

BRIGHT COFFEE SHOP

"Bringing Happiness in Every Cup"

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Date: 30 June 2025

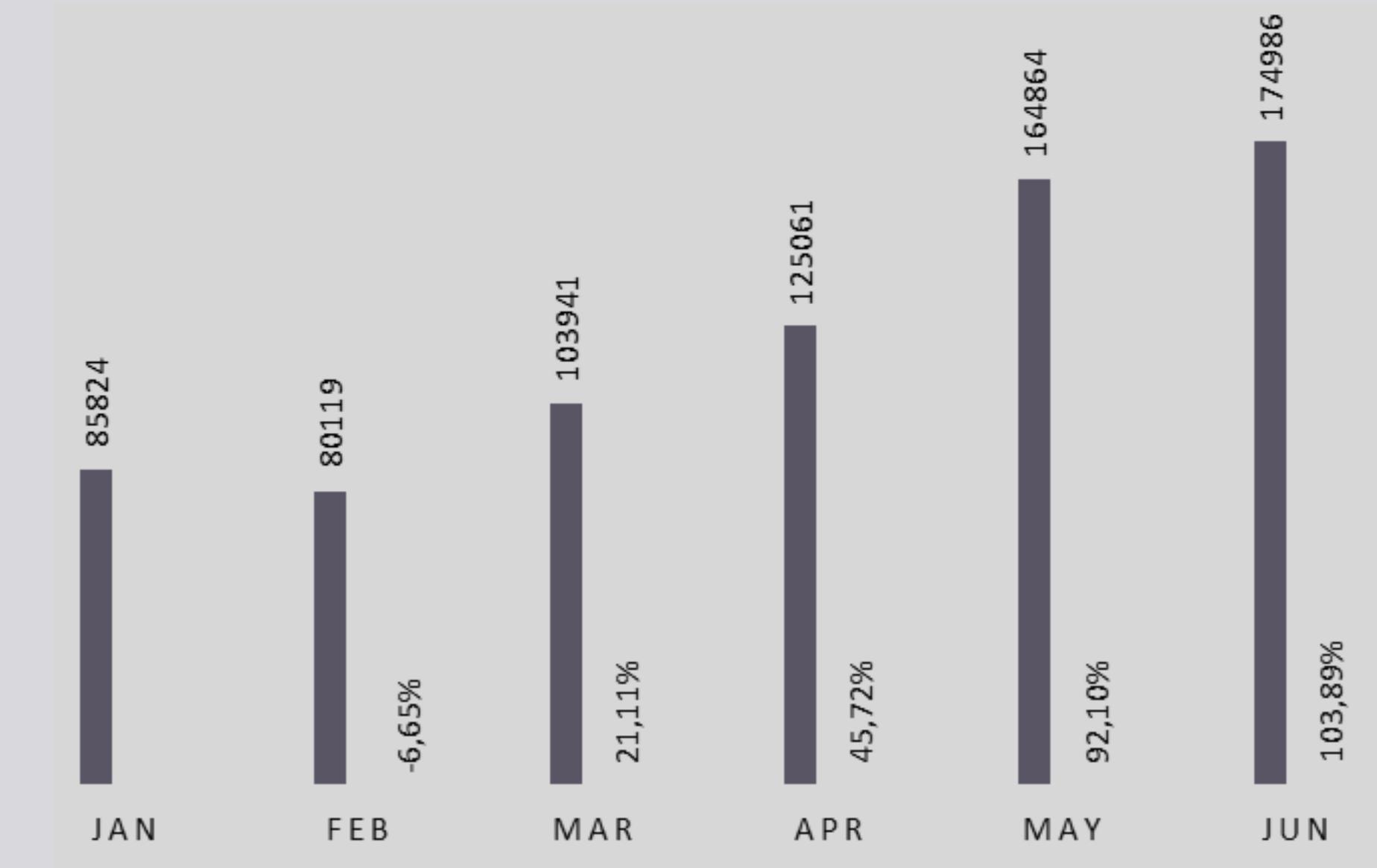
**SALES ANALYSIS &
STRATEGIC INSIGHTS**

OBJECTIVE

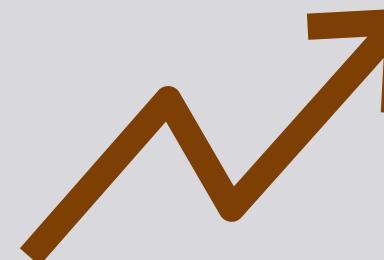
The objective of this presentation is to communicate the key findings from the sales analysis and provide strategic recommendations for decision making.

MONTHLY REVENUE WITH %CHANGE

Following a decline of 6,65% in February , Bright Coffee experienced a strong and accelerating growth .



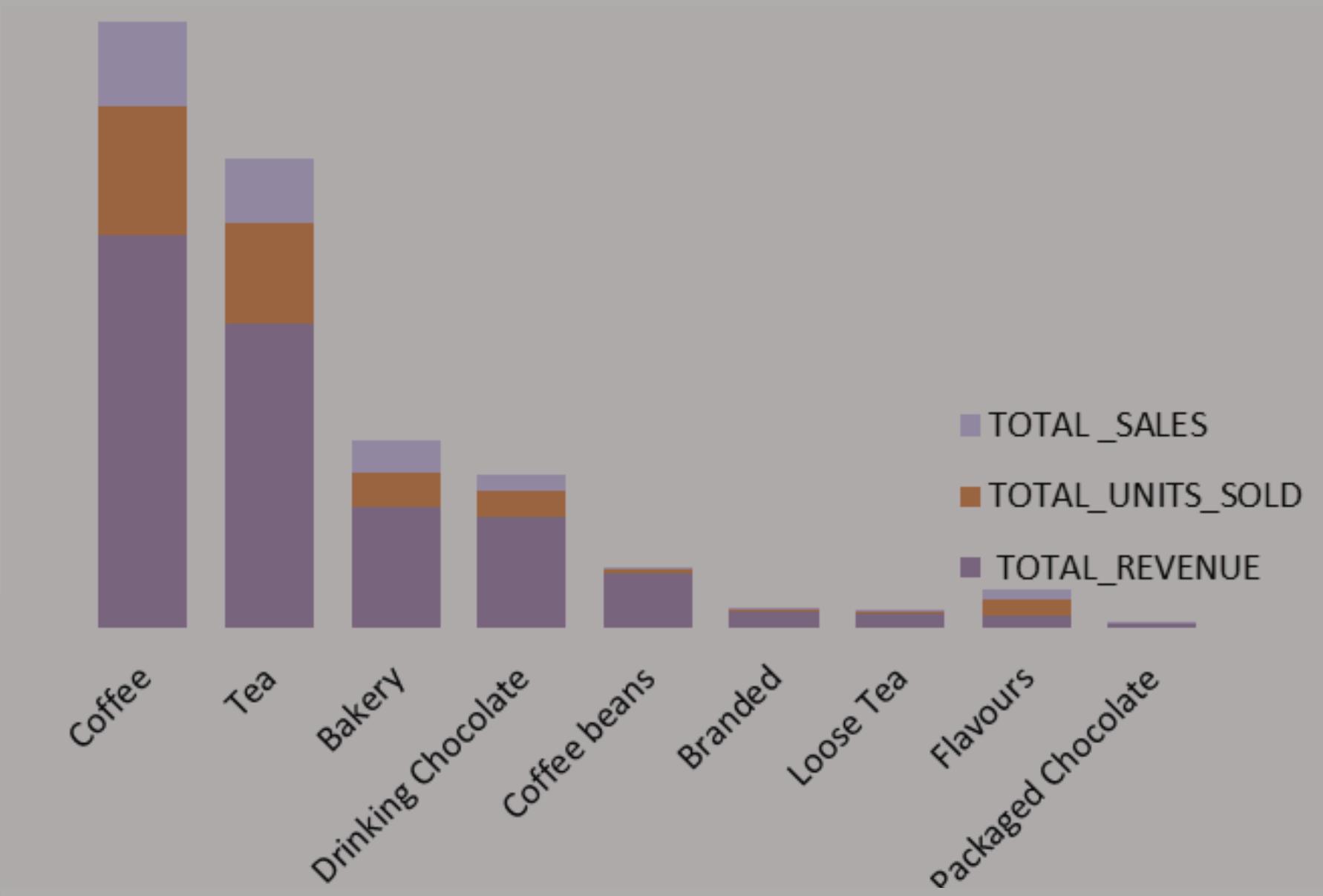
Revenue doubled in just four months, signaling strong performance recovery and business momentum



PRODUCTS CATEGORY PERFORMANCE TRENDS



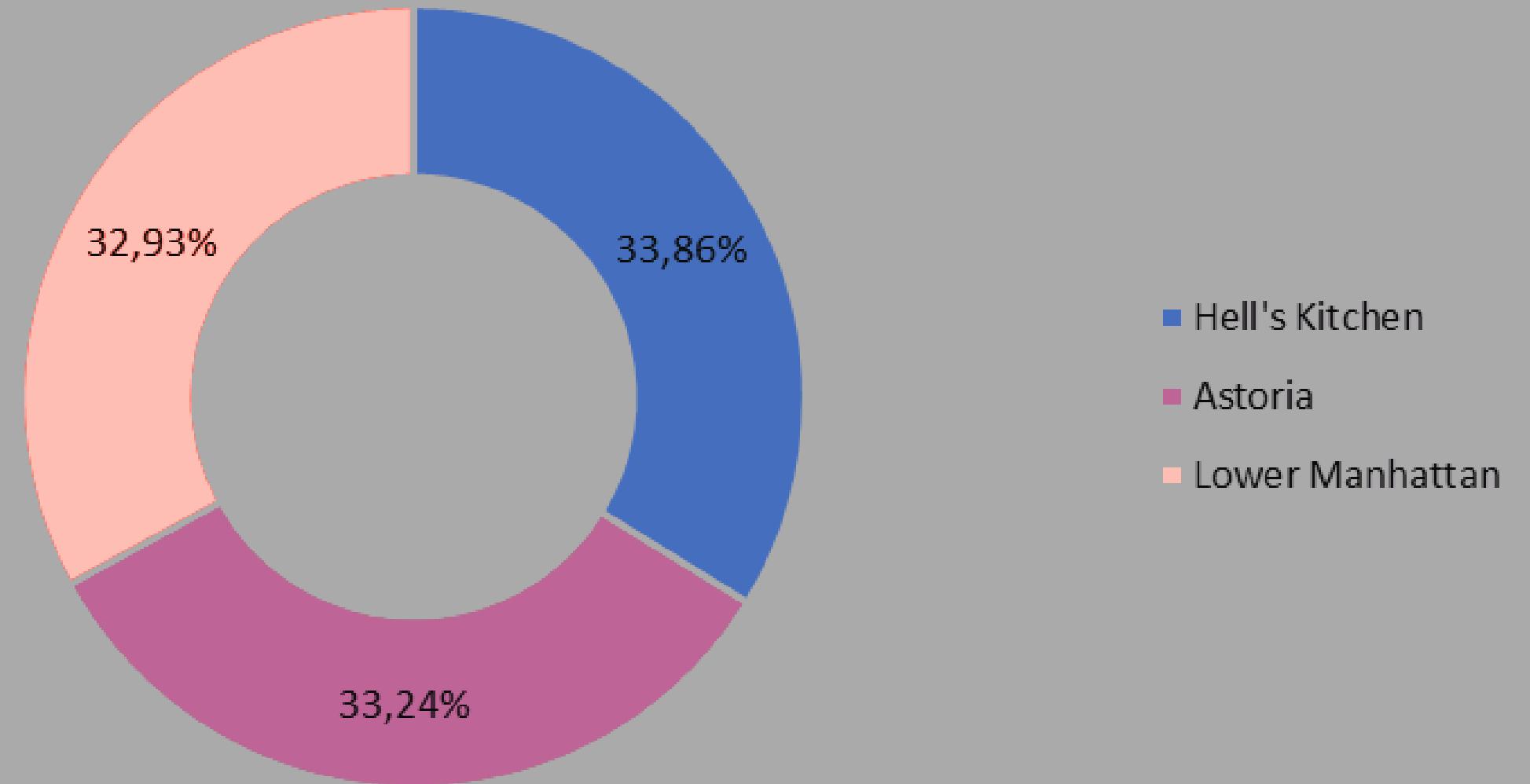
Coffee is the top performing product category contributing 37,53% of the total revenue, 41,61% of total units sold and 39,17 % of the overall sales.



REVENUE CONTRIBUTION BY STORE LOCATION

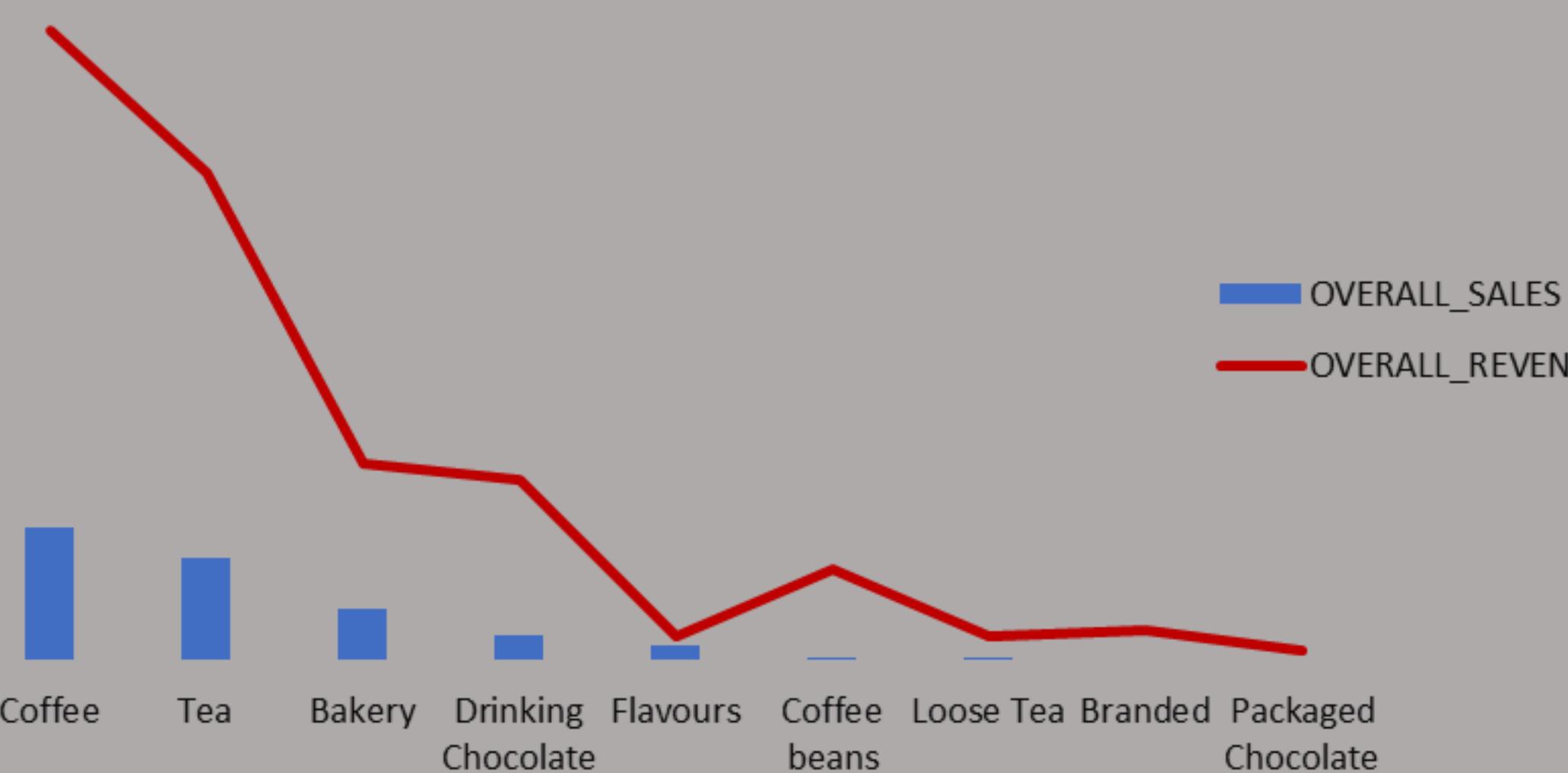
All three locations contribute nearly equal to total revenue

- **Hell's kitchen** slightly leads with **33,86%**,
- followed by **Astoria** at **33,25%**,
- and **Lower Manhattan** at **32,94%**.



Revenue is evenly distributed across all store locations , showing operational balance .

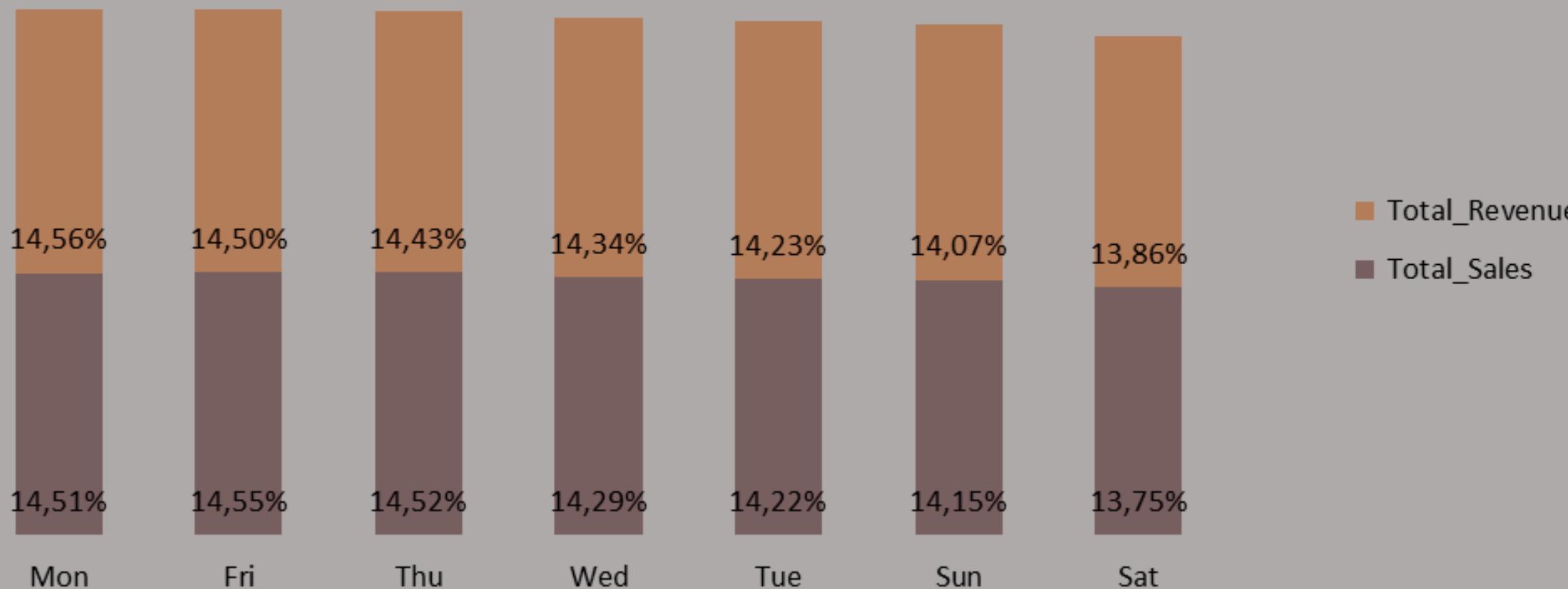
PRODUCT PERFORMANCE: VOLUME VS REVENUE IMPACT



Product Performance reveals three product categories

- **Core drivers** like **Coffee, Tea, Bakery, Drinking Chocolate** deliver both high volume and revenue.
- **Balanced performer** such as **Flavours** shows a direct units-revenue correlation making them steady sellers.
- **Premium products** such as **Coffee beans, Loose Tea, Branded and Packaged chocolate** generate high revenue, indicating strong margin potential .

PEAK BUSINESS DAYS



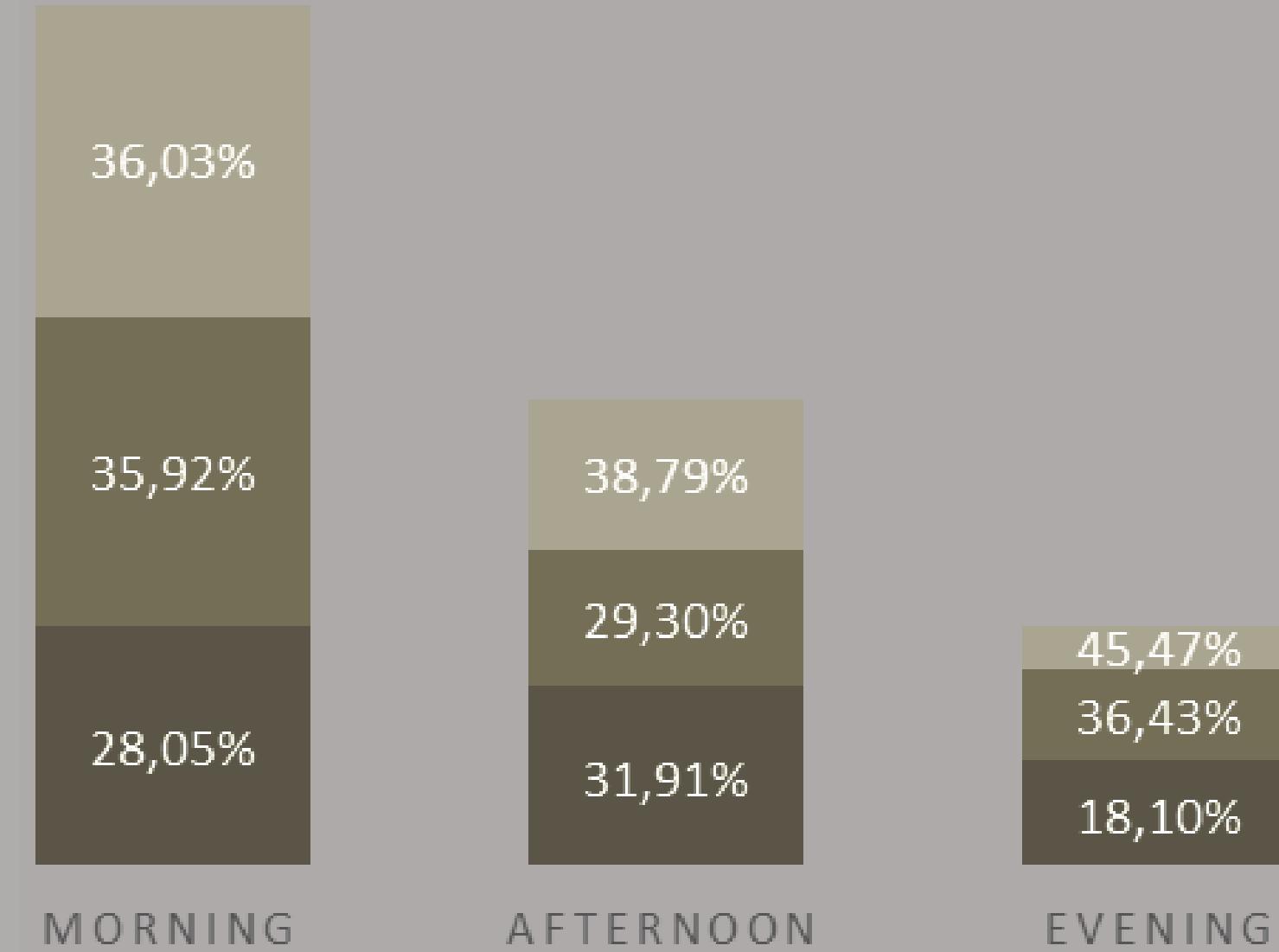
“The sales and revenue performance across the week shows distinct patterns:

- Monday contributes the highest revenue at 14,56% of total revenue even though it accounts for 15,51% of total sales.
- Friday has the highest sales of 14,55% but only has 14,50% of total revenue.
- Saturday and Sunday has lowest total revenue and sales indicating reduced purchasing activities during the weekends

PEAK HOUR SALES PER STORE LOCATION



Sales activities across all the stores follow a clear pattern, sales are highest in the morning with 54,82%, drops slightly in the afternoon to 29,79% and reaches a low point in the evening at 15,38%.



- **Lower Manhattan** dominates the mornings , indicating strong customer engagement.
- **Astoria** take the lead in both the afternoon and the evenings.
- **Hell's Kitchen** mainly ranks in the middle across all time slots .

■ Lower Manha
■ Hell's Kitchen
■ Astoria

KEY FINDINGS



Morning hours (6:00 am to 11: 59 am) are the peak sales periods, generating 54,82% of total sales

Monday is our peak business day accounting for 14,26 % of our weekly revenue. Weekends have (Saturday and Sunday)low revenue contributions.

Coffee is our top performing category generating 37,53% of our total revenue , packaged chocolate is our least performing product category

Monthly has been increasing despite a decline of 6,65% in February.

RECOMMENDATIONS



Introduce morning specials from 6 am to 11:59 to drive more volume, additionally ensuring adequate staffing and inventory to support the rush hours.

In order to boost weekend sales host exclusive weekend menu items or introduce family combos to drive weekend sales.

- Bundle coffee with low selling products (packaged chocolate) to increase average transaction value.
- Promote customer reviews about the quality of the coffee.

- Investigate the drop in February to find if it was due to seasonal trends, marketing gaps or operational disruptions.
- Maintain upward momentum through consistent product marketing, staffing and operational efficiency.