



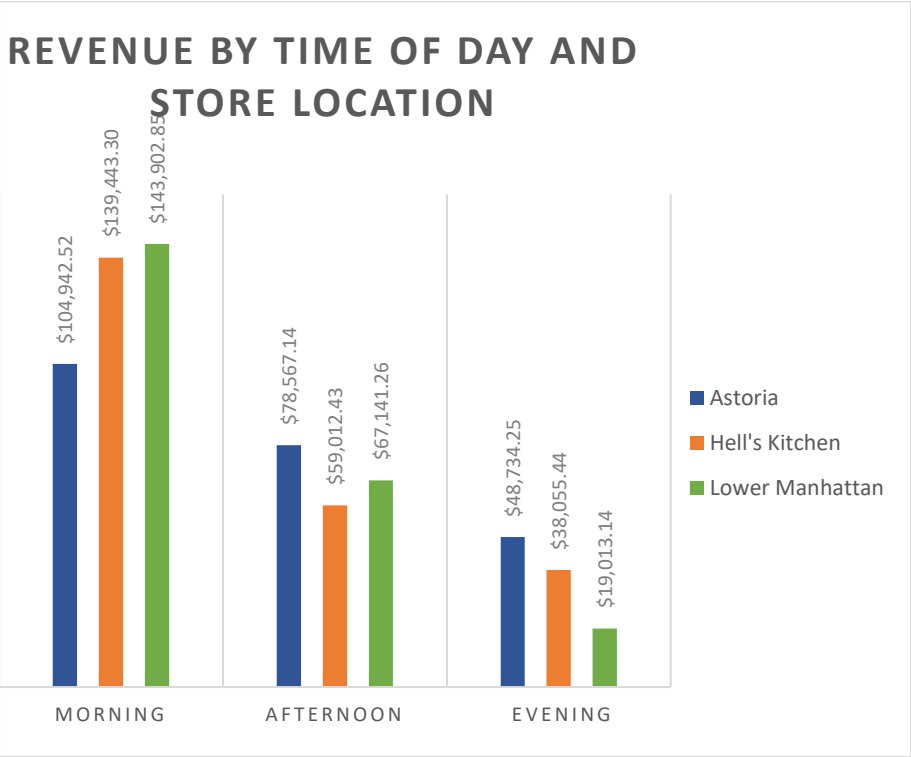
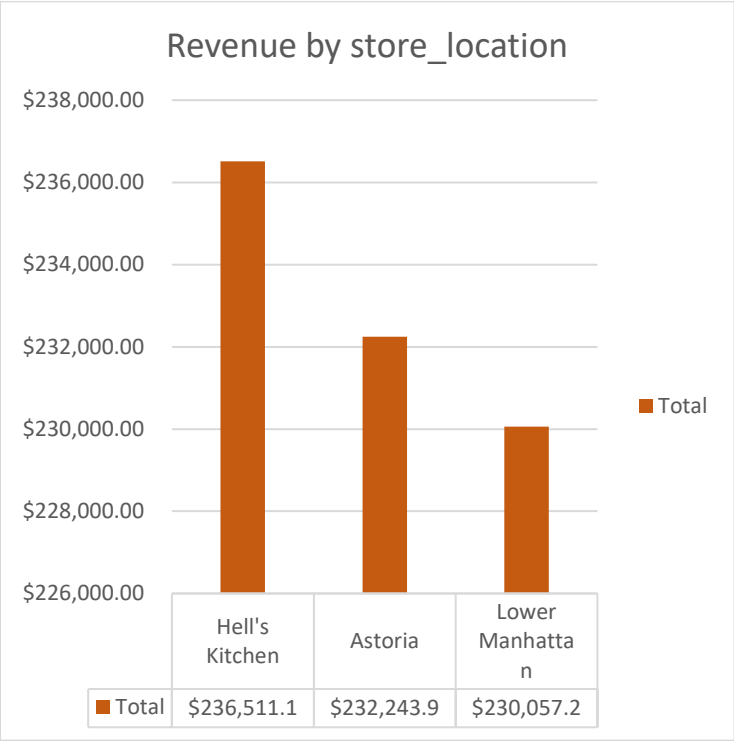
REVENUE BY  
STORE LOCATION,  
PRODUCT CATEGORY,  
MONTHS,  
DAYS OF THE WEEK

# BRIGHT COFFEE SHOP SALES ANALYSIS

# Revenue by store location

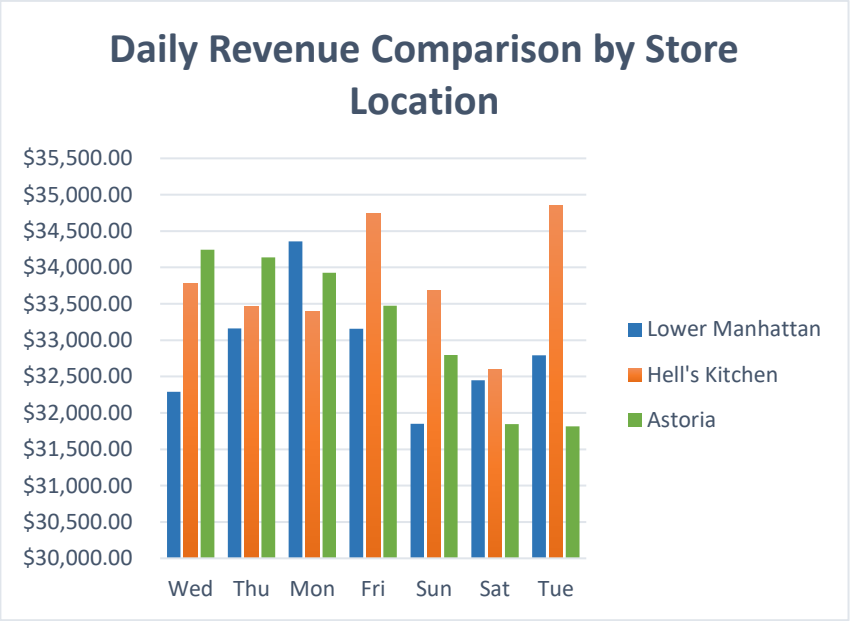
- Hell’s Kitchen earned 1.84% more than Astoria and 2.81% more than Lower Manhattan.
- Astoria’s revenue was only 0.95% higher than Lower Manhattan’s

The evening period generated 15% of total revenue, the afternoon contributed 29.3%, while the morning accounted for the highest share at 55.6%.

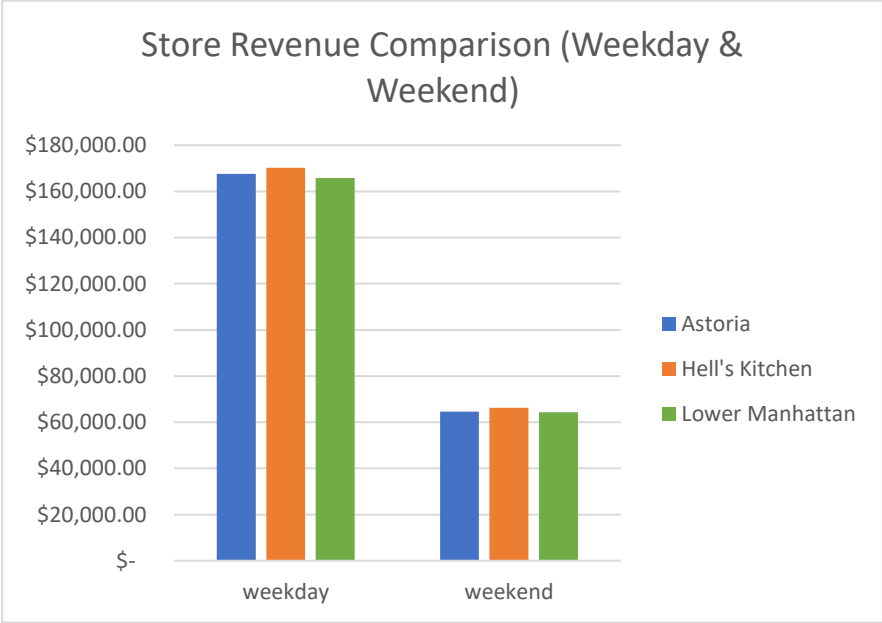


# Revenue By Weekdays

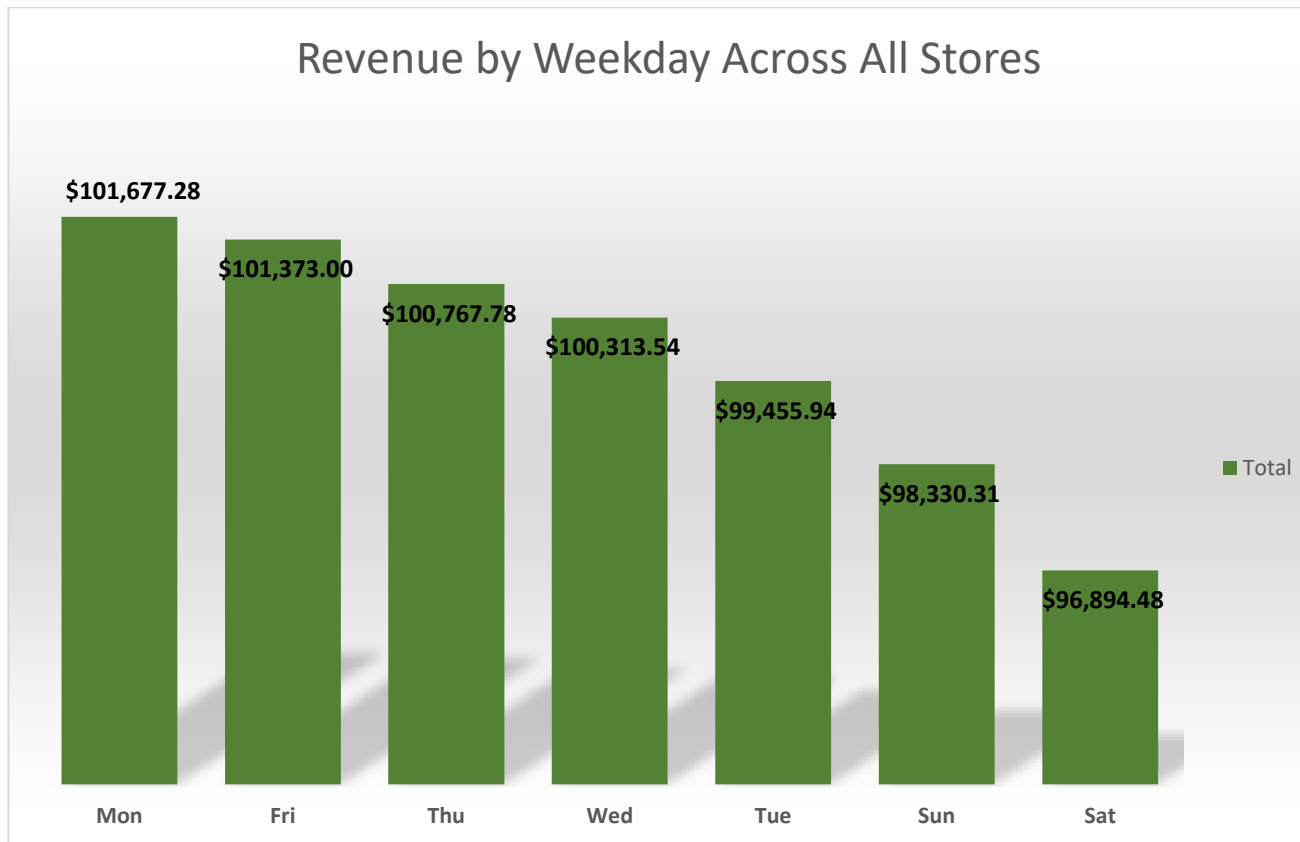
**Hell’s kitchen** consistently records higher daily sales, especially on Friday and Tuesday where it peaks at around \$34500.



Revenue generation peaks during weekdays, while weekends show a noticeable decline



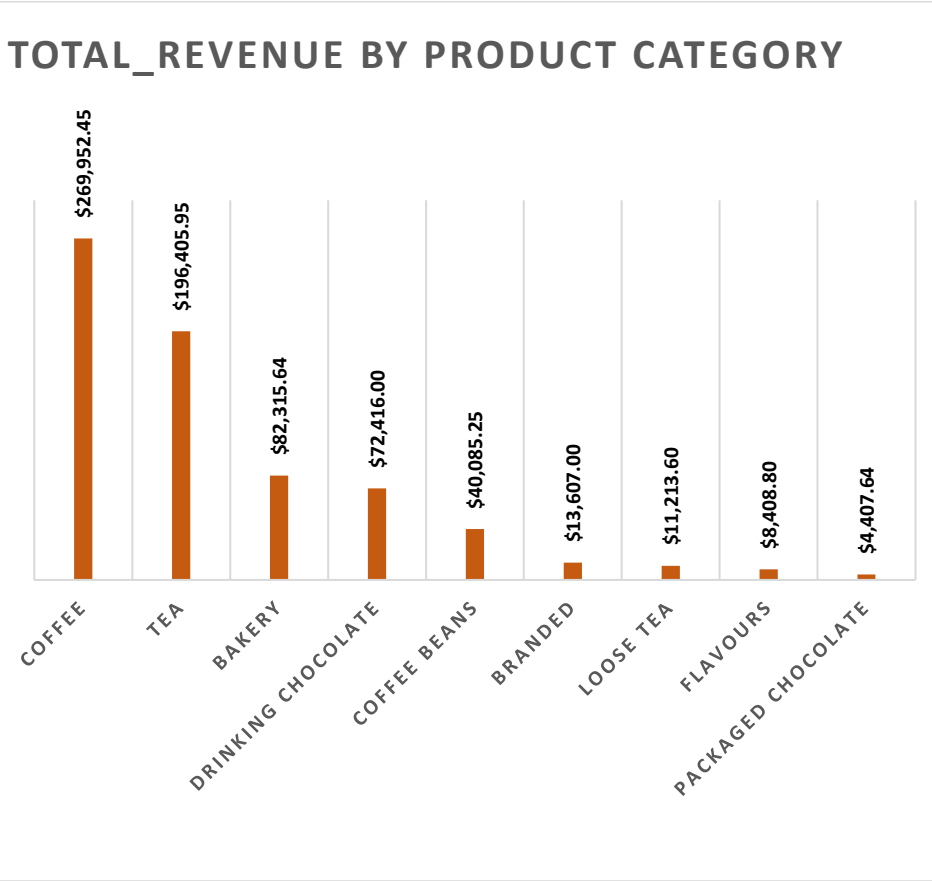
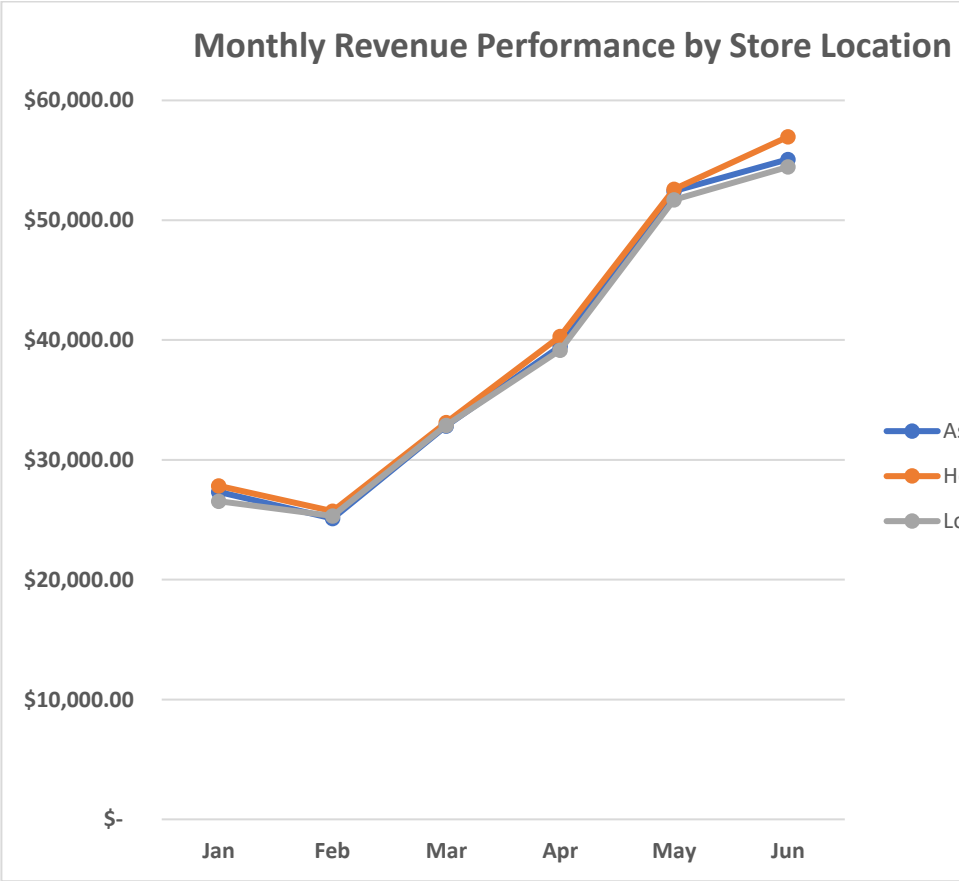
- Monday generated the largest share of revenue (14.6%)
- Saturday generated the least revenue compared to other weekdays (13.7%)
- Revenue remains consistent throughout the weekdays, with only slight variations



# Monthly Revenue Performance per Store

Revenue across all stores was similar from January, dipped in February, then steadily increased through June, with Hell's Kitchen achieving the highest revenue in June

Coffee contributes 38% of the total revenue generated in the last 6 months while Tea contributes 28% as second best.



# Revenue by product category

Coffee and Tea have the highest sales during the morning and evening periods.

Loose Tea, packaged chocolate and flavors are underperforming compared to other products.

Sales of coffee and tea peaked in June (2%) and (1.5%) respectively and dropped to their lowest in February. (0.9%) and (0,7%)

