

BRIGHT *Coffee* SHOP

Sales performance report





Prepared for

Bright Coffee shop executive team

To help CEO understand which products, stores and time periods are performing the best. Also to provide data-driven recommendations to increase and optimize operations.

AGENDA

1

Sales Trend

2

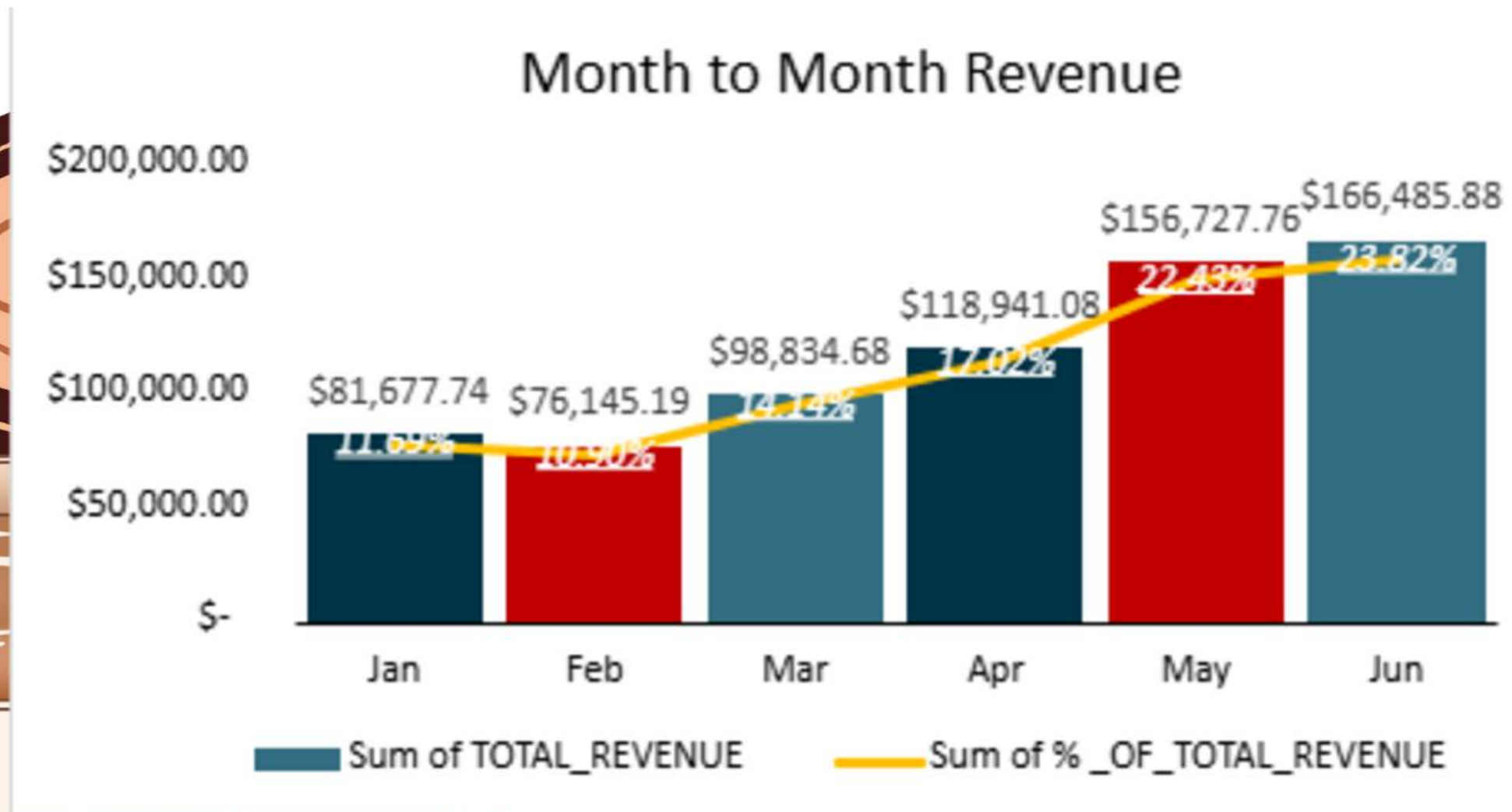
Analysis

3

Recommendations



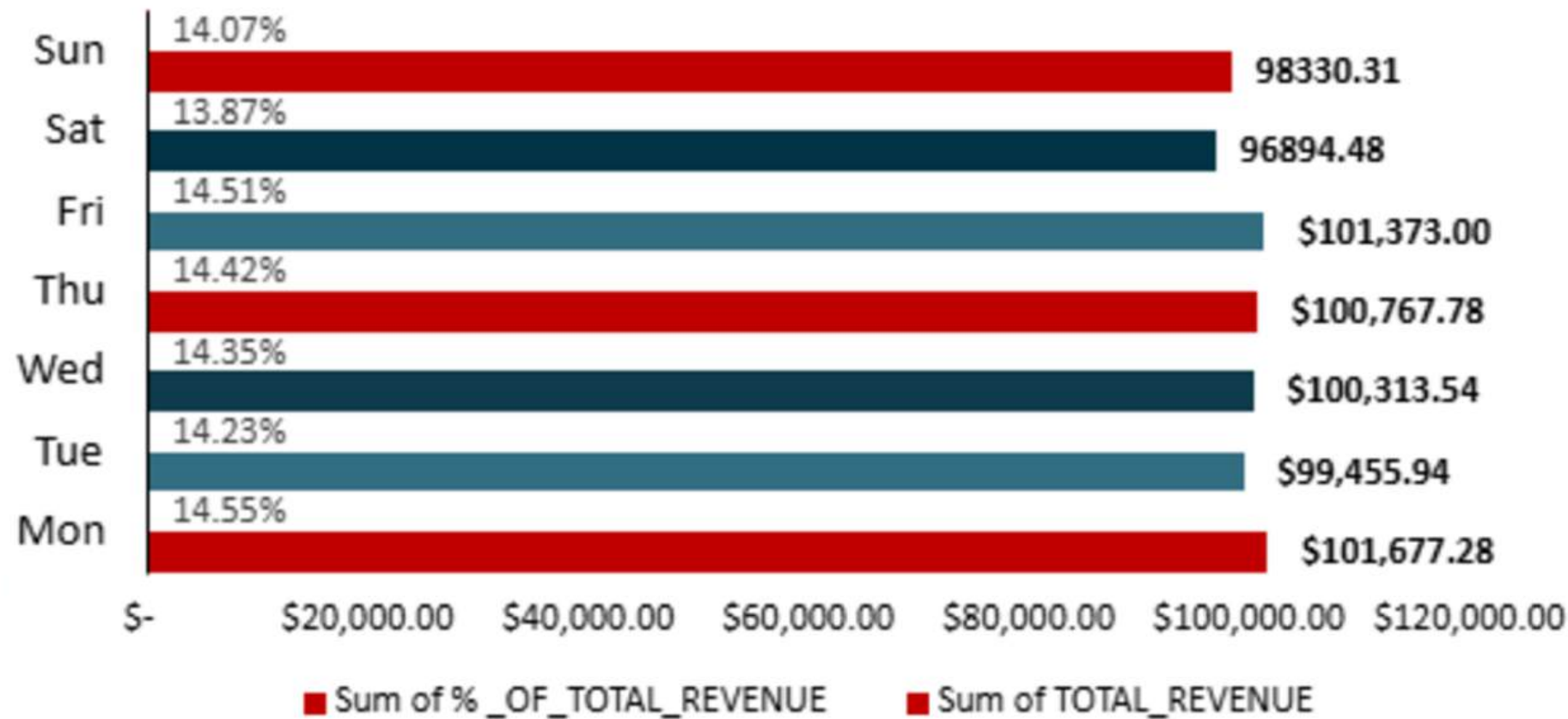
How does revenue change from one month to the next



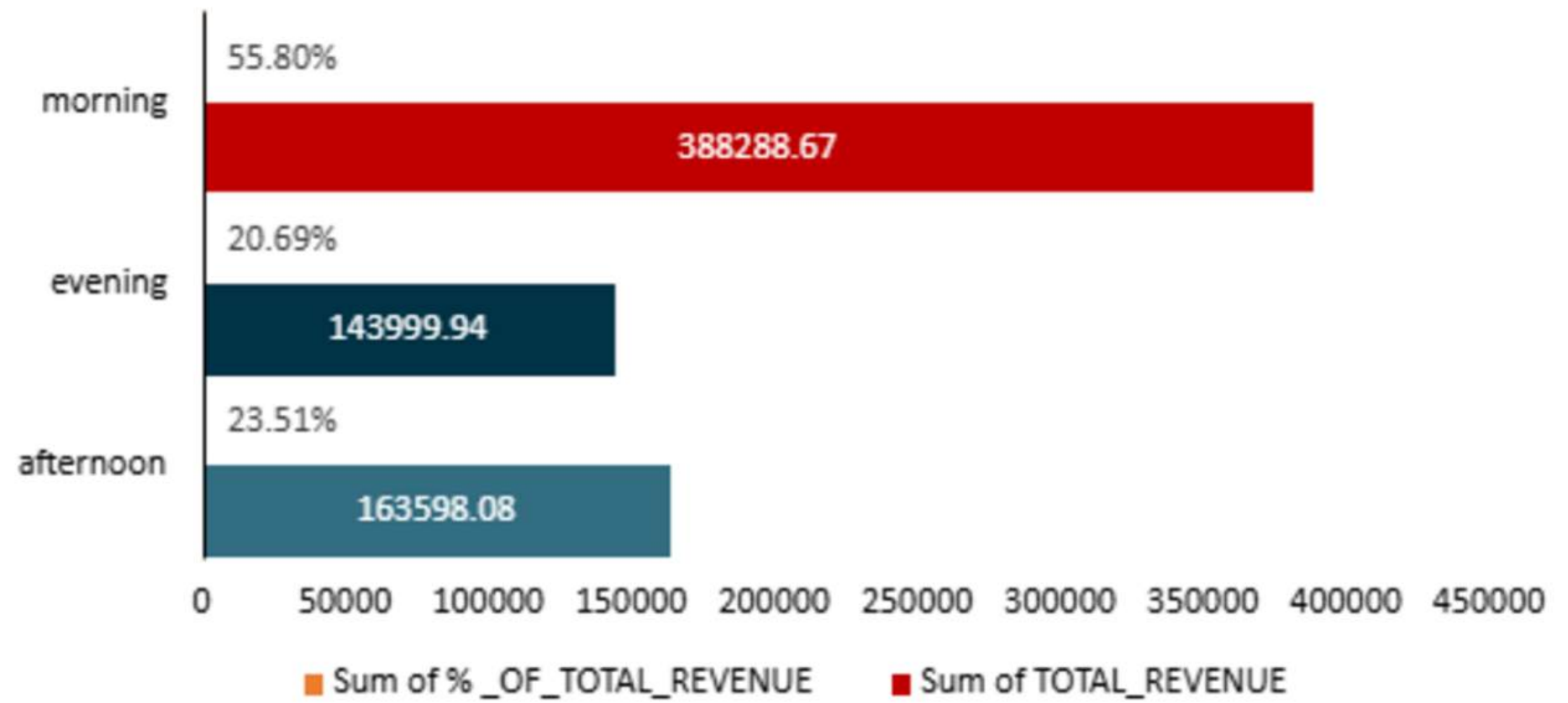
- January started with \$81,677 contributing 11.6% to total revenue.
- Revenue dipped slightly in February to \$76,145, the lowest month at 10.9%.
- From March to June, there is strong upwards climb with an increase in revenue by 68.4%.
- Growth trend highlights strong performance in Q2, especially in May and June.

Revenue breakdown by days of the week and time of day

Peak and Peak-Off Sales Days



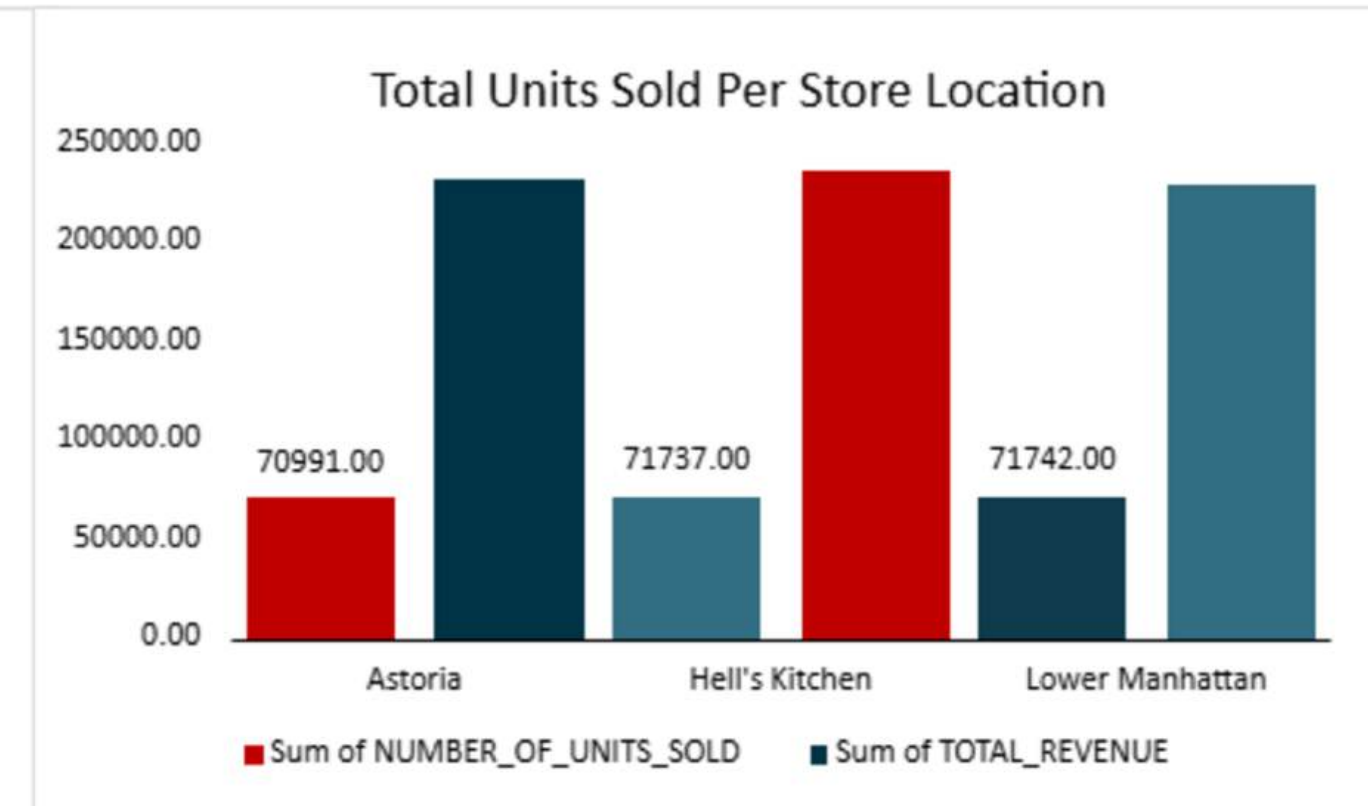
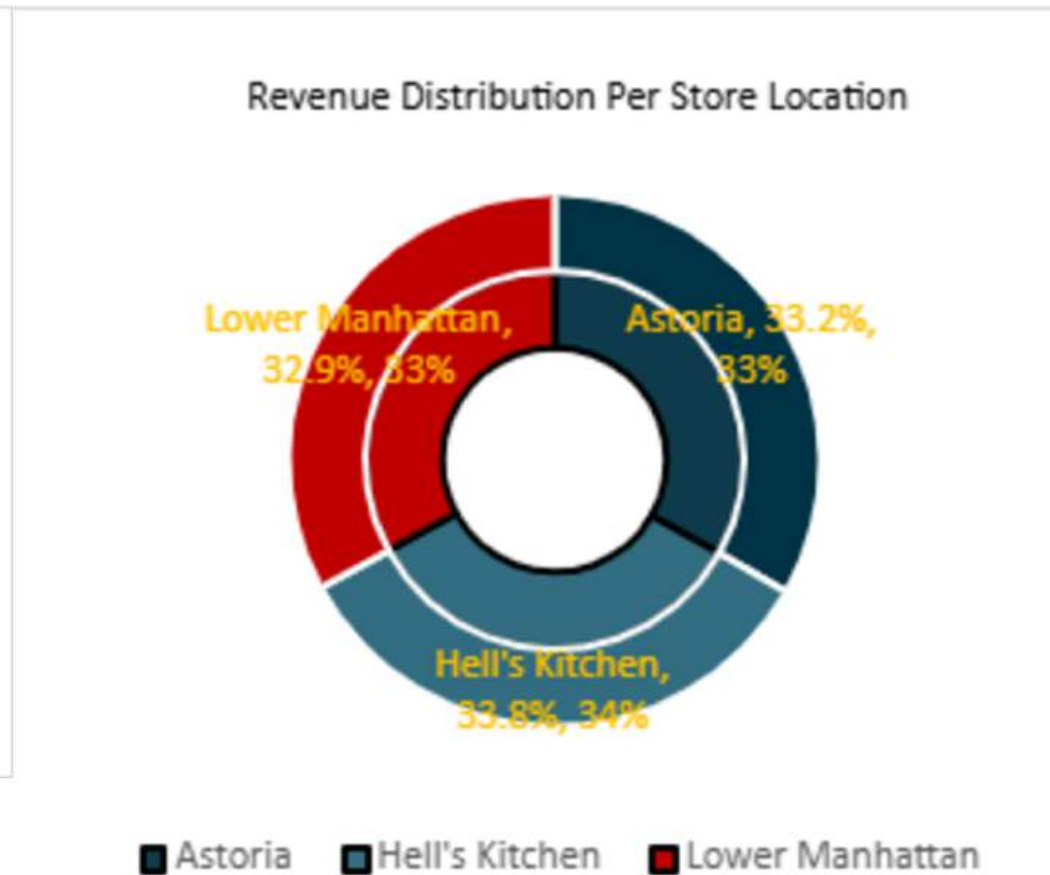
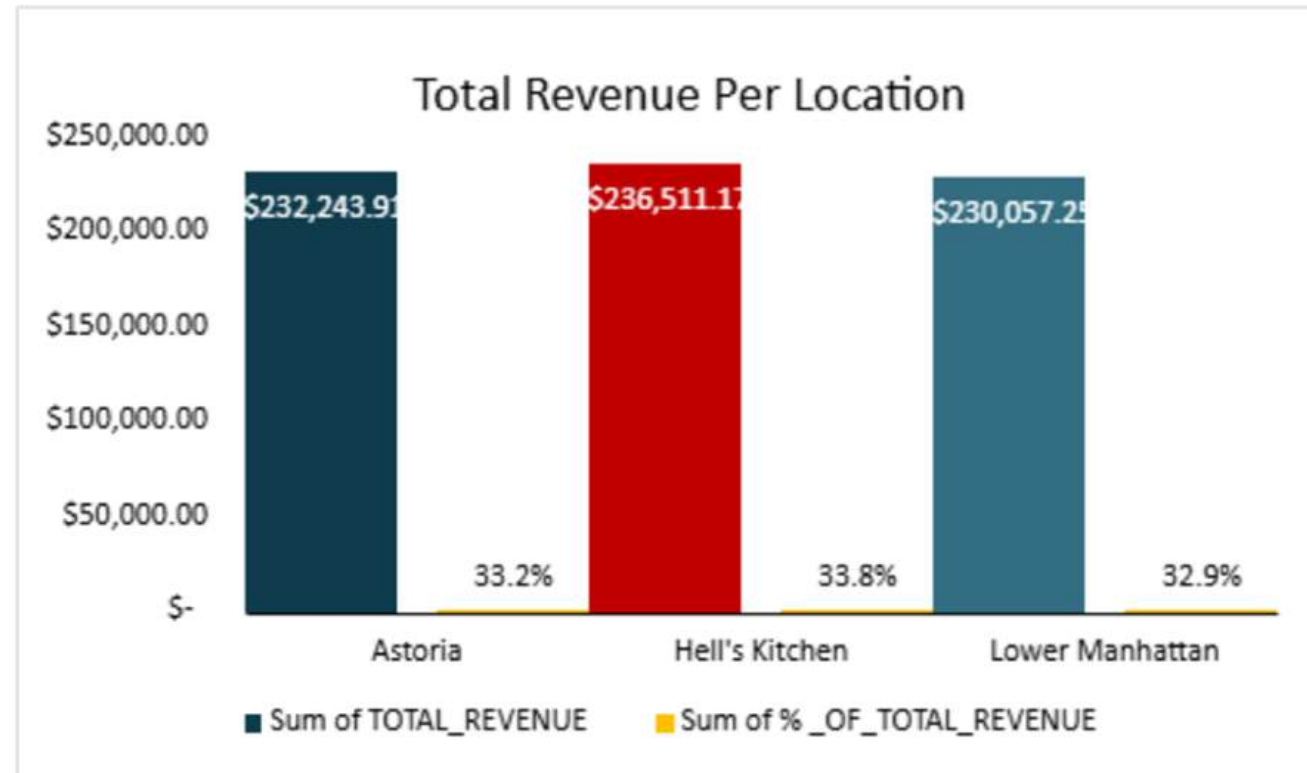
Time interval



- Morning and afternoon contribute 60% of total revenue
- Monday and Friday mornings generates the most revenue with 29,06% contribution
- Saturday and Sunday shows the lowest revenue



How do different store locations perform in terms of total revenue, revenue shares and number of units sold



- Revenue distribution across store is balanced with Hell's Kitchen contributing 33,8%, Astoria 33,2% and Lower Manhattan 32,9%.
- Units sales are almost identical across all three stores with only 0,9% difference from each store.
- Hell's Kitchen leads in total revenue but only slightly ahead of the two store locations.

Sales by product category



- Coffee, tea and bakery contribute 78.5% of total revenue .
- Loose tea, flavors and packaged chocolate are the lowest contributors to the total revenue.

Product Type	Total Revenue	% of Total Revenue
Barista Espresso	\$91 406,20	13,08%
Brewed Chai Tea	\$77 081,95	11,03%
Hot Chocolate	\$72 416	10,36%
Gourmet Brewed Coffee	\$70 034,60	10,02%
Brewed Black Tea	\$47 932	6,86%
Brewed Herbal Tea	\$47 539,50	6,80%
Premium Brewed Coffee	\$38 781,15	5,55%

Business recommendations

1. Run Promotions During Low-Sales Time Buckets

Afternoon periods show a noticeable drop in revenue — consider offering combo deals or discounts to boost sales during the slump.

2. Items like latte and cappuccino consistently drive high revenue.

Ensure optimal stock levels, especially during peak hours and at top performing locations like Hell's kitchen.

3. Evaluate products with low revenue but decent sales volume-consider adjusting pricing or bundling with popular items to unlock more value.

4. Reward customers during peak hours (e.g. morning rush) with loyalty stamps or exclusive perks to drive retention and frequency.

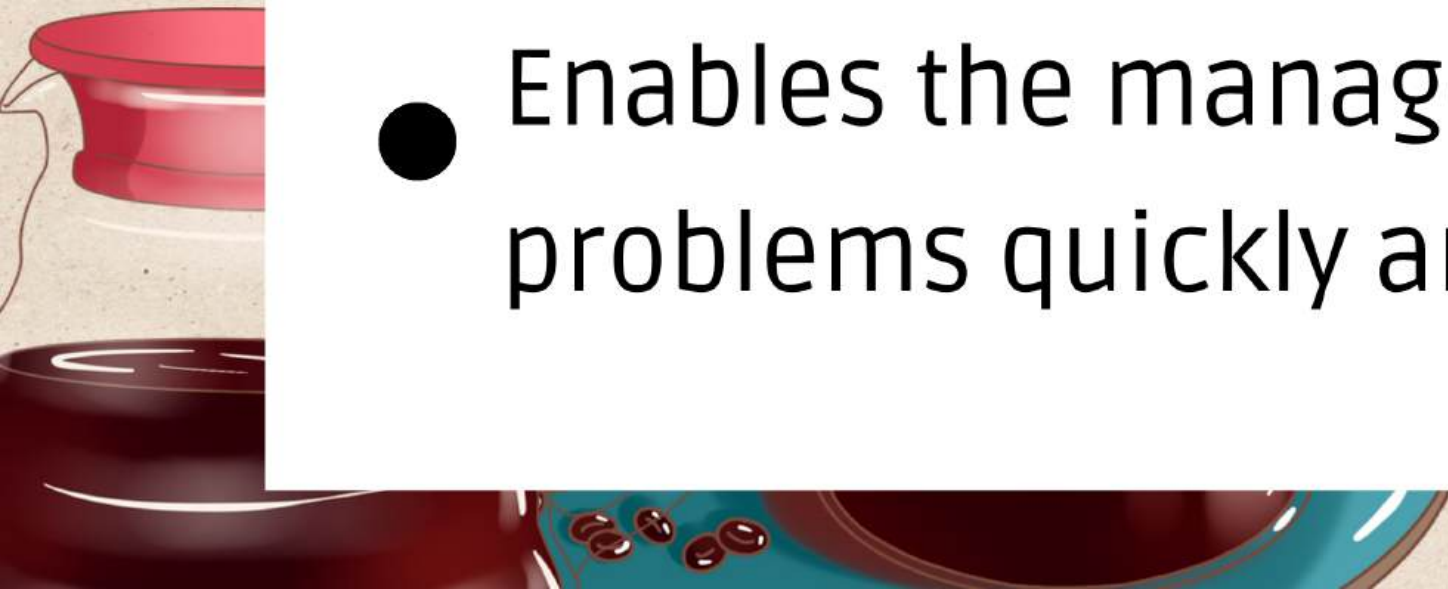
To help the business grow and improve performance

I recommend the following action:



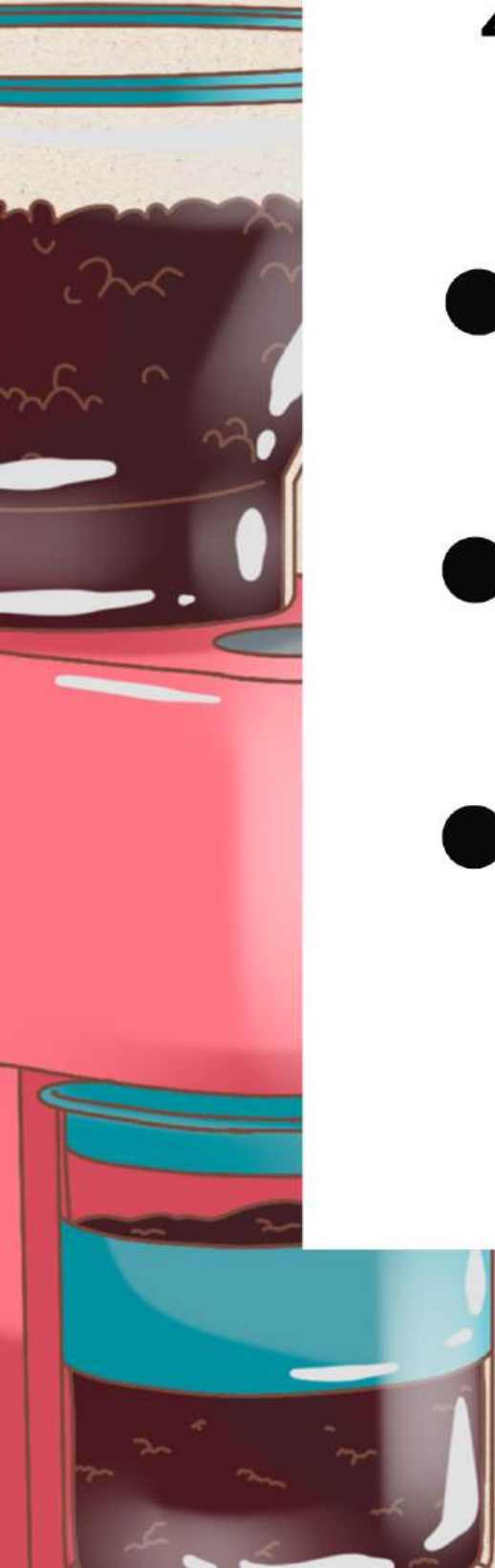
1. Automate Daily Sales Tracking

- Set up an automated system to update daily sales data using snowflake, Excel or power BI.
- This eliminates the need to manual data entry and ensures real-time insights.
- Enables the managements team to spot trends, identify problems quickly and make faster decisions.





2. Compare multiple branches (if more data is added)

- As more store locations are added to the dataset, build dashboards to compare all branches side by side.
 - This will help identify which stores are underperforming or outperforming.
 - The business can then apply successful strategies from top performing branches across others.
- 



3. Launch Products Bundles to Raise Average Order Value

- Introduce combo deals such as “Coffee + Biscotti” or “Tea + Pastry.”
- Bundling increases how much customers spend per visit by encouraging them to buy more than one item.
- It helps move underperforming products by packaging them with top-sellers.

The background features a warm, artistic illustration. On the left, a brown coffee cup is partially visible with the word 'Coffee' written in a large, black, cursive script. The background is composed of various organic shapes in shades of beige, tan, and light brown, some with fine white line patterns. In the bottom right corner, there is a detailed sketch of a coffee bean.

4. Explore Customer Segmentation

- In future, add customer level data (e.g. loyalty cards, email sign ups) so that the business can:
 - Identify high-value vs low-value customers
 - Analyse purchase behaviour by customer type
 - Tailor promotions to different customer segments
- This leads to more personalised marketing and improved customer loyalty.