

BRIGHTLIGHT COFFEE SHOP

SALES ANALYSIS

"Bringing Happiness in Every Cup"

JUNE 2025



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STORE PERFORMANCE

HELL'S
KITCHEN
34%

ASTORIA 33%

LOWER
MANHATAN
33%

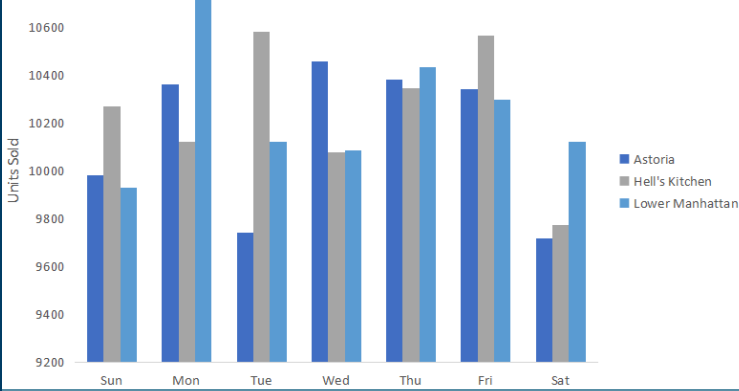
- All our stores are performing at similar levels, with Hell's Kitchen slightly in the lead with very small margin. It's safe to say we are doing well as we have a total revenue of 698,812.33 across all our stores.

THREE TOP SELLING PRODUCT TYPE BY STORE LOCATION

Store Location	Barista Espresso	Brewed Chai tea	Hot chocolate	Grand Total
Hell's Kitchen	12.89%	9.97%	9.34%	32.19%
Lower Manhattan	13.46%	10.65%	9.79%	33.89%
Astoria	11.60%	11.39%	10.93%	33.91%
Grand Total	37.94%	32.00%	30.06%	100.00%

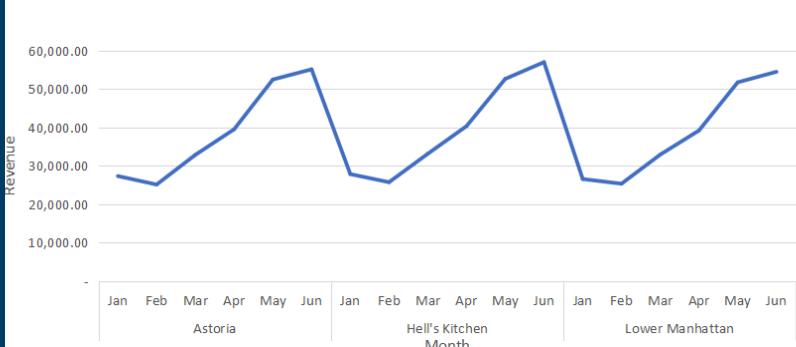
- We see Barista Espresso being the most performing product type across all our stores with the highest revenue coming from Hell's Kitchen, followed by Lower Manhattan, while Astoria leads in sales of Brewed Chai Tea and Hot Chocolate

UNITS SOLD PER DAY



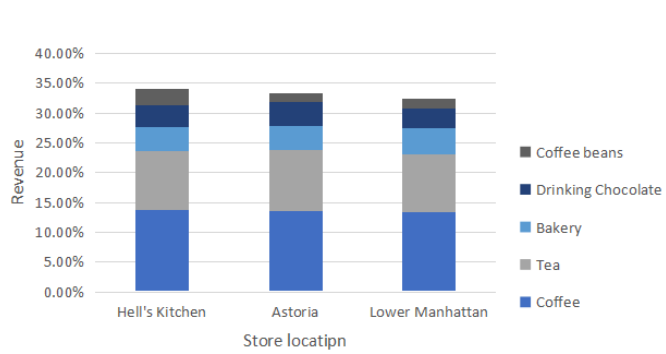
- Monday seems to be the most busiest day in our stores with approximately 15% of units sold on the day, while Saturdays are the least performing days with +- 13% of units sold.

STORE PERFORMANCE PER MONTH



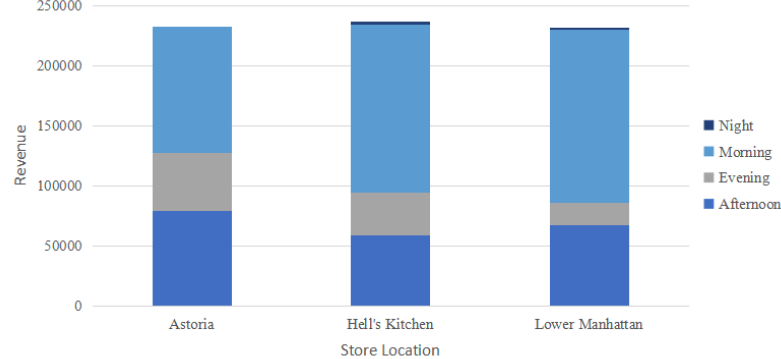
- Months and seasons have different impact in our coffee shop industry, this is visible on the above graph, with January and February(summer) bringing the lowest revenue across our stores, while June proves to be the best performing month as our sales reach its peak on June.

STORE REVENUE(%) BY THE TOP 5 PRODUCT CATEGORY



- Coffee is the driving force in our sales, with approxiamtely 40% contribution across our stores, followed by Tea which is contributing about 30% in revenue(10% less than coffee), and Coffee Beans are the least performing, with a contribution that is less than 2%.

PEAK TIME INTERVAL BY STORE LOCATION



- Mornings show to be the strongest and busiest time of the day as most of our revenue is made during this period, followed by Afternoons. We also notice that Astoria has sales that are slightly higher compared to the other stores in the Afternoons.