Bright Coffee Shop Analysis

October 2025 by: HS Motubatse

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Bright Coffee Analysis

Introduction

- This report summarizes the analysis of Bright coffee product revenue across Astoria, Hell's Kitchen, and Lower Manhattan.

- The aim was to assess sales performance, identify key revenue drivers, and uncover opportunities to improve profitability.

- With total revenue of $698,812, the findings highlight top-selling products, underperforming categories, and location-based trends to guide future business and marketing decisions.

Bright Coffee Analysis
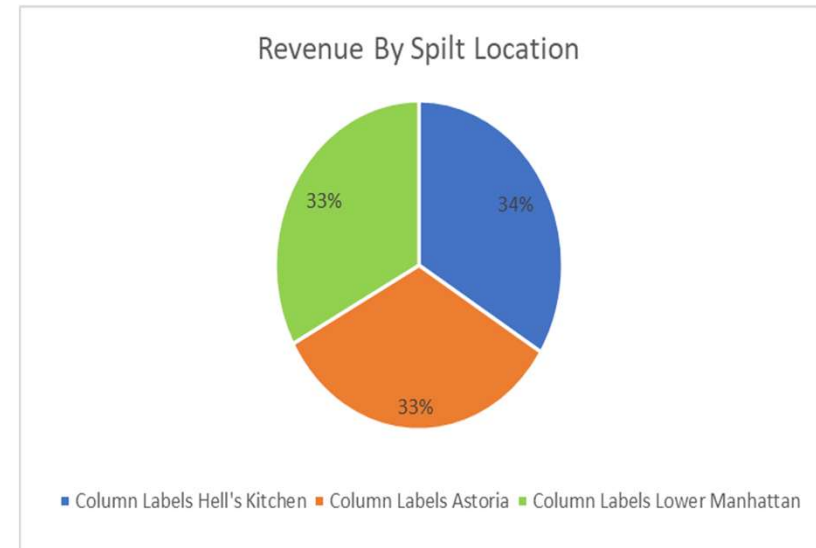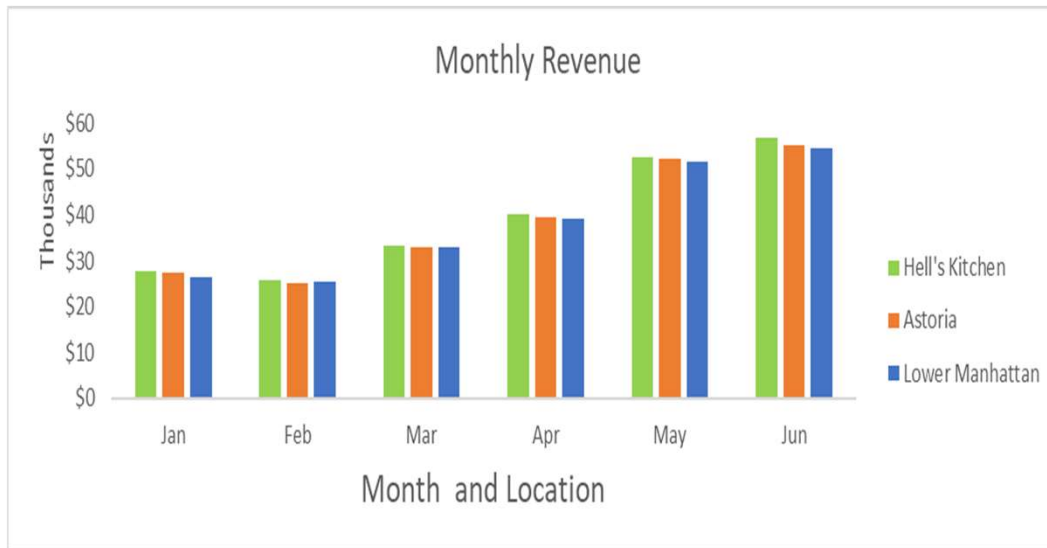
Purpose of the Analysis

The purpose of this analysis is to provide the CEO with data-driven feedback based on Bright Coffee's historical sales performance.

The analysis focuses on identifying trends in product performance, areas for improvement, and opportunities to drive revenue growth across locations and product categories.

Revenue | Analysis by Month name

Insights

- Overall revenue shows a clear upward trend increasing from $81,7K in January to $166,5K in June, representing more than 100% growth over the first half of the year. Total Revenue for six months period was $698,812 (data from split). A Noticeable dip in February was followed by a steady recovery and sustained acceleration through mid-year.
- All three locations: Astoria, Hell's Kitchen, and Lower Manhattan perform almost equally, each contributing approximately one-third of total revenue.
- Hell's Kitchen shows a lead in total revenue, suggesting special service offerings may be slightly stronger there.
- The even revenue split across locations underscores business stability and operational consistency, suggesting strategic growth initiatives.

Monthly Revenue — Month and Location (Hell's Kitchen, Astoria, Lower Manhattan)

Revenue By Spilt Location — Column Labels Hell's Kitchen 34%, Column Labels Astoria 33%, Column Labels Lower Manhattan 33%

Suggestions

- Investigate the February decline to identify the reoccurrences on dips.
- Assess June growth as whether the market was saturating or it was a temporary event.
- In Quarter 3 consider the strategies such as promotions, new product offerings, or capacity expansion.

Bright Coffee Analysis

Revenue | Analysis by Day of Week

Insights

- Weekday revenues (Mon to Fri) are highly consistent, they are averaging at +/- $100K per day.
- Weekend revenue is lower compared to weekdays; it might be that people are not busy on weekends and prefer breakfast at home.
- Monday has the highest total revenue of $101,677. This shows the strong start of the week.
- Friday is the second performer at $101,373 total revenue. This shows end-of-week customer activities.

Weekly Revenue

Legend: Astoria, Hell's Kitchen, Lower Manhattan

(Y-axis: Thousands, $30–$36; X-axis: Sun, Mon, Tue, Wed, Thu, Fri, Sat)

Weekly Time Bucket

Legend: Astoria, Hell's Kitchen, Lower Manhattan

(Y-axis: Thousands, $0–$160; X-axis: Morning, Afternoon, Evening)
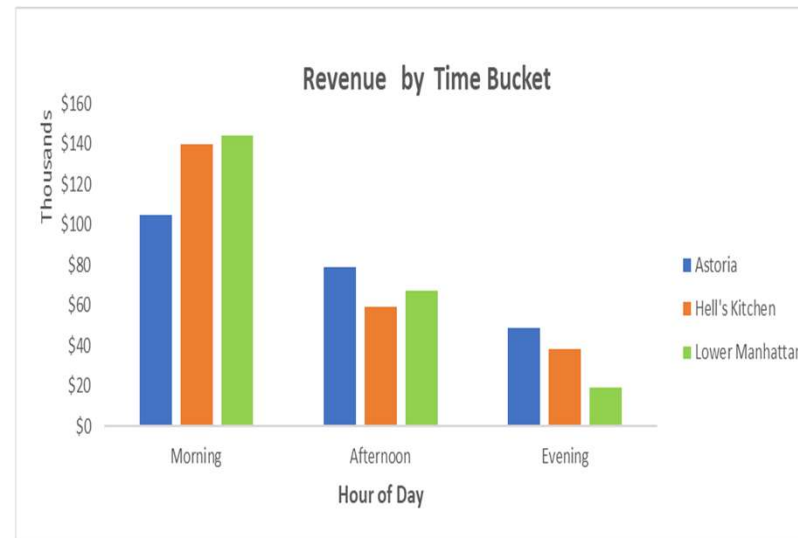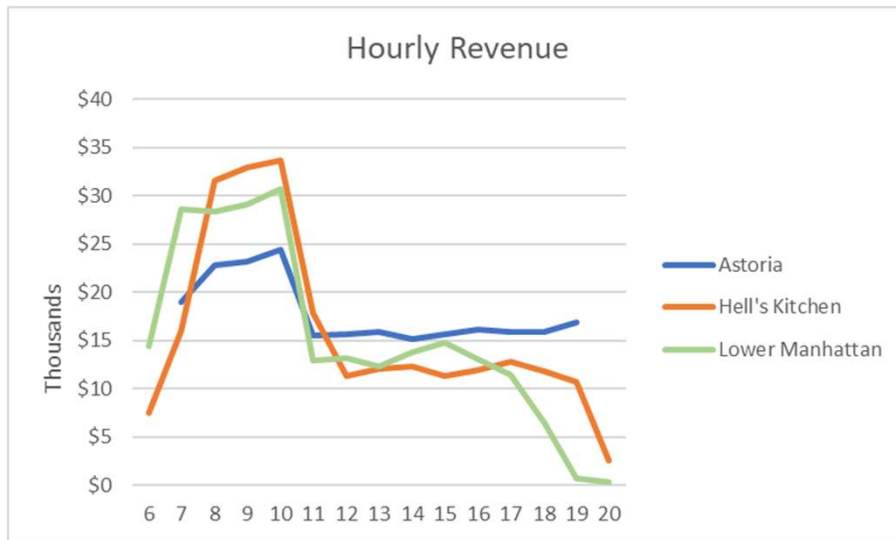
Suggestions

- Grow Weekend Revenue by introducing promotions
- Use Friday to provide limited time offer to boost the average bucket value
- Package combo deals to increase Afternoon & Evening Sales through loyalty points.
- Monitor Bucket Metrics by number of transactions per day/time to identify revenue growth

Bright Coffee Analysis

Revenue | Analysis by Hour of day

Insights

- **Morning sales** dominate the day, contributing 56% of total revenue, indications for quick breakfast and early lunch meals. Peak hours occur between 8:00 AM and 10:00 AM. Lower Manhattan and Hell's Kitchen record the highest hourly revenues across all locations. Strong commuter and office-worker traffic. Operational efficiency and targeted morning promotions are key
- **Afternoon sales** account for approximately 29% of total revenue, Hell's Kitchen performs slightly below other locations. An opportunity to increase traffic through lunch specials, limited-time offers, or afternoon snack promotions.
- **Evening sales** contribute only 15% of total daily revenue. This represents the weakest performance window. Sales drop sharply after 5:00 PM, with Lower Manhattan showing the steepest decline

Suggestions

- Morning - Maintaining fast service and product quality is key
- Afternoon – consider promoting light lunches, cold brews, or combo offers will boost traffic and grow revenue
- Evening – Consider happy-hour deals, dessert promotions, or community events to attract evening customers
- Daily revenue- consider time-based promotions and evening market development

Bright Coffee Analysis

Revenue | Analysis by Breakdown by Category

Insights

Coffee and Tea dominate sales by nearly 67% of total revenue, making them the core of the business

Bakery and Drinking contributing about 22%, due to growth through bundling or seasonal offers.

Remain items contribute below 7% rendering opportunity for growth.

Location strength differ slight: Hell's Kitchen leaders in coffee, Astoria excel in tea and Low Manhattans best in bakery

Revenues by Product Category

Top Selling Product Category
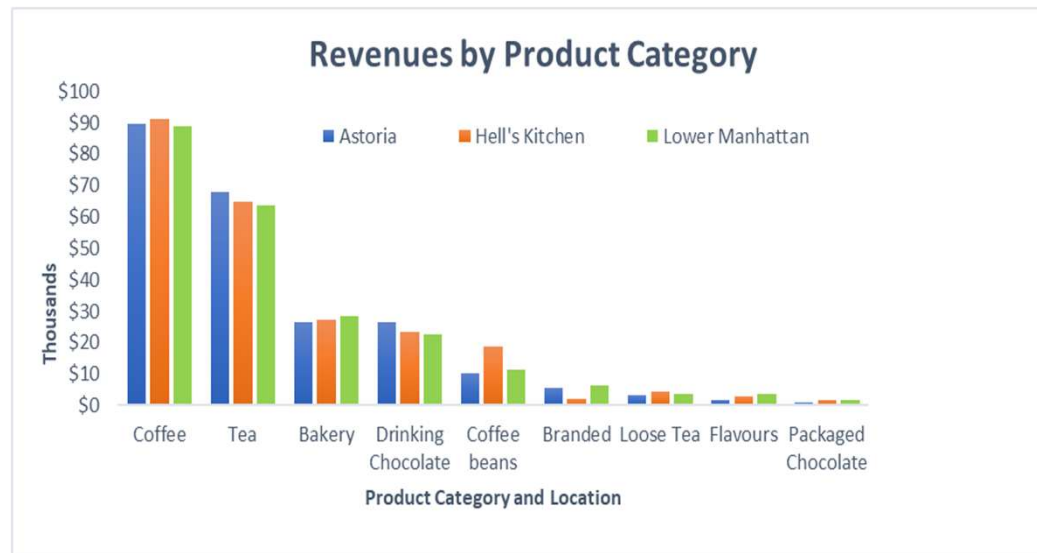
Suggestions

Maximize Core Categories (Coffee & Tea) –consistent taste, pricing & promotions, marketing & branding etc

Grow Complementary Food Sales – analyse food that goes together

Expand Retail and Merchandise by showing coffee anywhere in the shop

Tailor by Location: use the best of each location to maximise profit

Bright Coffee Analysis

Revenue | Breakdown By Type

Insights

Top 5 Selling Products: Espresso, Chai Tea, Hot Chocolate, Gourmet Coffee and brewed tea generate 58% of total revenue. Premium and specialty beverages, customer preference
Medium selling (15) Products: Scones, Organic Coffee, and Premium Brewed Coffee perform consistently and are served on daily menu. This contribute almost 40% total revenue
Low selling (8) Products: Green Beans, Green Tea, and Sugar-Free Syrup contribute less than 2% total revenue. Product maybe meant for niche customers or customer not yet tested the product

Revenue by Product Type

Top Selling Product Type
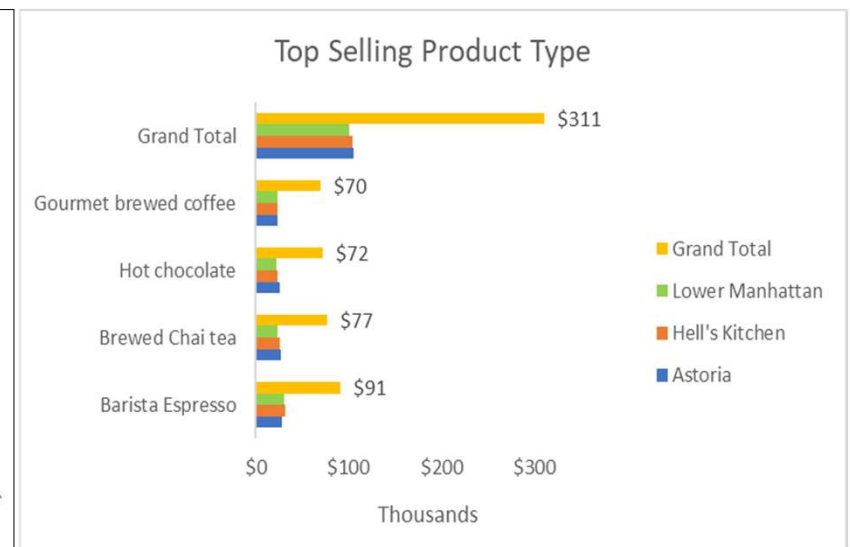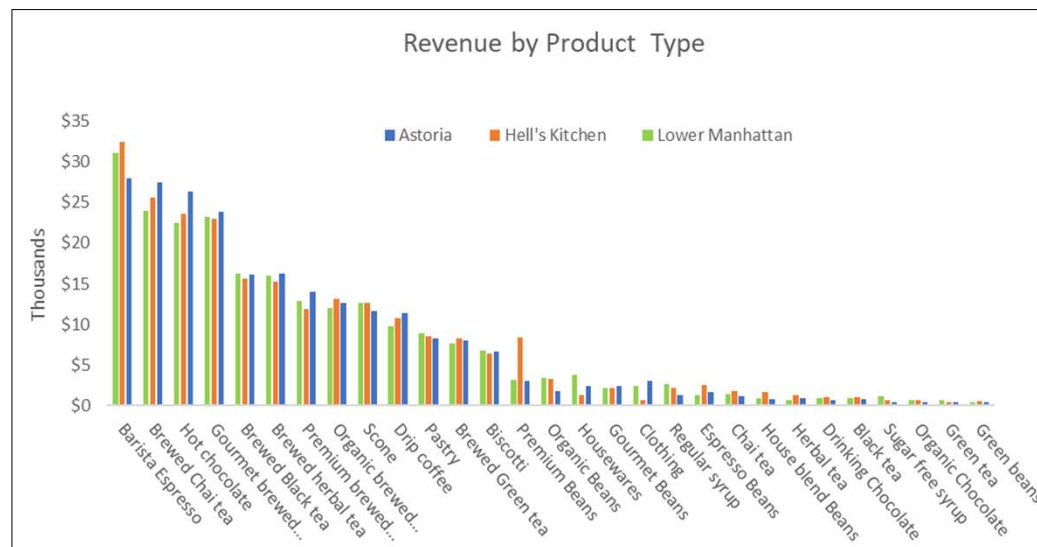
Suggestions

Invest in top performing products by:
Marketing, promotions and inventory replenish for top selling
Evaluate low-performing by :
Assessing products generating minimal revenue for phase out or repositioning.
Use location specific for product trending:
EG Hell's Kitchen: espresso drinks

Bright Coffee Analysis

Recommendations

Maximize Core Categories (Coffee & Tea)

consistent taste, pricing & promotions, marketing & branding etc

Grow Weekend Revenue by introducing promotions

Invest in top performing products by:

Marketing, promotions and inventory replenish for top selling

Noting that 50% of total revenue is generated from top performers

Differentiate mid-tier through innovations by:

Bundles and upselling opportunities on scones, pastries, and brewed coffee to boost revenue

Evaluate low-performing by :

Assessing products generating minimal revenue for phase out or repositioning.

Use location specific for product trending:

Hell's Kitchen: espresso drinks.

Astoria: hot chocolate and brewed teas.

Lower Manhattan: pastries and promotable item to take home

Monitor and Optimize by:

Tracking sales data to ensure customer demand and profit is aligned.

Conclusion

- The analysis of Bright Coffee's historical sales data highlights clear trends in product performance and location-specific revenue patterns.

- Premium beverages dominate revenue; mid-tier provide steady contributions and Low-performing offer minimal impact on total revenue.

- Location reveals that Hell's Kitchen leads slightly in total revenue

- Time-of-day analysis indicates peak revenue in the morning

- The findings provide insights for more focused strategies on product and potential revenue growth initiatives. This will enhance Bright Coffee revenue and product offerings.