BRIGHT COFFEE SHOP ANALYSIS

31 OCTOBER 2025

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INTRODUCTION : Purpose

Problem statement:
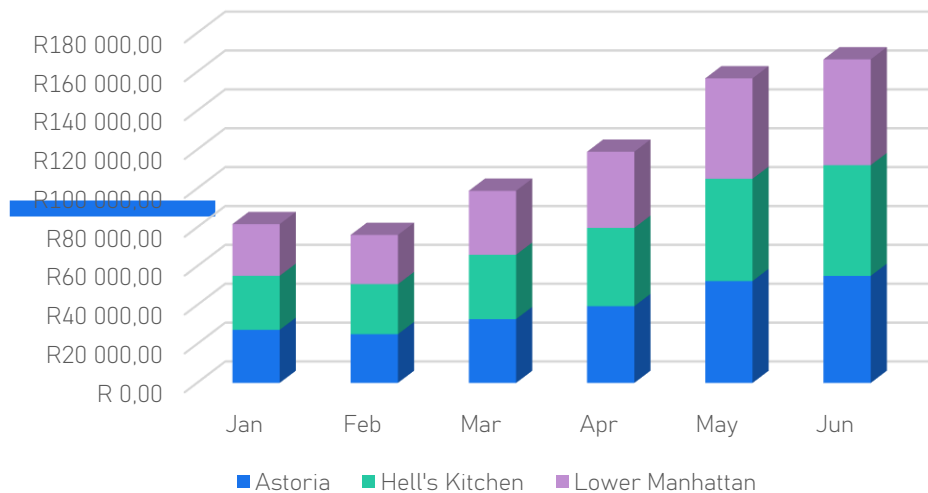
• Sales declining and competition increasing

AIM

• To determine important revenue drivers, trends in product performance, and time-based sales patterns by analyzing historical sales data.
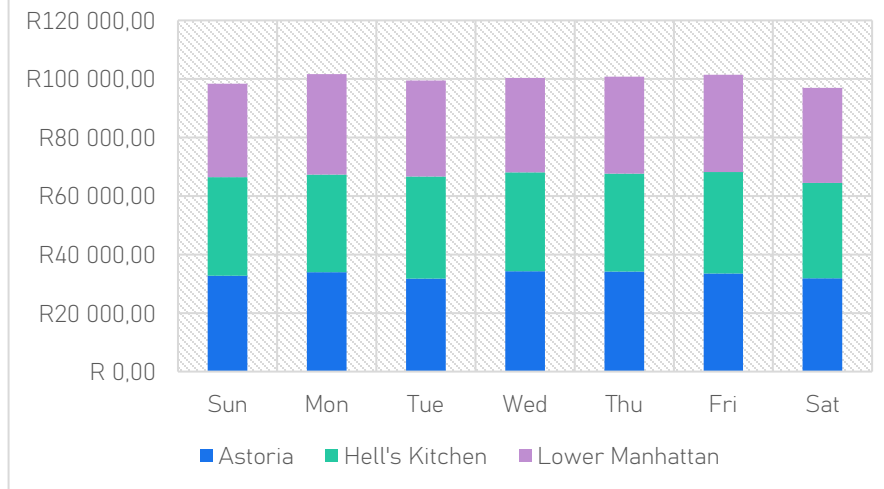
Focus

• Product performance

• Sales performance

• Store performance
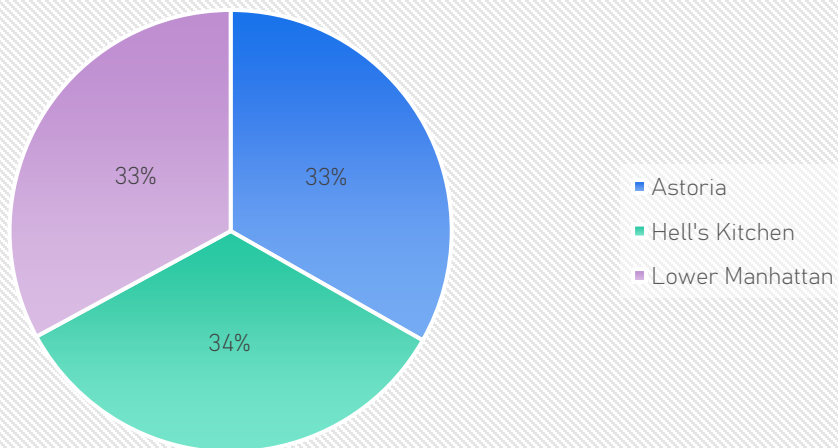
• Marketing strategy analysis

Revenue Analysis

Montly Revenue

Legend: Astoria, Hell's Kitchen, Lower Manhattan

Weekly Revenue

Legend: Astoria, Hell's Kitchen, Lower Manhattan

Revenue by Location

Astoria 33%, Hell's Kitchen 34%, Lower Manhattan 33%
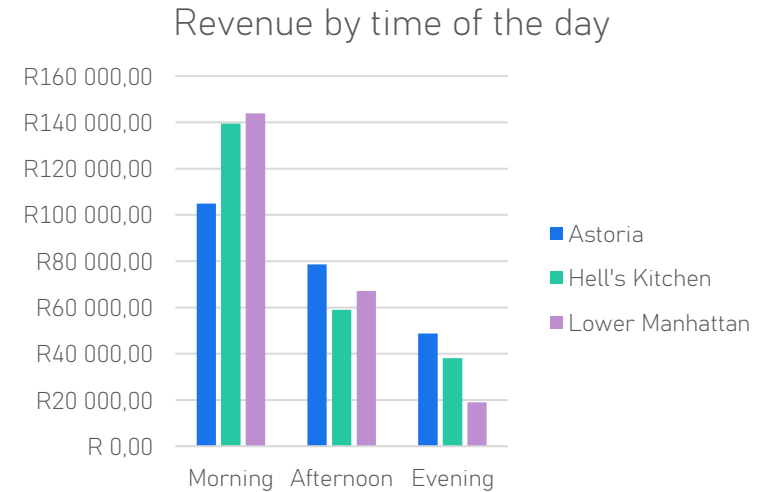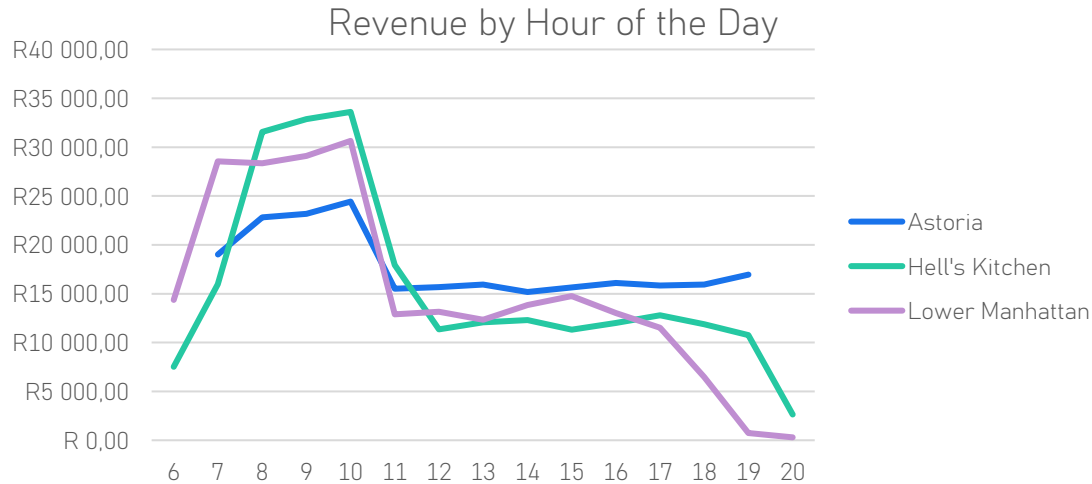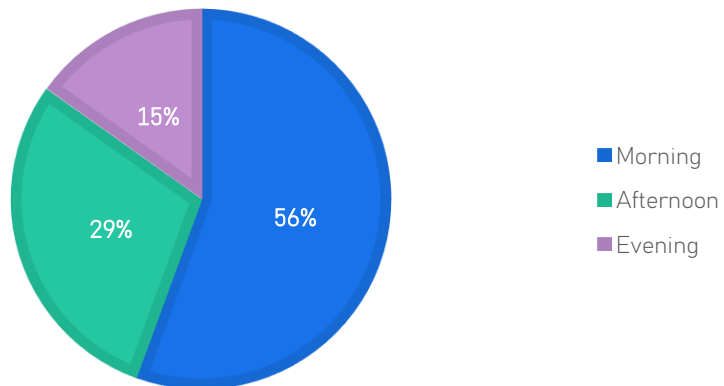
- Revenue showed a decrease in the first quarter of the year and increased steadily from March to June

- Weekly average revenue stays consistent suggesting dependable clientele

- Revenue of Hell's kitchen is the highest with 34%

REVENUE : Analysis by time

Revenue by Hour of the Day

Legend: Astoria, Hell's Kitchen, Lower Manhattan

Revenue by time of the day

Legend: Astoria, Hell's Kitchen, Lower Manhattan

REVENUE BY TIME BUCKETS

- Morning 56%
- Afternoon 29%
- Evening 15%

- The peak revenue-generating time is during the morning, which typically contributes 56% of total revenue.
- Afternoon sales, between 12:00 and 16:59, make up 29% of the daily revenue.
- The evening is the least profitable period, accounting for only 15 of total revenue.
- Hell's kitchen is the main contributor to the overall revenue whilst Lowe Manhatton dominates morning revenue

Sales : Product performance analysis

Monthly Sales

Weekly Sales

Product category by Time Buckets
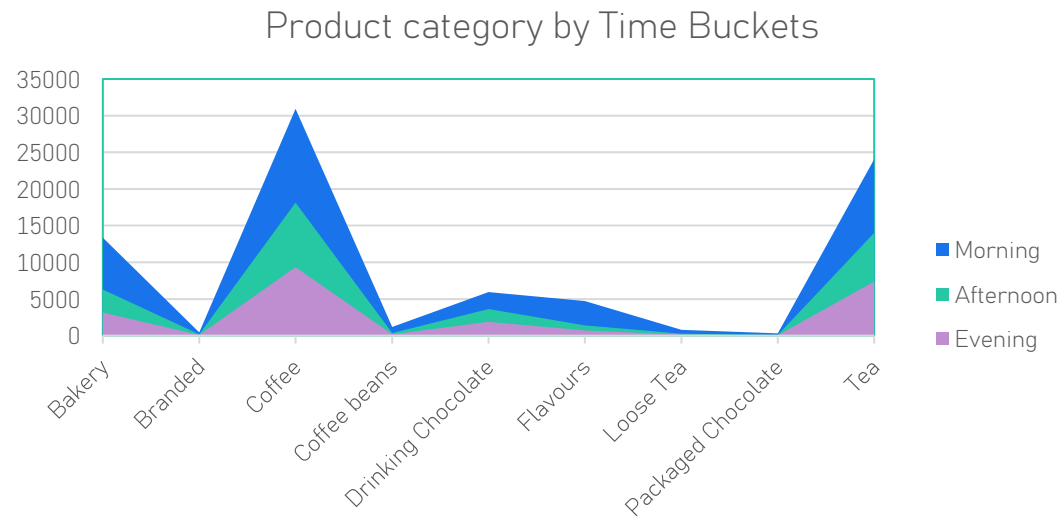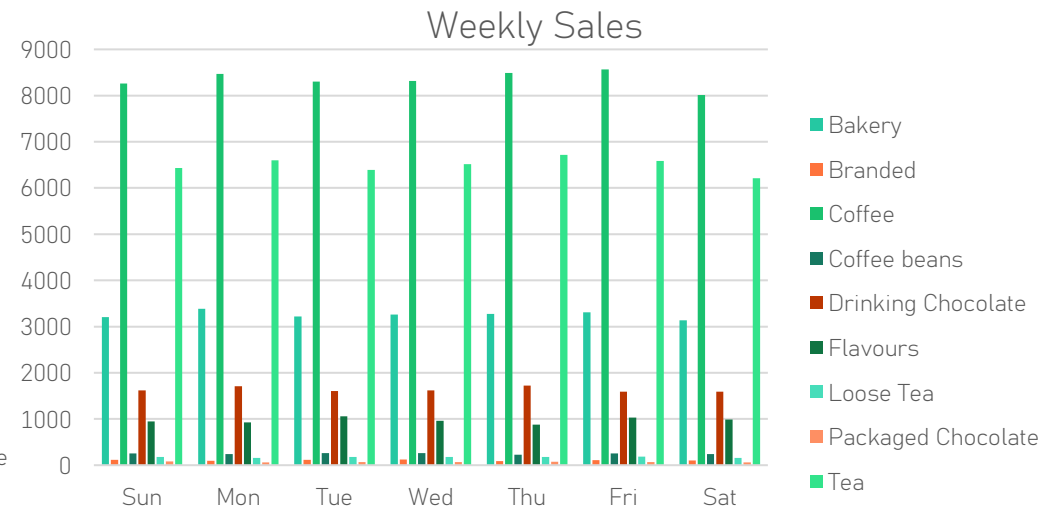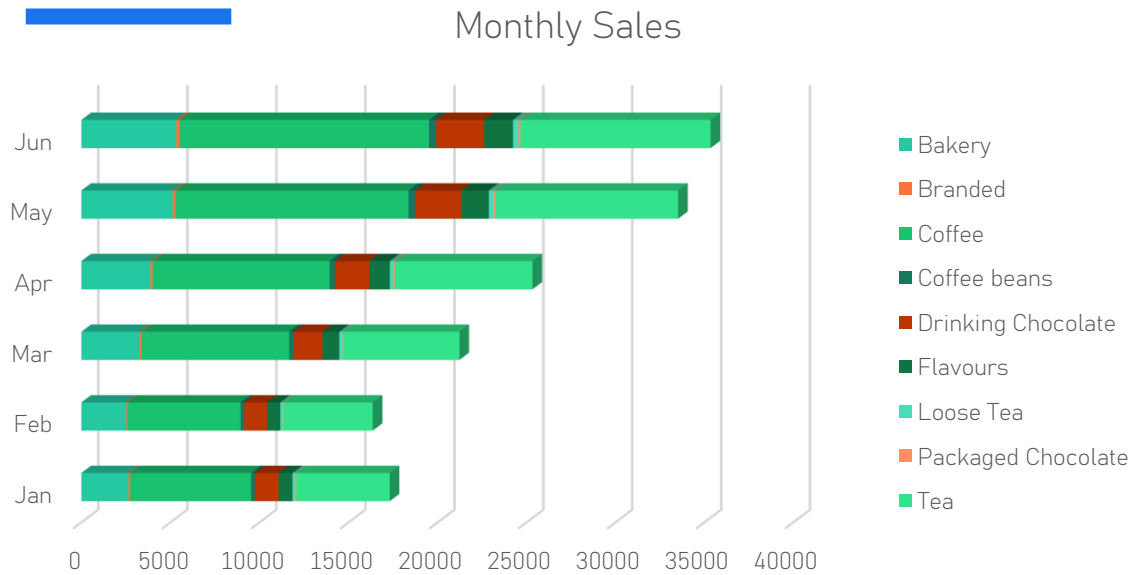
- The top-selling product categories are coffee, tea, and bakery, with coffee being the dominant category in terms of sales.

- Most coffee sales take place during the morning hours at all store locations.
- Branded and packaged coffee products are the least popular among customers.

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- Use signage and upsell scripts for trained staff to advertise the top five high-margin items.

- Offer a loyalty pass for weekdays (e.g. A. free fifth coffee) to encourage return business.

- Improve staffing schedule to match identified peak windows; explore limited-time cafe experiences during low-traffic hours.

- Rework menu layout to highlight profitable combos and add-on attach rates.

- Launch targeted email/SMS offers to customers who visited morning windows to drive an afternoon return.

- Use social posts to promote bundles during off-peak hours with time-limited discounts.

Q & A

THANK YOU