

BRIGHT COFFEE SHOP

INSIGHTS AND RECOMMENDATIONS

BY KATLEHO TSOTETSI



AGENDA



- PROJECT FACTORS
- ANALYSIS
- RECOMMENDATIONS
- CLOSING REMARKS



- **STORE LOCATIONS**
 - Lower Manhattan
 - Hell's Kitchen
 - Astoria
- **NUMBER OF CUSTOMERS**
 - WE HAVE 149116 CUSTOMERS ACROSS OUR DIFFERENT STORES

BRIGHT COFFEE SHOP

TOP 5 SELLING PRODUCTS BY NO OF SALES



BRIGHT COFFEE SHOP



BREWED CHAI TEA
17183



GORMET BREWED COFFEE
16912



BARISTA ESPRESSO
16403



HOT CHOCOLATE
11468

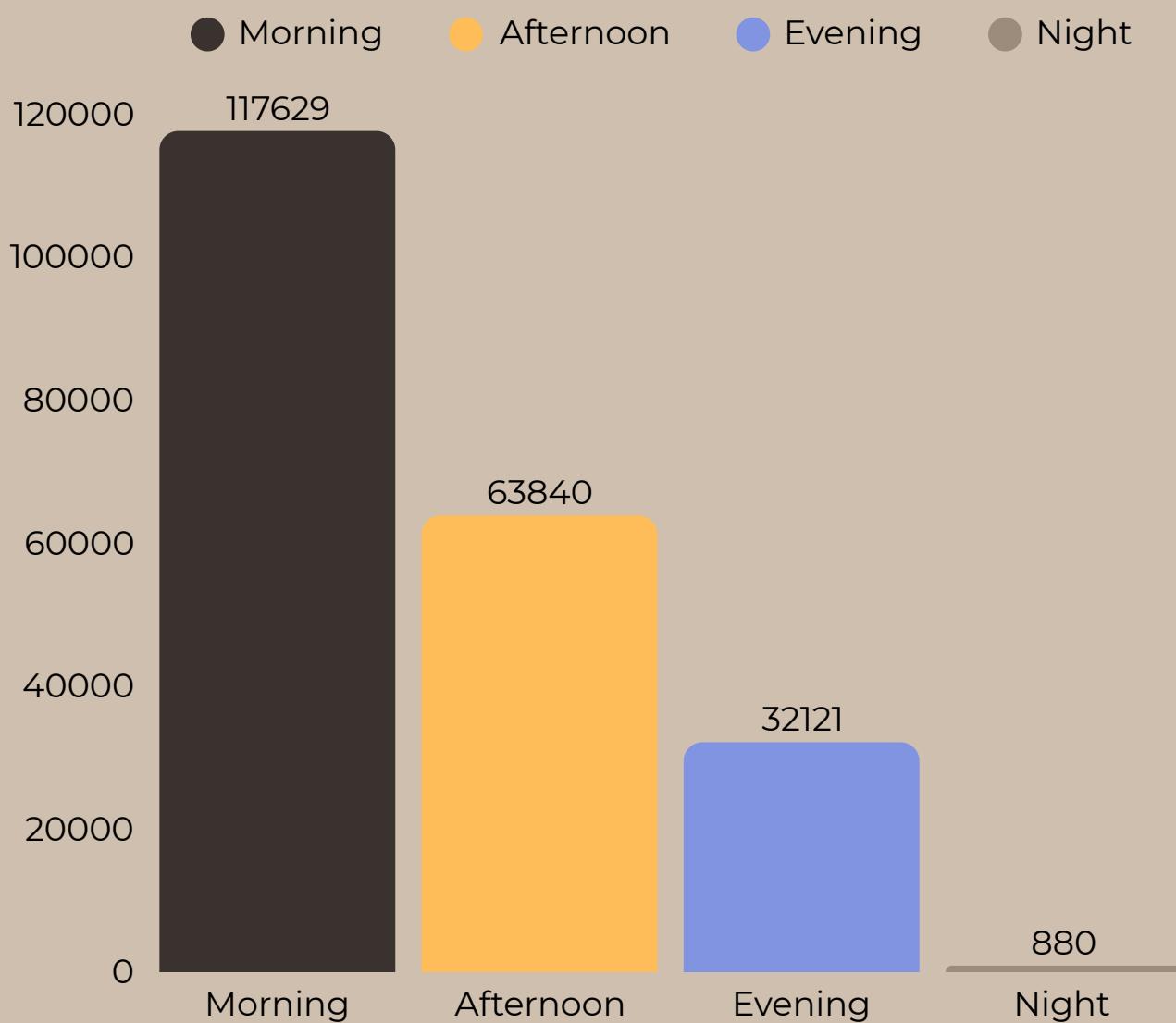


BREWED BLACK TEA
11350

Brewed Chai Tea is our best selling product across all locations.

Green Beans are the least selling with 134 .

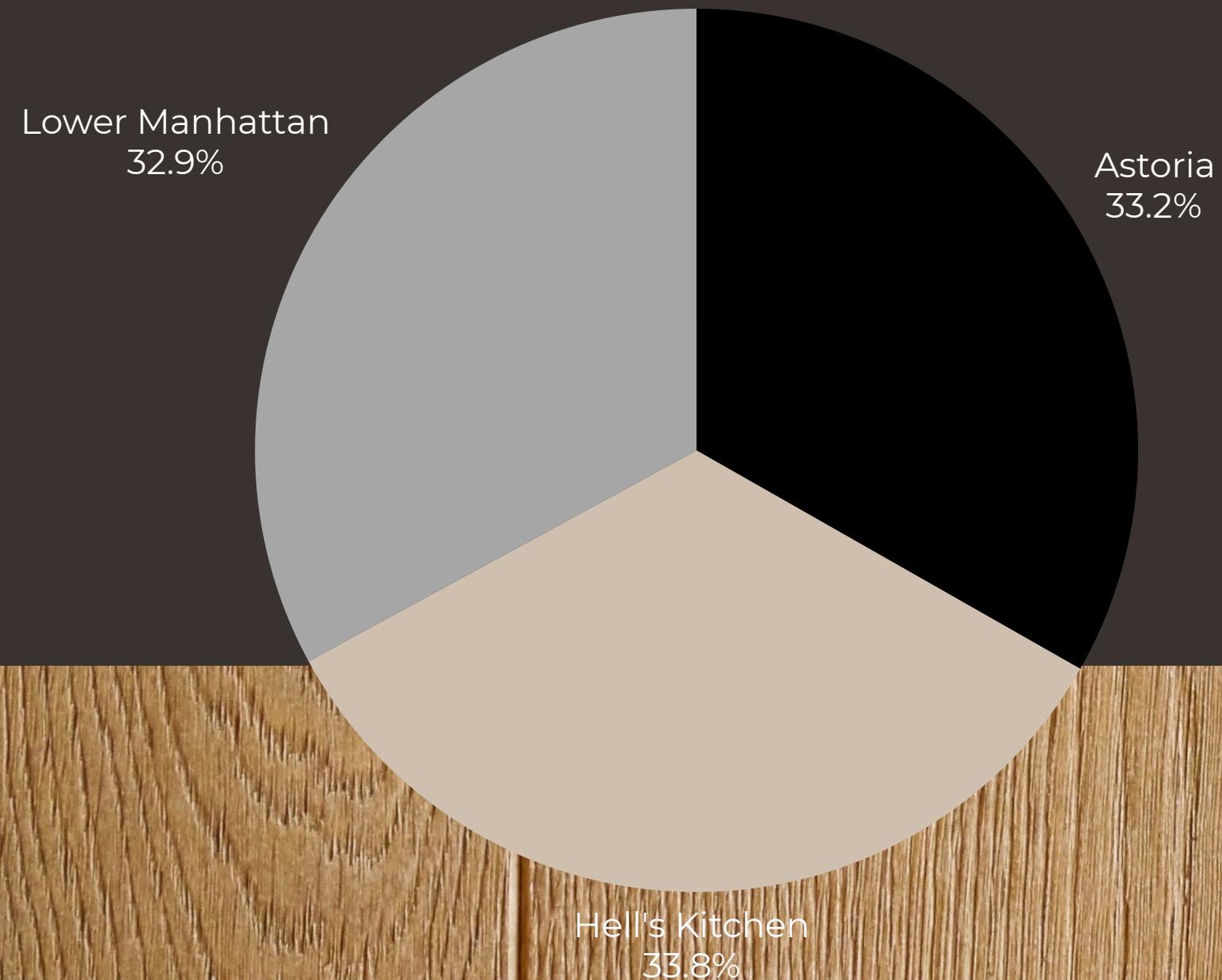
TOTAL SALES BY TIME OF THE DAY



Morning's bring in the most amount of sales accross all store locations

BRIGHT COFFEE SHOP

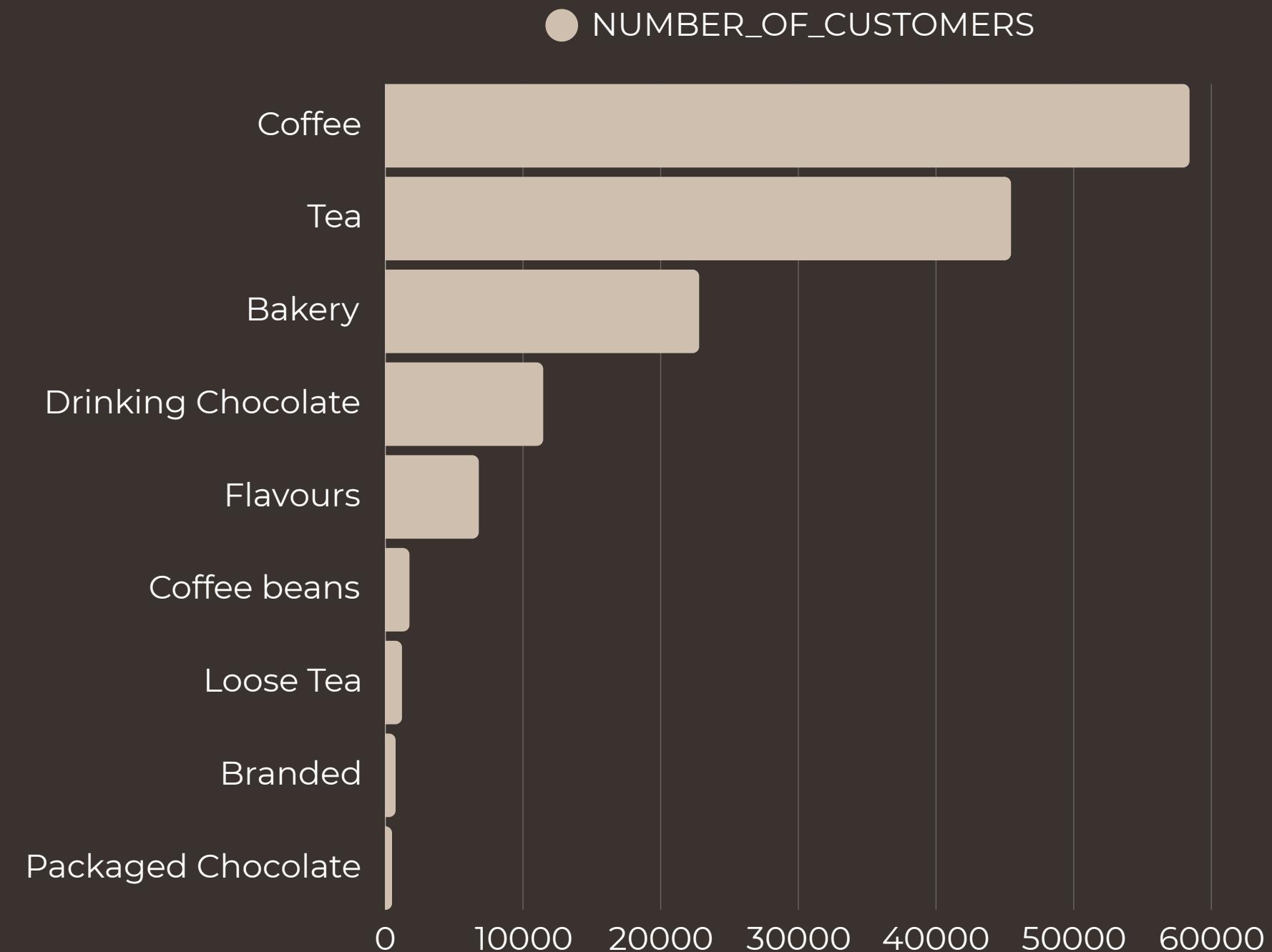
REVENUE % BY STORE LOCATION



HELL'S KITCHEN IS THE HIGHEST CONTRIBUTOR WITH 33.8% TOTAL REVENUE

SALES BY PRODUCT CATEGORY

BRIGHT COFFEE SHOP



Coffee is our number 1 selling product
Packaged chocolate is our least sold product
with only 487 sales

RECOMMENDATIONS

Pair top selling products with pastries such as scones, Biscotti & Croissants to boost sales.

Hell's kitchen is our best selling location, so I recommend using their sales strategies and style to revamp other locations.

Morning's are busy, that is the best time to bundle sell and introduce specials.

Introduce loyalty cards and give out free coffee for customers with certain number of sales.

Run marketing campaigns for low selling products.



THANK YOU

Connect with us on our website or visit one of our locations.
We can't wait to share a cup of coffee with you!"

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- 📍 www.brightcoffeeshop.com

