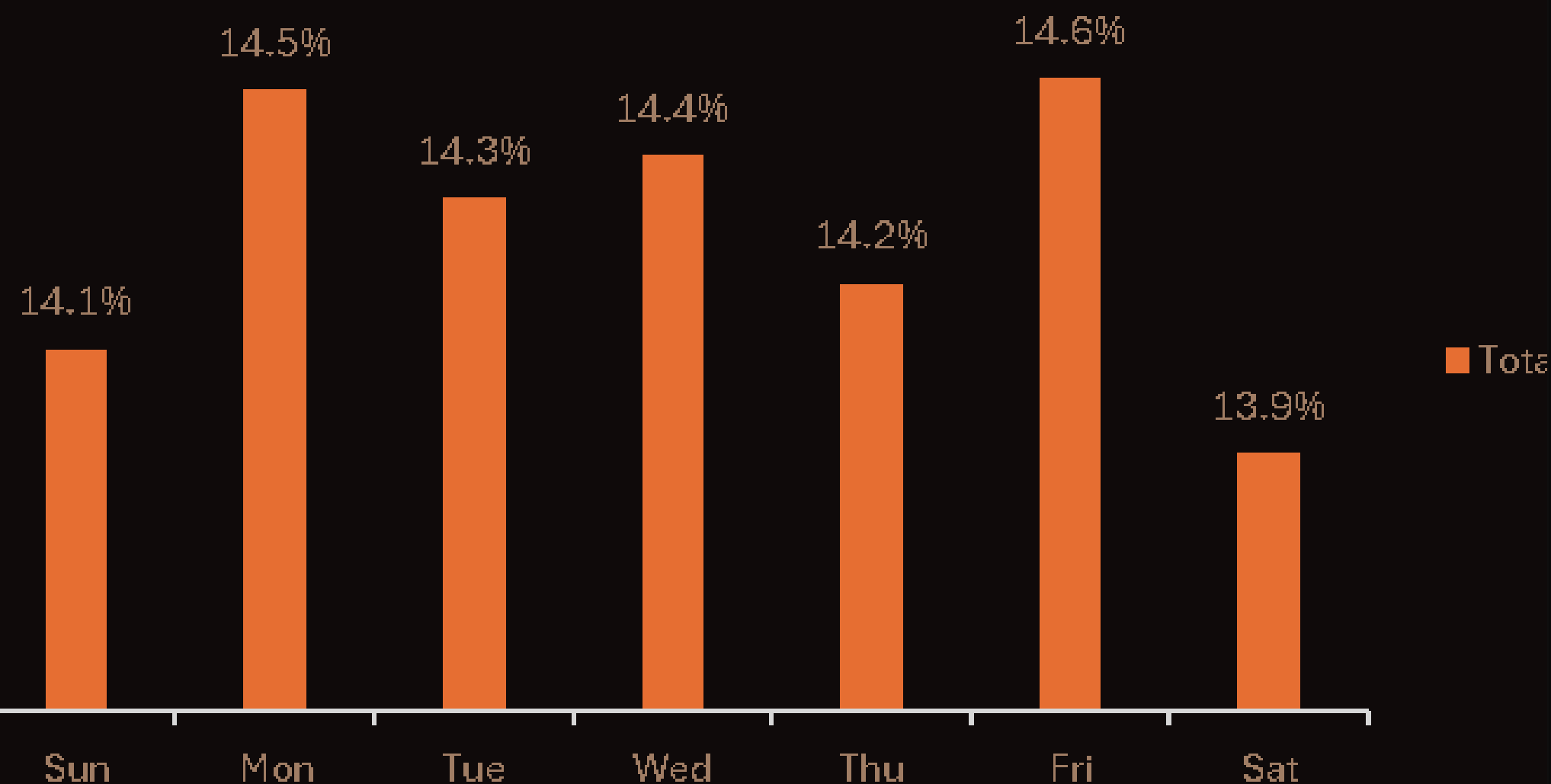# BRIGHTLIGHT COFFEE SHOP

SALES ANALYSIS

JUNE, 2025

AGENDA 🔍

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

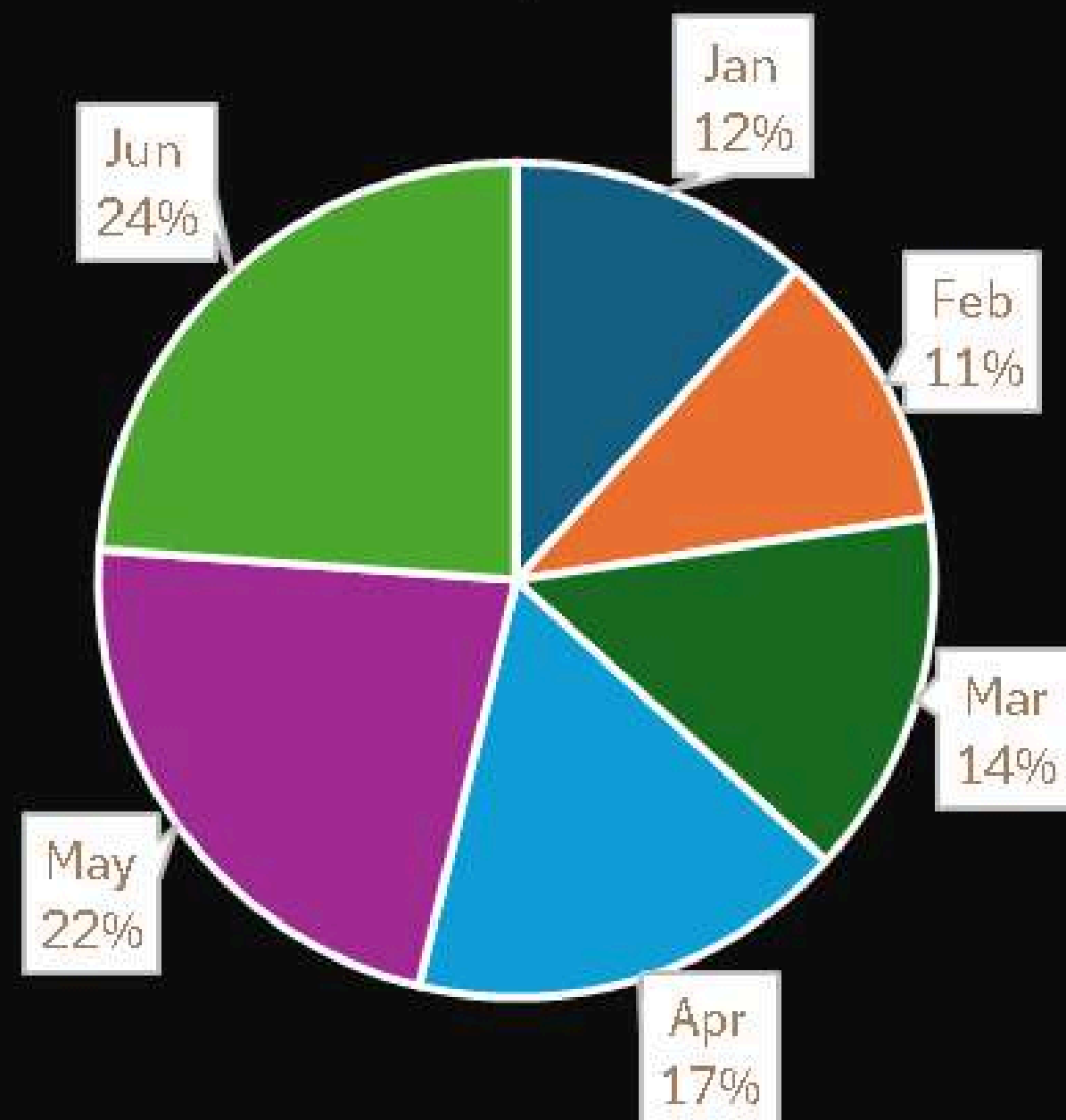# SALES TRENDS

Total Revenue per day of the week

Bar chart showing Total Revenue per day:
- Sun: 14.1%
- Mon: 14.5%
- Tue: 14.3%
- Wed: 14.4%
- Thu: 14.2%
- Fri: 14.6%
- Sat: 13.9%

Legend: Tota[l]

Total Revenue per Month

Pie chart showing Total Revenue per Month:
- Jan 12%
- Feb 11%
- Mar 14%
- Apr 17%
- May 22%
- Jun 24%

Key Insights:

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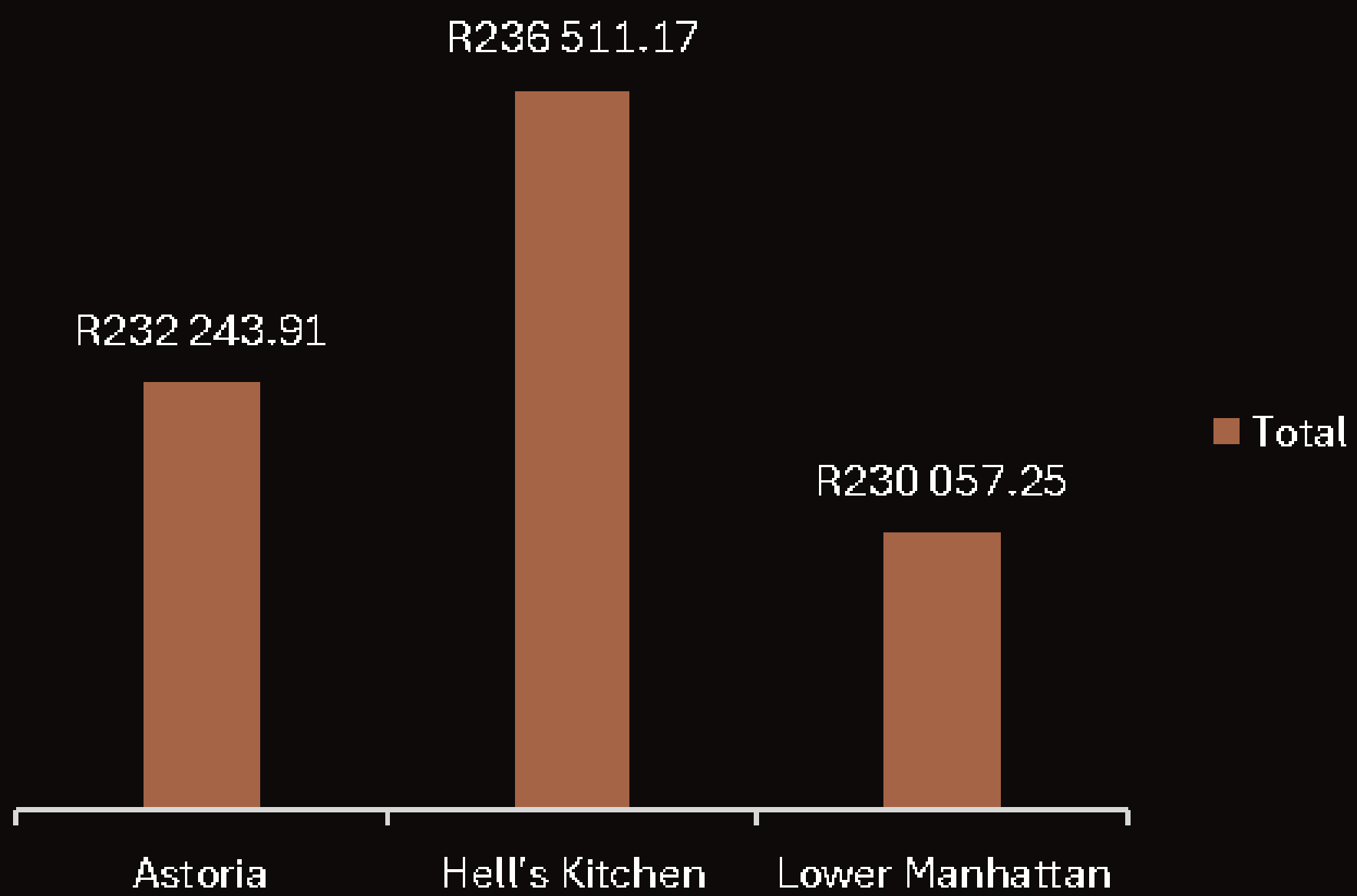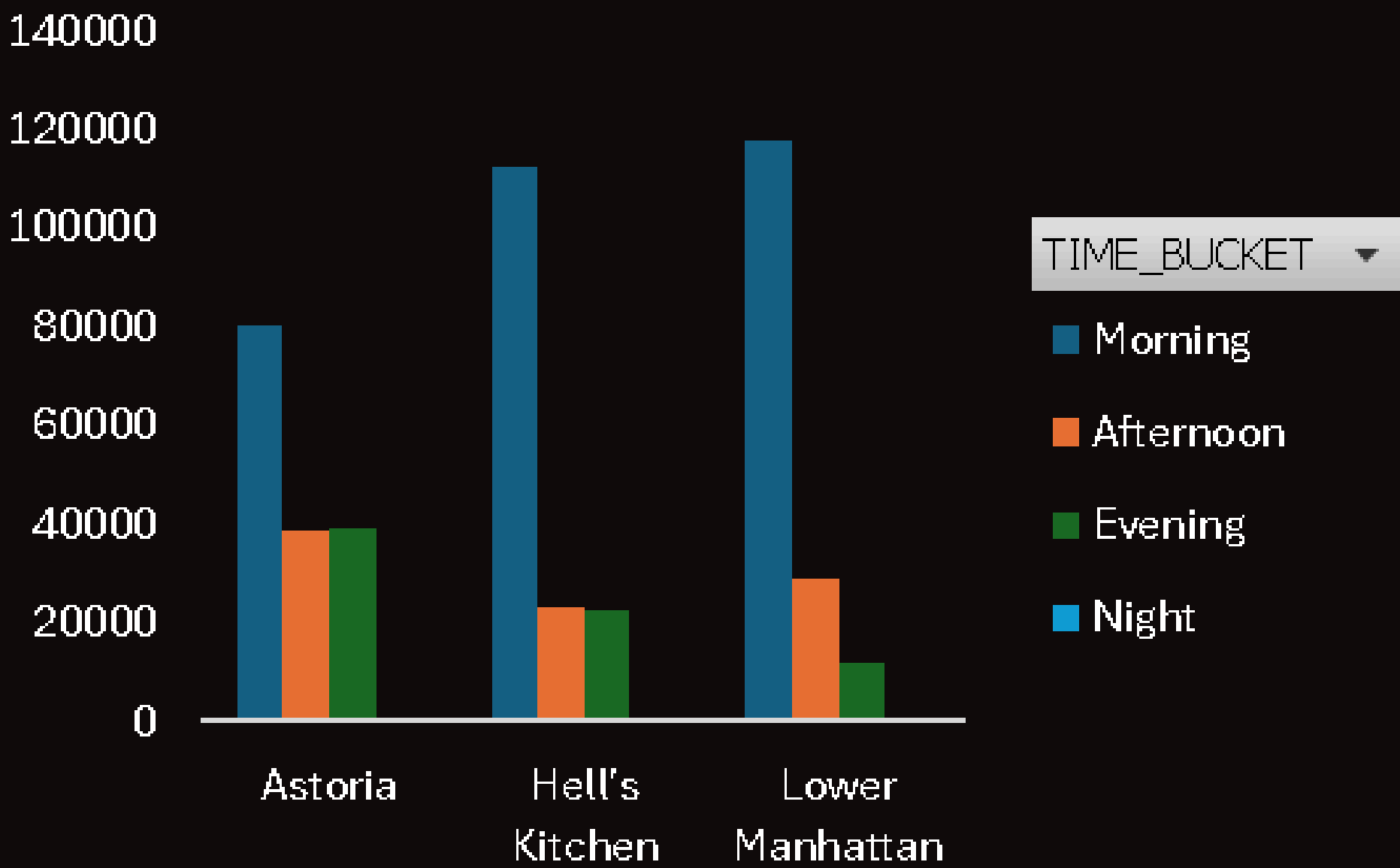
3

LOCATION-BASED TRENDS

SPENDER_BUCKET ▾ 🔽

Store Total Revenue by Time Period

TIME_BUCKET ▾

- ■ Morning
- ■ Afternoon
- ■ Evening
- ■ Night

Revenue Per Store Location

R236 511.17

R232 243.91

R230 057.25

■ Total

Key Insight:

- The time bucket has the highest revenue in the Morning about 75% of the store Total Revenue, with R1136 117 in Mahattan banch which shows a strong demand for coffee in the morning while Astoria in the evening and afternontribute about 20%.
- The highest Rvenue is generated more in Hell's Kitchen with amount, R236 511.17, while Manhattan is the lowest with R230 057.23.

4

PRODUCT PERFORMANCE

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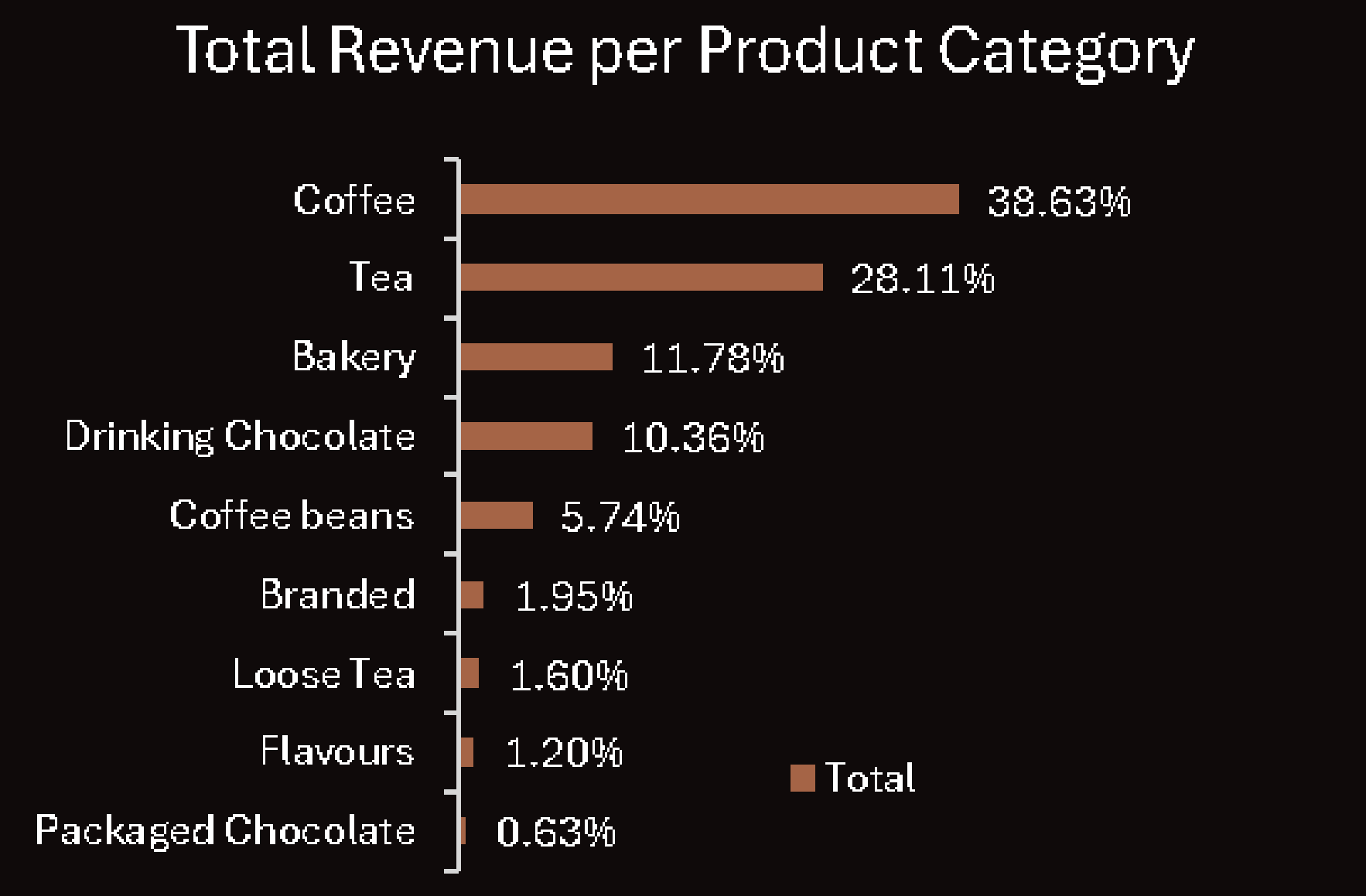
Product_Type	Sum of TOTAL_REVENUE	% of Total Revenue
Barista Espresso	R91 406	17%
Brewed Chai tea	R77 082	14%
Hot chocolate	R72 416	13%
Gourmet brewed coffee	R70 035	13%
Brewed Black tea	R47 932	9%
Brewed herbal tea	R47 540	9%
Premium brewed coffee	R38 781	7%
Organic brewed coffee	R37 747	7%
Scone	R36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

Key Insights:

- The Total Revenue of the product per category shows the top product which is coffee with 39% , Tea with 28% , and the lowest Chocolate with 0.63%, increase more staff , stock more products and do more promotion in the morning.
- In the table Barista is the highest with 17% of total revenue followed by Chai Tea(with 14% and Hot Chocolate, since customer prefers them more we can promote them and lower performing product llower or even put them on sale for them to be sold.

5

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.

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.

3

Product Performance

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

4

Overall Recommendations

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

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