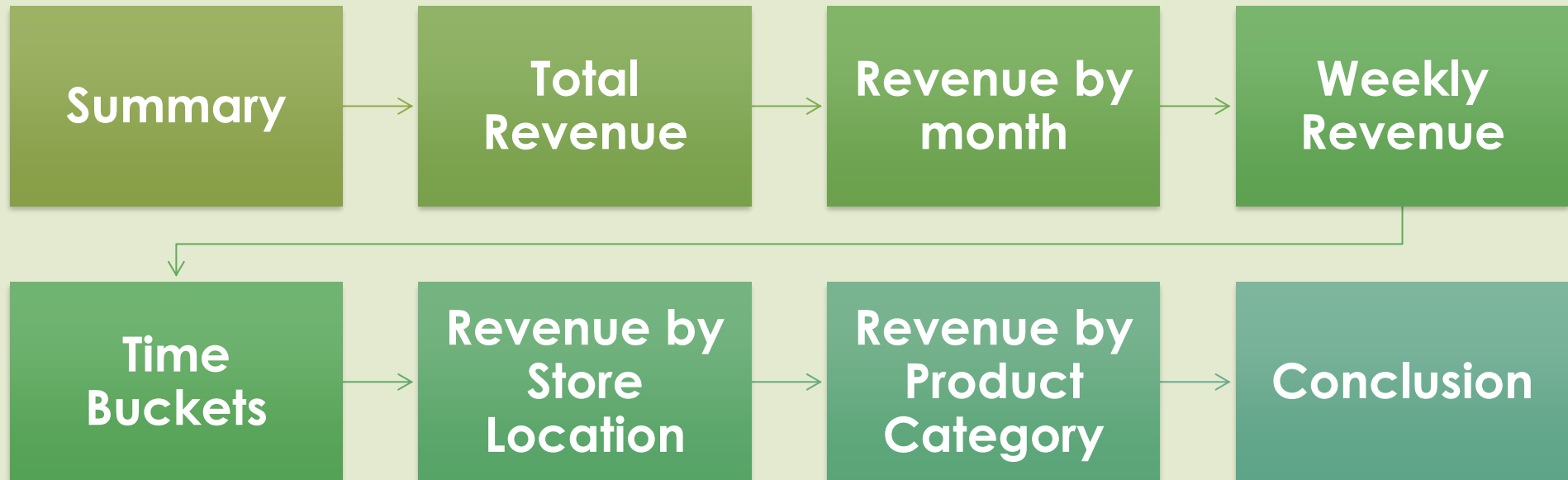


Bright Coffee Shop

Revenue Analysis



OBJECTIVES





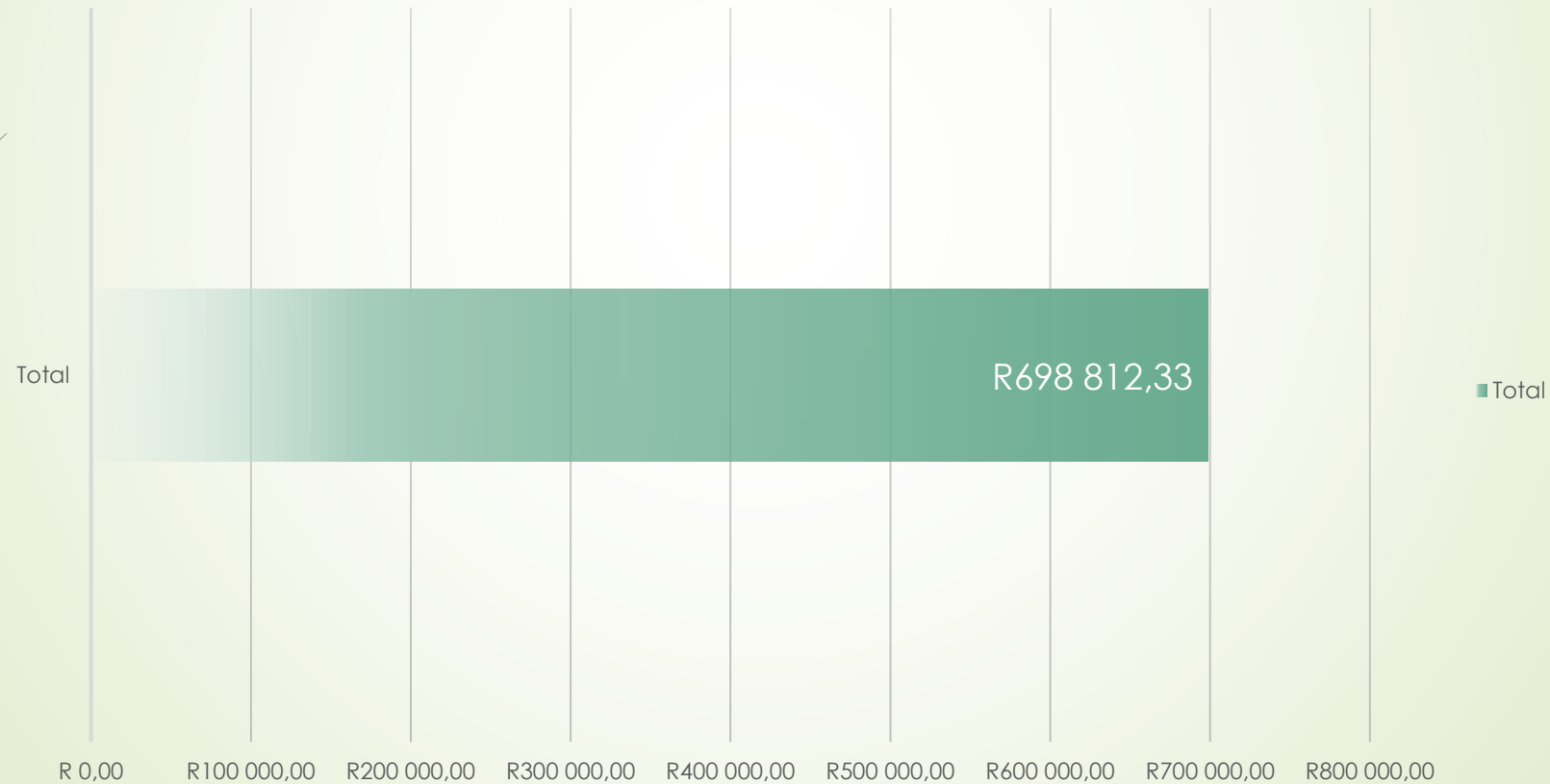
SUMMARY

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

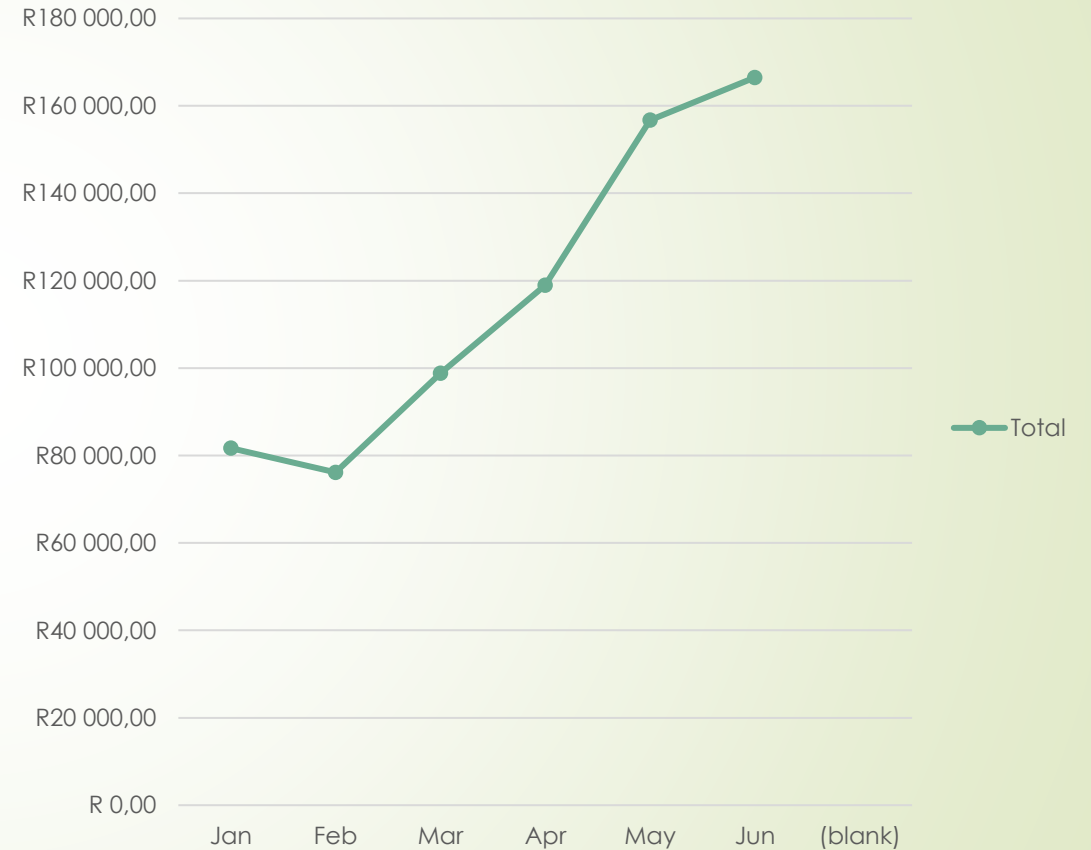
R698 812,33

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

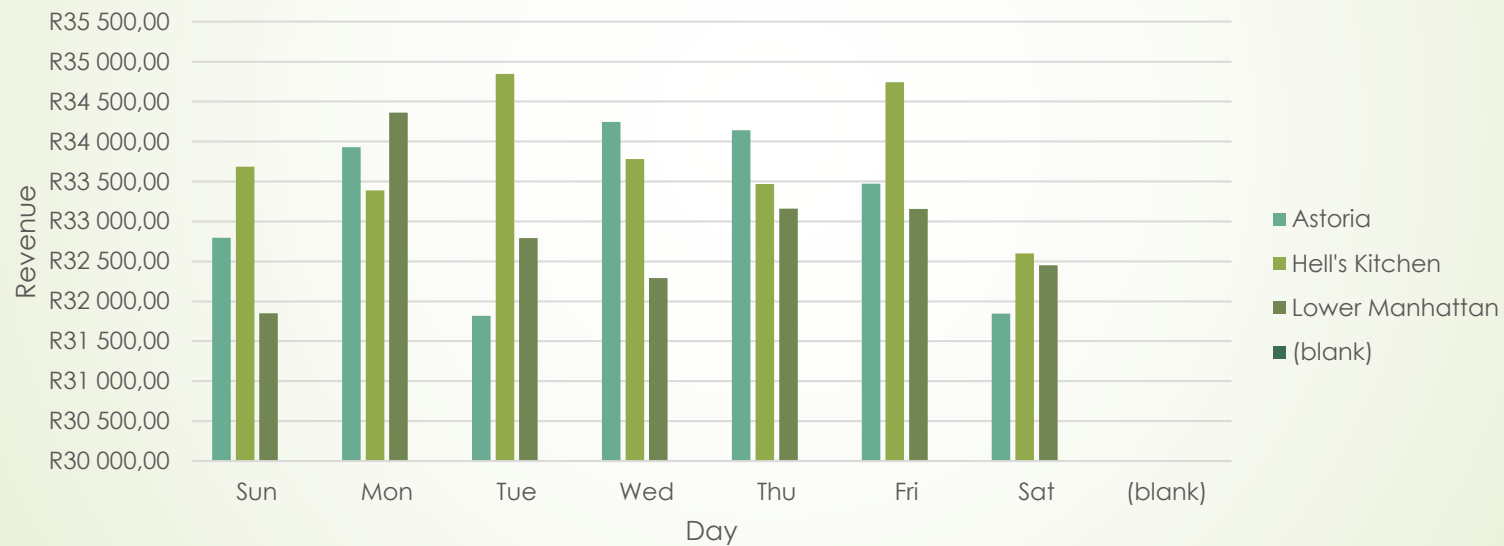
Location

Saturdays are the less busy days

Lower Manhattan is the least performing store

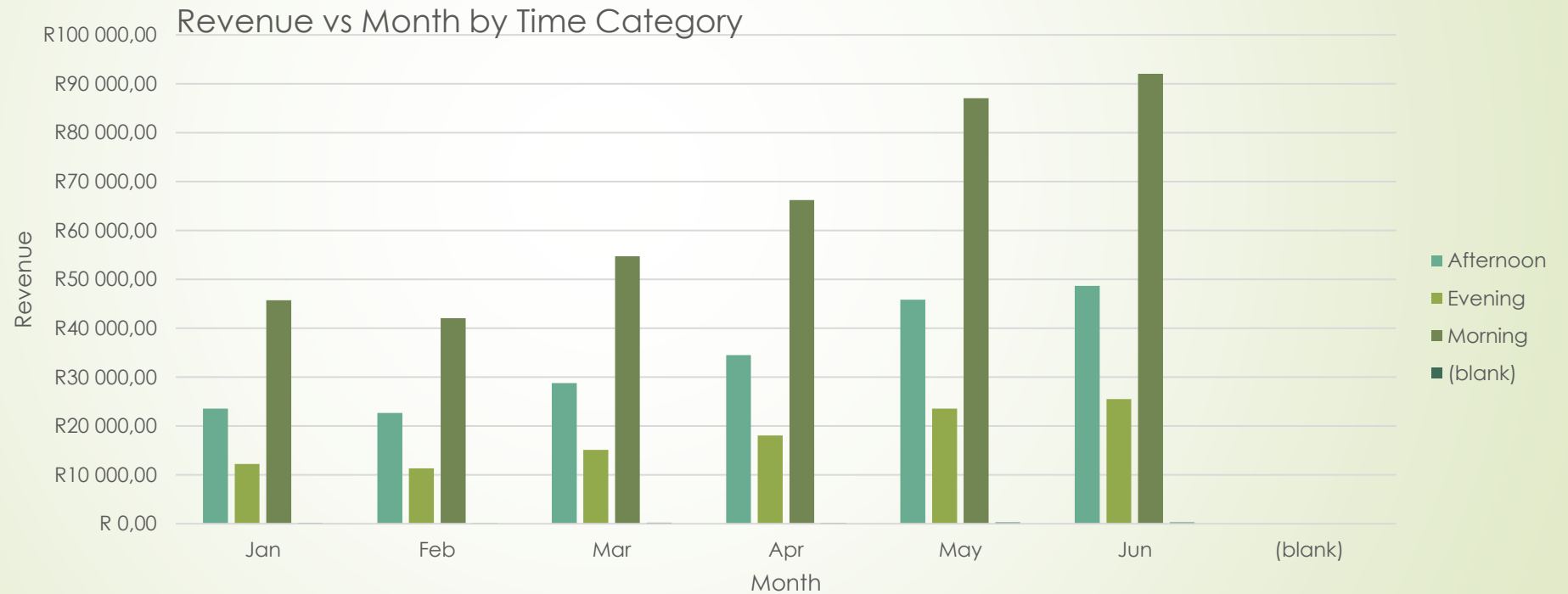
Astoria is mid performing store

Weekly Revenue by Store Location



Revenue:by Month & Time Category

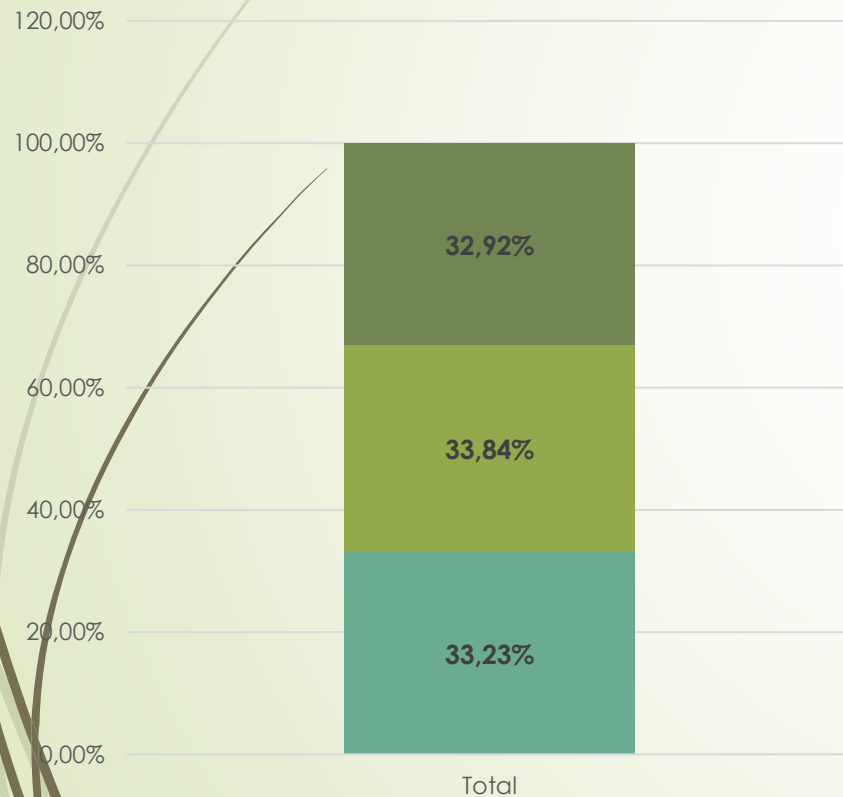
We generate most of the revenue in the mornings across all months. The most revenue towards winter with June being the highest



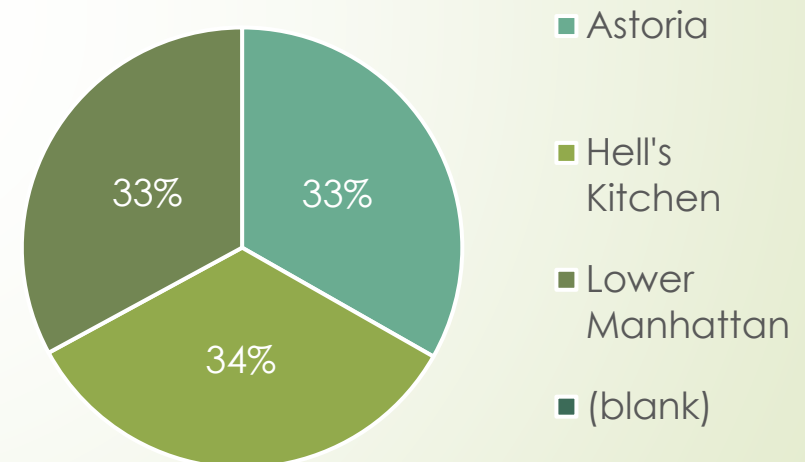
Revenue total: by Store Location

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

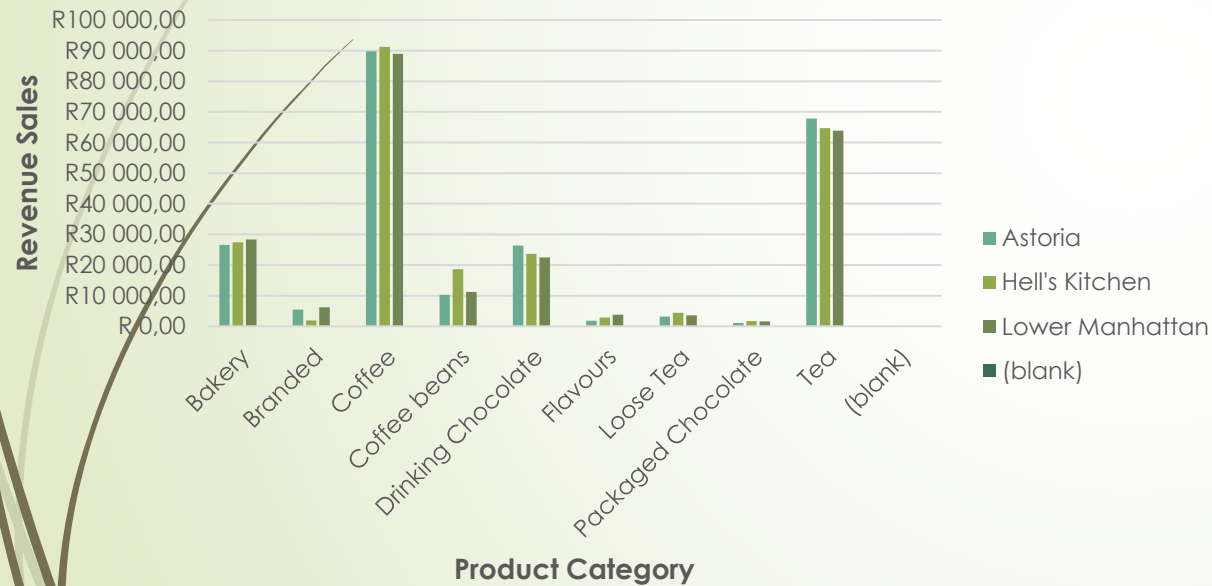


Revenue: by ProductCategory

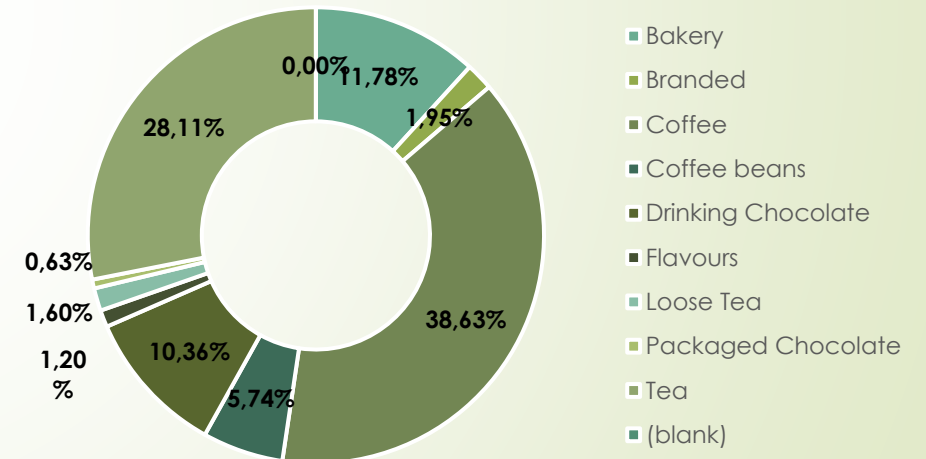
Coffee contributes the highest revenue sales and loose tea comes second

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 shop industry is one of the most difficult businesses to turn a consistent profit in. Costs are high, margins are narrow, and competition is constant. It appears that 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.
- To keep the revenue increase across all seasons, we can develop a high-margin breakfast offering.
- Breakfast is one of the most cost-effective categories in food service. Items like muffins, croissants, egg sandwiches, and bagels are inexpensive to produce and pair well with coffee. They require relatively simple preparation and can be sold at a strong mark.



THANK YOU

