

# 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 66.6% of total revenue, outline clear pathways to accelerate growth and enhance profitability.

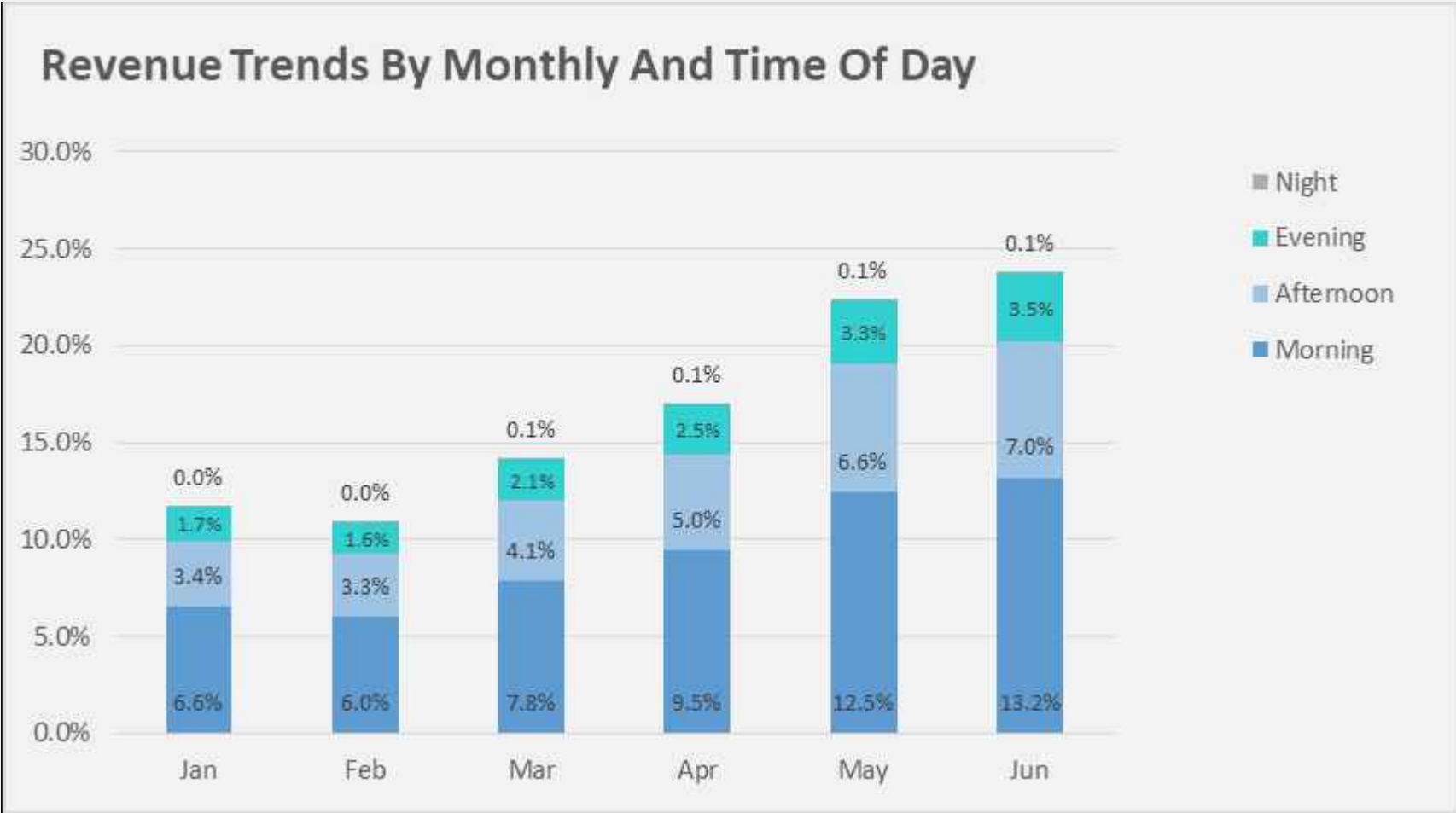
1. ⚙️ PROJECT CONTEXT

2. 📈 SALES TRENDS

3. 💡 ANALYSIS

4. 🎯 RECOMMENDATION

# Monthly Insights: Customer Behavior By Time

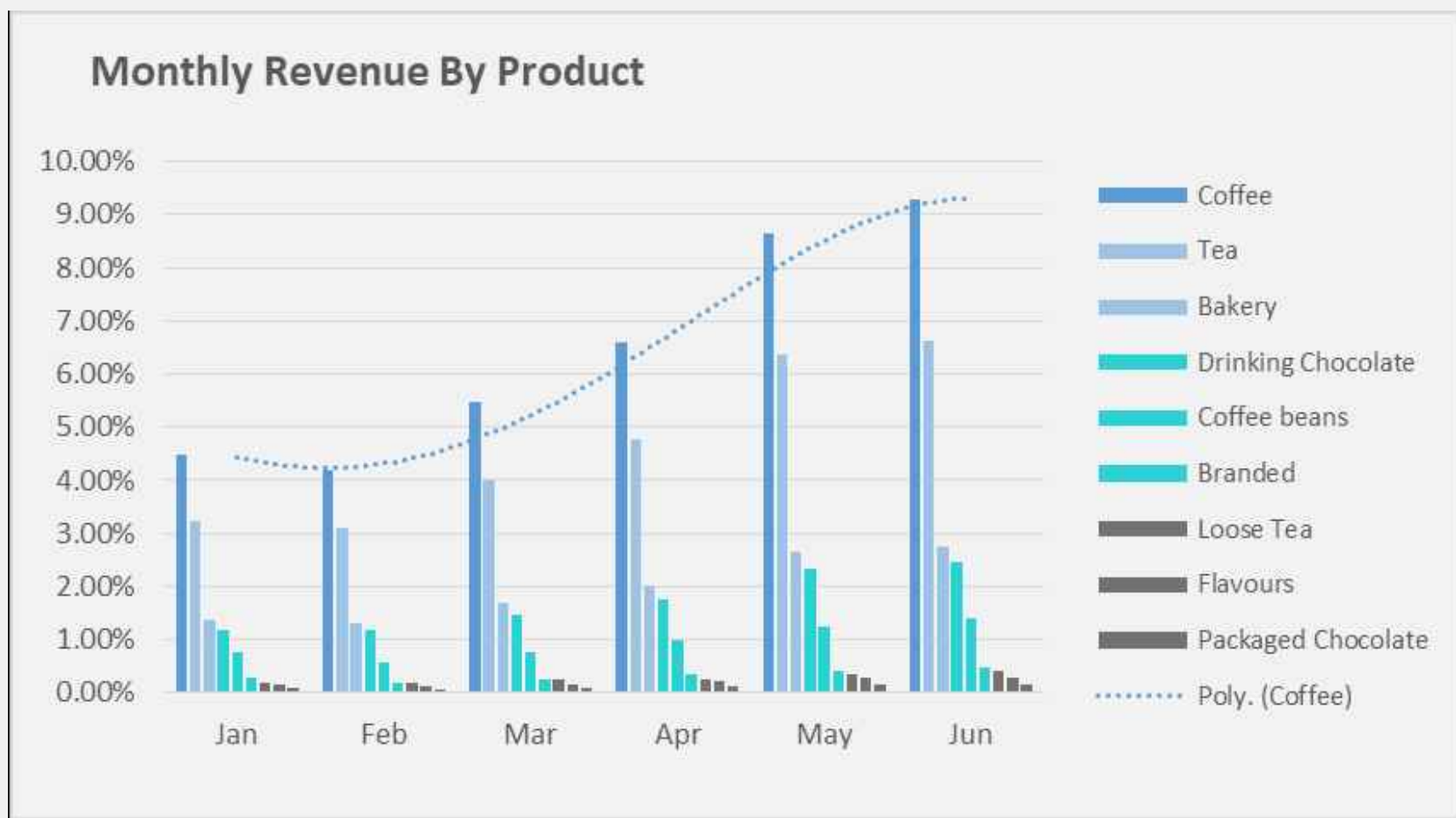


Description	Time range	Daily Revenue	Customer vol%
Morning	06:00:00 - 11:59:59	55.6%	54.6%
Afternoon	12:00:00 - 16:59:59	29.3%	30.0%
Evening	17:00:00 - 19:59:59	14.7%	15.0%
Night	20:00:00 - 05:59:59	0.4%	0.4%

## 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 Product Trends & Revenue Insights



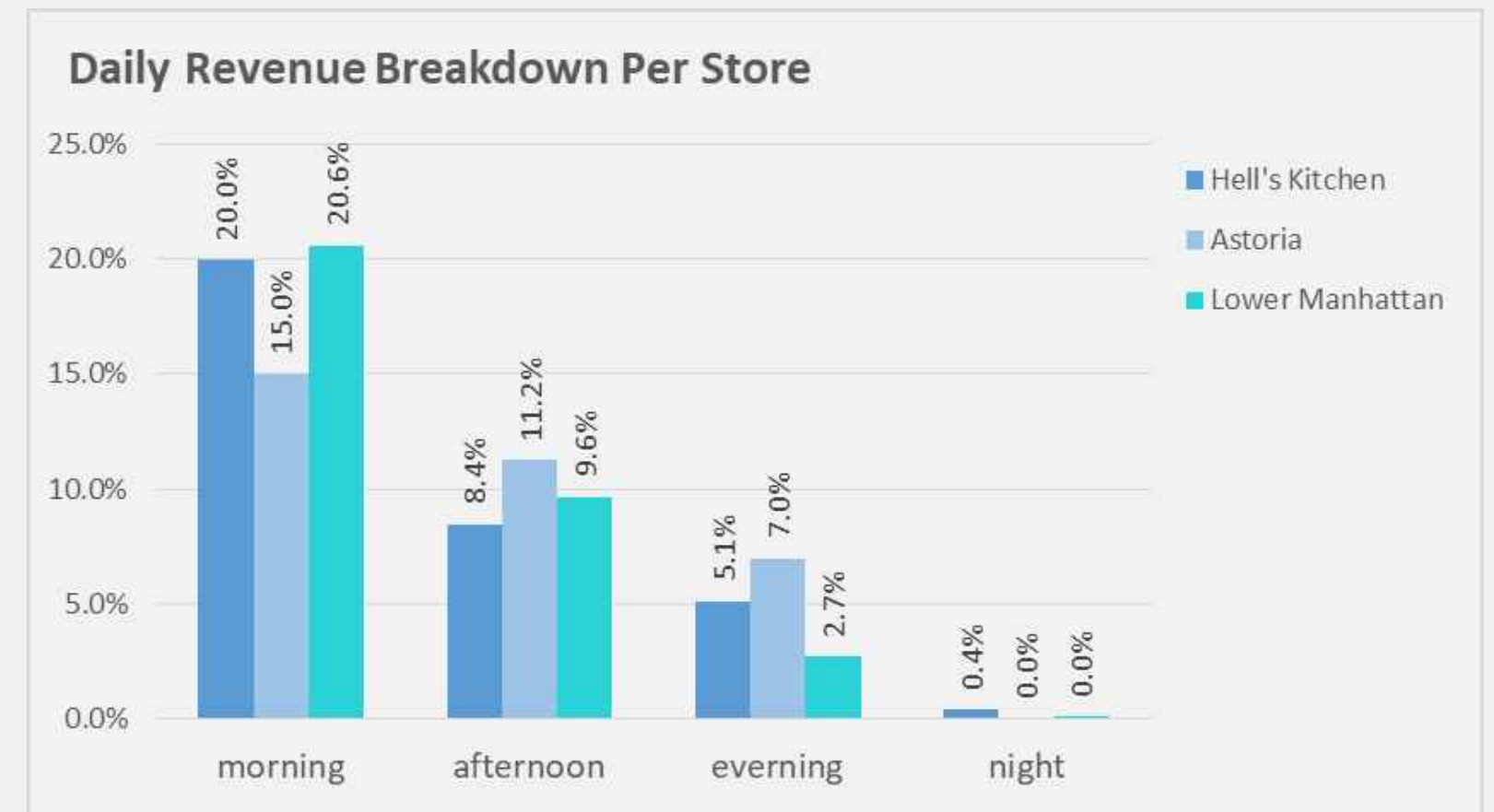
Description	Price range	customer volume%	Revenue%
Budget	R 00.00 - R 10.00	98.2%	92.0%
Standard	R 10.01 - R 20.00	1.1%	3.6%
Premium	R 20.01 - R 30.00	0.5%	2.7%
Deluxe	R 30.01 - R 45.00	0.1%	1.7%

## 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.



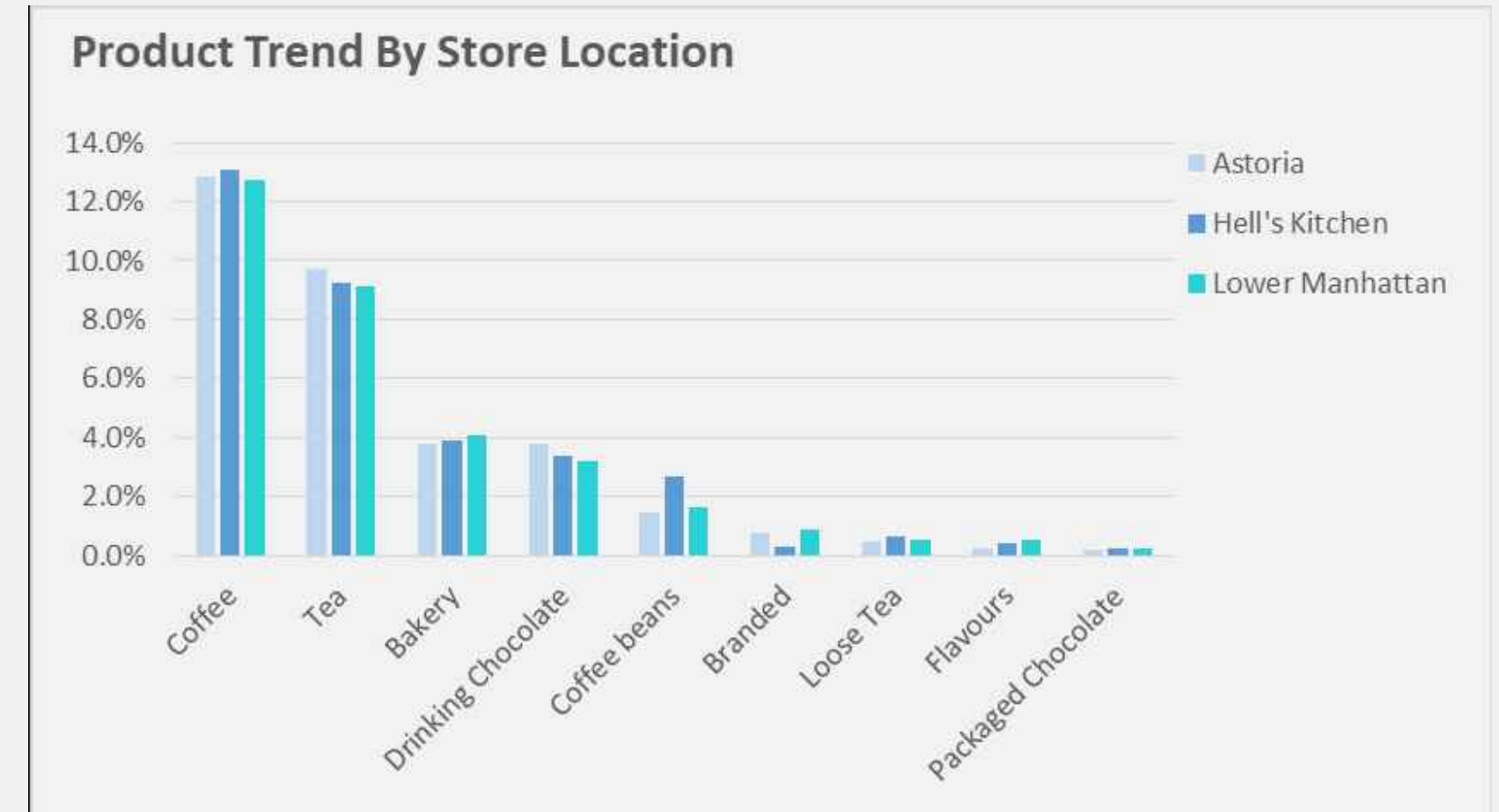
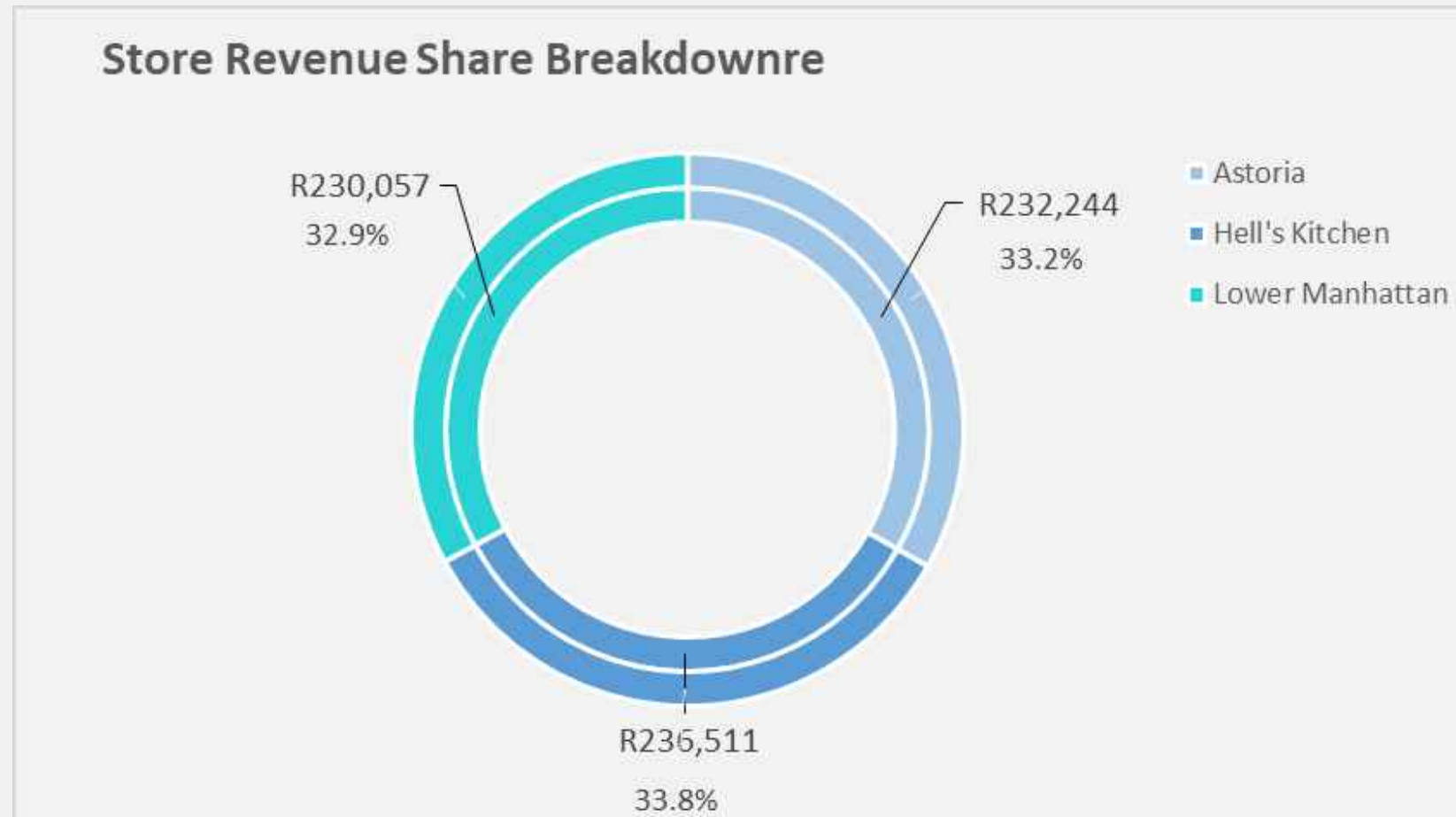
# Weekdays & Time segment Trends Per Stores



## 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



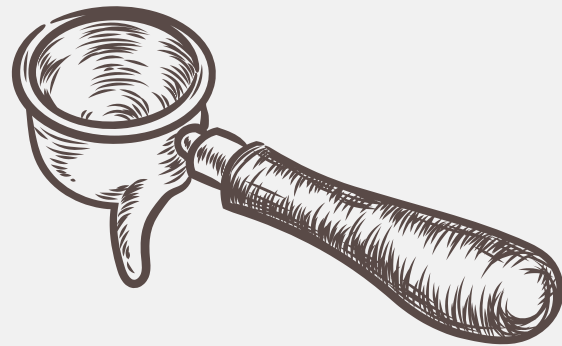
## Key Insight

- 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, flavoured and packaged chocolate contribute only **3.4%** of revenue. Test Manager's Pick promo—if no uplift, consider phasing out to free up shelf space
- Ensure consistent quality across 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 hands are positioned at the top, bottom left, and bottom right of the frame. The cups are white with latte art. The background is blurred, showing a wooden table and a black plate. The text 'THANK YOU.' is overlaid in large, white, bold, sans-serif font, centered across the middle of the image.

# THANK YOU.

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