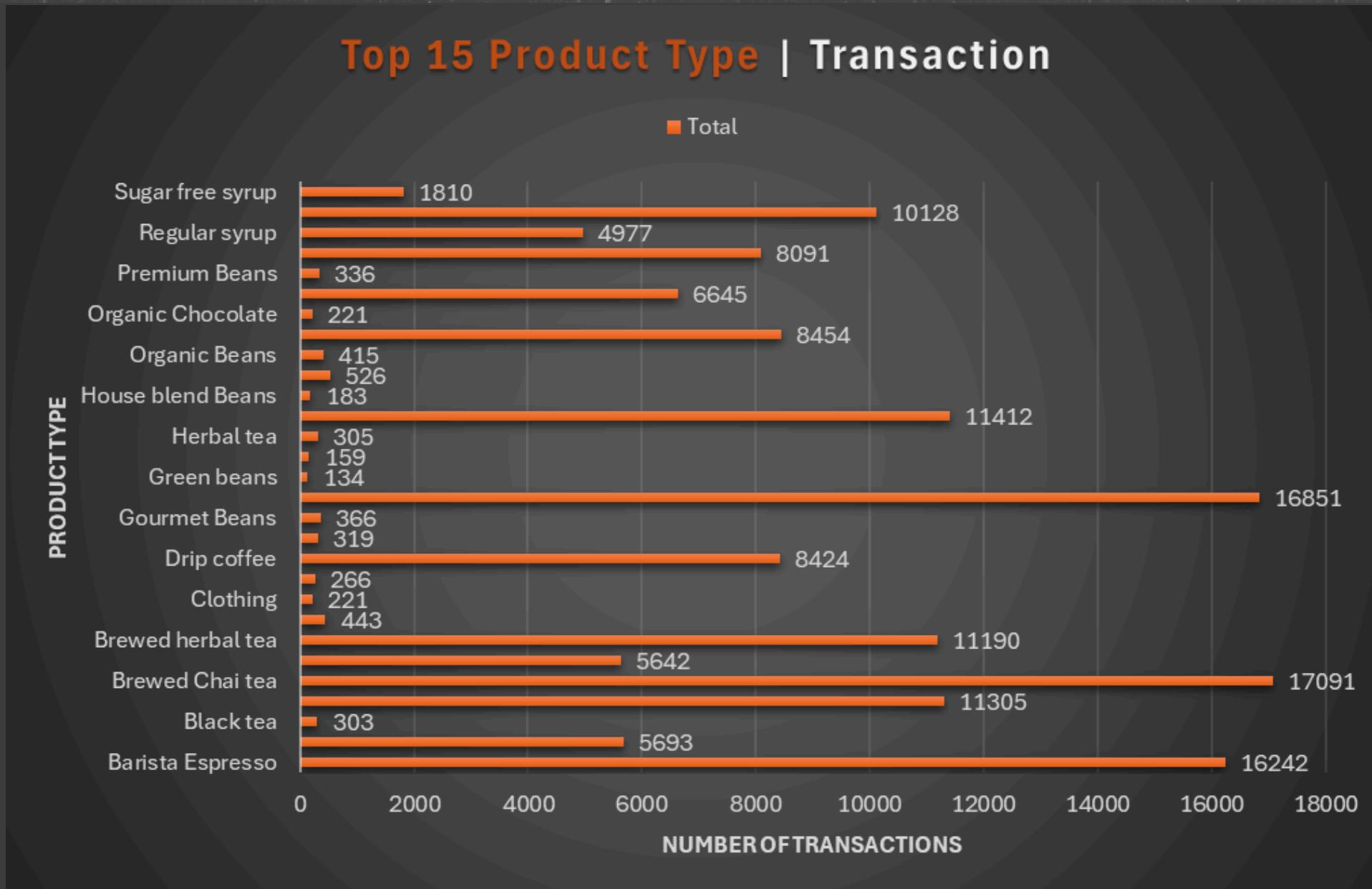
Number Of Transactions | Product Category

■ Tea ■ Packaged Chocolate ■ Loose Tea ■ Flavours ■ Drinking Chocolate ■ Coffee beans ■ Coffee ■ Branded ■ Bakery



	Total
Tea	45228
Packaged Chocolate	487
Loose Tea	1210
Flavours	6787
Drinking Chocolate	11412
Coffee beans	1753
Coffee	58062
Branded	747
Bakery	22466

Product Trends | Top 15 Best Performing Product types per transaction



Top Performers:

Herbal Tea (16,851) – 13.6%

Barista Espresso (16,242) – 13.1%

Black Tea (11,190) – 9.0%

These three account for 35.7% of total transactions within the top 15 bracket, underscoring strong demand for premium beverages.

Consistent Demand

Green Beans (11,412) – 9.2%

Gourmet Beans (8,424) – 6.8%

Regular Syrup (4,977) – 4.0%

Together, they represent 20%, supporting a balanced product mix With the top 15 bracket.

Bright Coffee Growth Vision: Bean to Brand



Know Your Target Market

- Segment customers by lifestyle (e.g., remote workers, students, commuters).
- Use surveys or loyalty data to understand preferences and tailor offerings (e.g., vegan options, fast grab-and-go items).



Optimize Menu and Pricing

- Focus on high-margin items like specialty drinks and baked goods.
- Introduce seasonal menus to drive repeat visits and create buzz.
- Use bundle pricing (e.g., coffee + pastry combos) to increase average spend



Bright Coffee Shop

Marketing Campaign Proposal

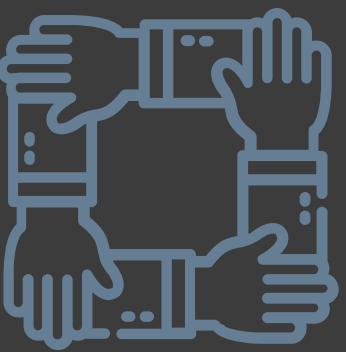
Loyalty & Referral Program

Launch a digital rewards system that incentivizes repeat visits and referrals. Offer points for purchases, social shares, and bringing friends redeemable for exclusive drinks or merchandise.



Experience-Driven Branding

Position Bright Coffee as a lifestyle destination, not just a coffee shop. Use storytelling across social media and in-store visuals to highlight ambiance, craftsmanship, and customer moments.



Influencer & Community Partnerships

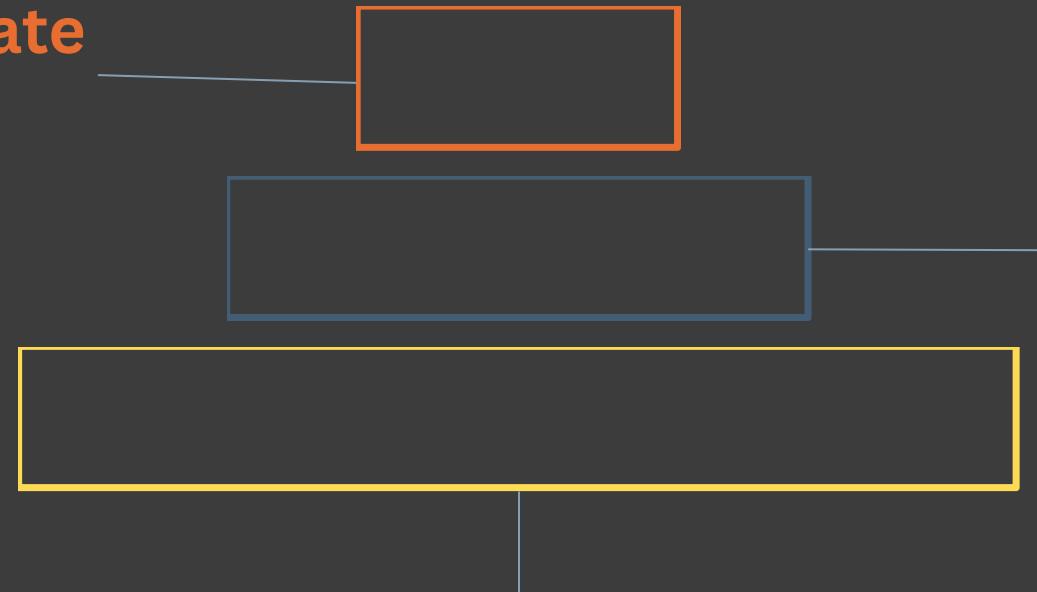
Collaborate with local influencers, food bloggers, and artists to host events, tastings, or pop-ups. This builds organic reach and strengthens community ties.

Optimizing Stock Management

📦 Categorize Inventory by Turnover Rate

Segment stock into:

- Fast movers (e.g., espresso beans, milk)
- Slow movers (e.g., specialty syrups, seasonal mugs)



🤝 Negotiate Bulk Agreements

Coordinate inventory with:

- Loyalty program redemptions
- Limited-time offers (LTOs)
- Influencer-driven product pushes

💻 Use Digital Inventory Tools

Adopt inventory management software that:

- Tracks real-time stock levels
- Sends low-stock alerts
- Integrates with your POS system for automatic updates

Conclusion

Bright Coffee isn't just a place to grab coffee—it's where taste meets atmosphere, and every visit becomes an experience.



COFFEE

thank you

A GOOD IDEA

LIFE

RULE

OR

JUST DRINK

SINDISWA JACHIN SHONGWE