

A background image showing a person's hands pouring coffee from a silver kettle into a glass mug. The mug is sitting on a black scale. The scene is dimly lit, with a focus on the coffee being poured. A green plant branch is visible on the right side.

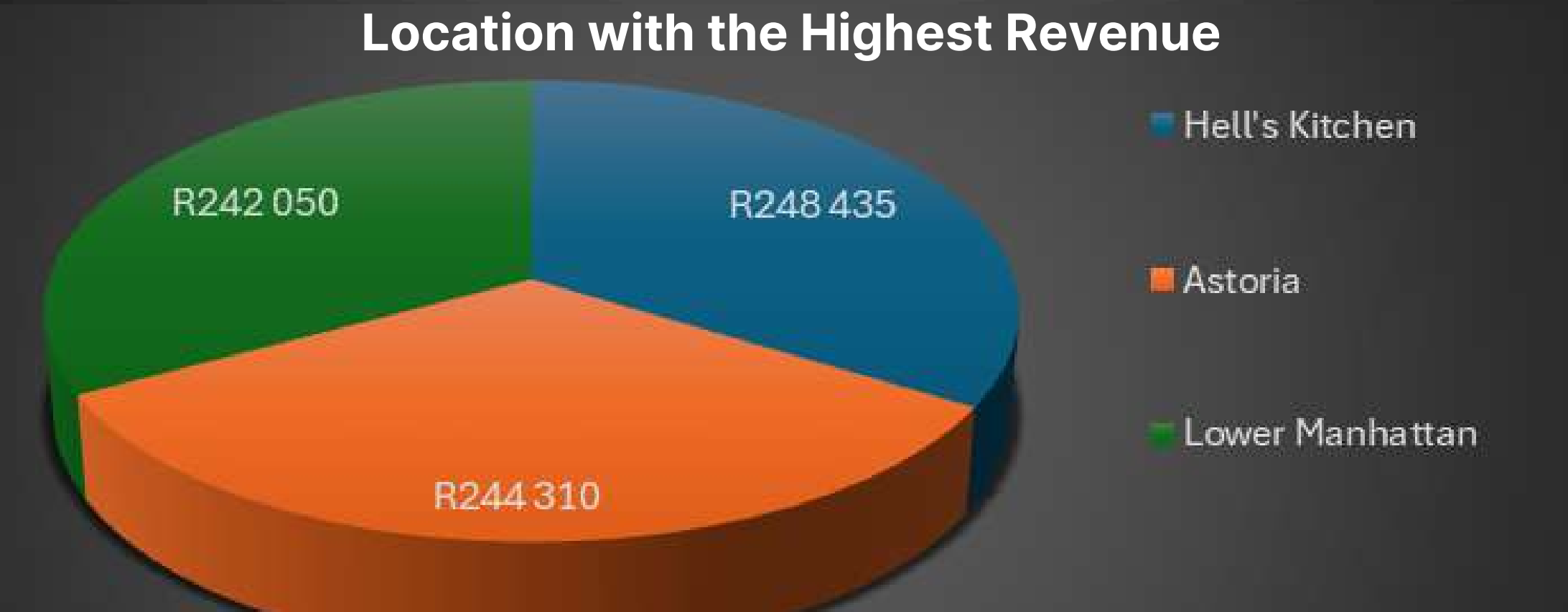
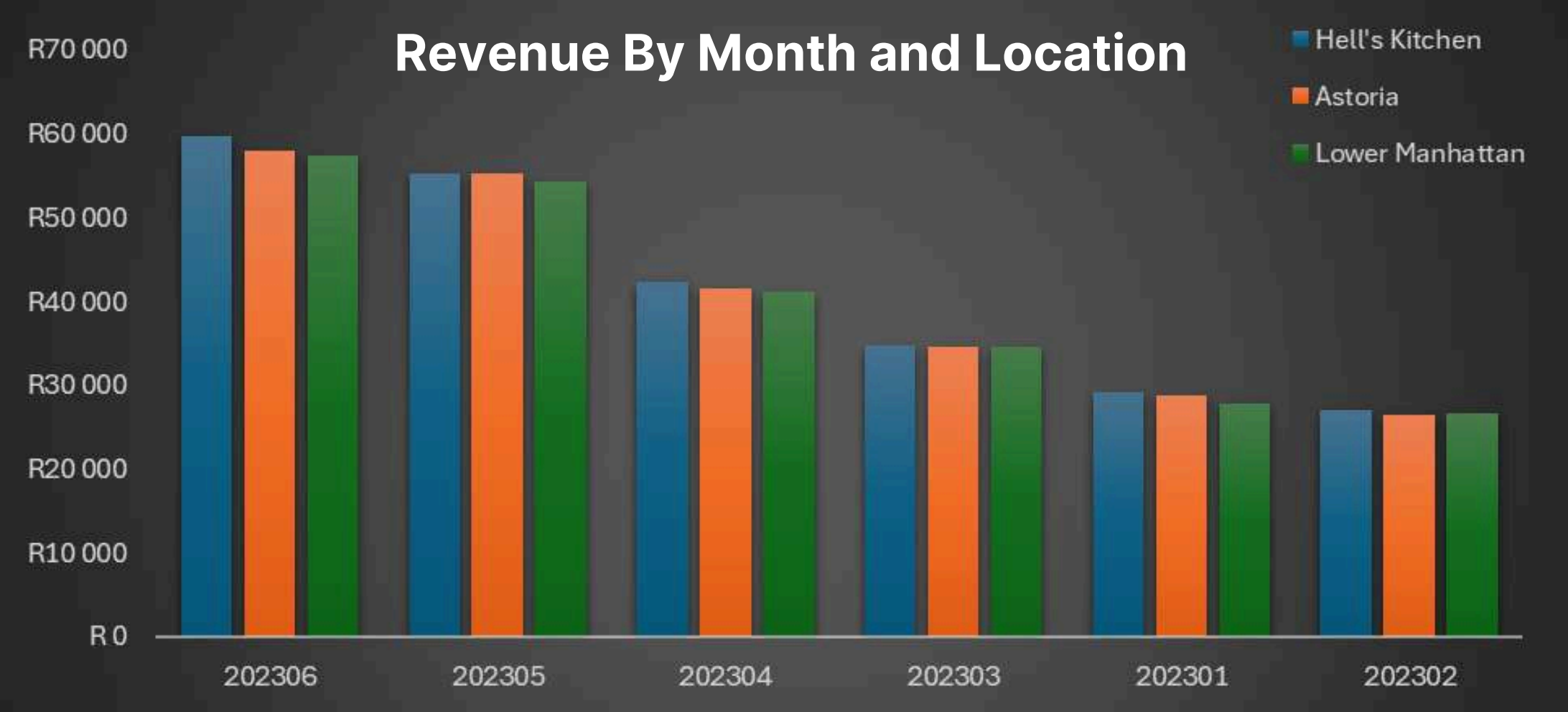
BRIGHT COFFEE SHOP SALES ANALYSIS

An analysis of Bright Coffee - looking at historical data and plotting sales and revenue trends for business capacity optimisation and market opportunities.

BRIGHT COFFEE ANALYSIS FLOW

1. Revenue By Month and Location
 - Location with the Highest Revenue
2. Day With The Most Transactions by Time of Day
3. Product Category by number of sales by Time Buckets
4. TOP 10 Total Revenue by Product Type and Time Buckets
 - TOP 10 Total Revenue by Product Type and Location
5. Weekly Revenue By Product Category for ALL Locations
6. Strategic Recommendations to Enhance Sales
7. Focus Areas Moving Forward
8. THANK YOU - Q&A



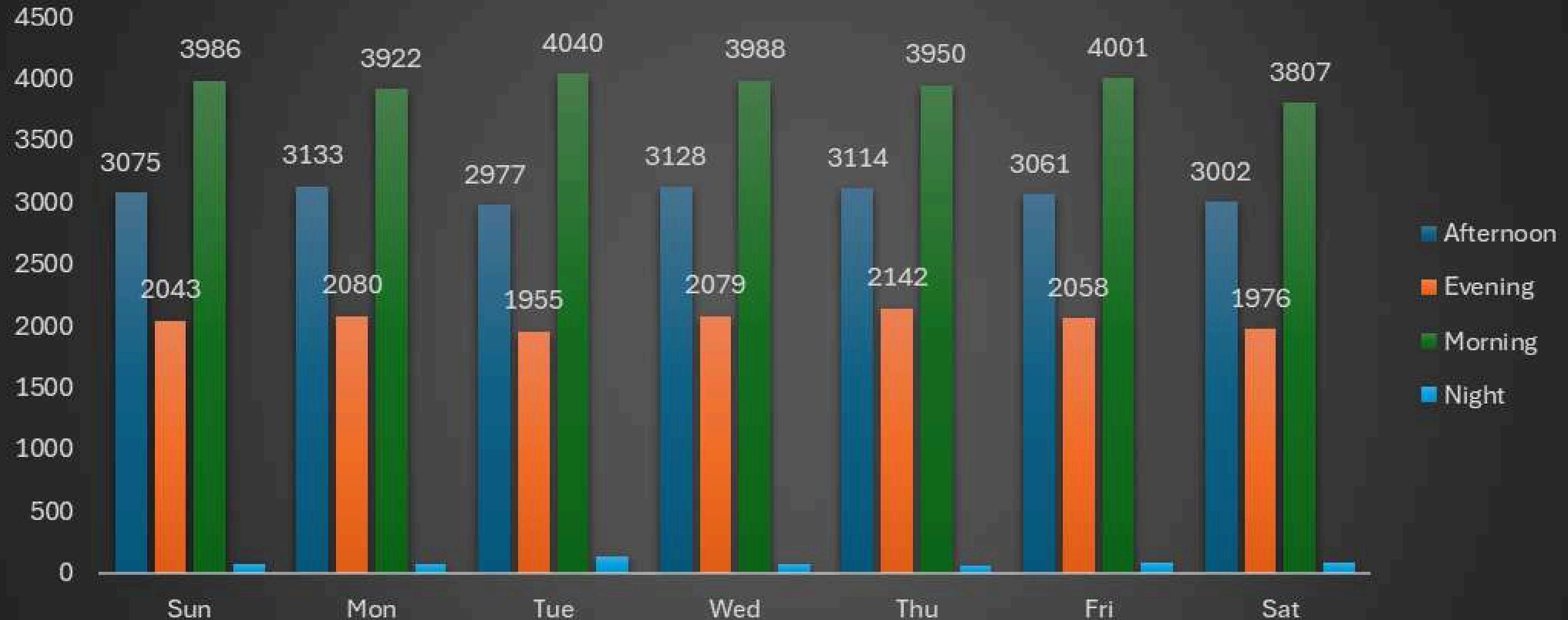


Insight

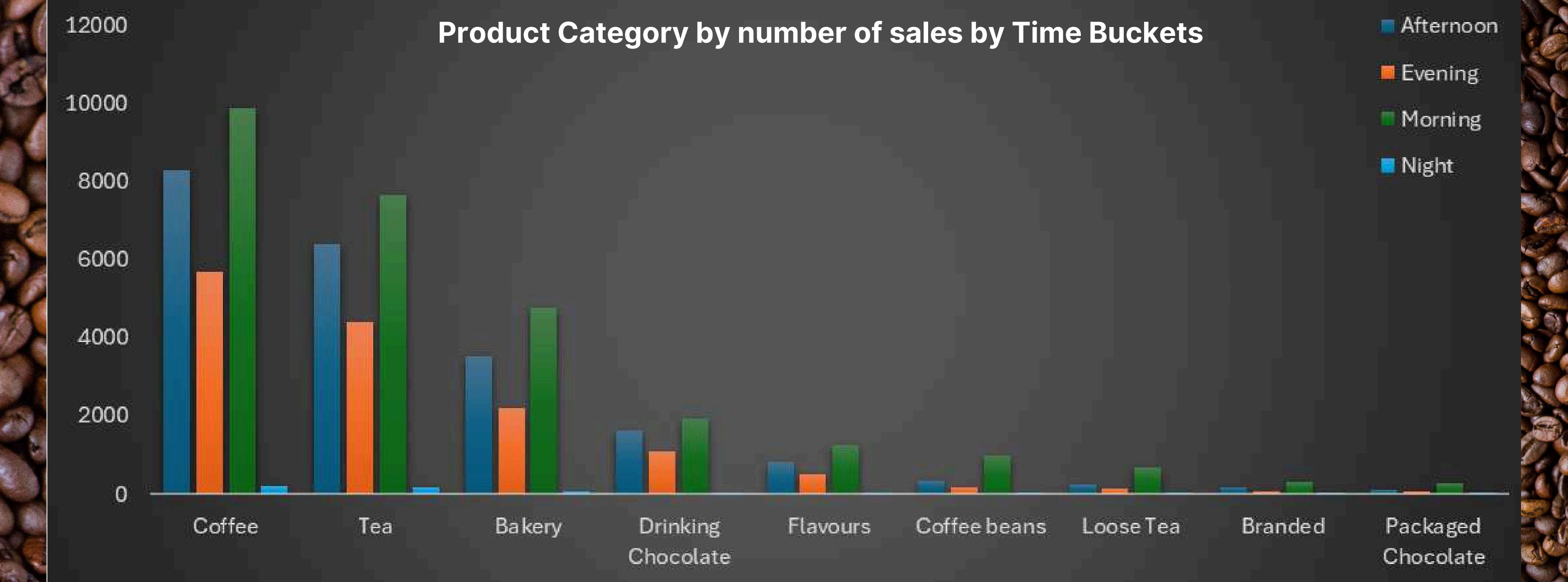
- Top Performer: Hell's Kitchen consistently generated the highest revenue with significant growth.
- Strong Growth Area: Lower Manhattan showed substantial revenue growth, particularly in April and May.
- Stable but Lower: Astoria provided the most stable but lowest revenue figures.



Day With The Most Transactions by Time of Day



- The data shows that **mornings** have the highest number of sales by **time classification**, and Tuesdays have the highest number of sales **by day of the week**.
- This indicates routine purchases, especially when patrons are going to work or enjoying leisure time with friends on weekends.
- Night has the lowest number of sales across all weekdays.



Coffee Dominates Overall

Coffee has the highest number of sales by a significant margin across all time buckets.

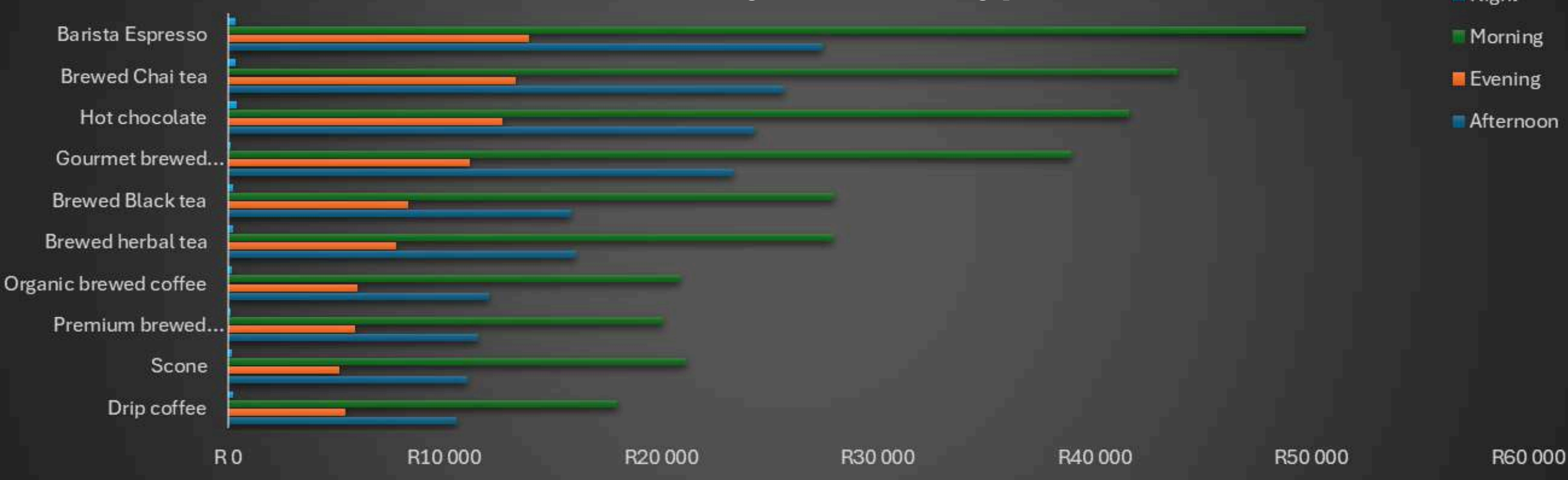
Tea Strong in both Morning and Afternoon Sales

Tea is the second most popular product overall, with substantial sales in both the morning and afternoon.

Morning Peak for Bakery

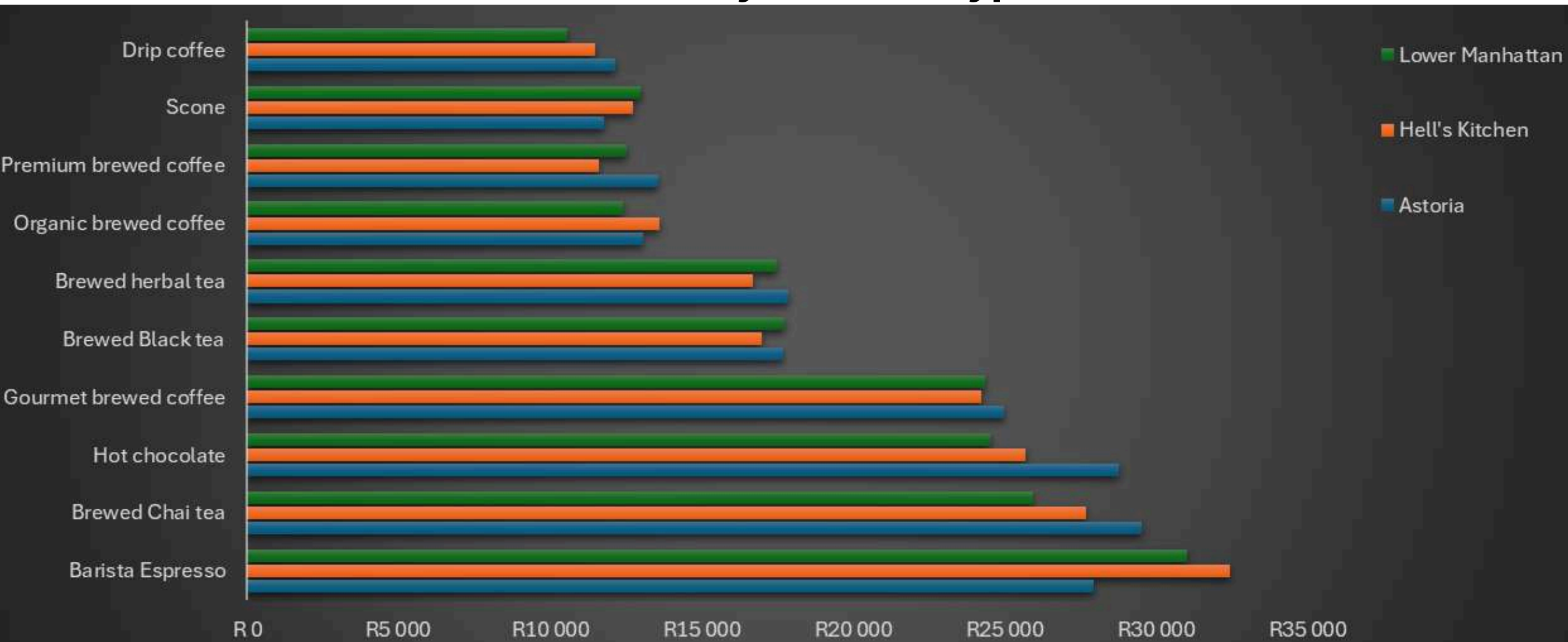
Bakery items see their highest sales volume during the morning hours, suggesting breakfast-related purchases.

TOP 10 Total Revenue by Product Type and Time Buckets

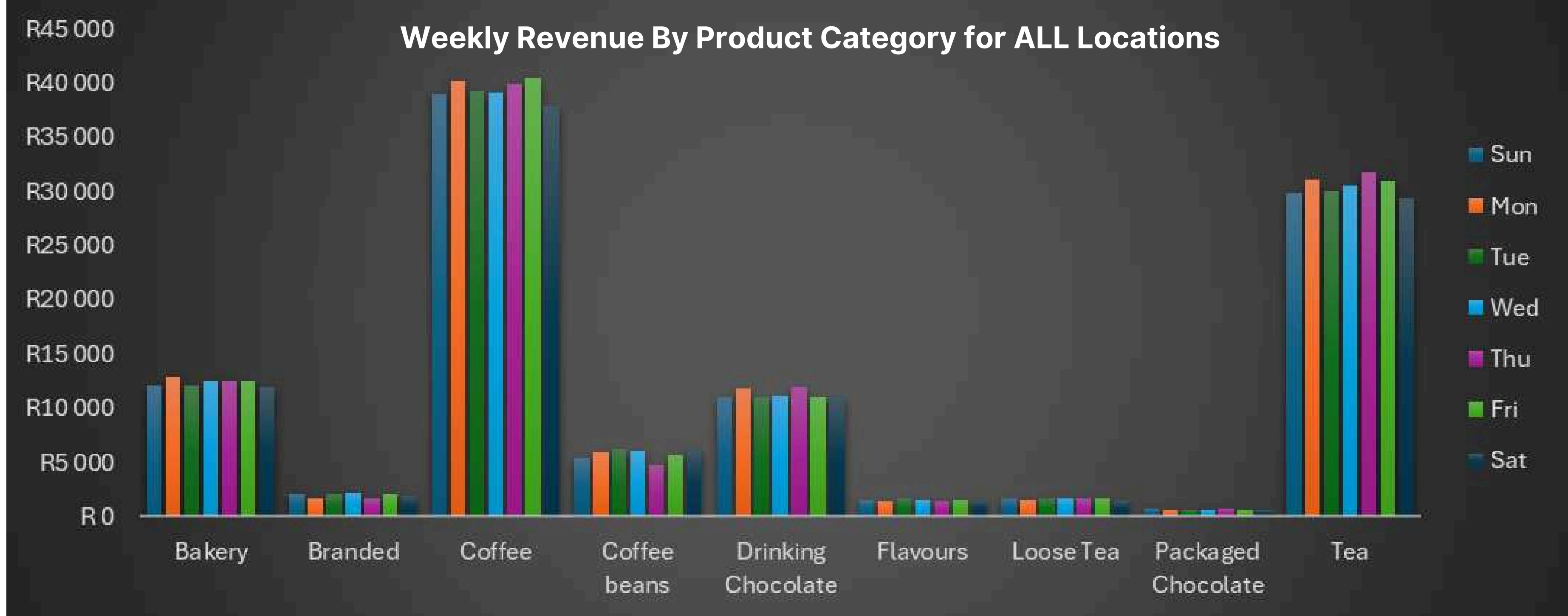


- Barista Espresso generates the **Most Revenue**, it has strong performance across all time buckets, particularly in the morning and evening.
- Brewed Chai Tea and Hot Chocolate are strong revenue drivers. Brewed Chai Tea shows consistent revenue throughout the day, while Hot Chocolate sees a notable peak in the morning and evening.
- Gourmet Brewed Coffee and Brewed Black Tea have significant Evening revenue. Suggesting they are popular choices later in the day.

TOP 10 Total Revenue by Product Type and Location



- Barista Espresso is the Top Revenue Generator Across All Locations.
- Hell's Kitchen shows strong Performance in Several Categories.
- Astoria has notable performance in Specific Brewed Coffee Varieties. Showing relatively strong revenue for Premium brewed coffee and Organic brewed coffee compared to the other locations.
- Drip Coffee and Scone revenue are comparatively lower.



Coffee and Tea are the revenue powerhouses throughout the week. Bakery provides a steady contribution, while other categories have niche or significantly lower sales volumes.



STRATEGIC RECOMMENDATIONS TO ENHANCE SALES

- **Marketing campaigns during slow time slots:** Execute strategically tailored advertising discounts in slow hours like Wednesday afternoons and late evenings to grab the attention of more customers and therefore, increase revenue during these periods.
- **Stock more of the best-selling items:** Maintain sufficient stock of Barista Espresso, Coffee, and Tea as they consistently sell well and need to be restocked frequently, especially busy periods like Sunday and Monday mornings.
- **Promote underperforming products:** Create ad campaigns for underperforming goods such as branded items, flavors, and loose tea. These underperforming items could be sold in packages with popular items at a discount, or promoted to highlight their features instead of ads for the product itself.



FOCUS AREAS MOVING FORWARD

- **Automation of daily sales reporting:** Create a program that automatically generates daily sales reports to provide timely updates on performance for better decision-making.
- **Future tracking of sales performance across multiple locations:** When expansion occurs, design a method to track performance metrics across multiple locations with comparisons to determine best and worst practices.
- **Loyalty programmes based on customer timed peak visit slots:** Implement programs that give incentives through loyalty points to customers for their purchases during high traffic surges (e.g., Sunday morning) to make further smoothen the demand.





THANK YOU
FOR YOUR
ATTENTION

