



# Brightlight coffee

Sales Analysis  
July 2025



# About Us

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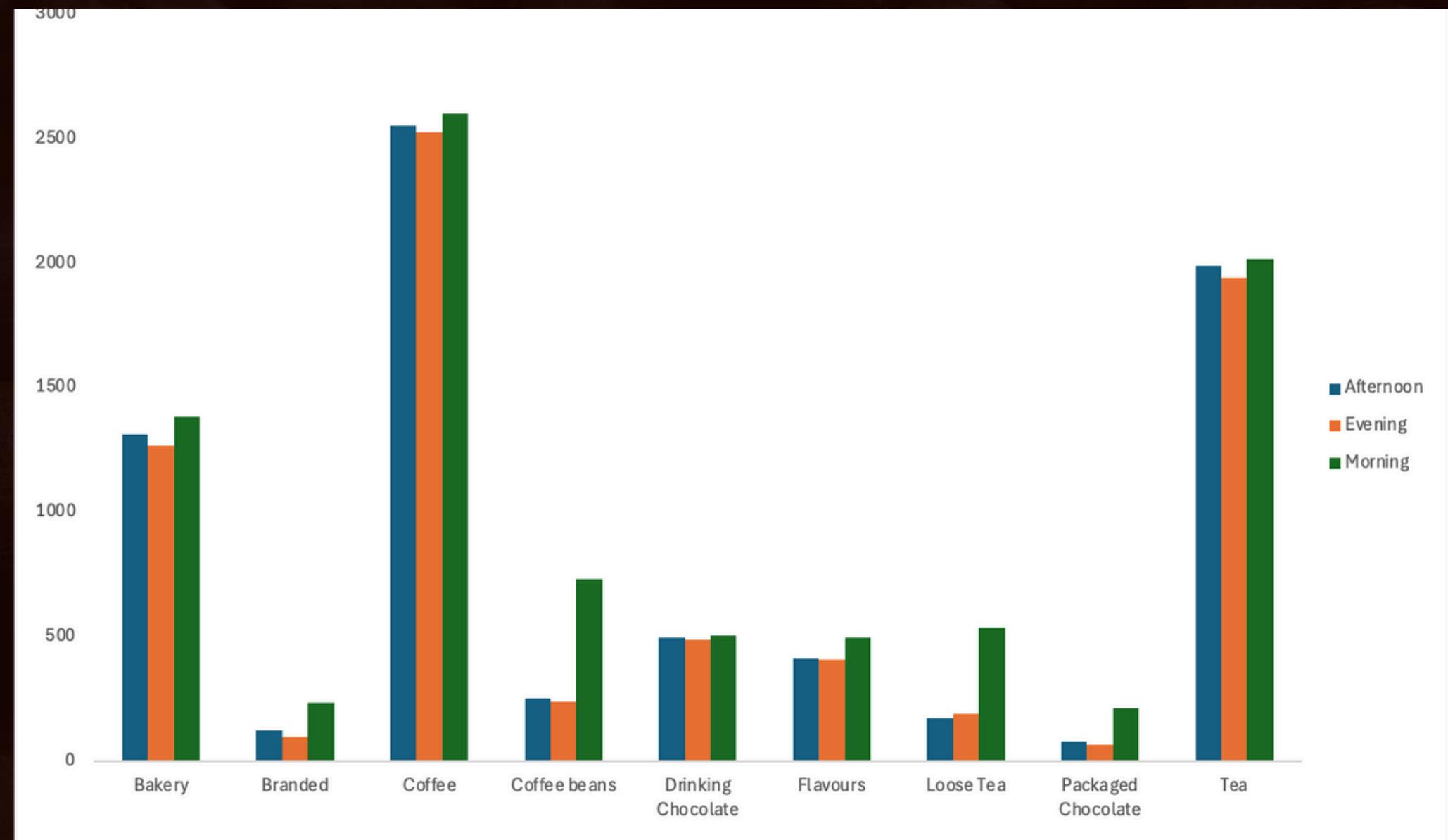
1. Sales revenue
2. Product Performance
3. Daily Trends
4. Monthly Performance
5. Sales Revenue by location



# Transaction by Product Category

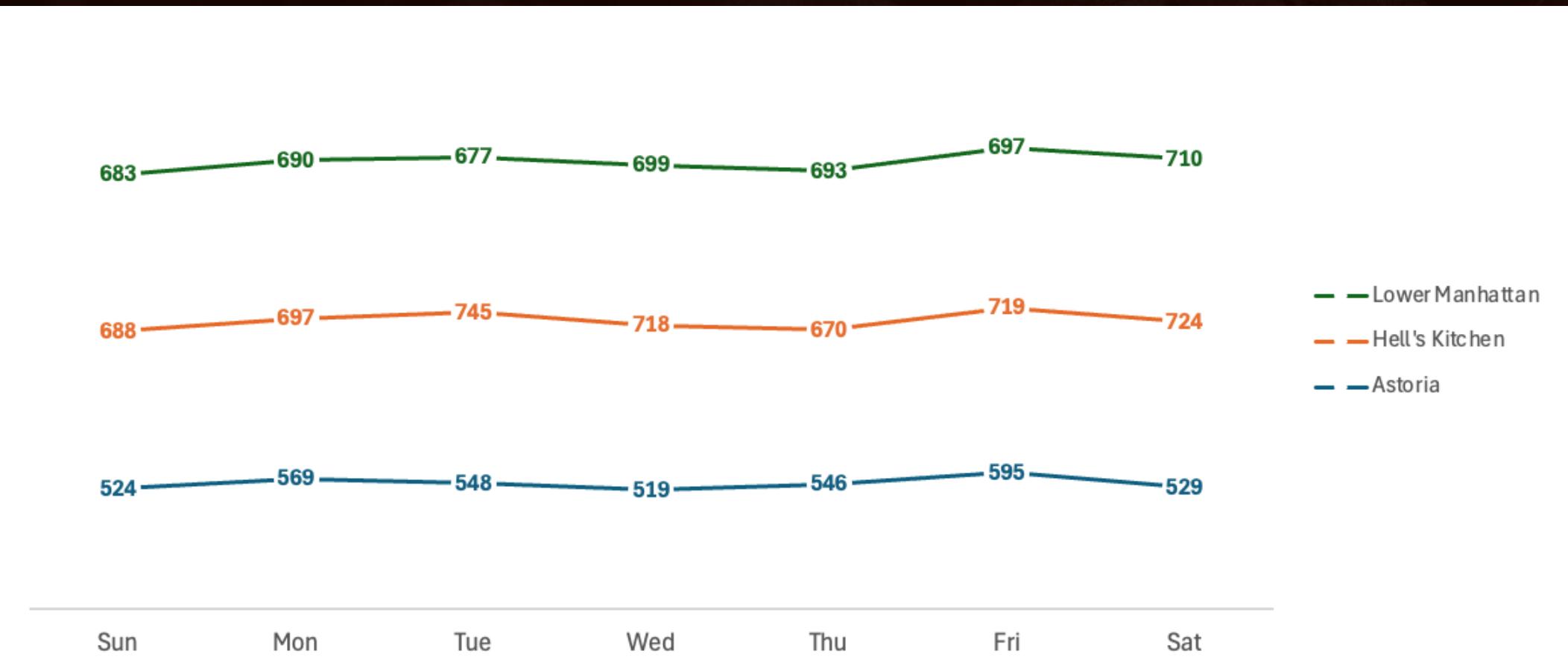
The bar chart illustrated the volume of transactions across key product categories, segments by Morning, Afternoon and Evening.

- Coffee is the top-performing category across all time slots, particularly dominating in the morning.
- Tea follow closely with strong, steady transaction through the day.
- Bakery and Breakfast items show a clear morning peak.
- Categories such as Drinking Chocolate, flavours and loose tea have moderate to low transaction, with evening sales being the weakest.
- Coffeebeans and Packaged Chocolate recorded the lowest transaction volumes, indicating limited customer interest or low visibility.





# Daily Sales Trends (Monthly)

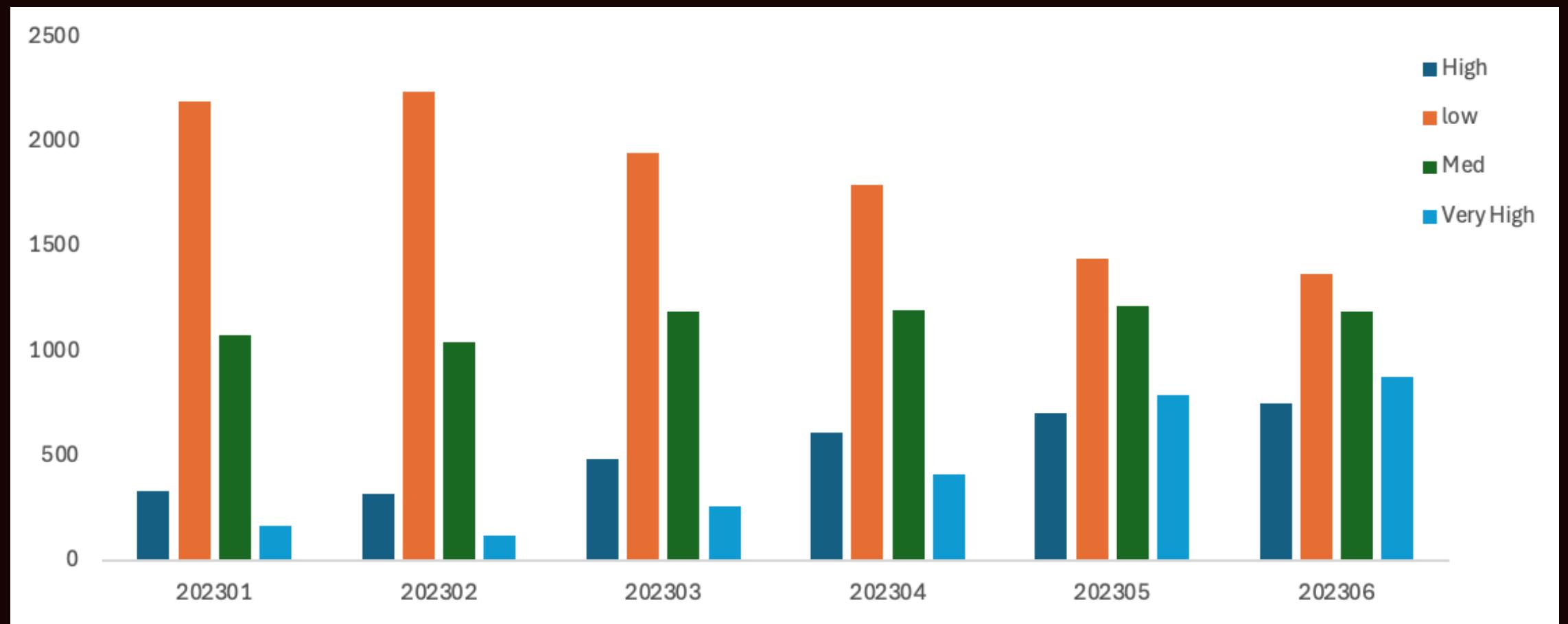


- Hell's Kitchen consistently records the highest daily sales, peaking in Friday and Saturday, indicating strong end-of-week foot traffic and possibly higher weekend demand .
- Lower Manhattan maintains a stable mid-level performance throughout the week, with slight increases on weekends, suggesting regular customer flow and strong weekday presence.
- Astoria reports the lowest daily sales, with minor fluctuations, pointing to either a smaller customer base or lower engagement.



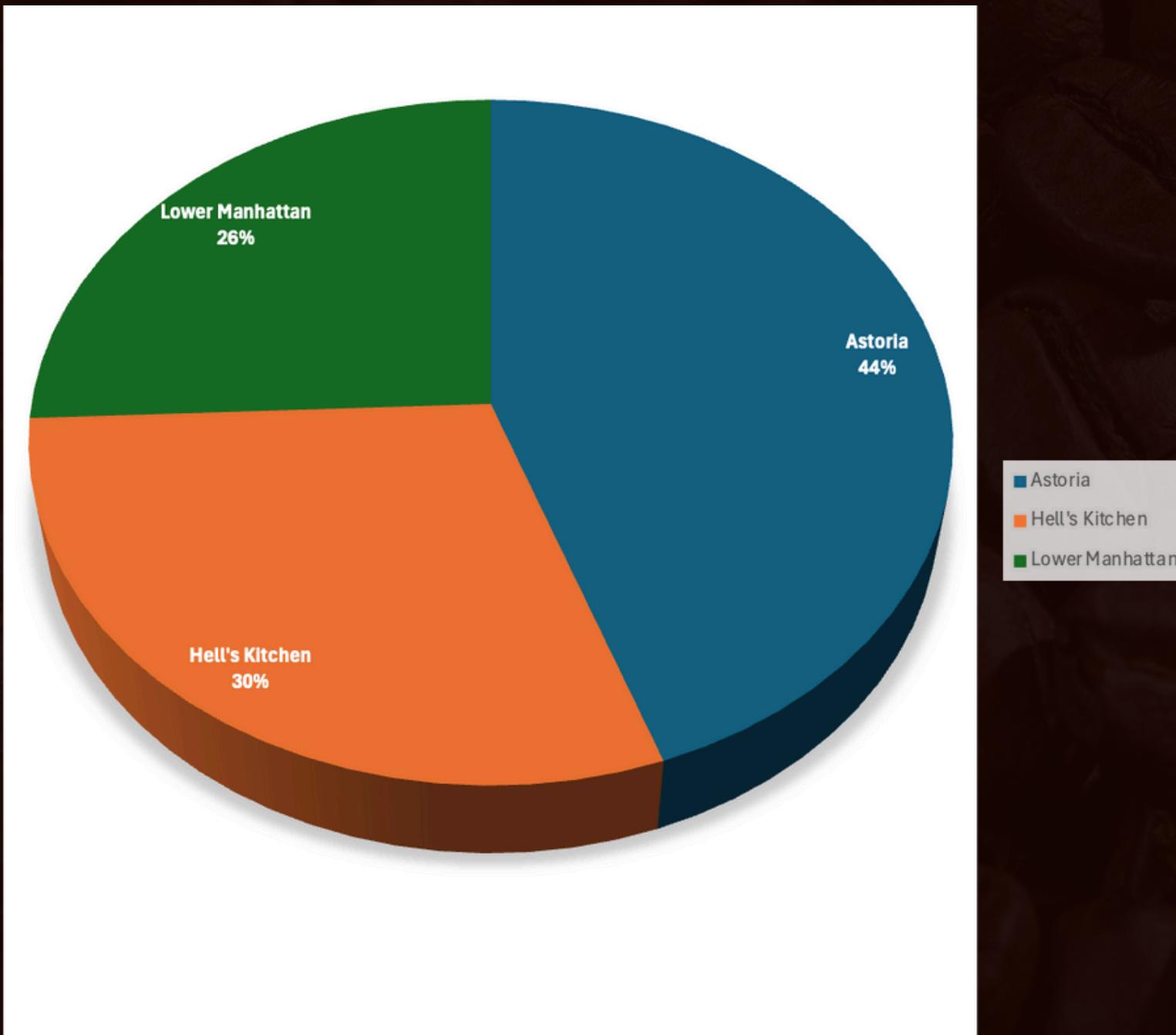
# Monthly Sales Performance

- The ‘Medium’ spend bands consistently recorded the highest number of transactions.
- The ‘Very High’ and ‘High’ showed stable but moderate activity.
- The ‘Low’ spend bands had the lowest transactions volume throughout all months.





# Sales Revenue by Coffee Shop location



- Overall revenue shows a downward trend from January to June, indicating potential seasonality, reduced customer engagement.