



# COFFEE SHOP

Analysis  
October 2025





Bright Coffee  
shop

**Aim:**

- To provide a comprehensive overview of our business performance over the past six months

**Focus:**

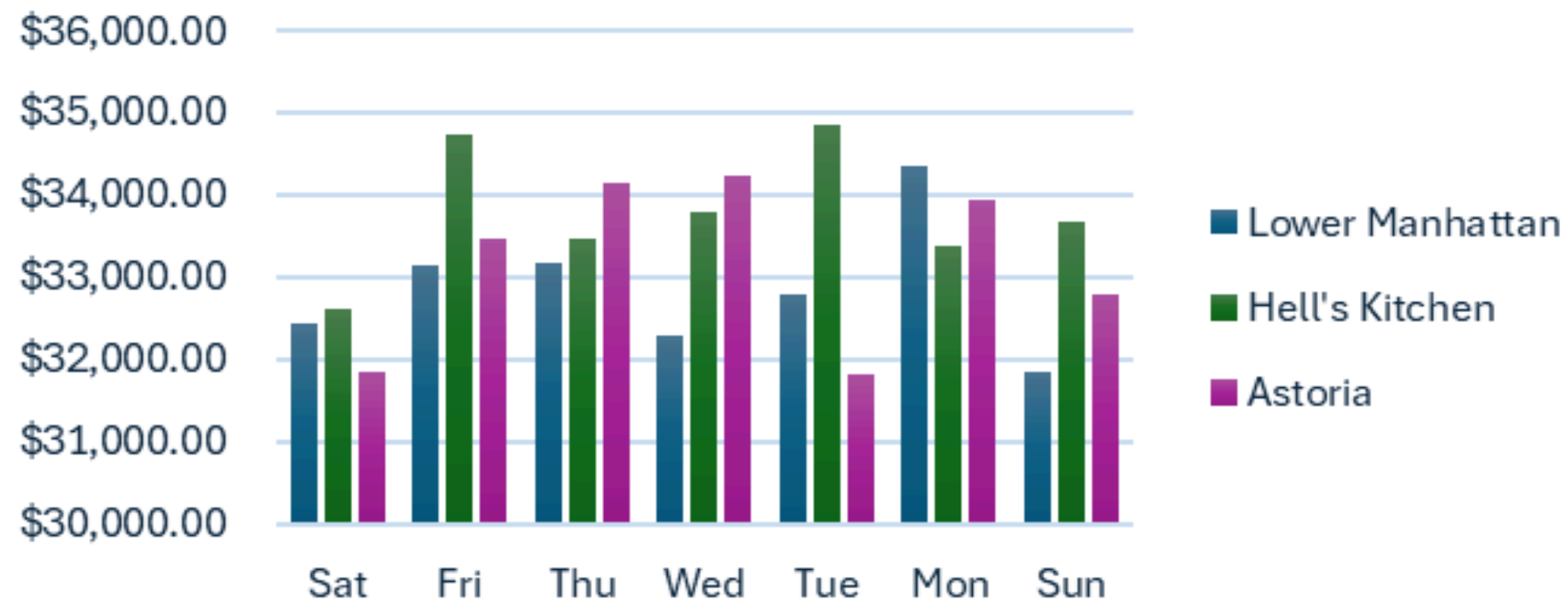
- Sales Trends & Top Products
- Store Performance Comparison
- Opportunities for Growth





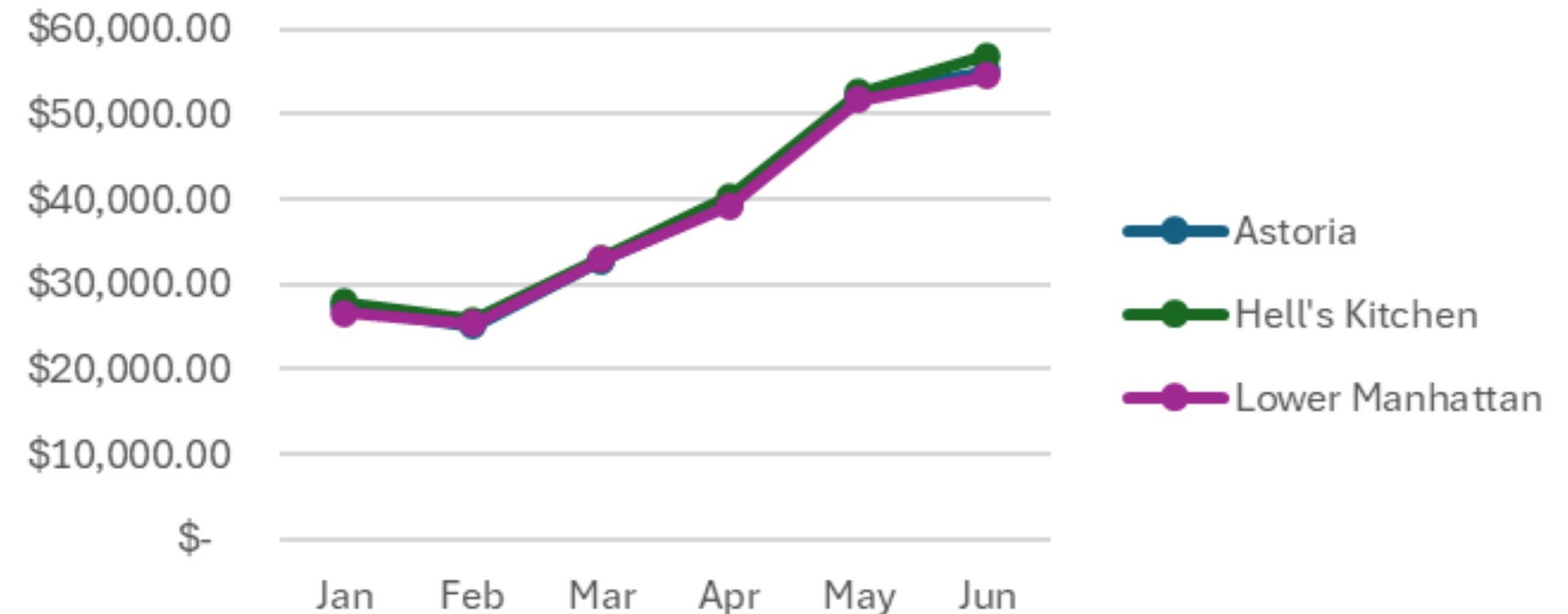
# Revenue by store location

## Daily Revenue Comparison by Store Location



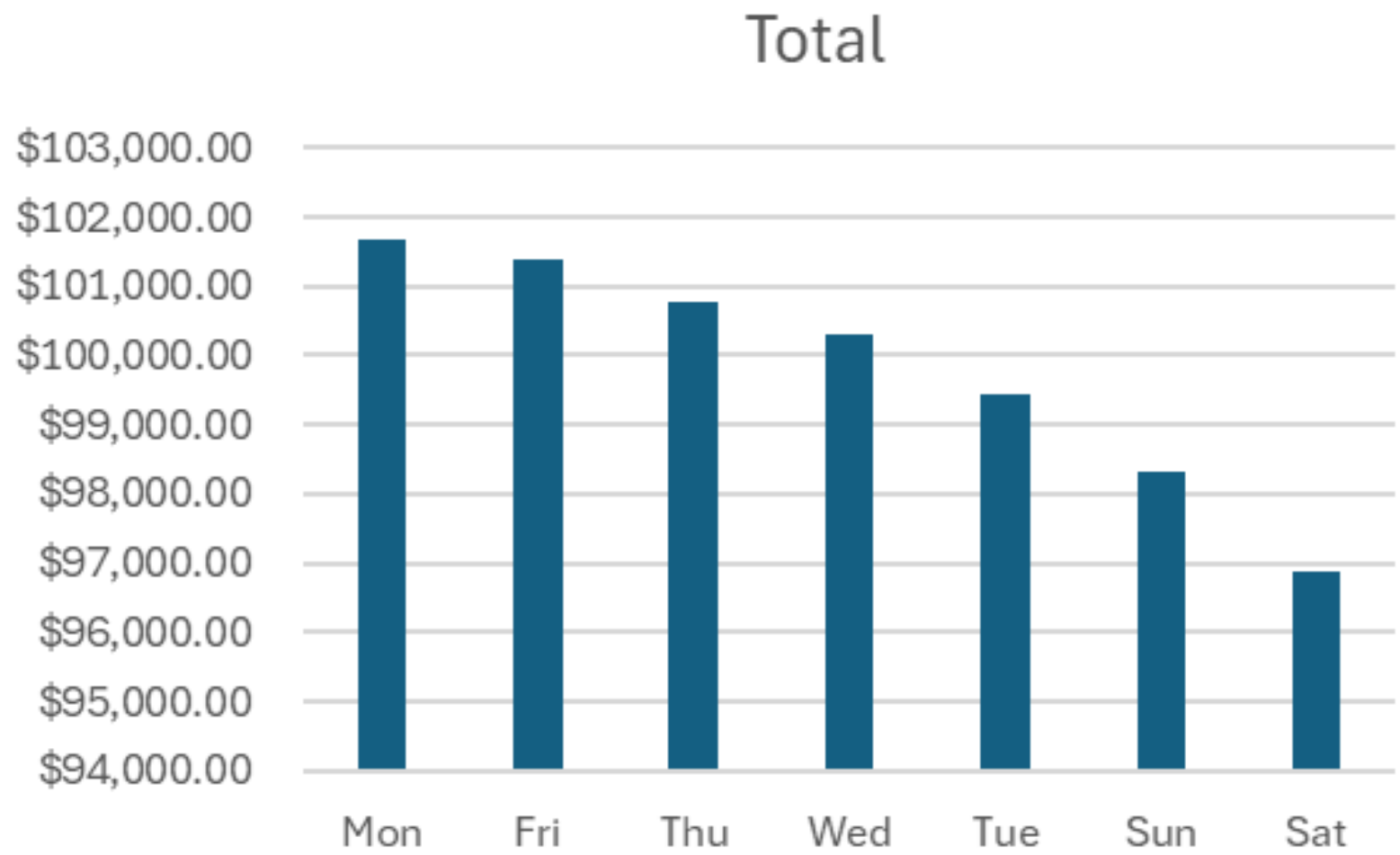
- Hell's Kitchen records the highest daily revenue, peaking at \$34,500 on Fridays and Tuesdays.
- This shows strong mid- and end-week demand, ideal for targeted promotions.

## Monthly Revenue Performance by Store Location



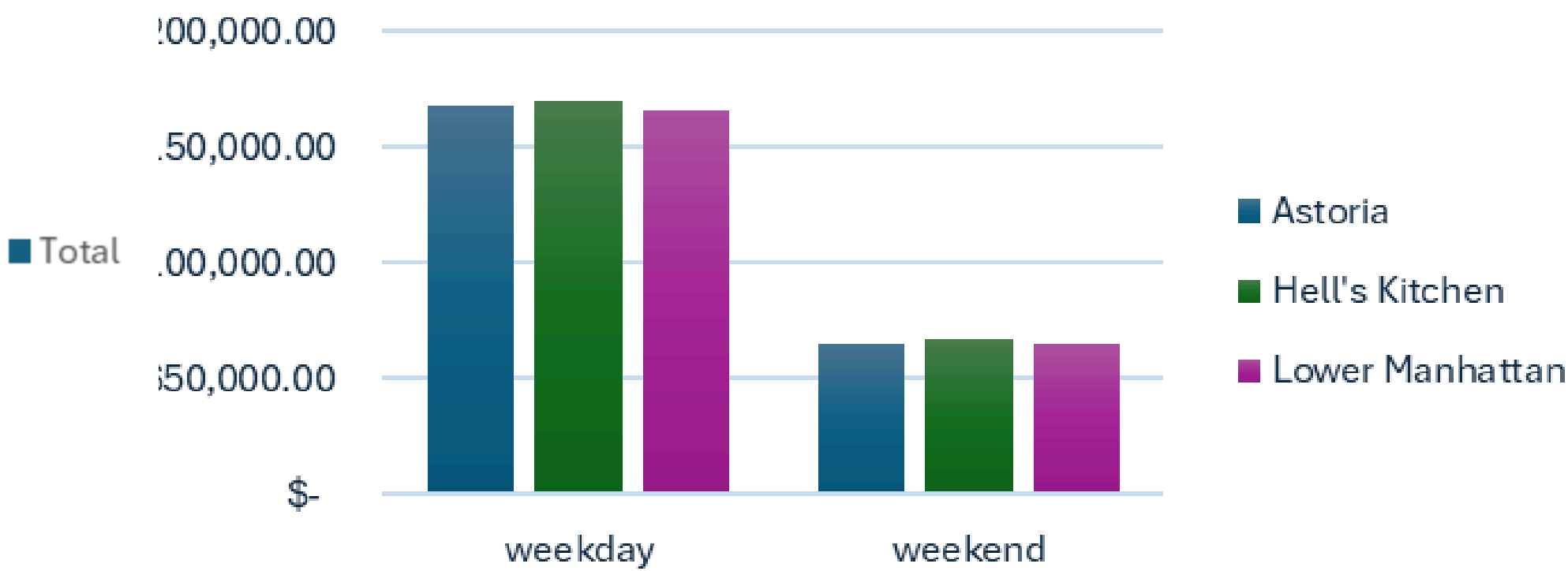
- Sales were steady early in the year, dipped in February, then grew consistently to June.
- This reflects positive mid-year growth momentum.

# Weekday Revenue Comparison Across all Stores



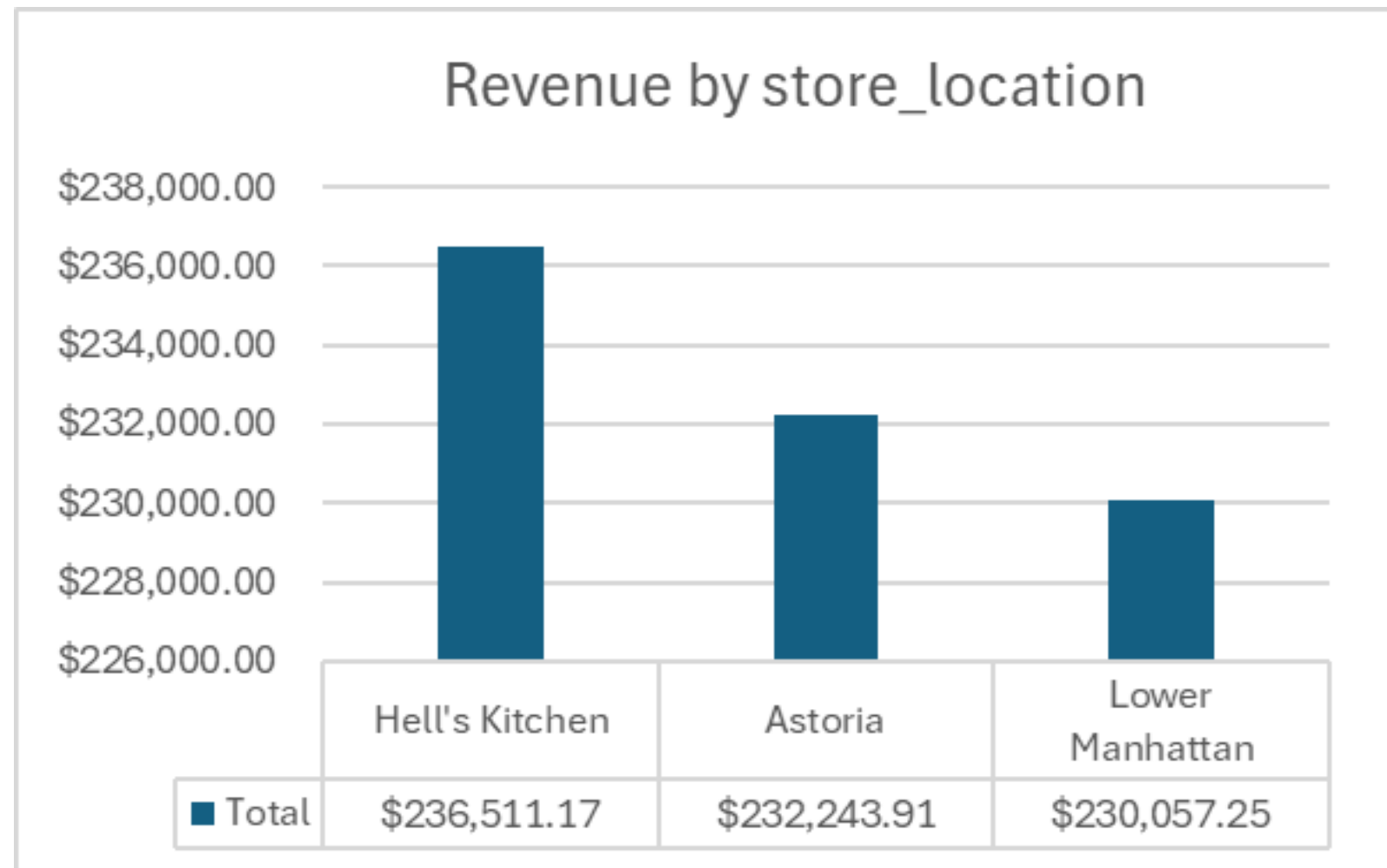
- Revenue is generally steady across the week, peaking on Monday (14.6%) and dipping slightly on Saturday (13.7%), highlighting consistent sales performance across all stores.

## Store Revenue Comparison (Weekday & Weekend)

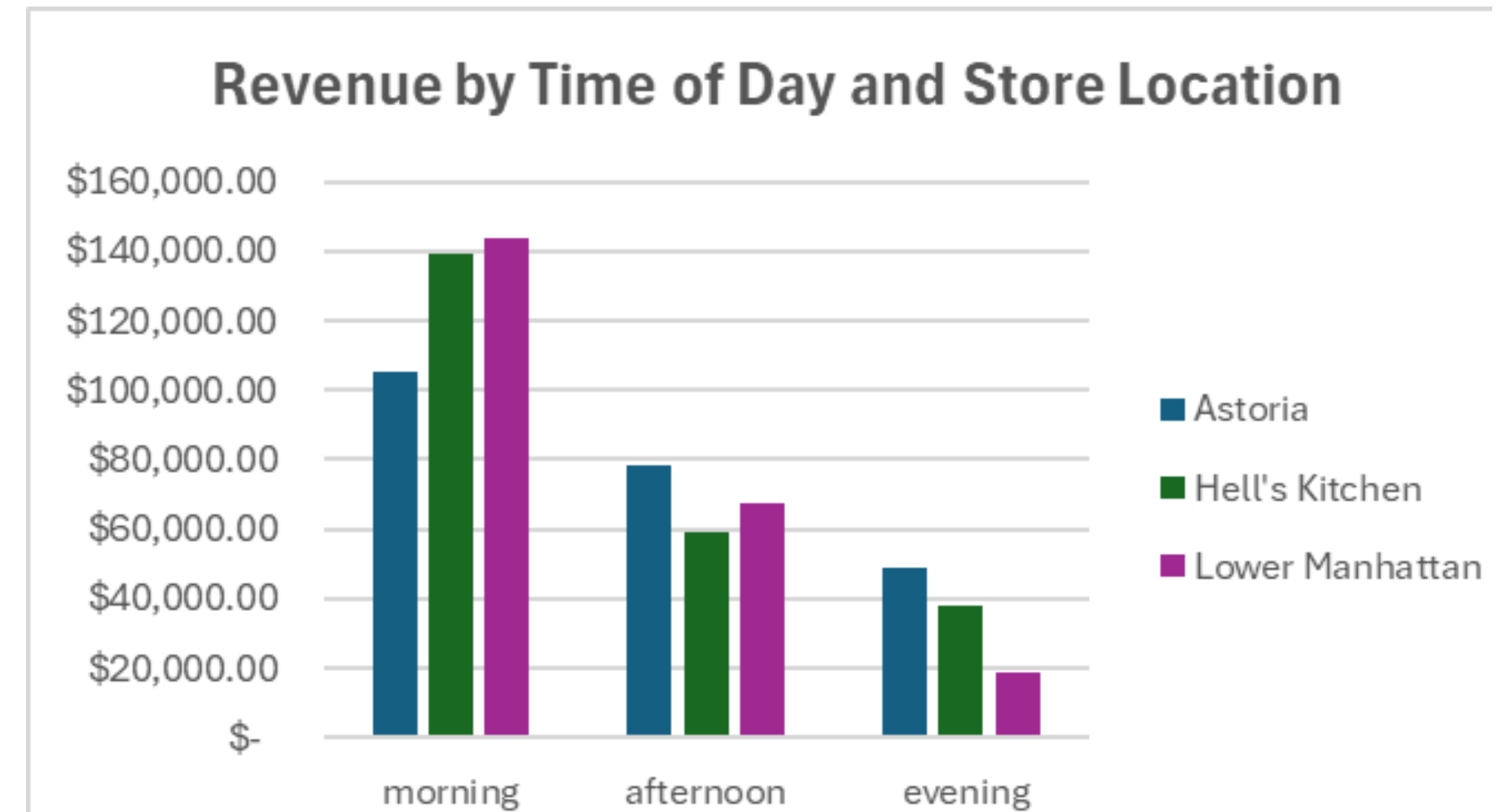


- Weekday revenue peaks, while weekends show lower sales, suggesting potential for targeted weekend strategies.

# Revenue by store location and Time frame



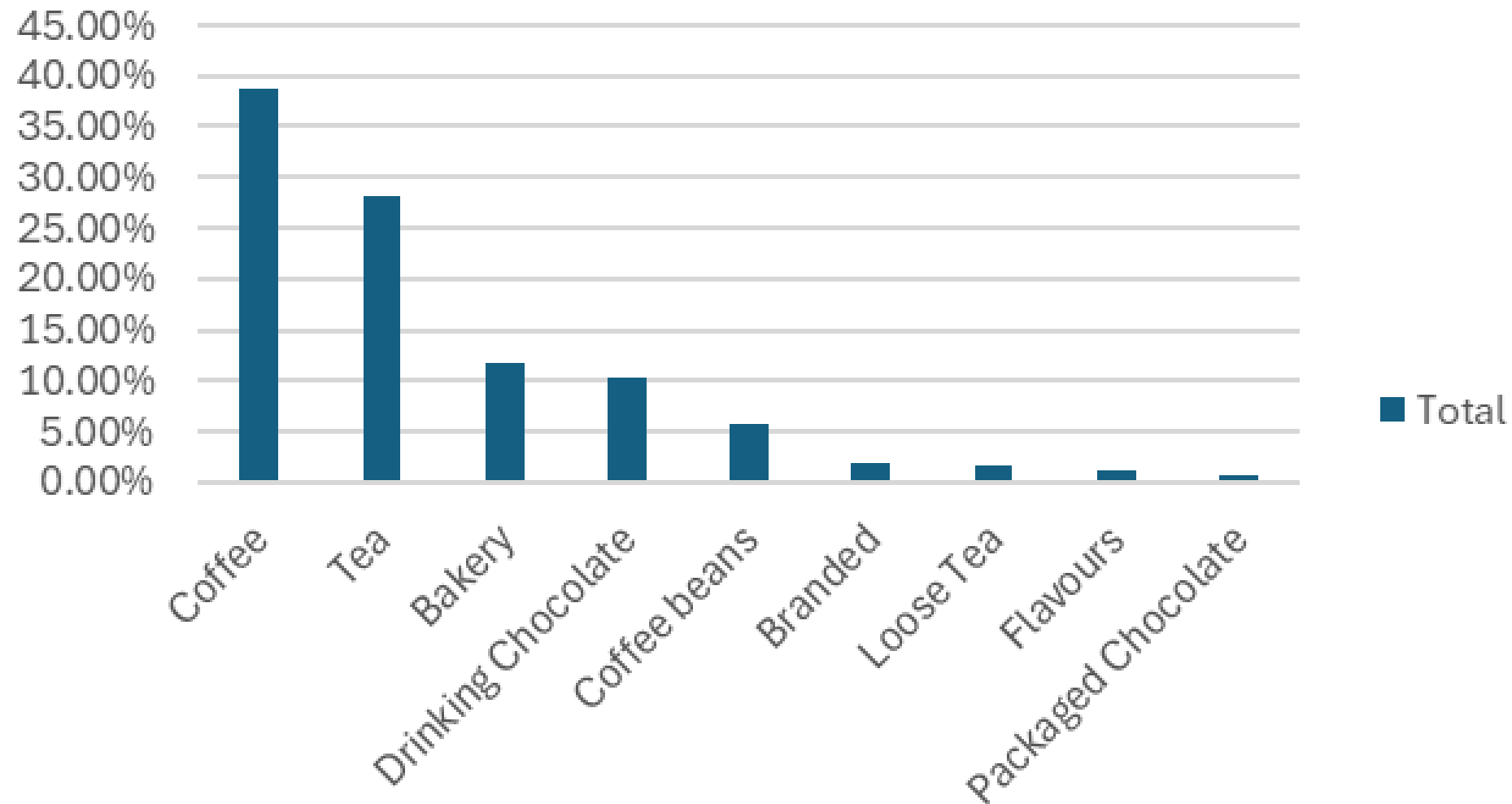
- Hell's Kitchen led revenue, outperforming Astoria by 1.84% and Lower Manhattan by 2.81%, while Astoria slightly edged Lower Manhattan by 0.95%.



- The evening period generated 15% of total revenue, the afternoon contributed 29.3%, while the morning accounted for the highest share at 55.6%.
- Hell's Kitchen performs strongly in the morning.
- Astoria is the strongest in the evening.

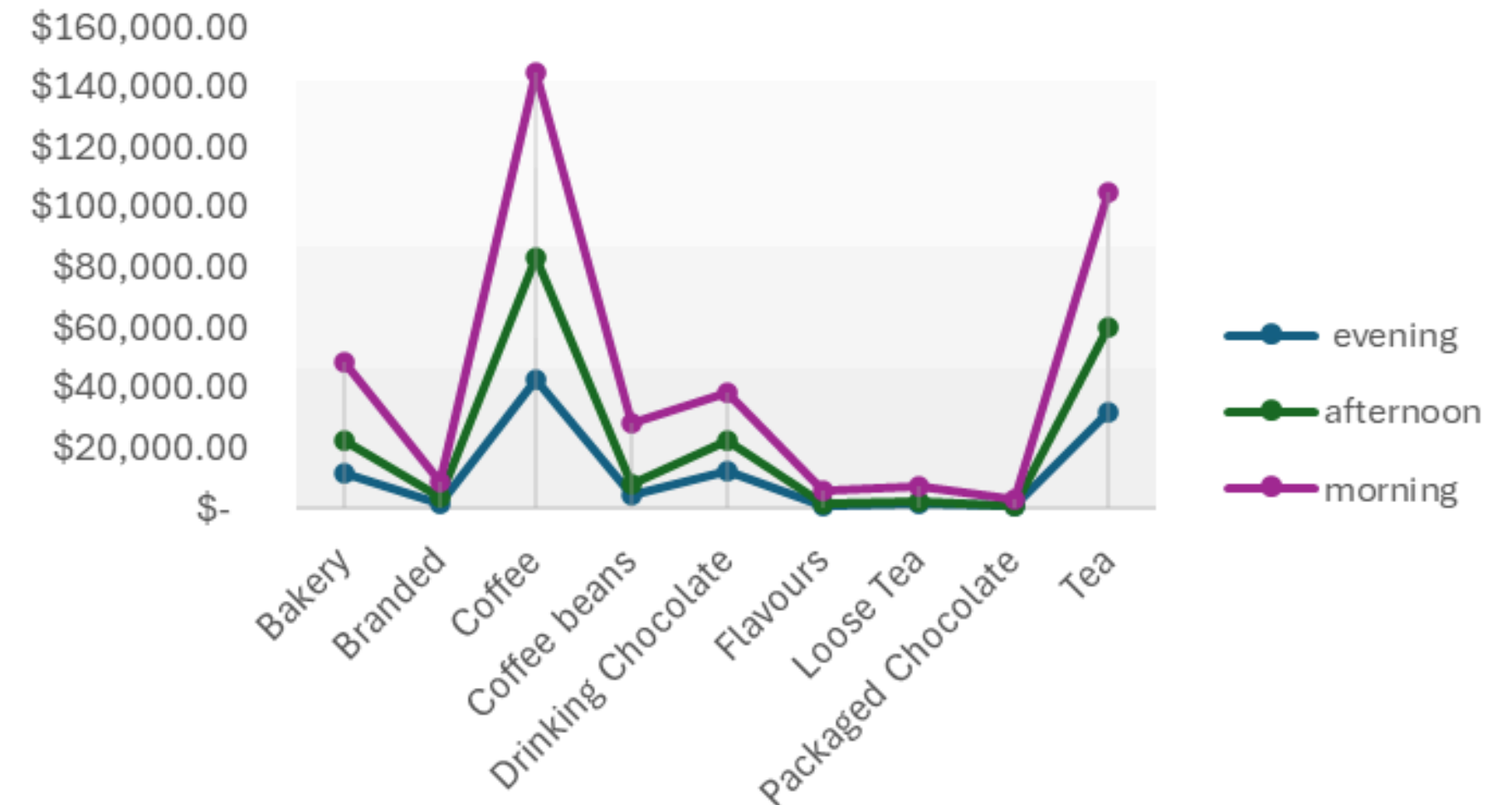
# Revenue by product category

## REVENUE BY PRODUCT CATEGORY



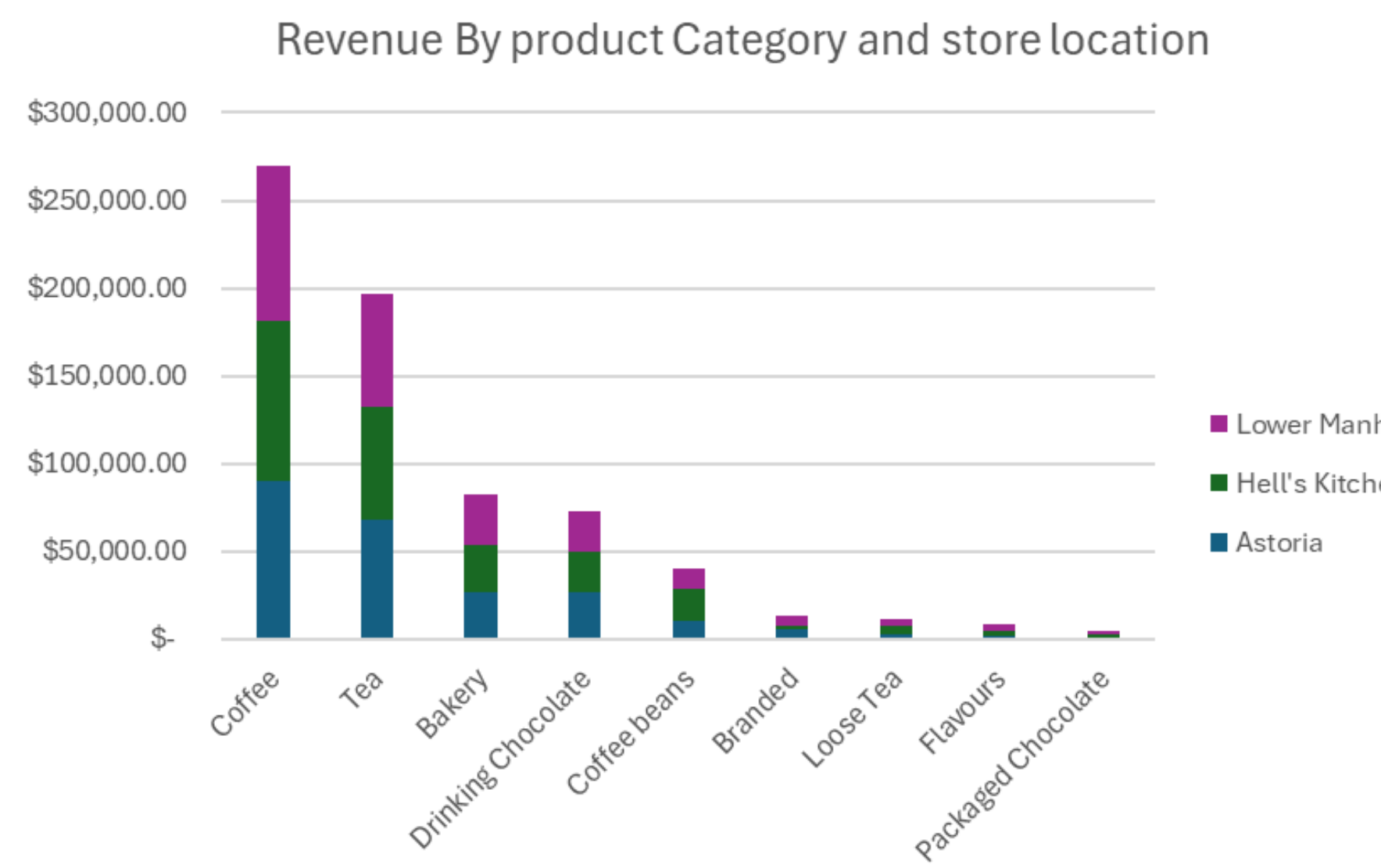
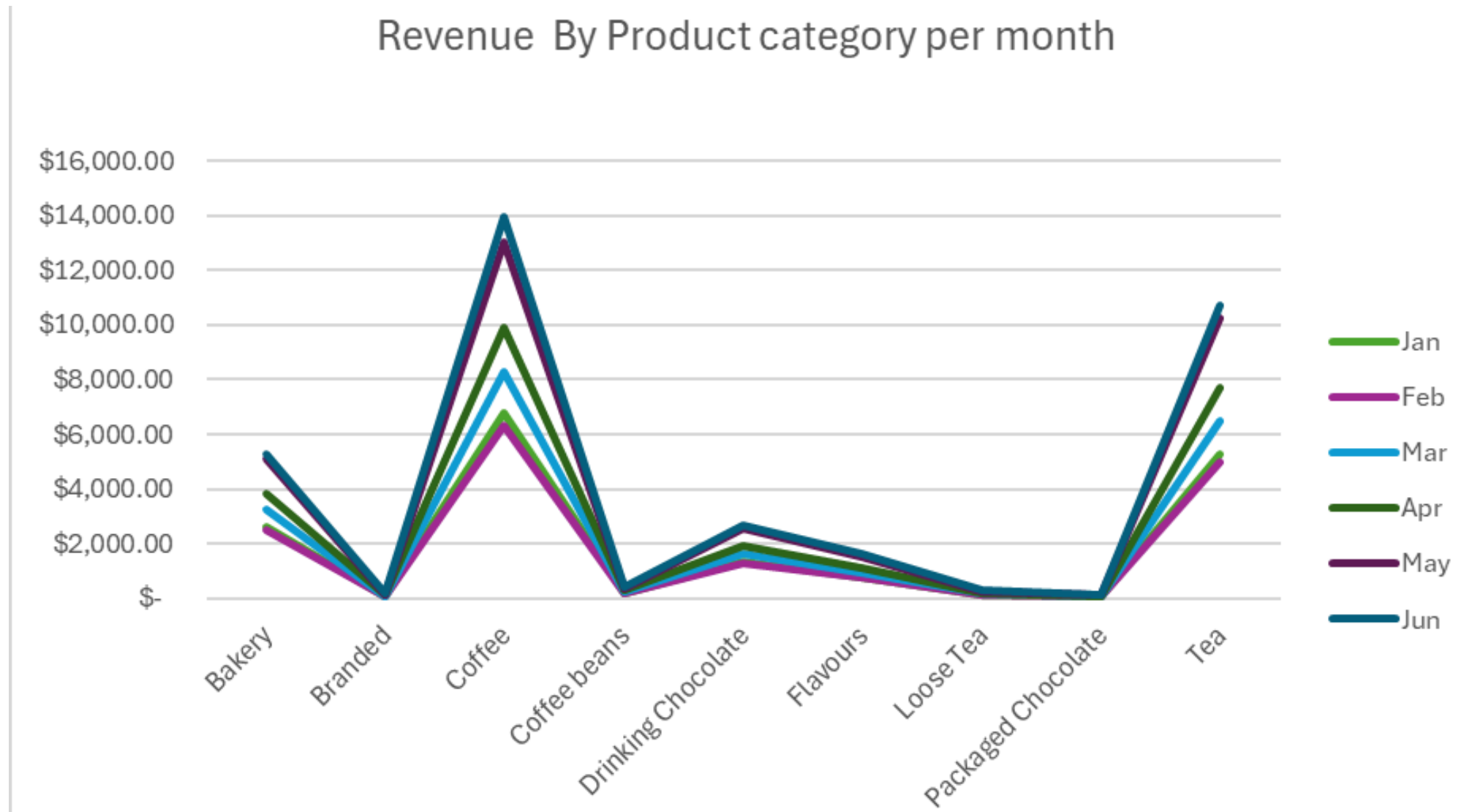
- Coffee and Tea drive most revenue, other categories perform moderately or low. Focus on boosting top sellers and improving weak segments.

## Revenue by Product Category and Time frame



- 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.

# Revenue by product category across store locations



- Coffee and Tea showed strong revenue growth, signaling high demand, while weaker categories need strategic optimization.
- Sales of coffee and tea peaked in June and dropped to their lowest in February.

- Astoria dominates the key categories of Coffee.
- Lower Manhattan is the strongest location for Tea .