



BRIGHTLIGHT COFFEE SHOP

SALES ANALYSIS

JUNE, 2025



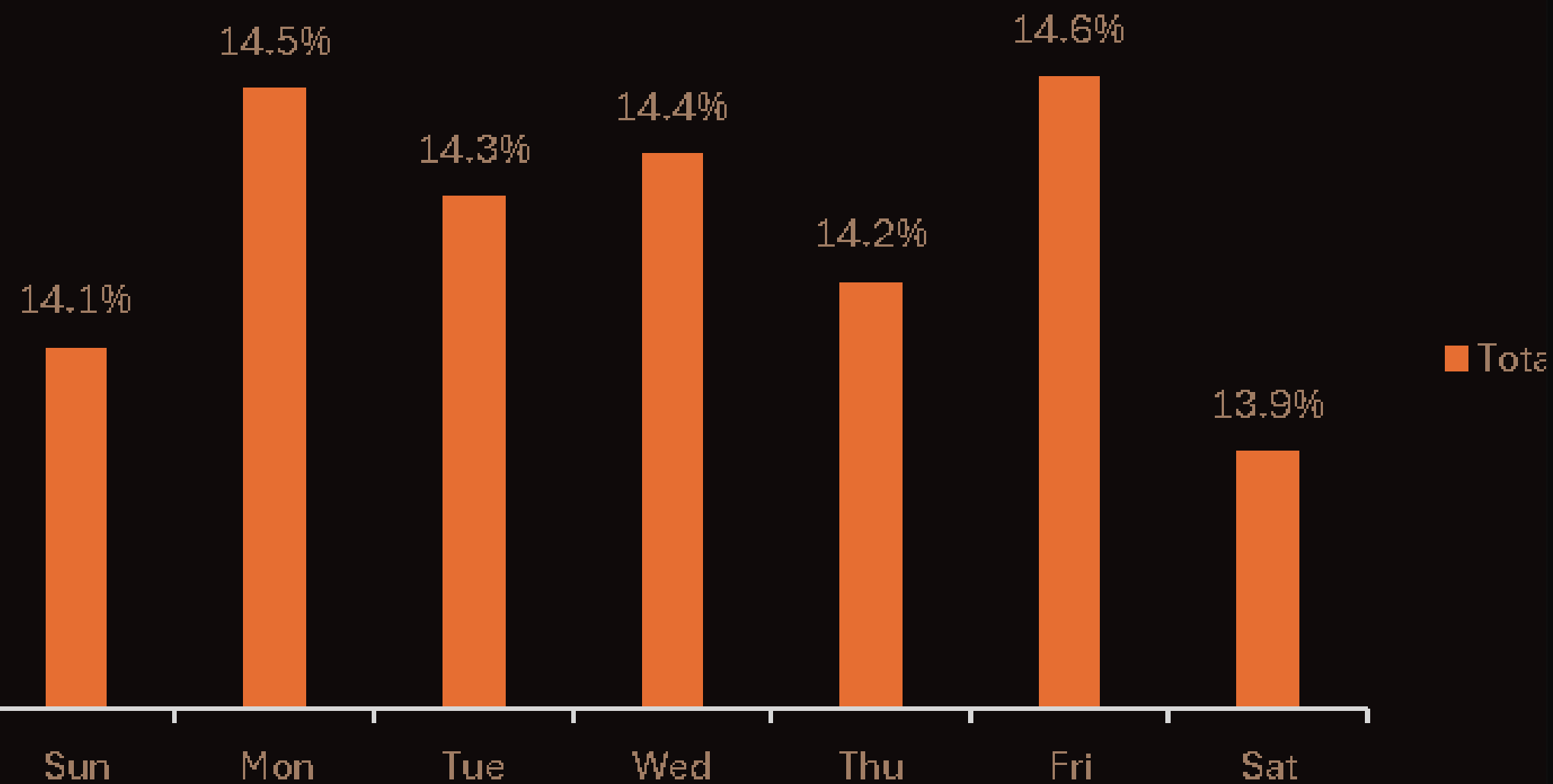
AGENDA

1. SALES TRENDS
2. LOCATION TRENDS
3. PRODUCT PERFORMANCE
4. RECOMMENDATIONS

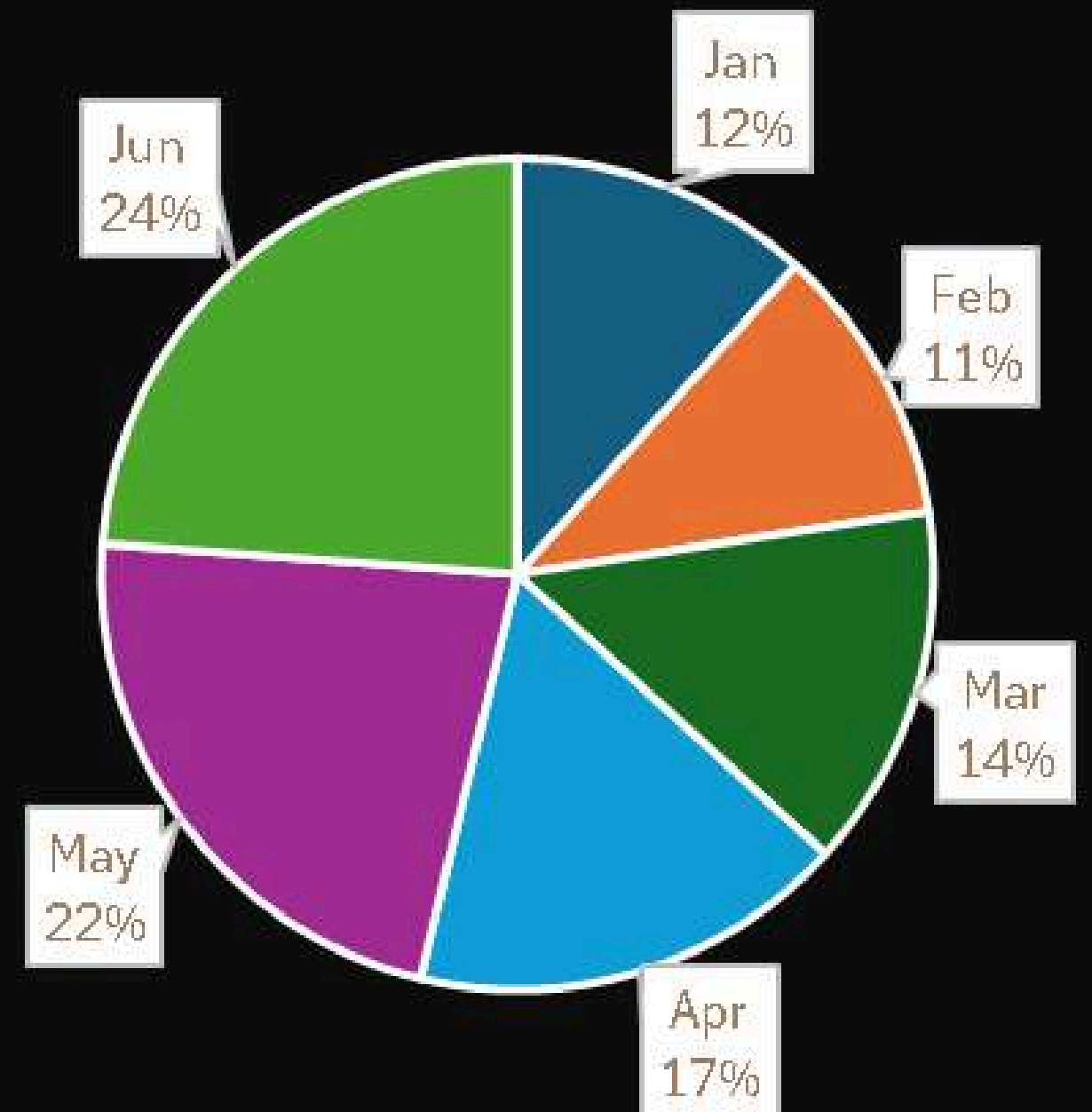
SALES TRENDS



Total Revenue per day of the week



Total Revenue per Month



Key Insights:

- Total revenue per day fluctuates, with Friday at 14.6%, highest and followed closely by Monday at 14.5%. I recommend that we make promotions on these days to target the high spenders.
- The pie chart shows a steady increase in total monthly revenue, with a 3% growth from February to June, it suggest a positive growth over year.

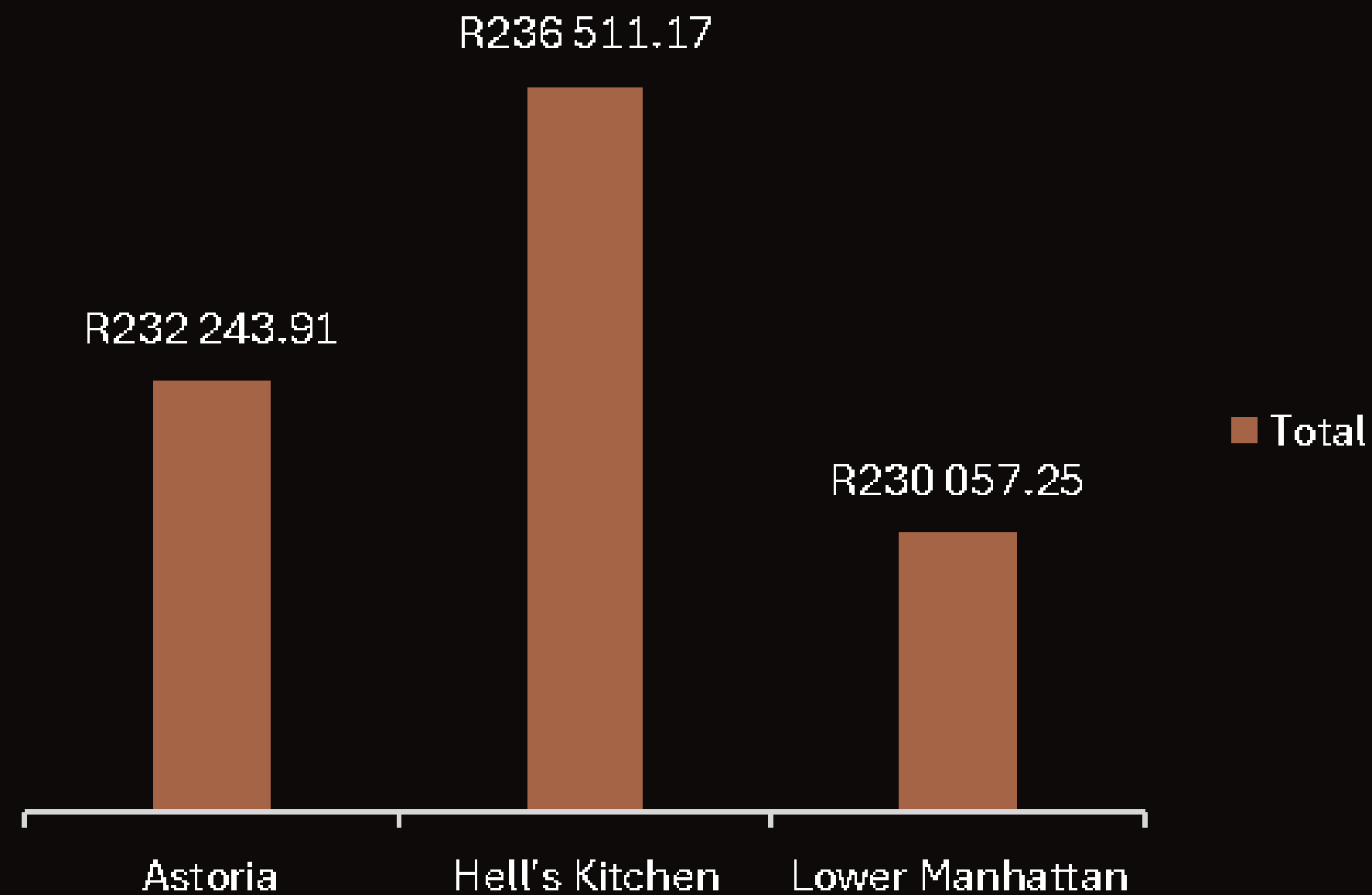
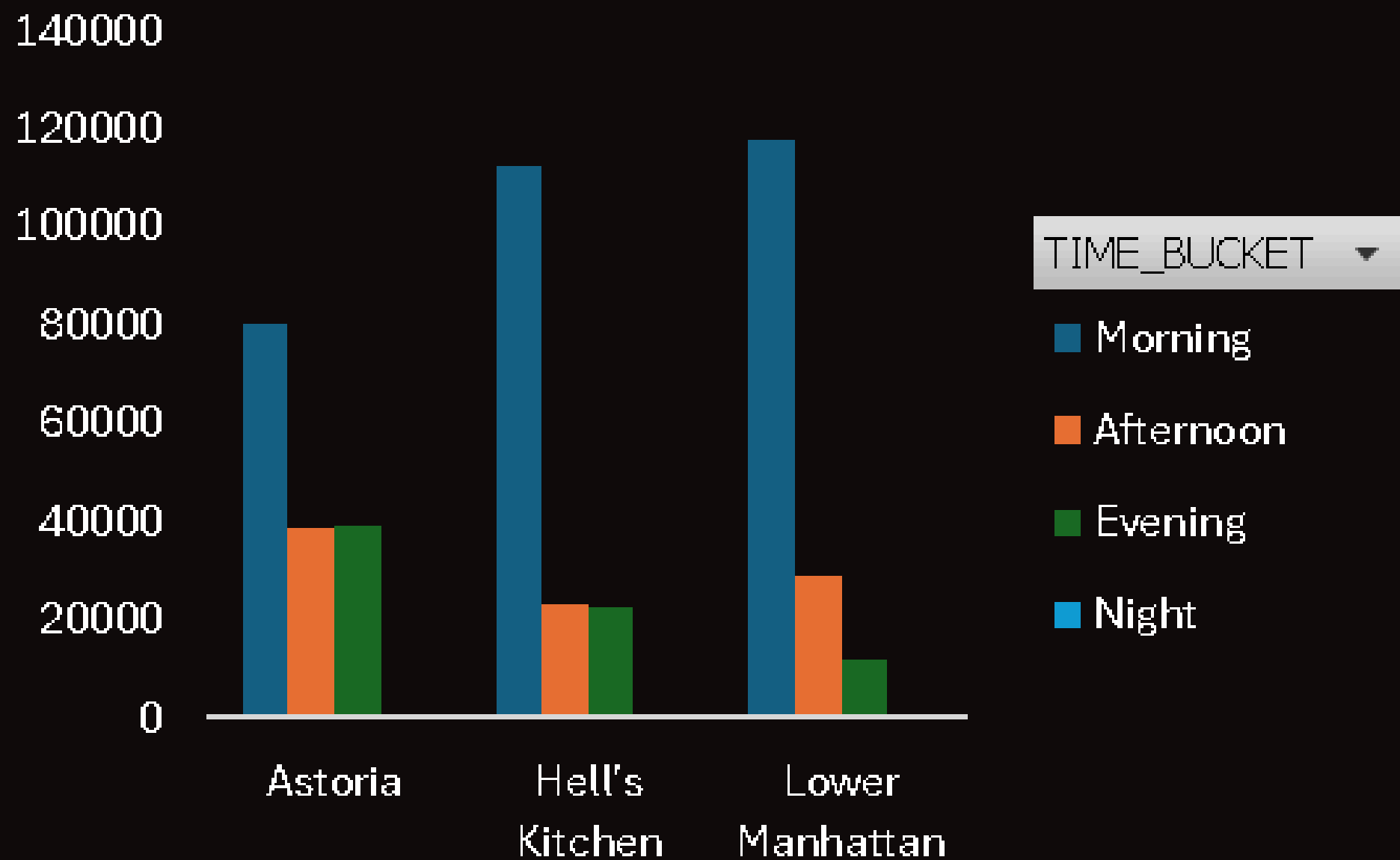
LOCATION-BASED TRENDS



SPENDER_BUCKET ▾

Revenue Per Store Location

Store Total Revenue by Time Period



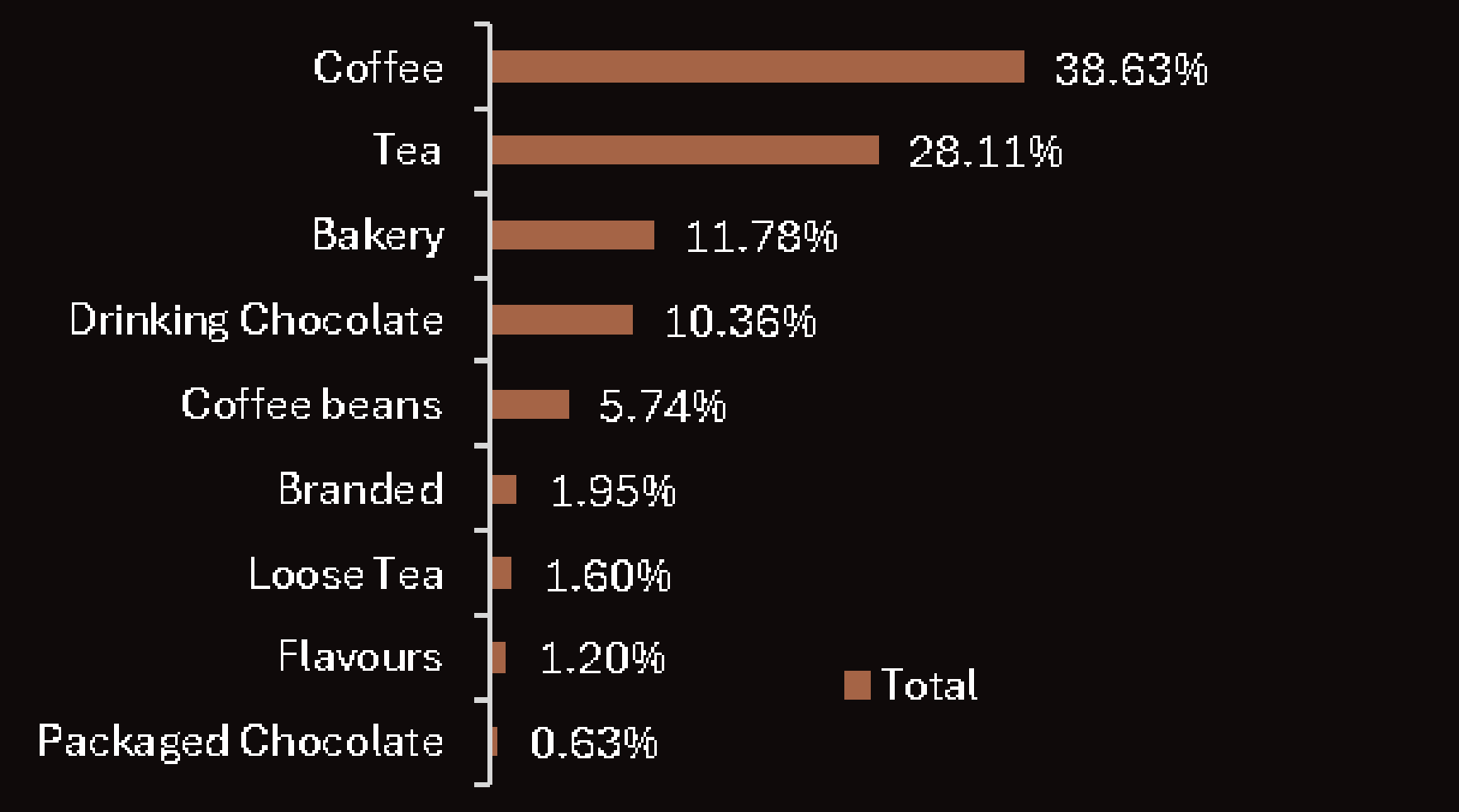
Key Insight:

- Morning hours has the highest revenue approximately 75% of the store total revenue, with R1136 117 in Manhattan branch which shows a strong demand for coffee in the morning and Astoria in the evening and afternoon contribute about 20%.
- Hell's Kitchen generated the highest overall revenue at R236 511.17, while Manhattan is the lowest with R230 057.23.



PRODUCT PERFORMANCE

Total Revenue per Product Category



Product_Type	Sum of TOTAL_REVENUE	% of Total Revenue
Barista Espresso	R91 406	17%
Brewed Chai tea	R77 082	14%
Hot chocolate	R72 416	13%
Gourmet brewed coffee	R70 035	13%
Brewed Black tea	R47 932	9%
Brewed herbal tea	R47 540	9%
Premium brewed coffee	R38 781	7%
Organic brewed coffee	R37 747	7%
Scone	R36 866	7%
Drip coffee	R31 984	6%
Grand Total	R551 788	100%

Key Insights:

- Coffee leads overall product categories with 39% of total revenue, followed by Tea at 28%, and Chocolate at just 0.63%., I recommend increasing more staff , stock more products and do more promotion in the morning.
- The top 3 products(Barista 17%, Chai Tea 14% & Hot Chocolate 13%) generate closely 50% of the total revenue, I recommend that they should be promoted more.

RECOMMENDATIONS

1

Sales Trends

- Since Fridays and Mondays bring highest revenue, start and end of the week promotions (Fresh Star Mondays and Friday Treat Deals
- Also the time special aligned to peak hours.

3

Product Performance

- On the Top products sold nearly 50% of the Revenue generated, spotlight them in a combo bundle
- For lowerperforming products repackaging for health safety or also put them on sales 7 days before they expire.

2

Location-based

- As the outperforming, prime store hours and increase more staff and for underperforming branches create mobile carts near markets and events to target more customers.

4

Overall Recommendations

- Use social media, geo-targeted ads, email campaigns highlights key offers/sales especially peak sales times and in top-performing locations.

THANK YOU



KENELWE MOLEBATS