

BRIGHT Coffee Shop

30 JUNE 2025

Masefako Maluleke



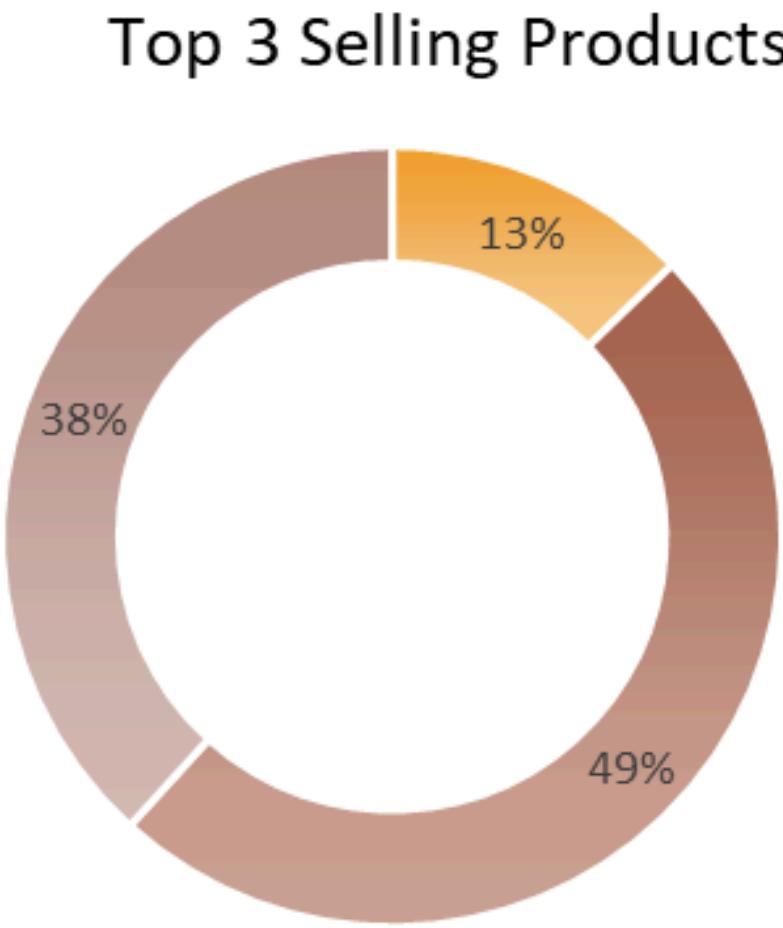
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Product Trend

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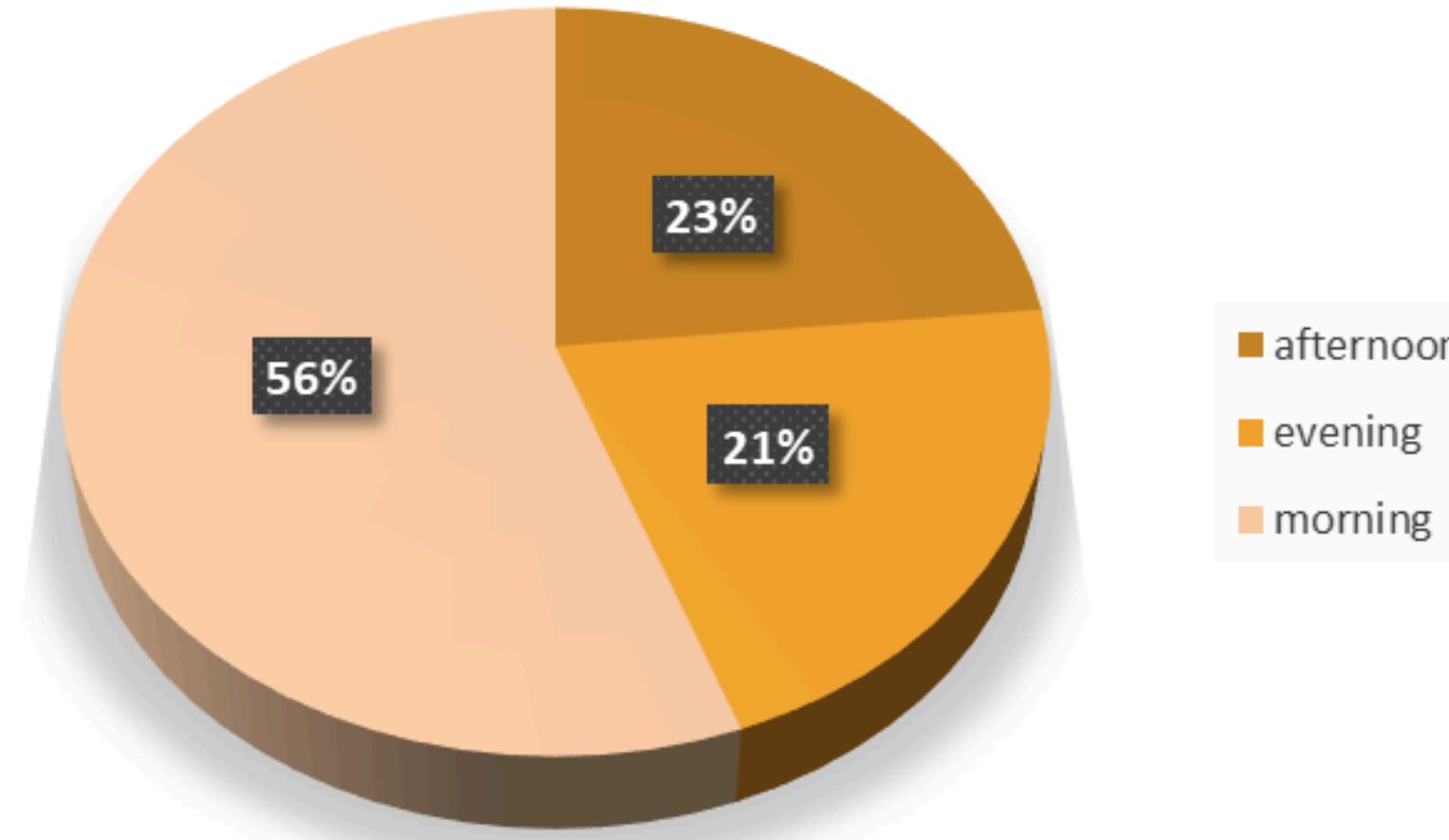
- Bakery
- Coffee
- Tea



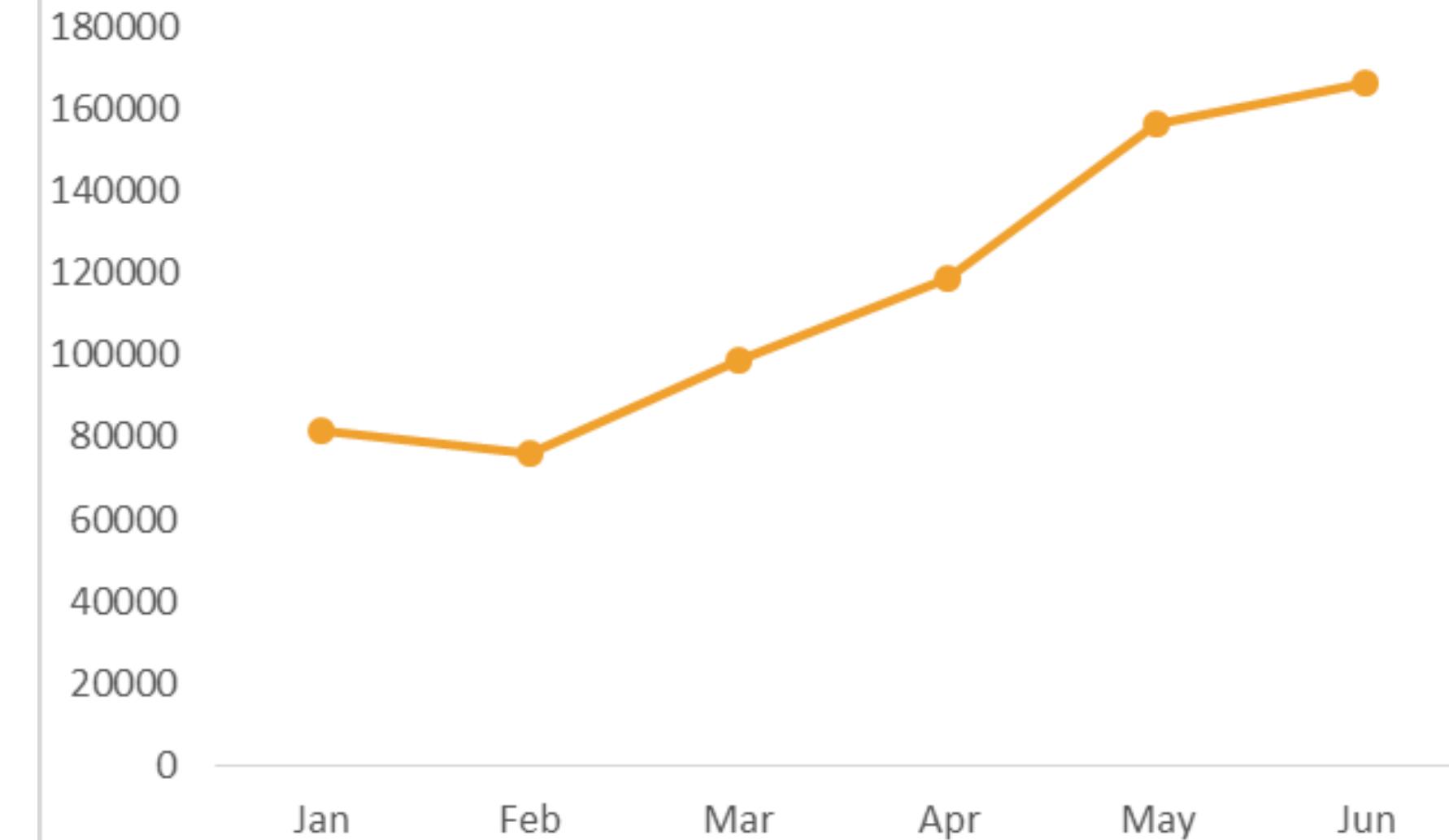
Analysis indicates that Coffee is a trending product at 49% and has contributed the highest Revenue of 269952.45, followed by Tea at 38% with a Revenue of 196405.05 and Bakery at 13% and Revenue of 82315.64.

Revenue per Time Interval

Revenue by Time Bucket

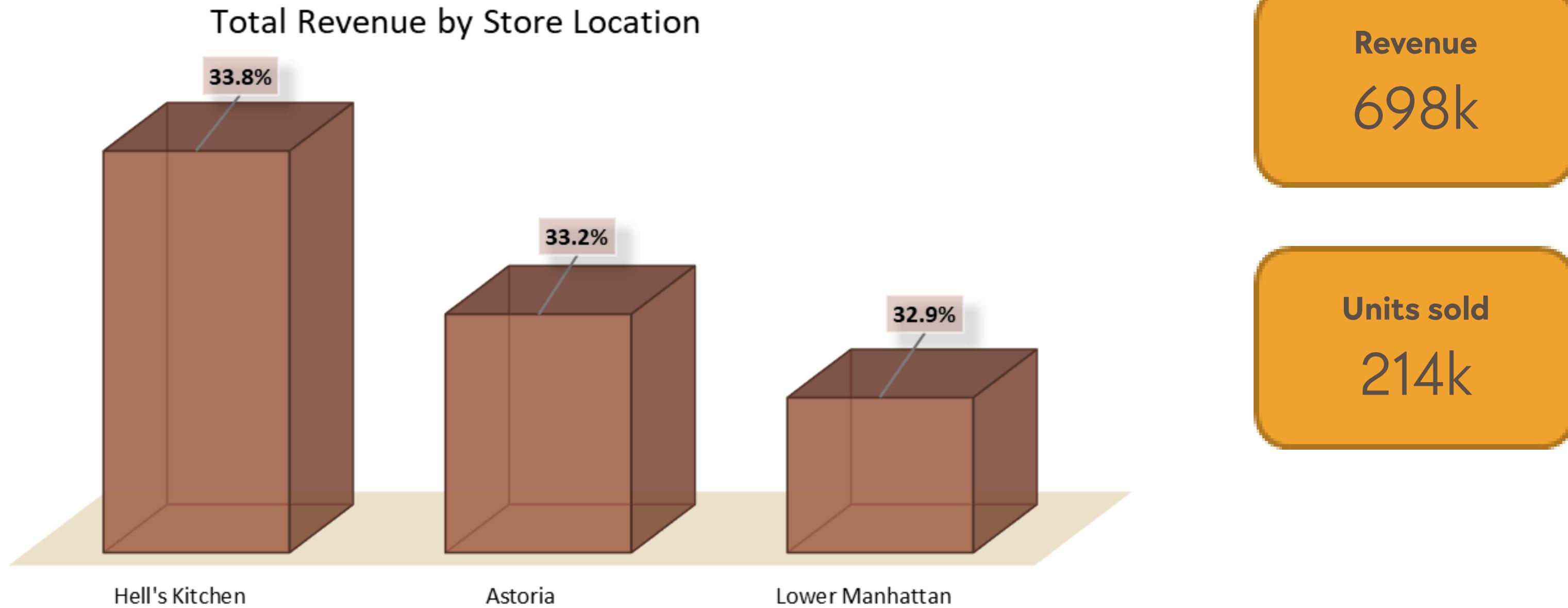


Revenue per Month



Bright coffee shop generates higher Revenue during the morning hours compared to other times of the day. Morning Revenue accounts for 56% of the daily Revenue. As of March, Revenue started picking up at about 19%, till June.

Total Revenue by Store Location



Hell's Kitchen performed best at 33.8% followed by Astoria at 33.2% and Lower Manhattan at 32.9%. Overall Revenue is 698812.33 and, the Total number of units sold is 214470.

Conclusion

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The analysis shows that Coffee, Tea, and Bakery items are the top-performing product categories at Bright Coffee Shop. My recommendation is to continue to maintain high quality and variety in coffee offerings, expand tea selections and introduce seasonal or specialty blends to attract new customers



Coffee

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Tea



Bakery

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THANK YOU



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