

Bright Coffee Shop

Driving Growth: A Sales
Performance Review
Jan - jun 2023

By Njabulo Nkosi



AGENDA

Executive Summary: Igniting Revenue Growth & Product excellence

This comprehensive sales analysis (Jan-Jun 2023) Highlights bright coffee shop robust growth trends and strategic opportunities. key insights identify morning (06:00-11:59) sales as a major contributor generating 55.6% of total revenue with **54.8% of customer volume**, Coffee and tea as leading products collectively contributing **66.6% of total revenue**, outline clear pathways to accelerate growth and enhance profitability.

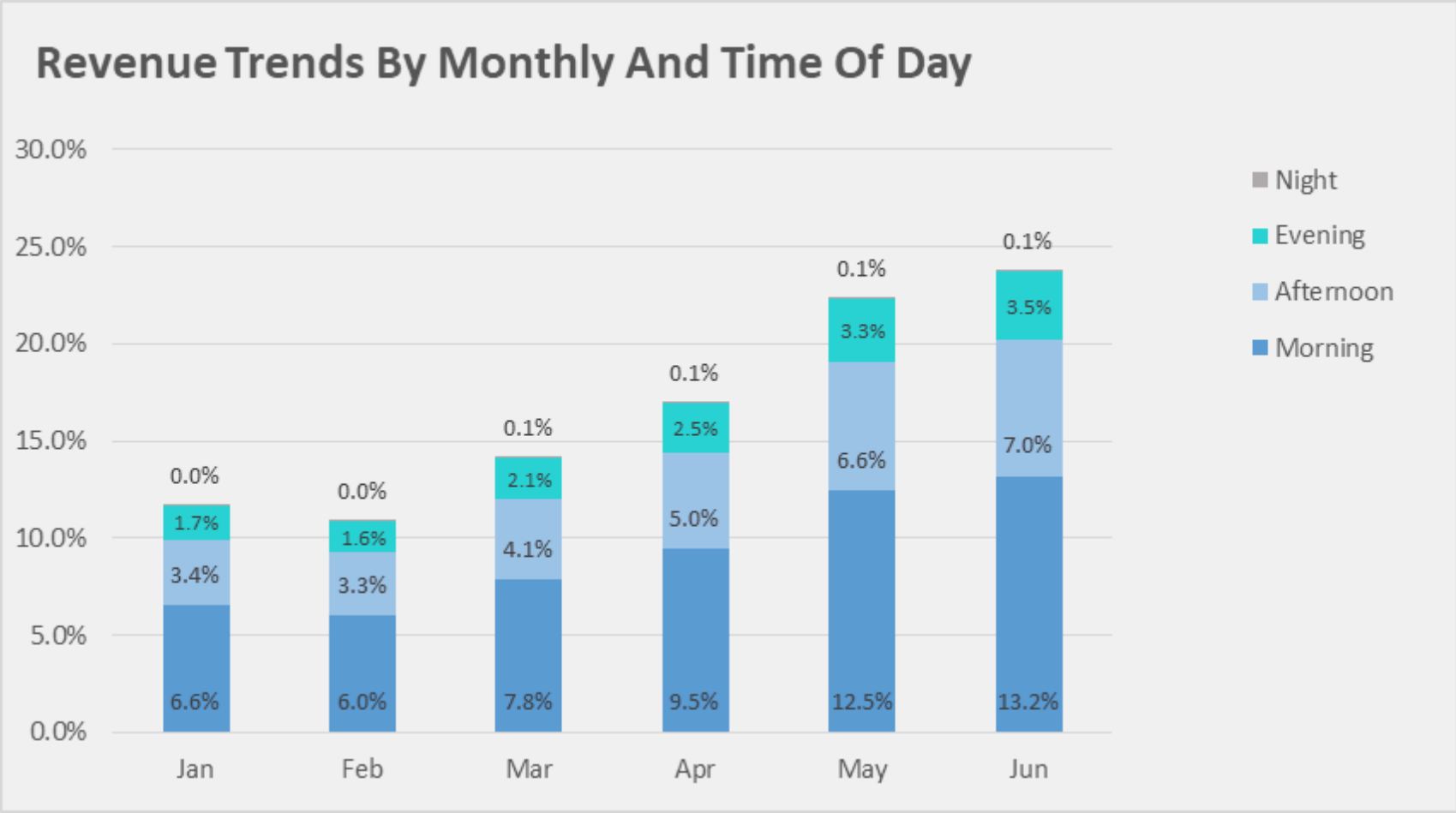
1. ⚙️ PROJECT CONTEXT

2. 📈 SALES TRENDS

3. 💡 ANALYSIS

4. 🎯 RECOMMENDATION

Monthly Insights: Customer Behavior By Time

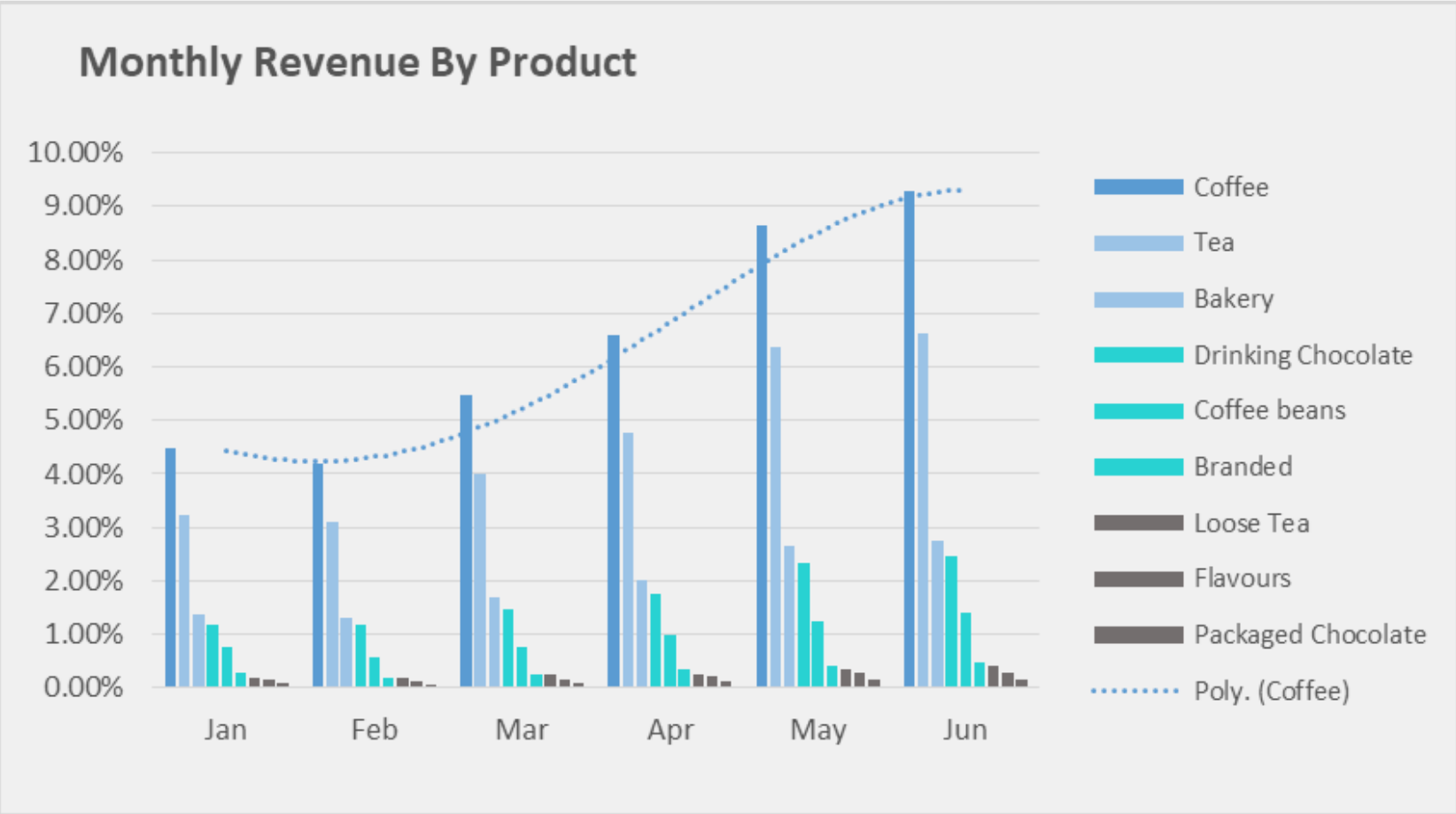


Description	Time range	Daily Revenue	Customer vol%
Morning	06:00:00 - 11:59:59	55.6%	54.6%
Afternoon	12:00:00 - 16:59:59	29.3%	30.0%
Evening	17:00:00 - 19:59:59	14.7%	15.0%
Night	20:00:00 - 05:59:59	0.4%	0.4%

Key Insight

- Sales show a strong upward trend from January to June **from (12% to 24%)**.
- June is our top-performing month with **24% revenue**, followed closely by May with **22% revenue**.
- Morning period delivered the strongest performance, growing from **6.6%** in January to **13.2%** in June, and generating **55.6%** of total revenue and **54.8%** of customer volume.

Monthly Products Trends & Price Range Insights

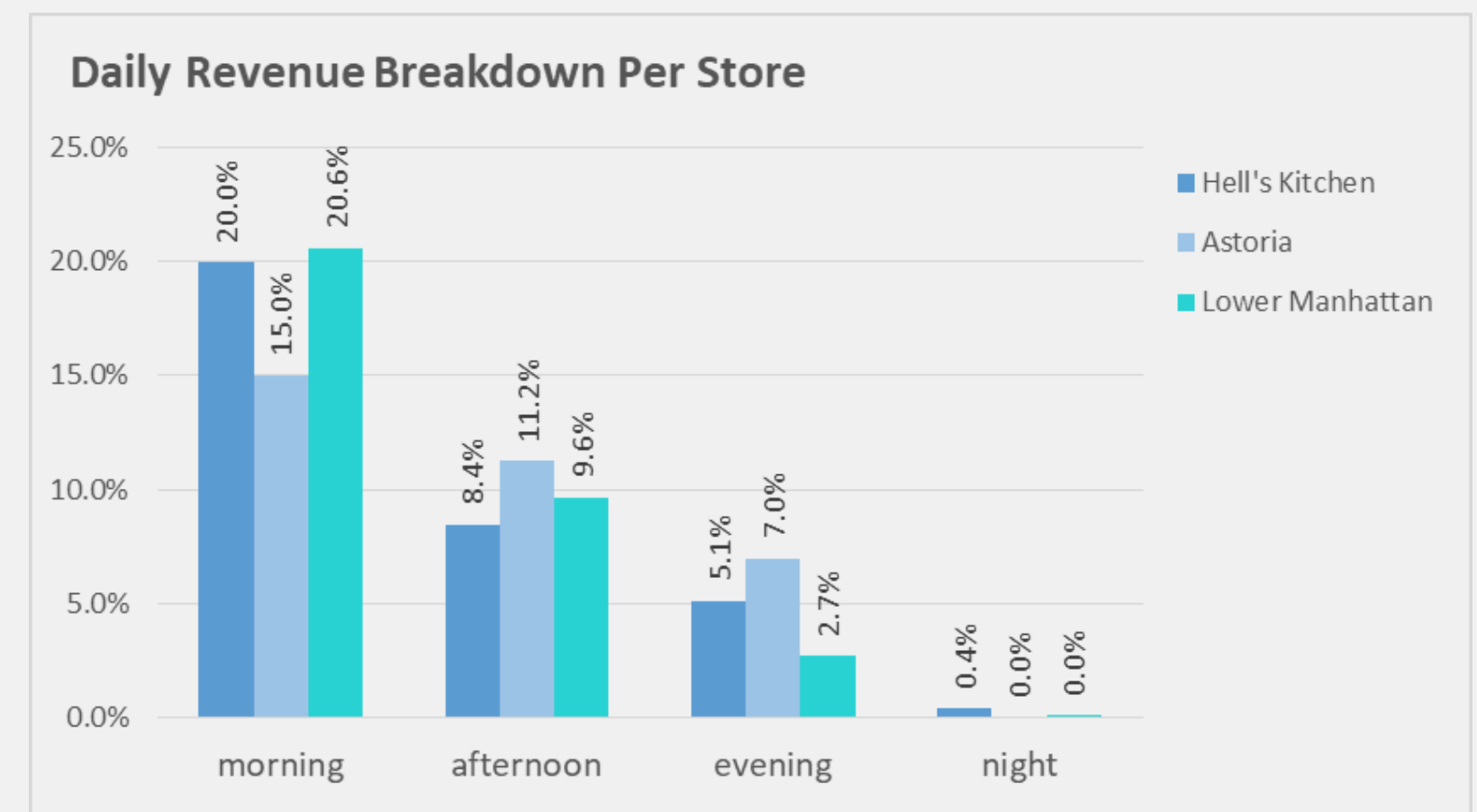


Description	Price range	customer volume%	Revenue%
Budget	R 00.00 - R 10.00	98.2%	92.0%
Standard	R 10.01 - R 20.00	1.1%	3.6%
Premium	R 20.01 - R 30.00	0.5%	2.7%
Deluxe	R 30.01 - R 45.00	0.1%	1.7%

Key Insight

- Coffee consistently leads all products in revenue generating **38.6%** showing strong and steady growth from January to June., Tea comes behind at **28% revenue**.
- Loose tea, flavours, packaged chocolate are our bottom 3 performing products contribute a combined **3.4% of monthly revenue** across all months.
- Budget price range attracts more customer than any other segment leading with **98.2% customer volume** and contributing **92% of total revenue**.

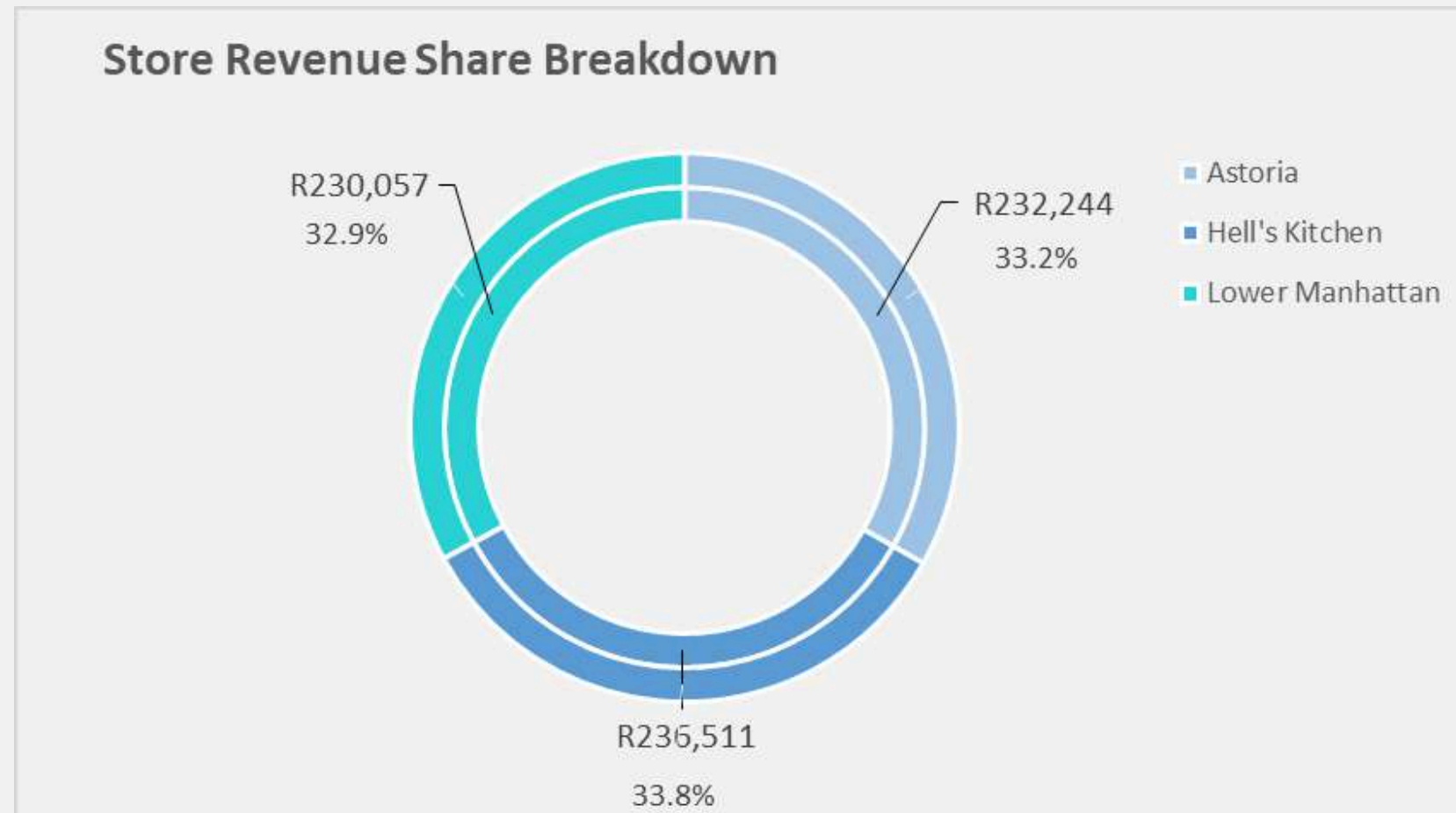
Weekdays & Time segment Trends Per Stores



Key Insight

- Monday and Friday are the top performing weekdays ranged between **14.5% to 14.6%** with Lower Manhattan leading on Monday (**4.9%**) and Hell's Kitchen leading on Friday (**5.0%**).
- Sales are slightly lower across all stores on weekend ranged between **4.6% to 4.8%**.
- All Store performance peaks during the morning drive, Lower Manhattan leading at **20.6%**, followed closely by Hell's Kitchen at **20%**.
- Evening and Night hours across all stores, indicating inactive operating hours contributing **15%**

Store Location Trends



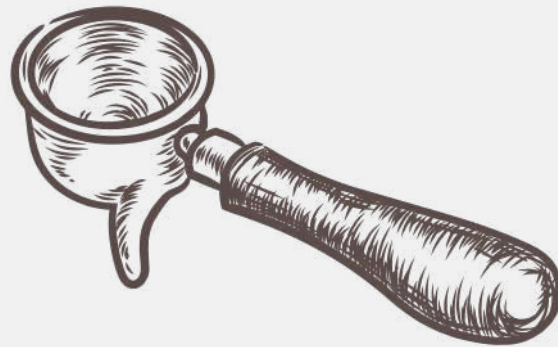
Key Insight

- Hell's Kitchen leads in total revenue making it our top store holding **33.8%**, followed by Astoria at **33.2%** total revenue.
- Coffee is the top-seller in all locations, Hell's Kitchen leads in coffee revenue contributing **13.1%**, Astoria follows closely with **12.8%** revenue.
- Tea ranks second, making up 28.1% of total sales, Astoria leads in tea revenue contributing **9.7%**.
- Loose Tea, Flavours, and Packaged Chocolate have low sales, contributing just **3.4% of total sales across all store**.

Recommendations

1. 🍷📈 Product Optimization

- Introduce new premium coffee variations based on local taste to capture higher margin sales and reinforce coffee's 38.6% revenue.
- Loose tea, Flavours, and Packaged Chocolate contribute only 3.4% of revenue .Test manager's pick promo - if no uplift ,consider phasing out to free up space .
- Ensure consistent quality across all stores
- Refresh packaging and product visibility on shelves to boost appeal.



3. ⚙️ Operational Efficiency

- Introduce mobile ordering app to reduce in store traffic and waiting times.
- Balance inventory for low-sellers–avoid overstock, invest in targeted sampling.
- Implement an ongoing ‘upselling & product knowledge’ training program for all staff to boost average order value by 5-10% per customer.
- Track promotion redemption, bundle performance and product sales data to rapidly refine future marketing strategies.
- Use customer feedback and purchase patterns to identify and solve operational friction points



2. 💰 Marketing & Promotions

- Maximize morning revenue by Launching campaign ‘Morning run’ Bundle coffee with lower-performing bakery items or tea for higher basket value to increase average transaction value by **10-15%**.
- Launch “Happy Hour” deals during low-traffic hours: **Buy any 2 coffees or teas at a fixed discounted price.**
- Create seasonal campaigns tied to holidays or weather (e.g. “Winter Warmers”).
- Leverage loyalty programs for frequent buyers .
- Highlight value in-store with signage like “Customer Favorites” or “Manager’s Pick”.



A close-up photograph of three hands holding coffee cups in a toast. The top hand holds a white cup with a latte. The bottom-left hand holds a dark cup with a dark beverage. The bottom-right hand holds a white cup with a latte. The background is blurred, showing a wooden surface and a metal tray.

THANK YOU.

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