

# Bright Coffee Shop Sales Analysis

*Insights to Drive Revenue Growth and Optimize Store Performance*

*Presentation by Nomalungelo*



# TABLE OF CONTENTS

01

INTRODUCTION  
BUSINESS  
CONTEXTUALIZING.

02

ANALYSIS:  
GRAPHS AND  
INTERPRETATIONS.

03

CONCLUSION:  
INSIGHTS AND  
RECOMMENDATIONS.

# ABOUT US

Bright Coffee Shop is a community-focused coffee brand operating in Astoria, Hell's Kitchen, and Lower Manhattan. Known for high-quality, freshly brewed coffee and a welcoming customer experience, the company aims to grow revenue and optimize product performance. Guided by values of customer satisfaction, teamwork, sustainability, and excellence, Bright Coffee Shop strives to deliver consistent, fast, and authentic coffee experiences across all locations.

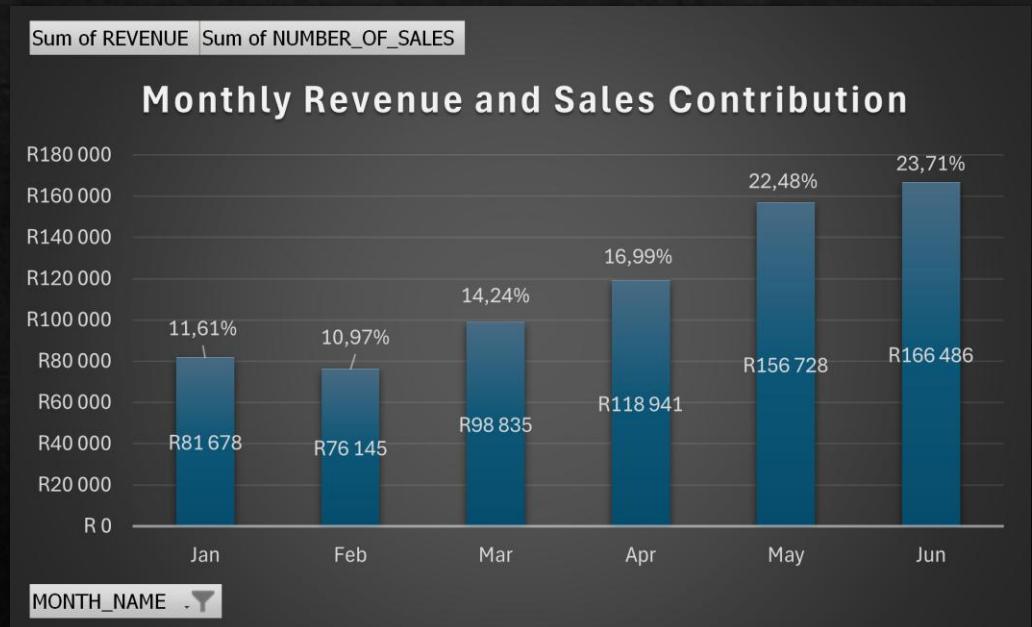


# OBJECTIVE OF ANALYSIS



- Identify top revenue-generating products
- Determine peak sales times and days per location
- Compare performance across stores and categories
- Provide actionable recommendations for growth

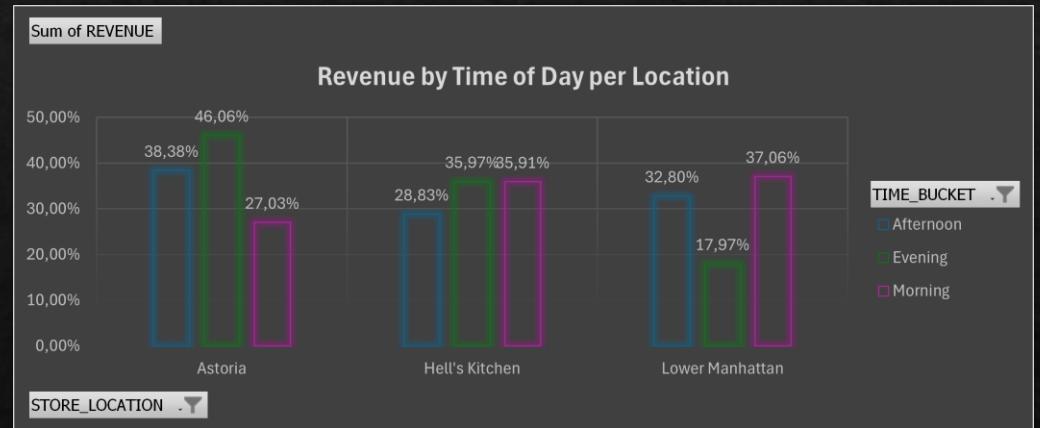
# Monthly Revenue and Sales Contribution



- The total revenue generated was R698 812 over the past 6 months, with sales contributions of 149 166.
- June has the highest revenue (R166,486) and highest sales contribution (23.71%).
- February has the lowest revenue (R76,145) and lowest sales contribution (10.97%).

# Revenue by Time of Day per Location

- ❖ Lower Manhattan - Had sales of R143 903 in the morning, being the best Saler during



# Revenue by Product Category

The Top 4 Product categories that brings the most revenue are :

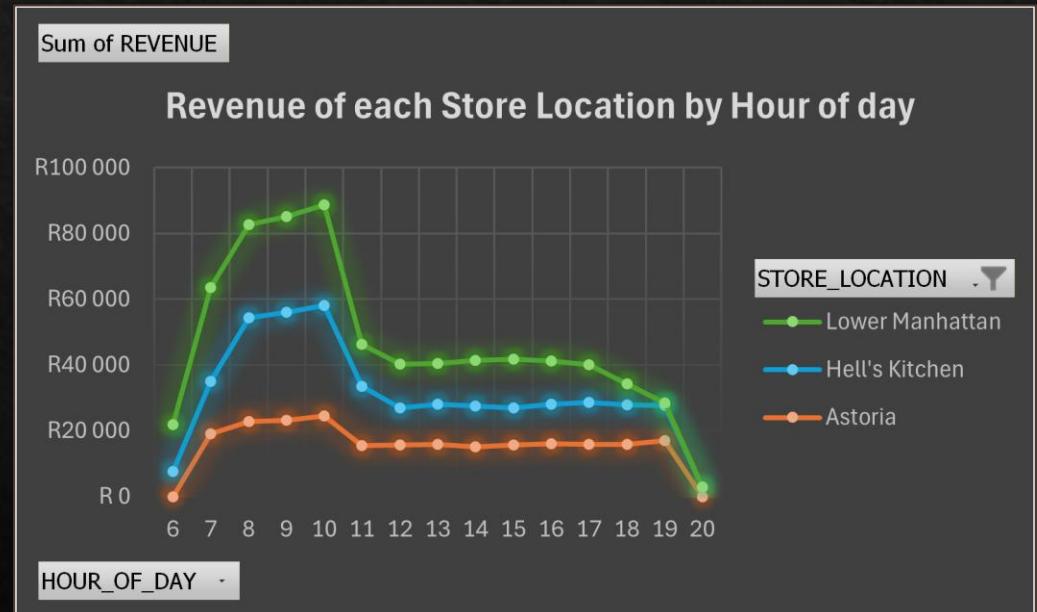
1. Coffee
2. Tea
3. Bakery
4. Drinking Chocolate

❖ **Key Insight:** The chart clearly shows that coffee and tea are the two most important product categories in terms of revenue, with coffee being the top contributor. Other categories like bakery and drinking chocolate also contribute a notable amount, while categories like Branded and Packaged Chocolate contribute almost nothing to the total revenue.

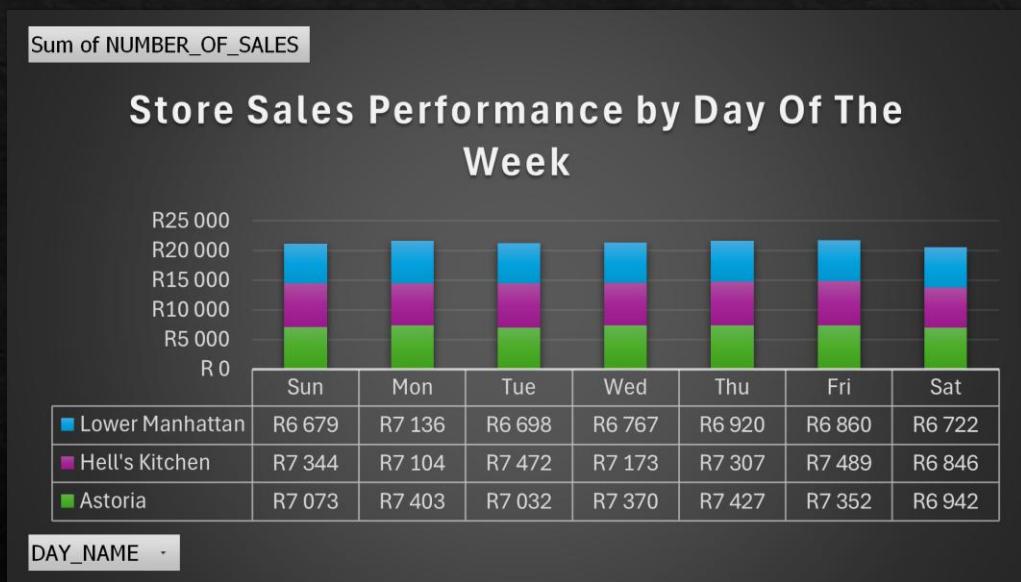


# Revenue of each Store Location by Hour of Day

- ◆ **Peak Hours:** The highest revenue for all locations occurs between 7 a.m. and 10 a.m., with Lower Manhattan peaking a bit earlier than the other two stores.
- ◆ **Stable Hours:** The period between 12 p.m. and 17 p.m. is a stable revenue period for all three locations, with no significant fluctuations.
- ◆ **Lowest Revenue Hours:** All locations see a dramatic drop in revenue after 19 p.m., with sales falling to nearly zero by 20 p.m.



# Store Sales Performance by Day Of The Week



## Total Sales by Day:

- ◆ Total sales are relatively consistent throughout the week, with Thursday having the highest total sales and Sunday having the lowest.

## Location Performance:

- ◆ Hell's Kitchen consistently has the highest sales contribution each day, followed by Astoria, Lower Manhattan contributes the least to total sales every day of the week.

# Key Insights

- ◊ **Seasonal Trends:** The business experiences a strong seasonal peak in revenue and sales during the winter months, specifically in May and June.
- ◊ **Daily and Hourly Trends:** Daily sales are highest on Thursdays, while total sales are lowest on Sundays. A significant portion of revenue is generated during the morning hours (7 a.m. to 10 a.m.), with sales stabilizing during midday and dropping off sharply after 7 p.m.
- ◊ **Location Performance:** Lower Manhattan is the highest-performing store, primarily due to a very strong morning revenue peak. Hell's Kitchen and Astoria follow, with Hell's Kitchen having the highest total sales percentage of the three.
- ◊ **Product Performance:** Coffee and Tea are the top two product categories and the primary revenue drivers by a large margin. Other categories like Bakery and Drinking Chocolate perform well, but products like "Branded," "Packaged Chocolate," "Flavors," and "Loose Tea" generate very little revenue.

# Recommendations

- ❖ **Optimize for Seasonal Peaks:** Capitalize on the strong winter sales trend by increasing marketing, staffing, and inventory levels in May and June. This proactive approach will help maximize revenue during the most profitable period of the year.
- ❖ **Implement a Dynamic Staffing Model:** Adjust staff schedules to match the daily and hourly revenue patterns. Increase staffing during the morning peak hours (7 a.m. - 10 a.m.) and on high-traffic days like Thursday to improve customer service and boost sales. Consider reducing staff during slow periods like Sunday afternoons and evenings to manage costs.
- ❖ **Focus on Top-Performing Products:** Prioritize the inventory, quality, and promotion of your best-selling products: Coffee and Tea. Use cross-selling to pair these products with items from the Bakery and Drinking Chocolate categories to increase overall order value.
- ❖ **Re-evaluate Underperforming Products:** Remove or reformulate products that contribute minimal revenue, such as "Branded" and "Packaged Chocolate." This will free up shelf space and capital for more popular items and improve operational efficiency.
- ❖ **Location-Specific Strategies:** Invest in marketing and special promotions for the Lower Manhattan store to build on its strong morning revenue. Investigate why Sunday is a low-traffic day and consider targeted promotions to attract customers on that day.

# THANK YOU