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# BRIGHT COFFEE

SHOP

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Sales Analysis Presentation

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01

# Introduction

Understanding the business



# ABOUT US

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Bright Coffee Shop is a small coffee shop and bakery  
passionate about giving our patrons the best café  
experience

# OUR PHILOSOPHY

We believe in:

- Keeping it simple
- Keeping it fast but hot!
- Keeping it delicious

We are constantly working to make sure we achieve these beliefs with every sale



# OUR SERVICES

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## Hot Drinks

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Coffee, Tea, Hot Chocolate



## Bakery

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Pastry, Scones, Biscotti



## Branded Products

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Loose Tea, Flavors,  
Packaged Chocolate

# OUR LOCATIONS – NEW YORK



Location A  
Lower Manhattan



Location B  
Astoria



Location C  
Hell's Kitchen



# OUR LOCATIONS - SALES

## Astoria - **33%** of sales

Astoria Branch is on a corner of a busy street

## Manhattan - **33%** of sales

Lower Manhattan Branch is in a busy mall

## Hell's Kitchen - **34%** of sales

Hell's Kitchen is closest to Time Sqaure





## OUR TEAM



Rofhiwa N

Café Manager  
Lower Manhattan



Innocentia N

Café Manager  
Astoria



Donovan M

Café Manager  
Hell's Kitchen



02

# Analysis

By Month & Product Types

# R689 812

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Total Sales from January – June 2023



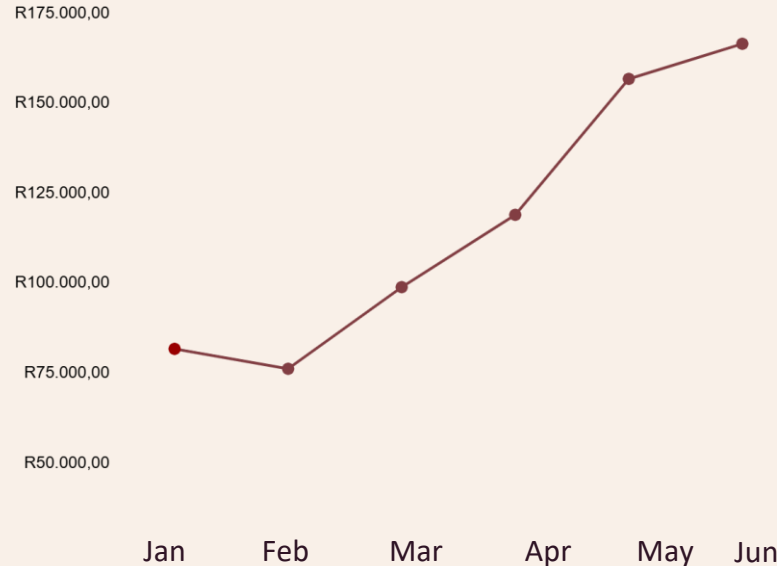
# OUR GROWTH

## January 2023

January is mid- summer,  
hence lower sales

## February 2023

Dip in sales , coming  
down to R76 000



## March – April 2023

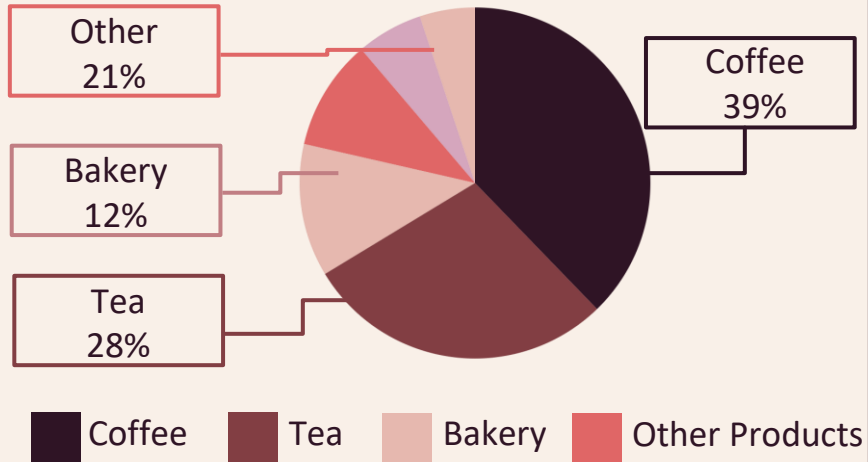
Steady sales growth up  
to R119 000 in April  
2023

## May – June 2023

Highest sales in June  
2023 due to colder  
months

# SALES BY PRODUCT SPLIT

## Products Types



These Product Types are further split into 29 different Products Groups

## Product Group Favorites



Black & Herbal Tea, Premium Coffee

25%



Barista Espresso, Chai Tea

24%



Hot Chocolate & Gourmet Coffee

20%

## SIX BEST SELLING PRODUCTS



### Drinking Chocolate

Sustainably Grown Organic  
Drinking Chocolate  
(Large) – 3%



### Hot Chocolate

Dark Hot Chocolate  
(Large) – 3%



### Latte

Coffee Type  
(Regular) – 3%



### Cappuccino

Coffee Type  
(Large) – 3%



### Morning Sunrise Chai

Brewed Chai Tea  
(Large) – 2%



### Latte

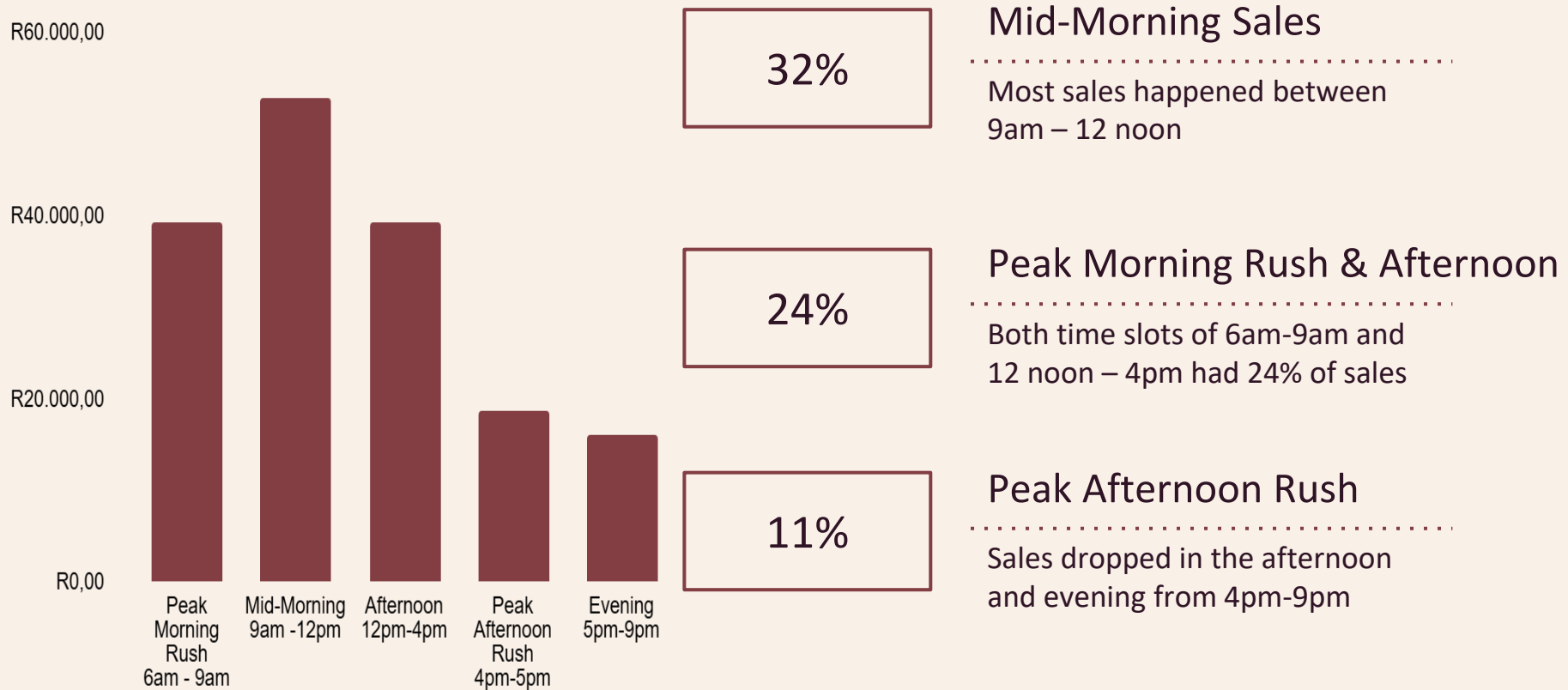
Coffee Type  
(Large) – 2%



# Analysis

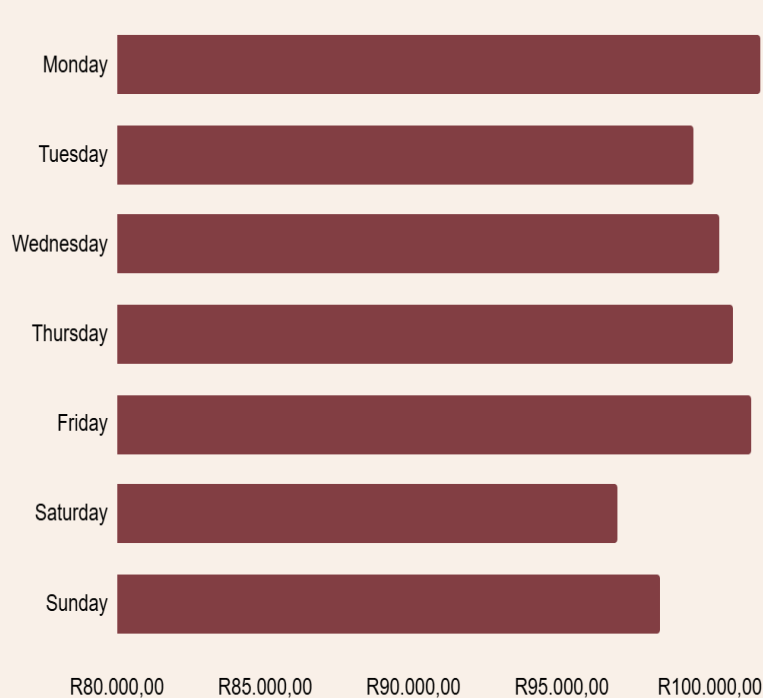
By Days & Times

# SALES BY TIME SPLIT





# SALES BY WEEKDAY SPLIT



15%

## Friday Sales

Most sales happened on Fridays

14%

## Saturday Sales

The least amount of sales happen on Saturdays

14%

## Average Sales

Most days of the week contributed 14% on average to the total sales

# CONCLUSION

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Insights & Recommendations



# INSIGHTS SUMMARY

33%

Locations

Sales trend for the 3 locations are around 33% each of total sales

June

Winter

Sales increase gradually with the winter months having the highest sales

Coffee

Barista Espresso

Different Coffee types make up 39% of the sales

# INSIGHTS SUMMARY



## Popular Sale Times

Most Sales happen between 9am – 12noon. Least sales happen after 5pm



## Popular Sale Days

Fridays has the highest number of sales. Saturday has the least number of sales.

# GROWTH RECOMMENDATIONS



## Open New Stores

New stores can be opened in more strategic locations to take more share market



## Drinks for summer

Introduce smoothies and ice teas and coffees for the summer months



## Create Combos

Introduce combo specials for Peak Morning Rush and Afternoon times



## Light Meals

Introduce light meals for lunch eg. Salads & sandwiches





## SOCIAL MEDIA CAMPAIGNS

You can never underestimate the power of social media. We should create aggressive social media campaigns to promote our products

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# THANKS

DO YOU HAVE ANY QUESTIONS?

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