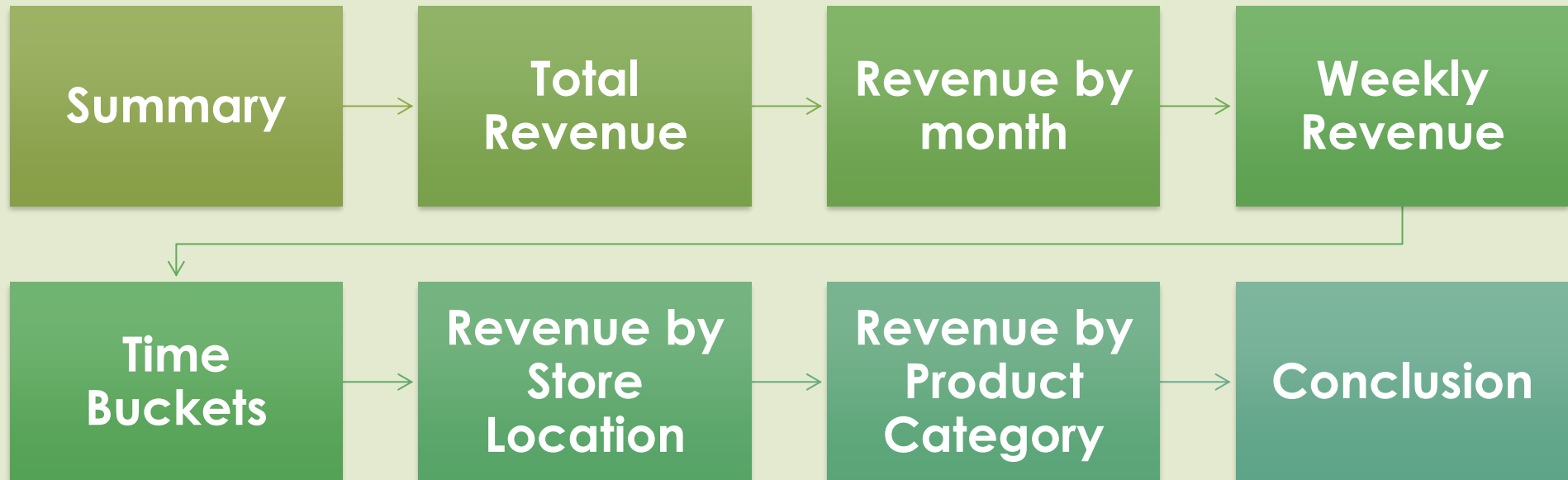


Bright Coffee Shop

Revenue Analysis

October 2025

OBJECTIVES





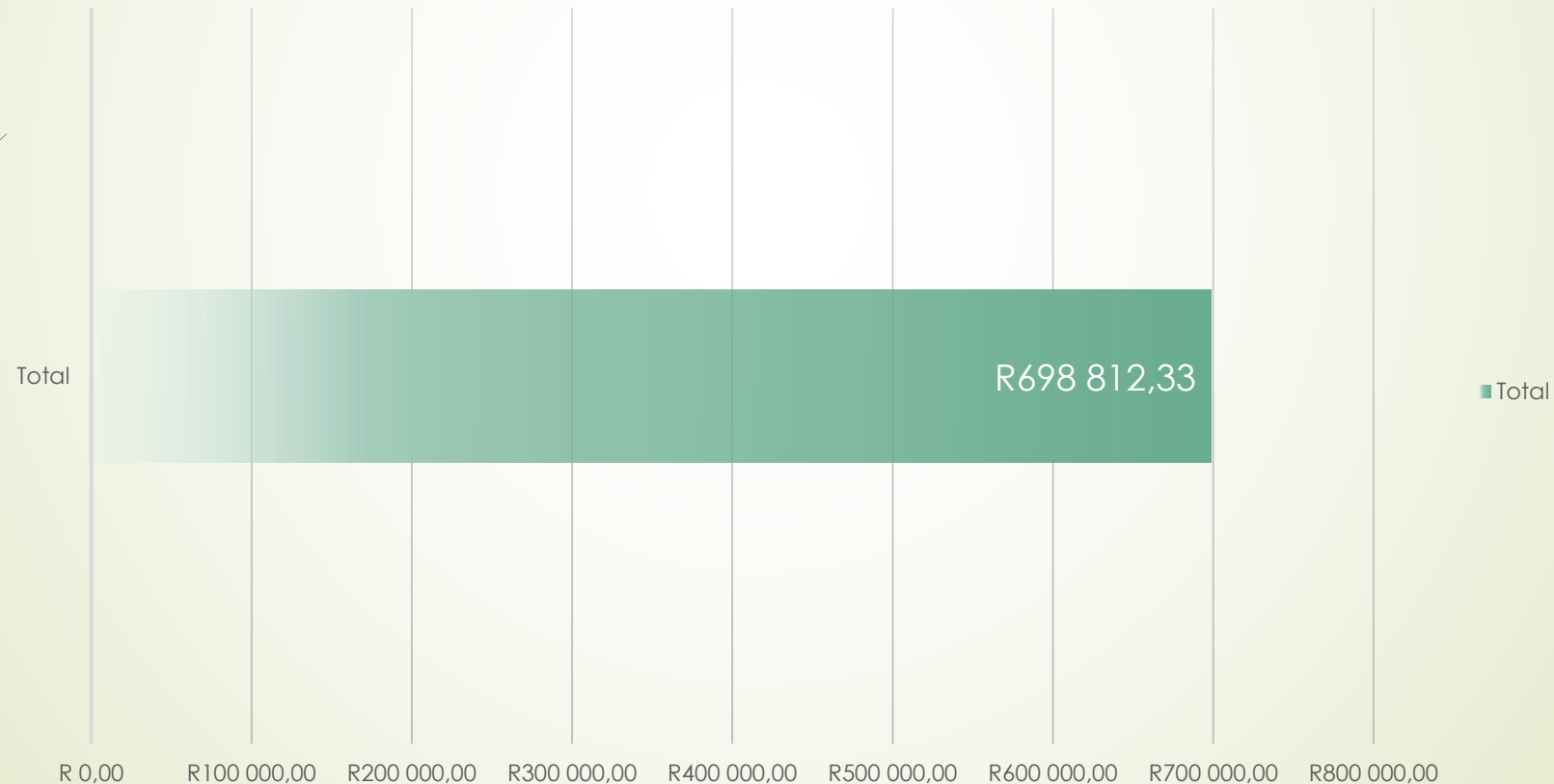
SUMMARY

This project focuses on creating insightful visuals using Excel for Bright Coffee Shop revenue analysis. These visuals bring key performance indicators to essential business metrics that will help cultivate more impactful decisions.

Total sales since January – June 2023

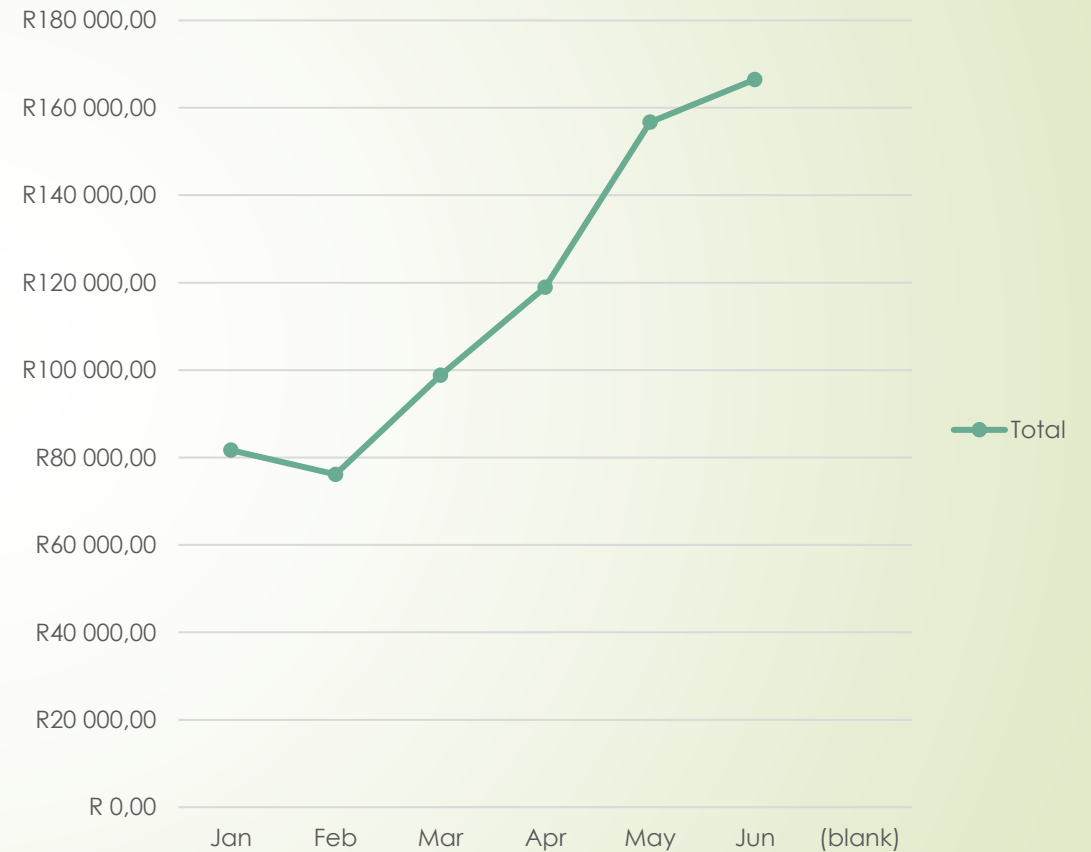
R698 812,33

TOTAL REVENUE JAN - JUNE 2023



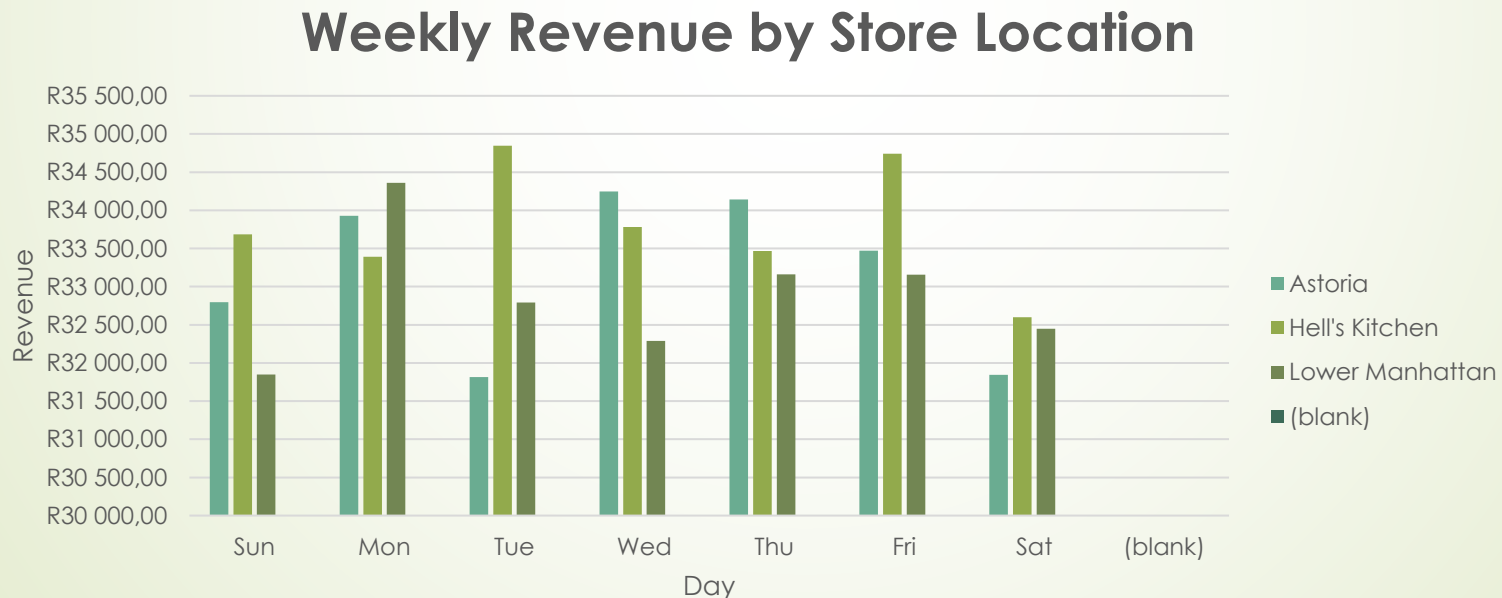
- More revenue was generated during the month of June
- Revenue was increasing gradually towards winter
- May and June months are the peak of our revenue

Total Sales by Month



Revenue: by Day & Store Location

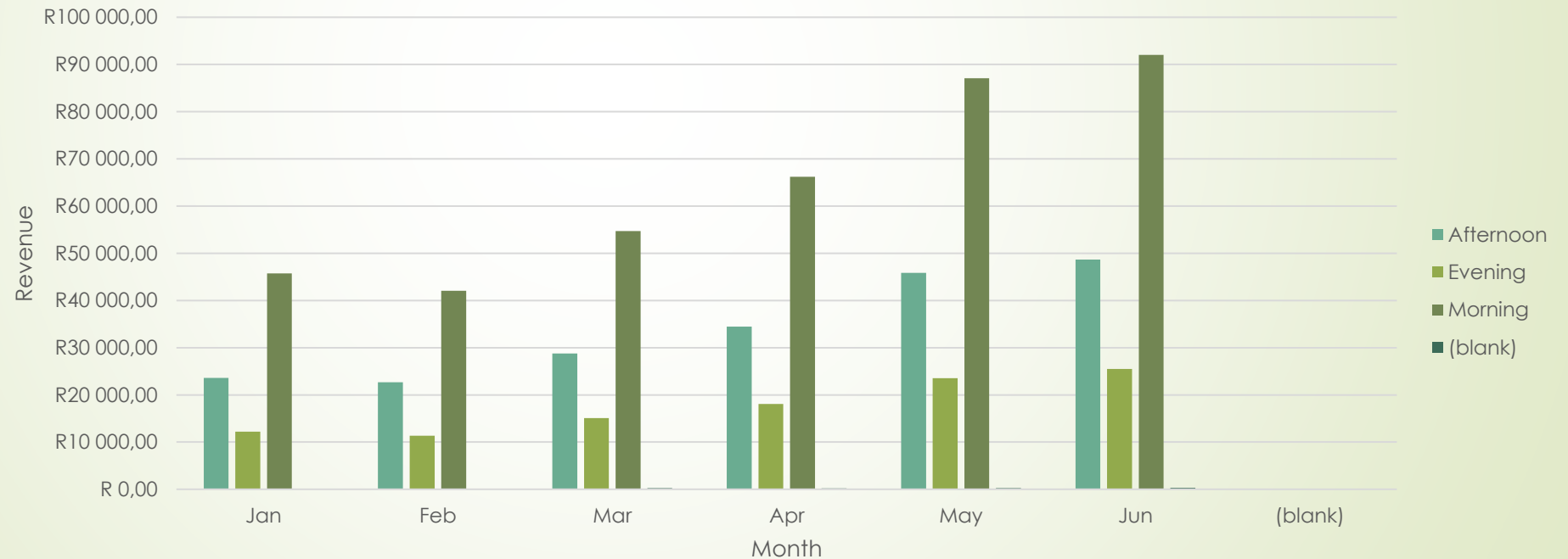
- Saturdays are the less busy days.
- Lower Manhattan is the least performing store.
- Astoria is mid performing store.



Revenue:by Month & Time Category

We generate most of the revenue in the mornings across all months. The most revenue towards winter with June being the highest

Revenue vs Month by Time Category

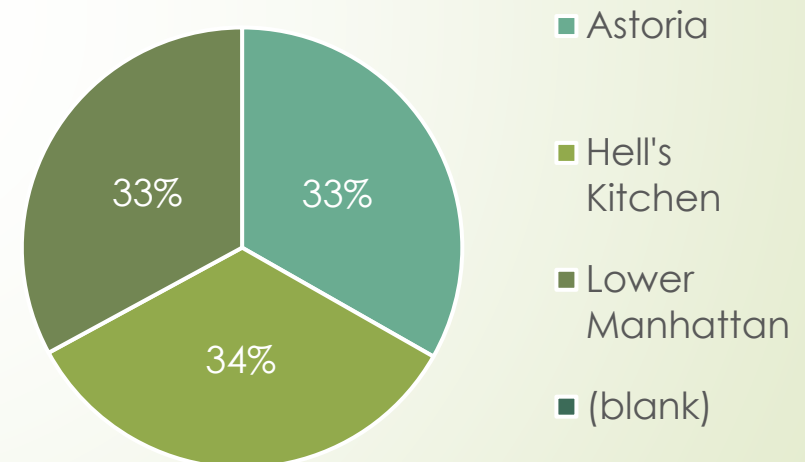
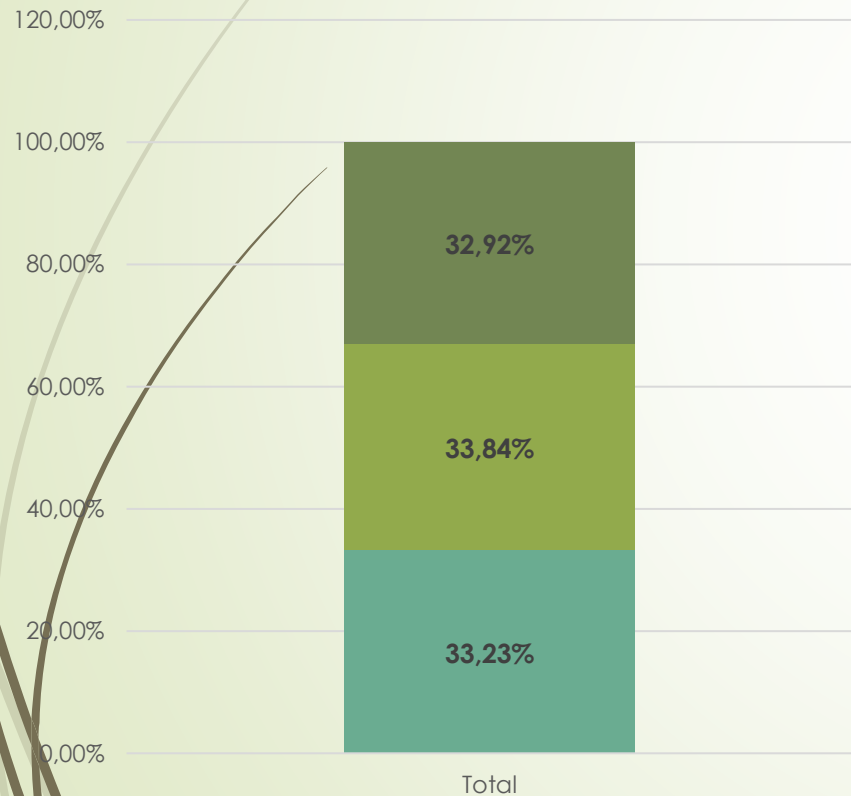


Revenue total: by Store Location

Hell's Kitchen contributed most towards the grand total Revenue by 33,84% with Astoria coming second at 33,23% and lastly Manhattan at 32,92%

Store contribution to Revenue

Revenue on Store Location

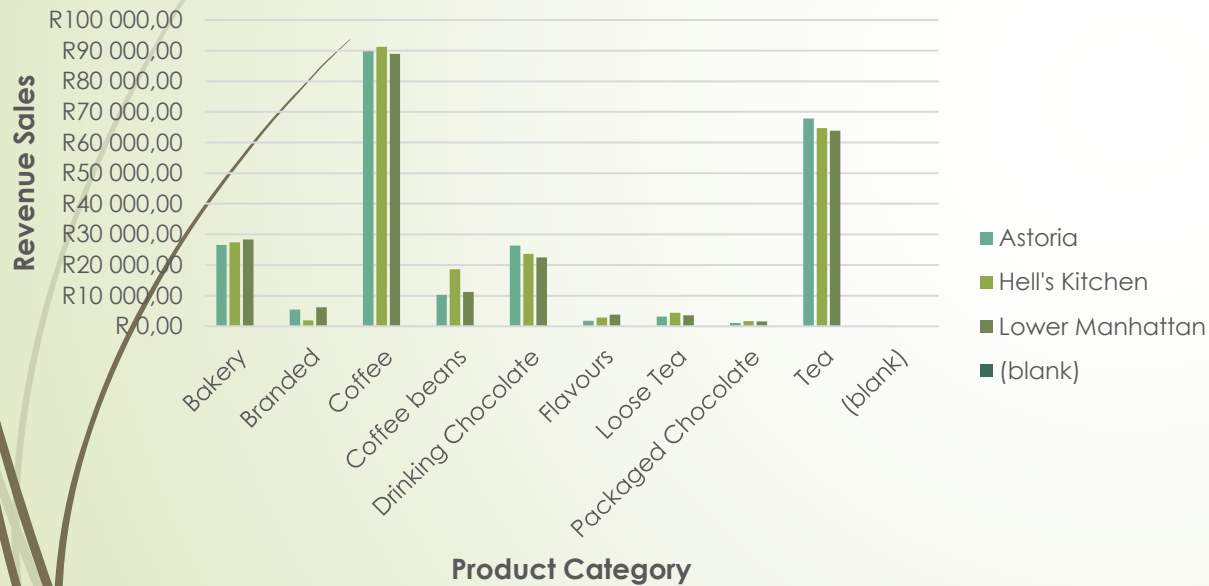


Revenue: by ProductCategory

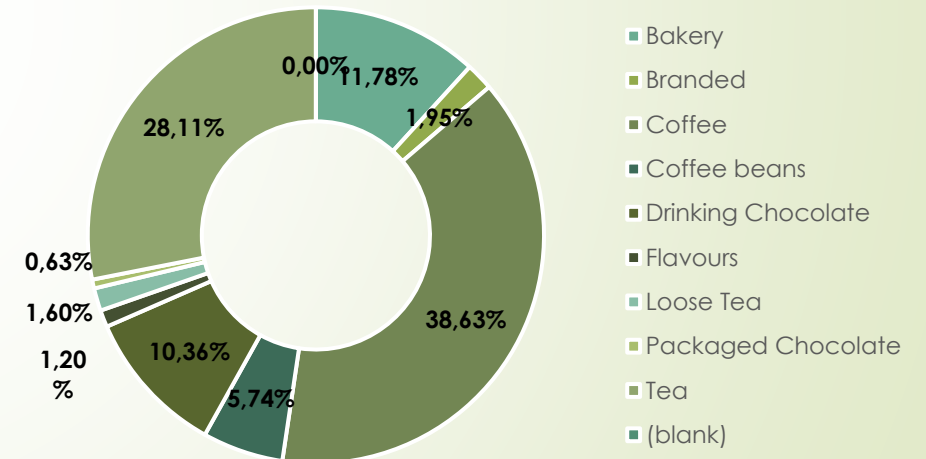
Coffee contributes the highest revenue sales and loose tea comes second

Coffee is the best-selling product contributing 38% towards the total revenue and tea contributing 28% at second best.

Revenue Sales by Product Category



Revenue Percentage by Product Category





CONCLUSION

The coffee shops are doing pretty well towards the winter seasons which makes sense as the weather is usually cold and that is the time where people appreciate warm beverages.

- Developing a high-margin breakfast offering can improve profit by up to 25% due to the flexibility in pricing and cost control.
- Conduct regular market research to stay updated on dietary preferences breakfast trends.
- Implement customer loyalty programs to encourage repeat visits and bolster customer engagement.
- Leverage technology for digital ordering systems to streamline the ordering process and boost sales.



THANK YOU