



B I G H T L I G H T P R E S E N T A T I O N T E M P L A T E

COFFEE SHOP

Brightlight Coffee Shop is a modern, community-focused café known for its high-quality coffee, handcrafted beverages, and freshly baked goods. With multiple locations, it serves a diverse customer base and aims to deliver a warm, inviting experience. Brightlight blends premium products with personalized service, making it a go-to destination for daily coffee rituals and casual meetups.





BRIGHT LIGHT COFFEE



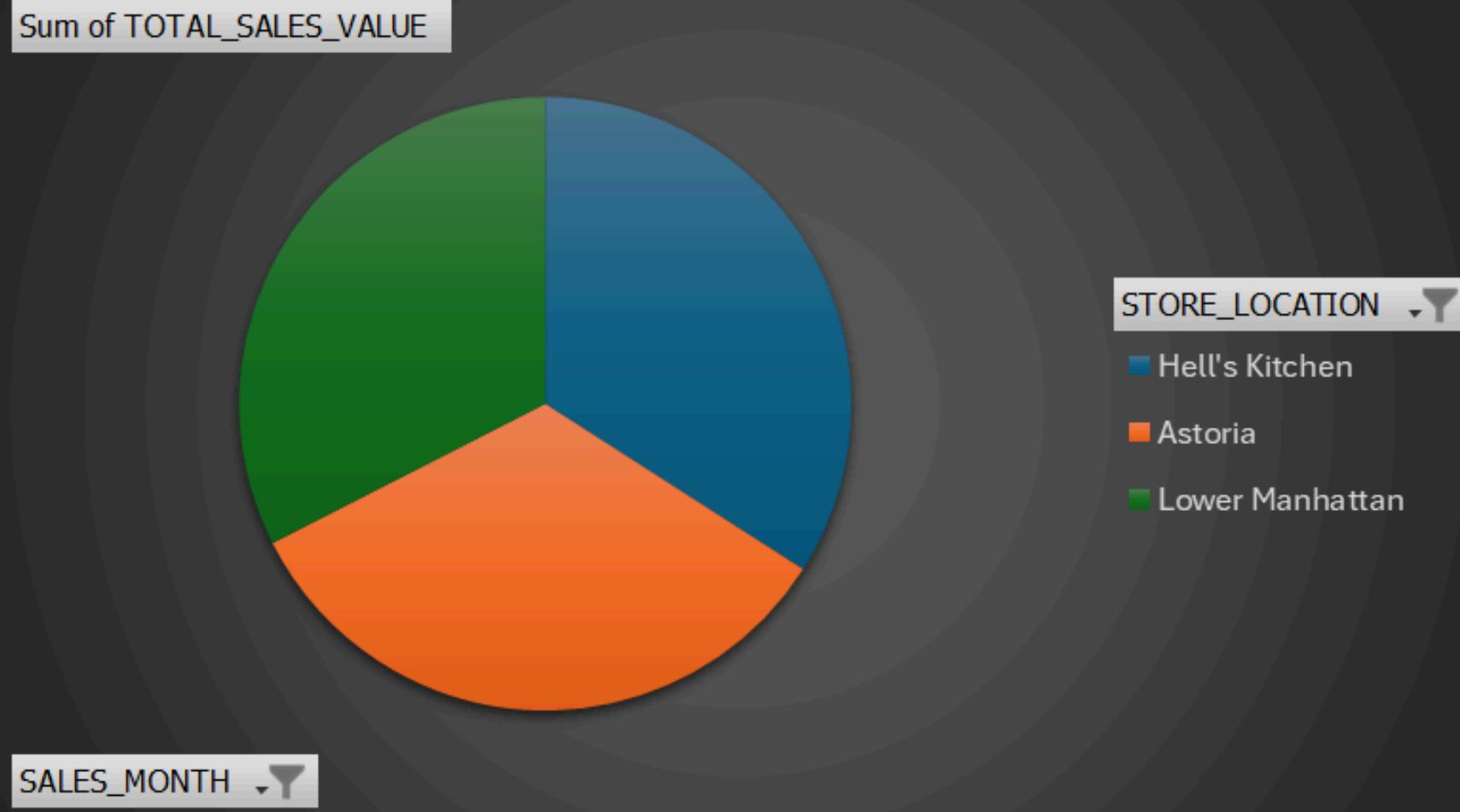
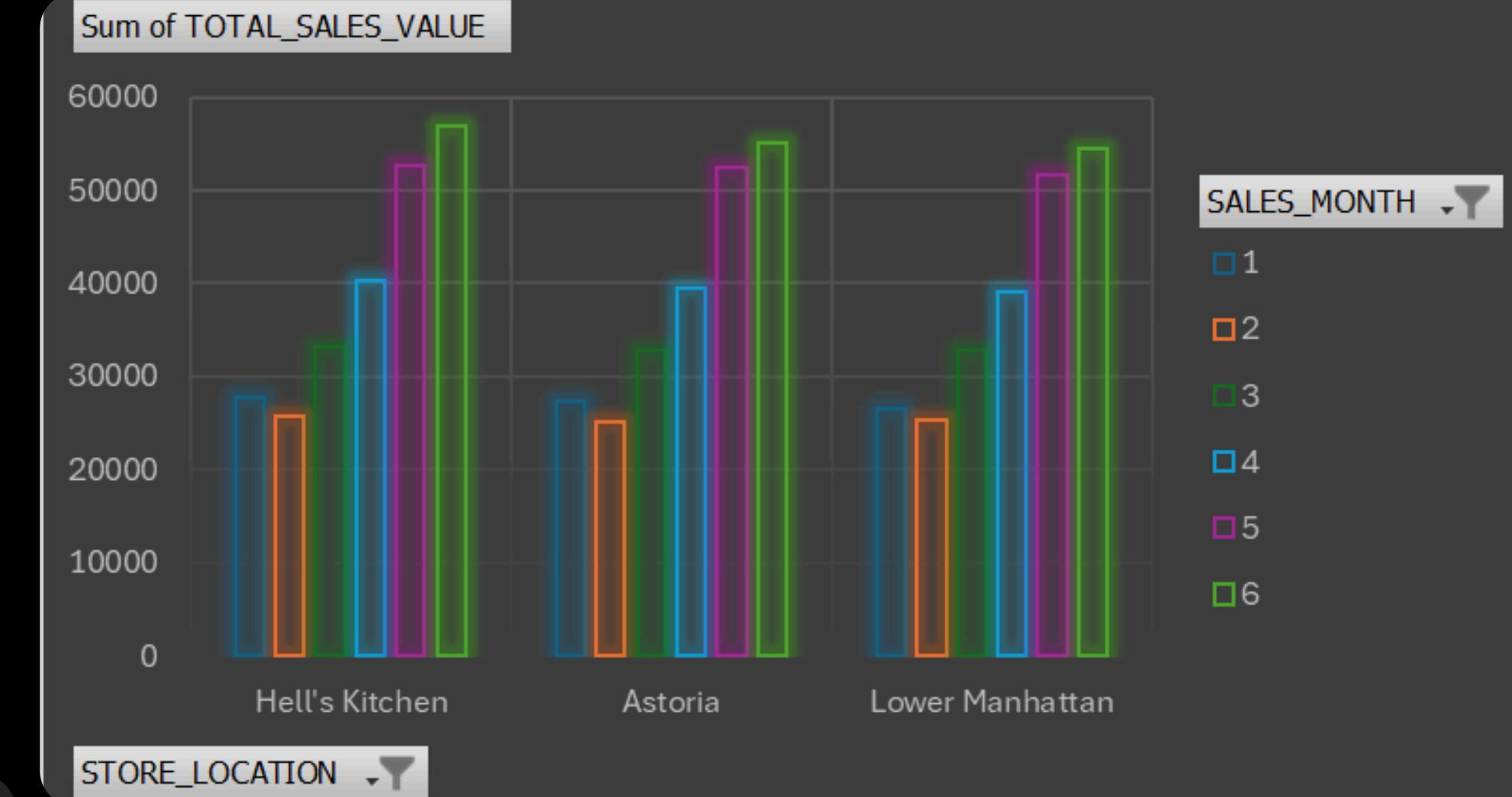
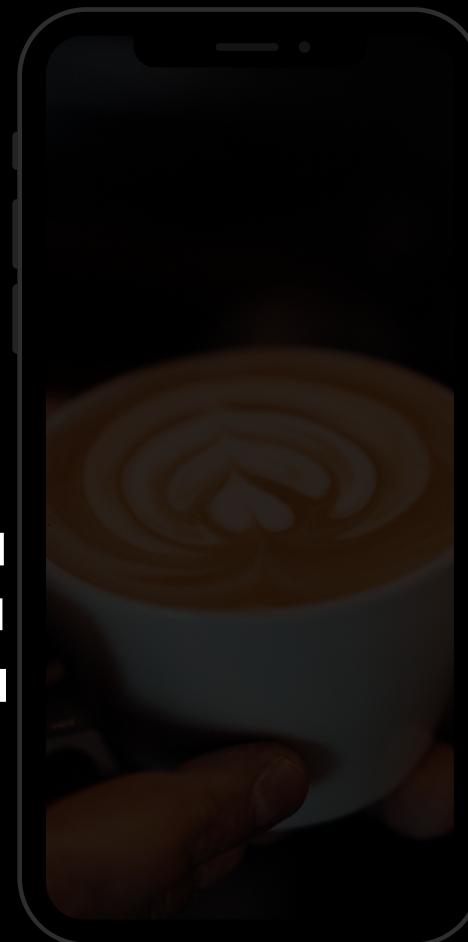
PROBLEM STATEMENT

Brightlight Coffee Shop faces uneven store performance, underutilized off-peak hours, and low movement of certain products. Incomplete data entries and reliance on a few core items also limit deeper insights and growth potential. Addressing these issues is key to optimizing sales and operations



BRIGHT LIGHT COFFEE

MONTHLY SALES TRENDS BY STORE



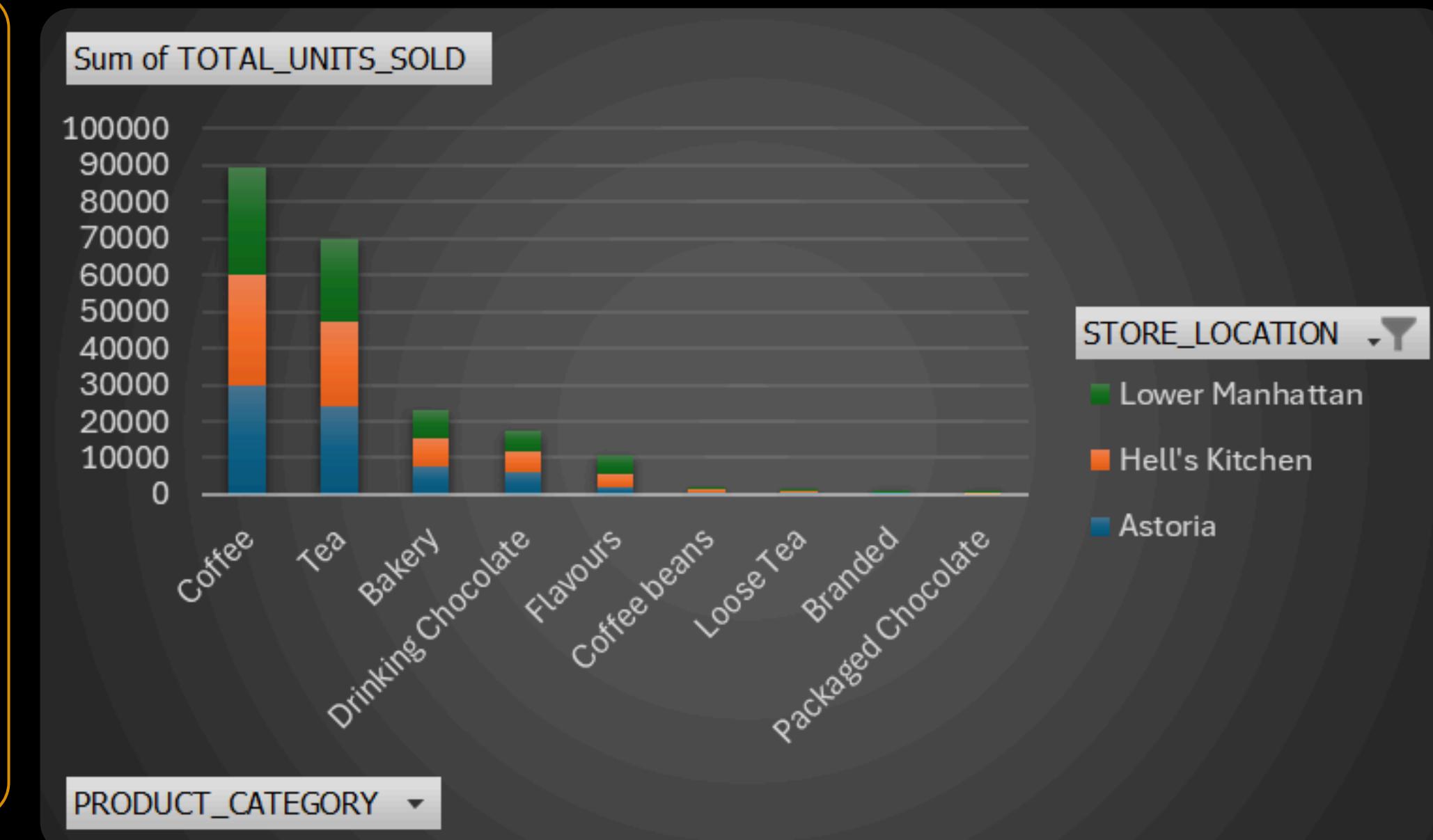
Sales increase progressively from Month 1 to Month 6 across all store locations, with Hell's Kitchen consistently leading. The final month shows the highest sales, confirming a strong upward sales trend. This indicates growing customer demand or effective campaigns later in the period.



BRIGHT LIGHT COFFEE

PRODUCT PERFORMANCE BY CATEGORY & TYPE

Coffee and Tea dominate unit sales, with consistent performance across all stores. Lower Manhattan slightly leads in variety performance, especially for Bakery and Flavours. Product diversification is evident, but a small portion of products (e.g., Loose Tea, Branded, Packaged Chocolate) show low unit movement, indicating they may be underperforming.





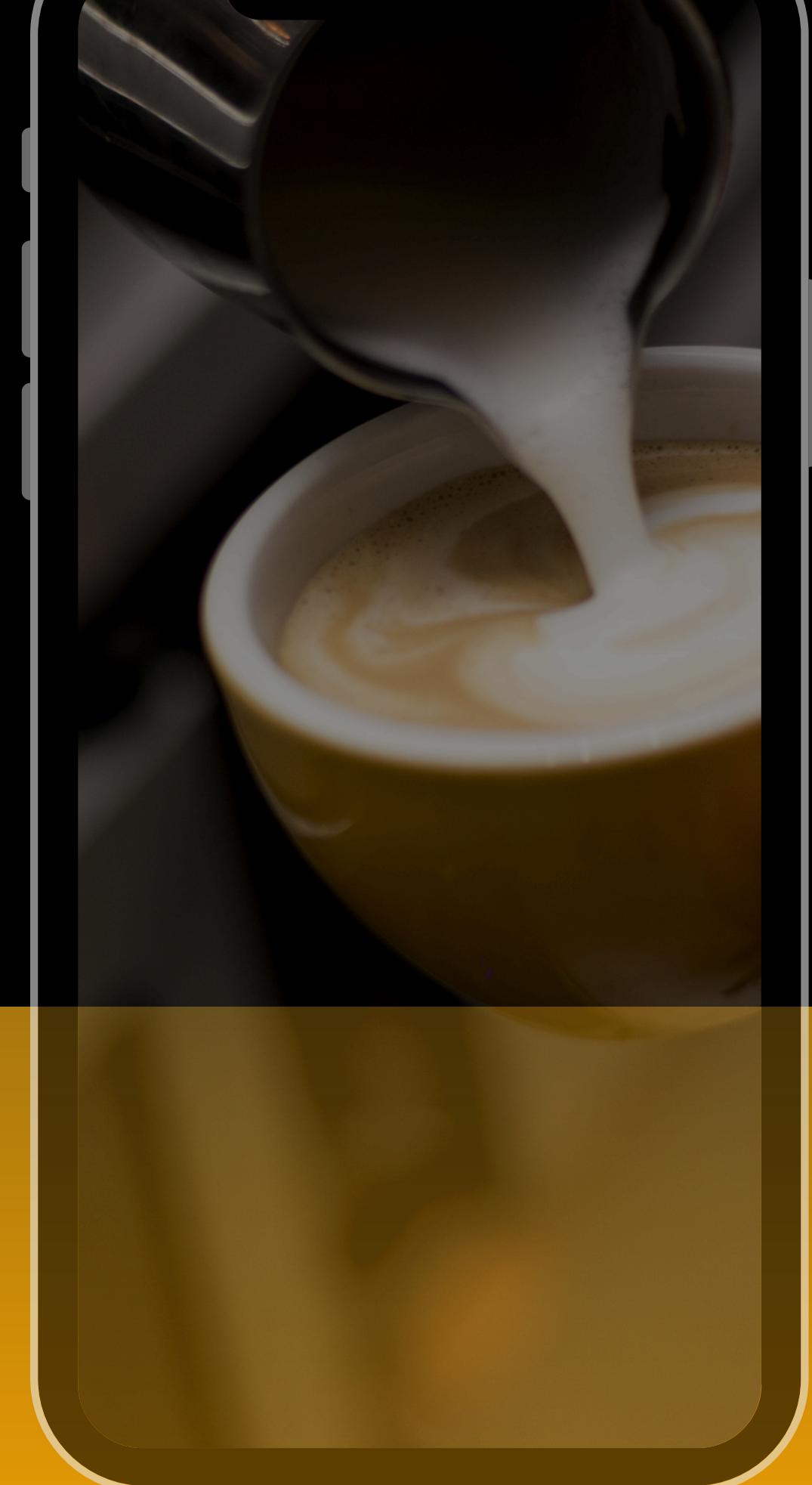
BRIGHT LIGHT COFFEE

PRODUCT PERFORMANCE BY CATEGORY & TYPE

Store	Units Sold	Insight
Hell's Kitchen	71,737	Top performer overall, especially Coffee & Bakery
Lower Manhattan	71,742	Highest in Flavours & Bakery
Astoria	70,991	Very balanced, leads in Tea & Drinking Chocolate



Coffee Presentation



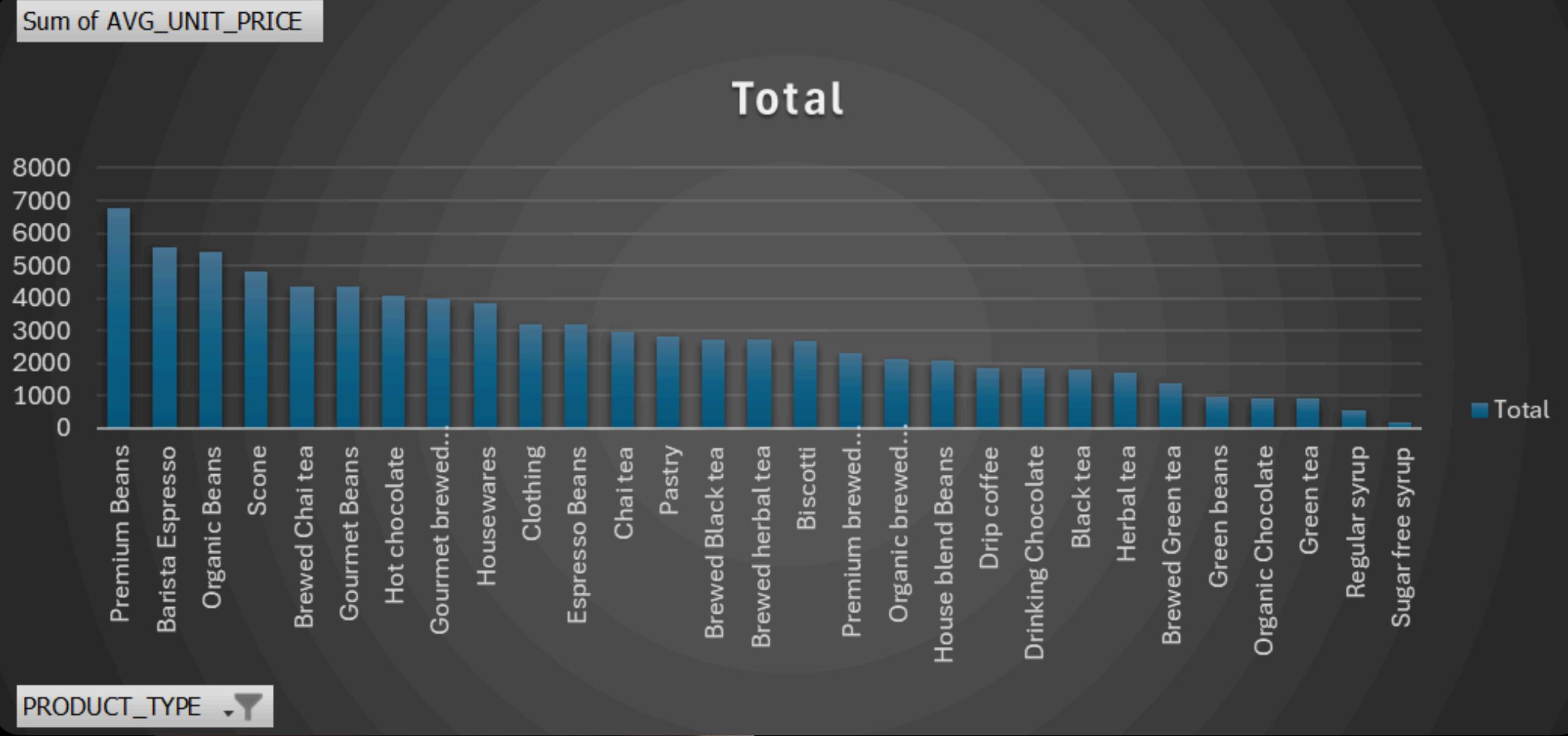


BORCELLE COFFEE



PRODUCT PERFORMANCE BY CATEGORY & TYPE

There is a wide price disparity between products. Premium items like Premium Beans, Scone, Barista Espresso have significantly higher prices, suggesting a high-margin opportunity. In contrast, base items like Sugar-Free



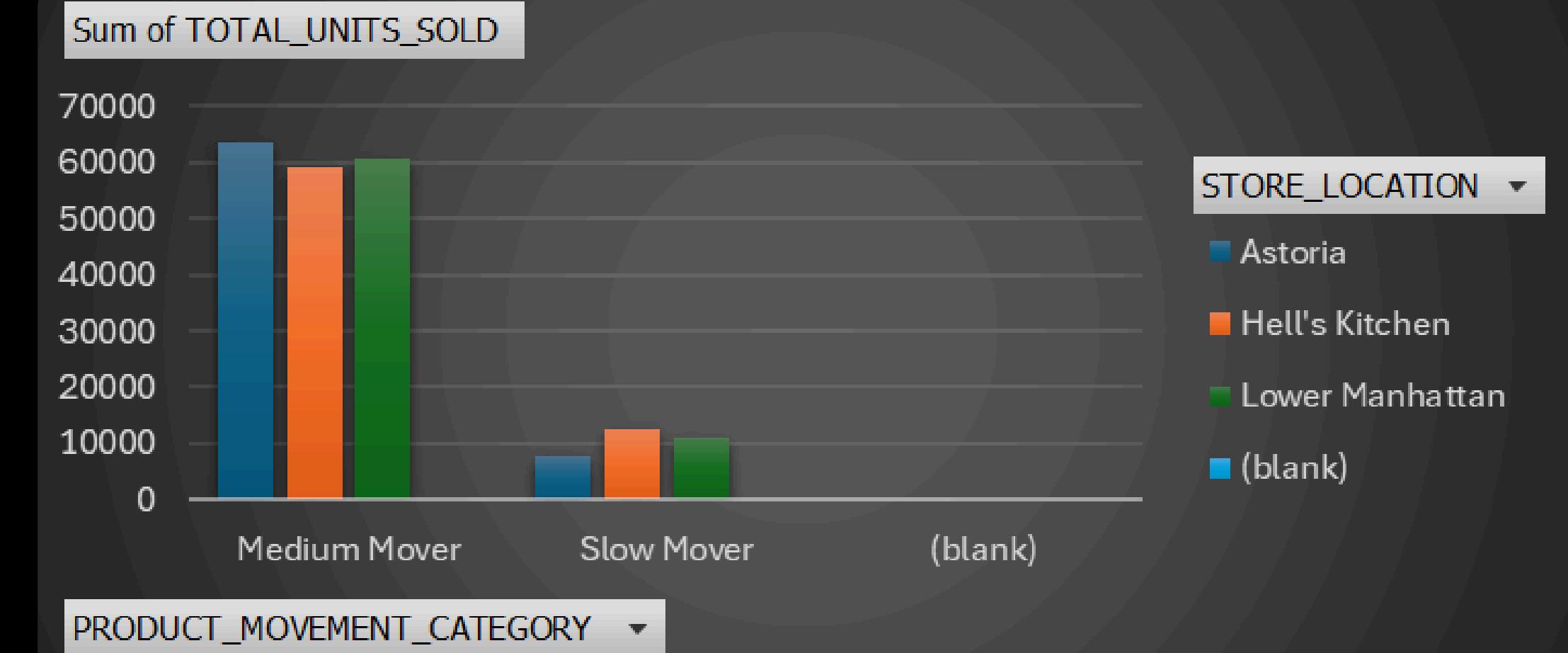


Transaction count steadily increases month-over-month, aligning with sales growth. If this reflects only low-performing products, it implies their transactions are also rising – possibly due to bundling, promotions, or misclassification.

Validation of product categorization is needed to ensure meaningful insight.



FAST VS SLOW MOVERS BY LOCATION / STORE



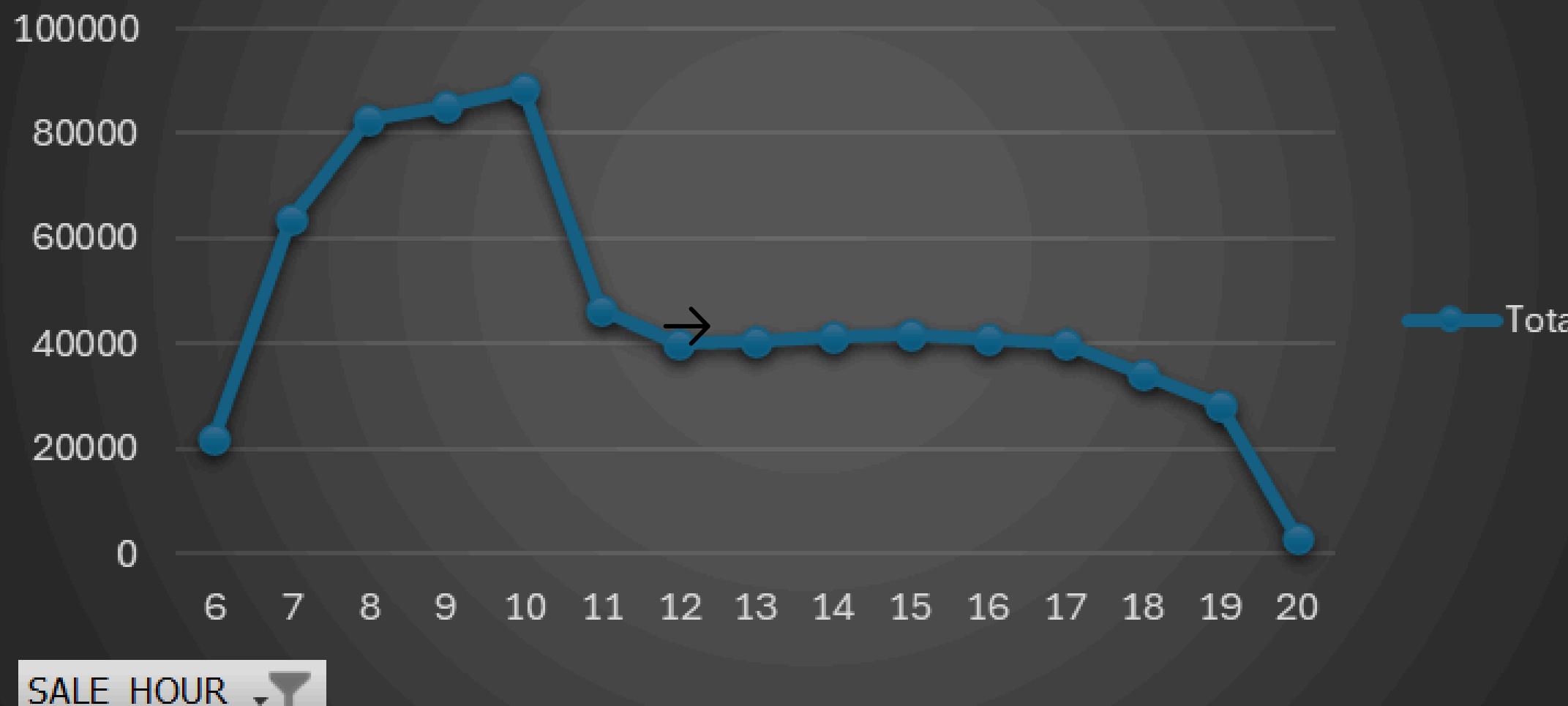


BORCELLE COFFEE

SALES PER HOUR

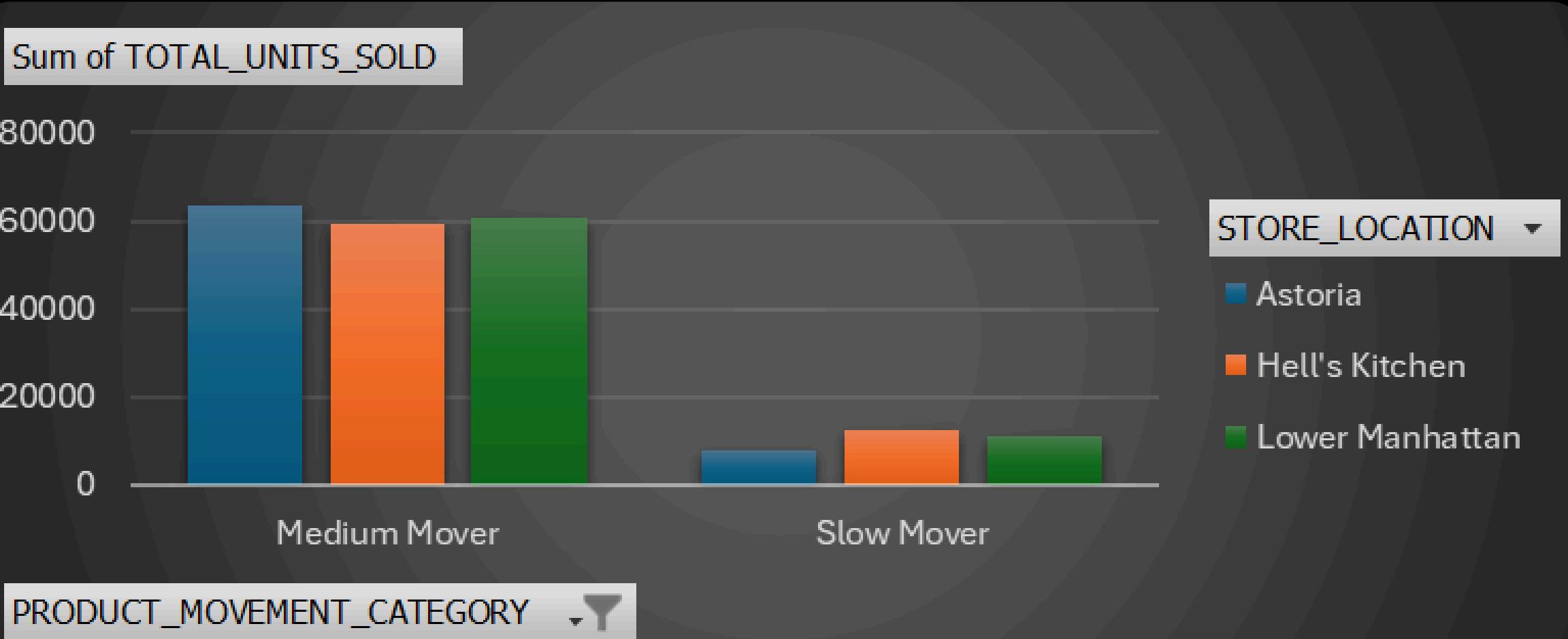
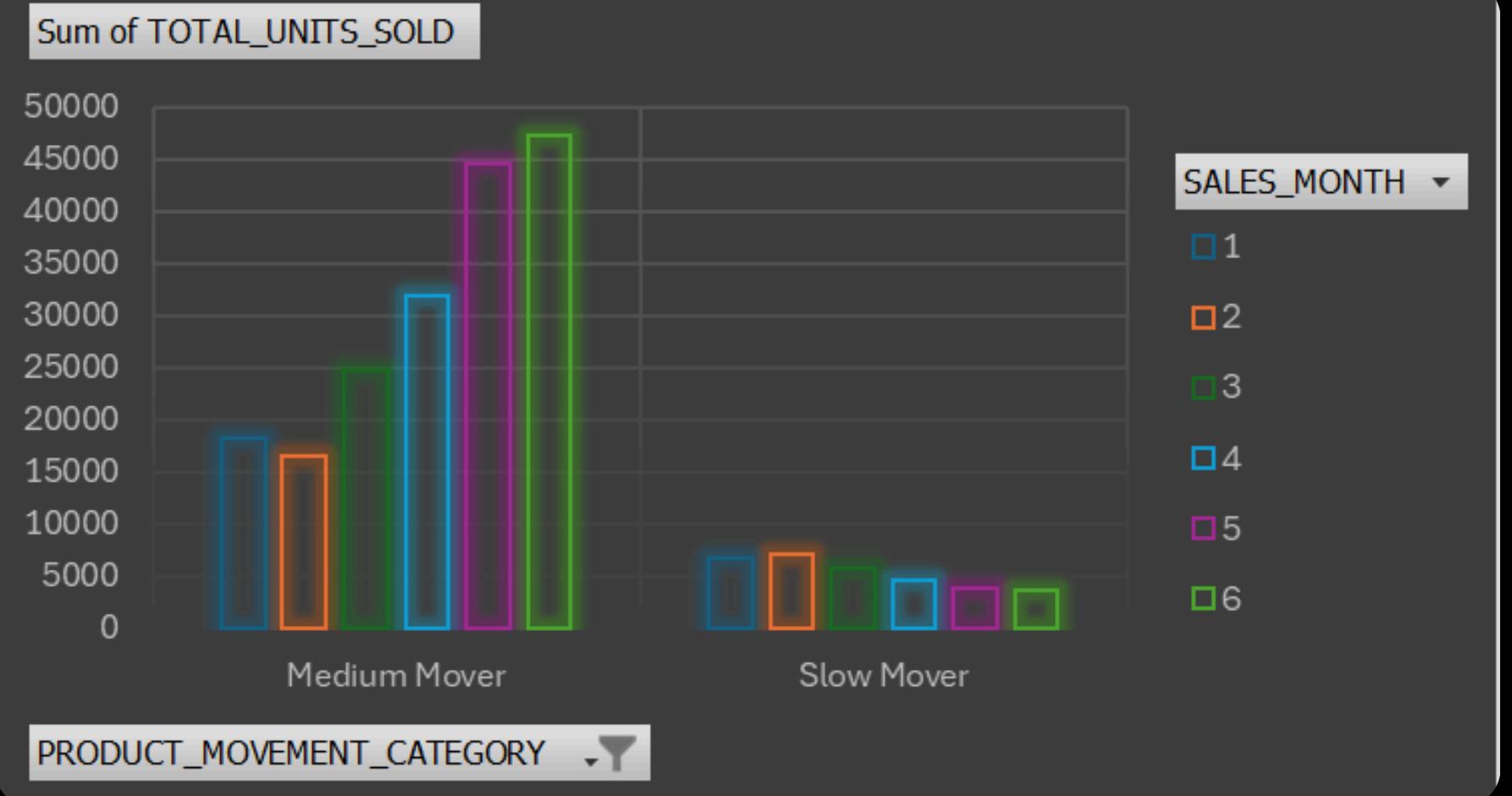
Sum of TOTAL_SALES_VALUE

Total



Sales peak sharply between 8 AM and 11 AM, with 10 AM being the highest revenue hour. Nearly 50% of total daily sales occur in the morning. After 12 PM, sales gradually decline, and evenings (post-6 PM) perform poorly. This strongly suggests morning-focused foot traffic, indicating peak hours for staff and operational focus.

PRODUCT MOVEMENT CATEGORY SUMMARY



Transaction count steadily increases month-over-month, aligning with sales growth. If this reflects only low-performing products, it implies their transactions are also rising — possibly due to bundling, promotions, or misclassification. Validation of product categorization is needed to ensure meaningful insight.



BRIGHT LIGHT COFFEE



INSIGHT OVERVIEW

Brightlight Coffee Shop is experiencing strong growth, with rising sales and basket sizes month by month. Peak performance occurs in the morning hours (8-10 AM), driven by top-selling products like coffee and tea, alongside high-margin items such as Barista Espresso. Hell's Kitchen and Lower Manhattan lead in performance, while Astoria shows room for improvement. With focused efforts on boosting underperforming time slots and refining product strategy, Brightlight is well-positioned to increase both revenue and customer satisfaction.



BRIGHT LIGHT COFFEE



THANK YOU