

# SALES ANALYSIS BRIGHT COFFEE SHOP

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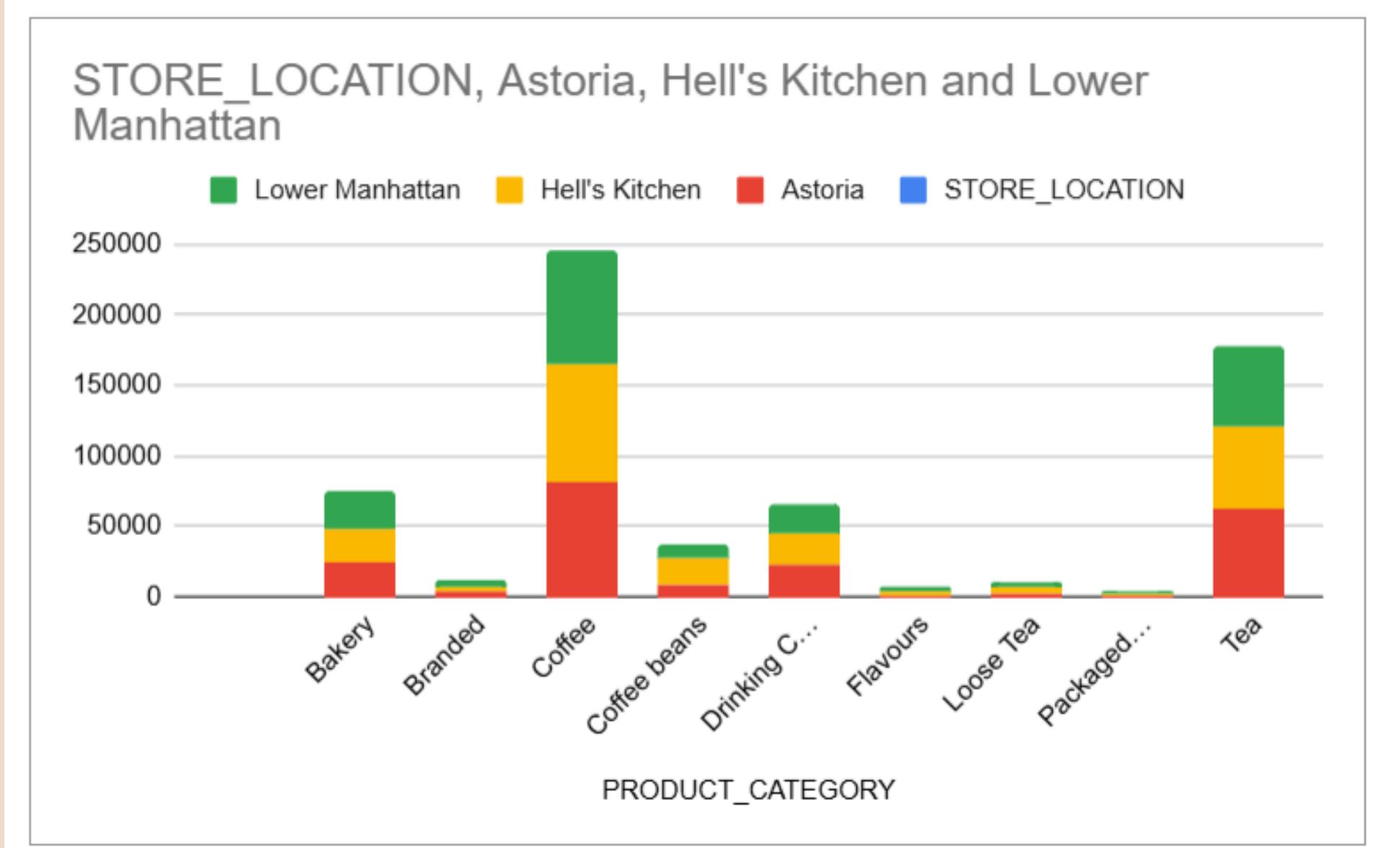
# Introduction

- 1. SALES TREND
- 2. REVENUE
- 3. PRODUCT PERFORMANCE
- 4. RECOMMENDATION

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# Sales Trend



## What Worked Well ✓

### Coffee Category Dominance

- Total Sales: **\$246,167** (38.7% of total revenue)
- Consistent performance across all three locations
- Strong customer preference for core coffee products

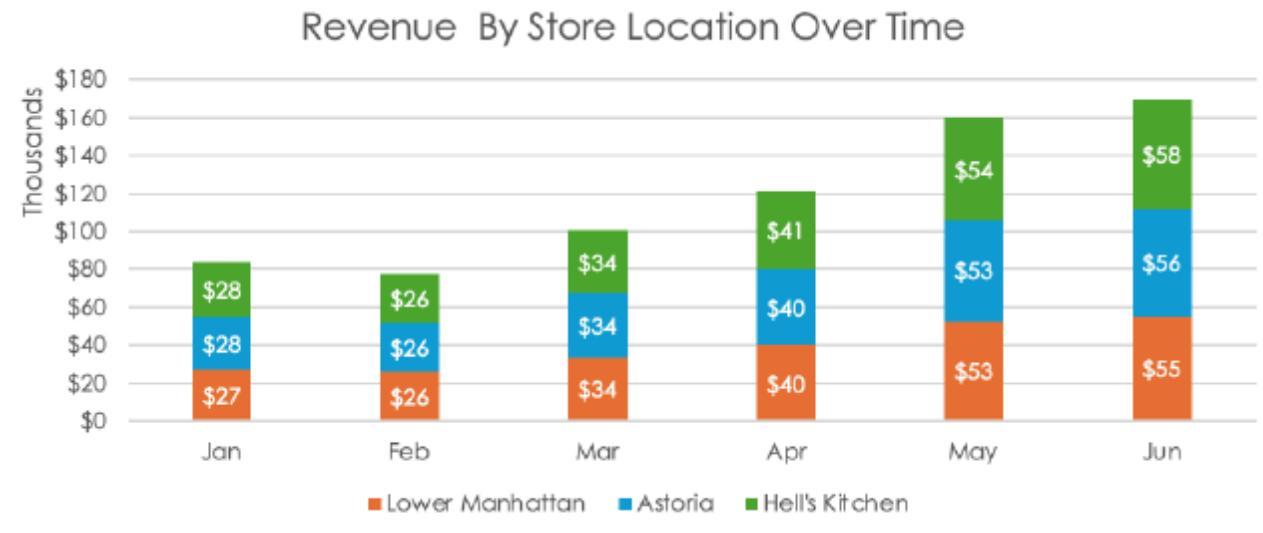
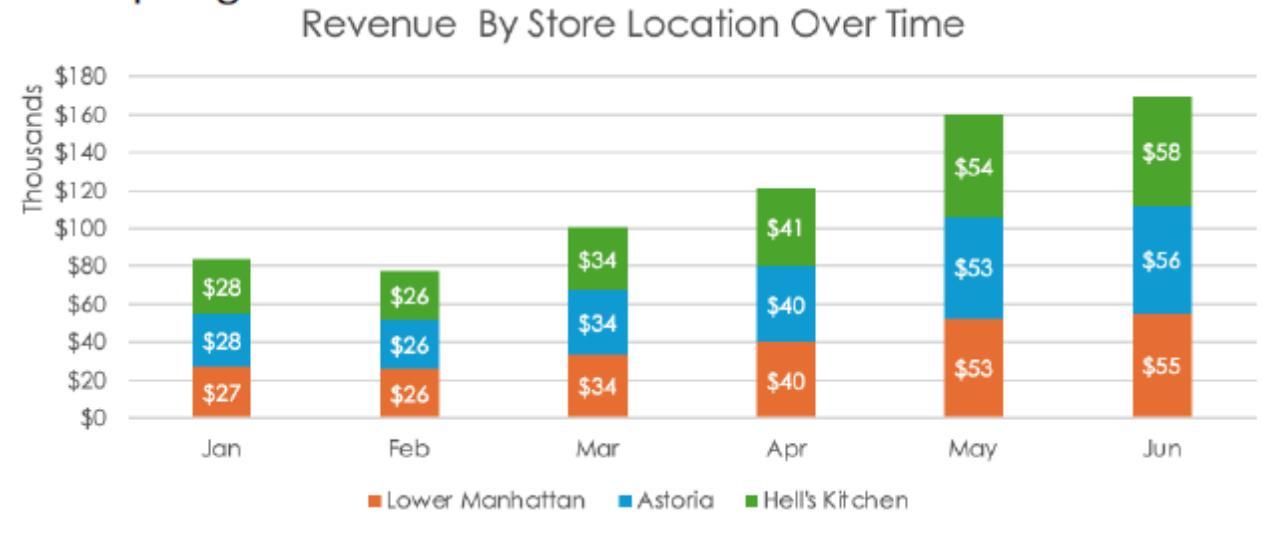
### Location Balance

- All three locations contributing nearly equally to total revenue
- Hell's Kitchen: **\$215,915** (33.9%)
- Astoria: **\$211,708** (33.2%)
- Lower Manhattan: **\$209,341** (32.9%)

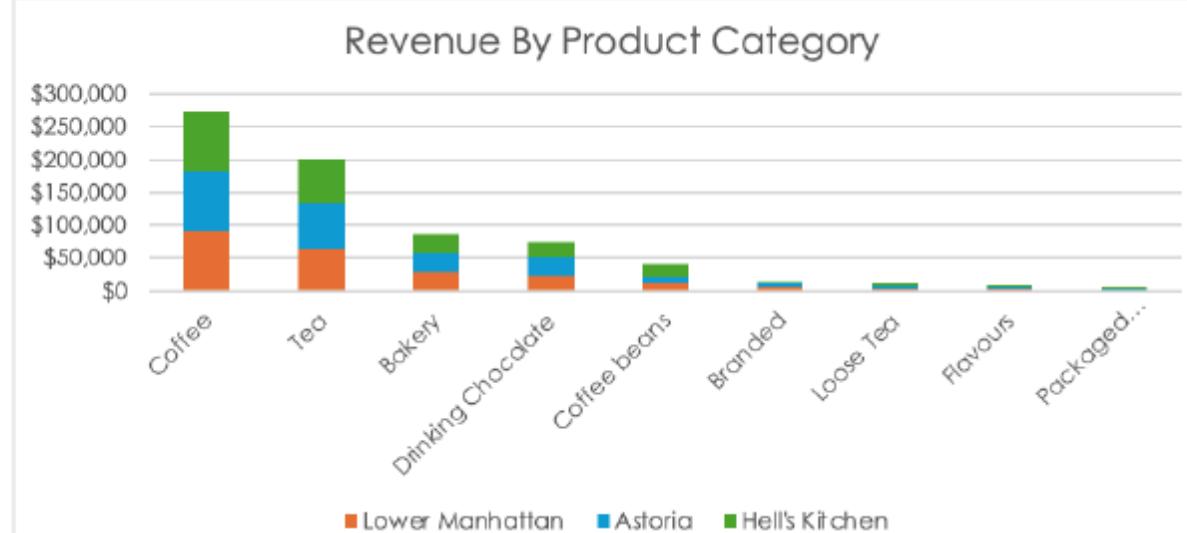
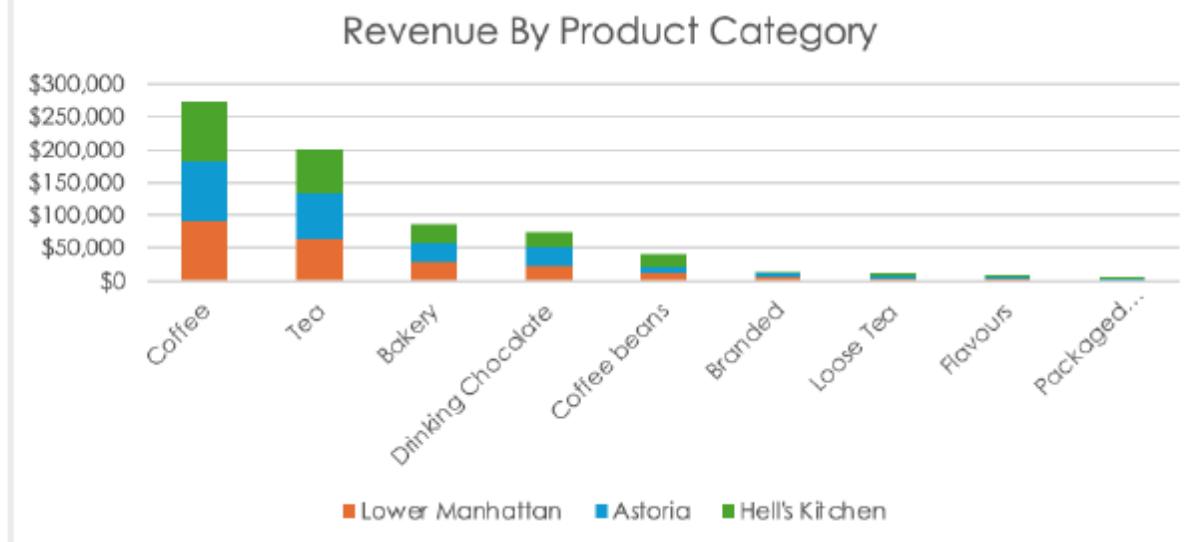
# Revenue

## Revenue | Store Location

Revenue across all the stores increase by 50% in June comparing to Feb



Coffee contributes 38% of the total revenue generated in the last 6 months while tea contributes 28% as 2<sup>nd</sup> best.



# PRODUCT PERFORMANCE

SUM of REVENUE STORE\_LOCATION

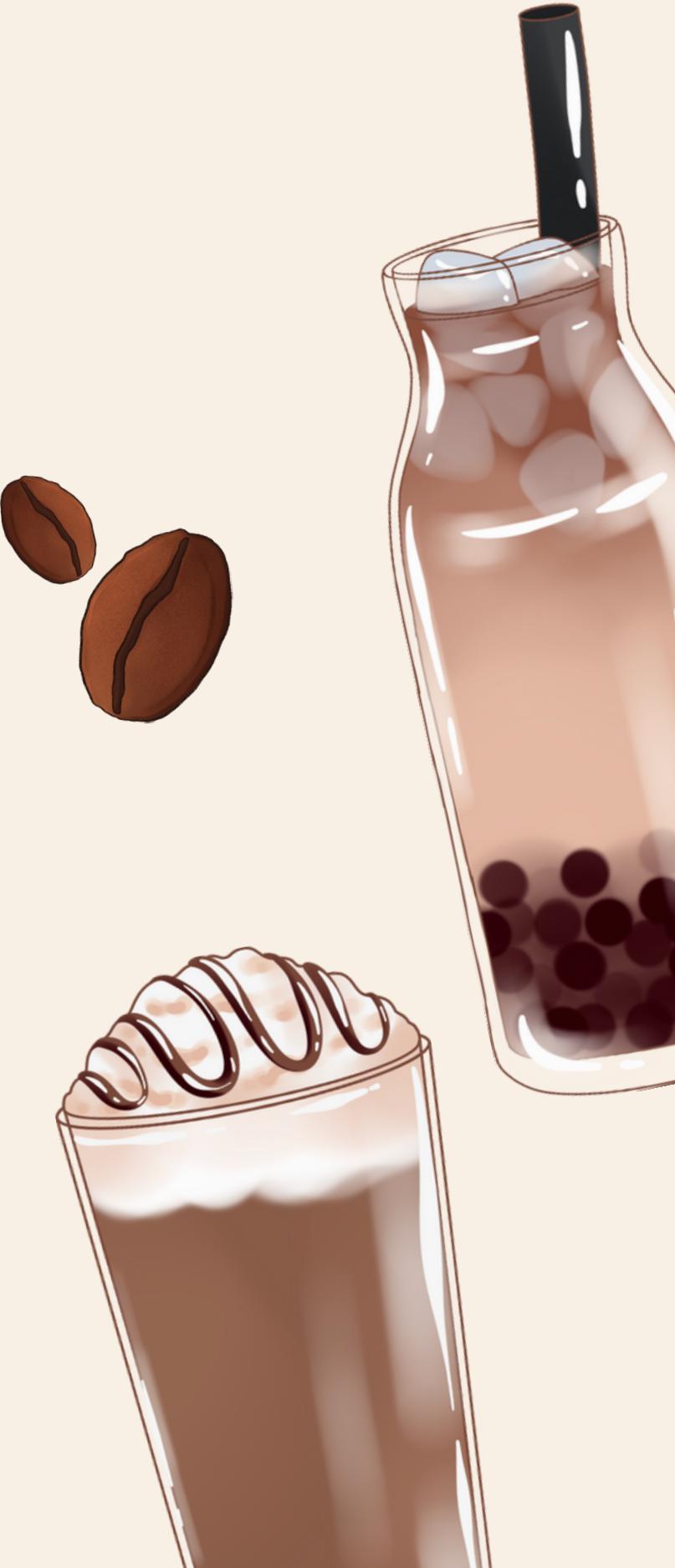
PRODUCT_CATEGORY	Astoria	Hell's Kitchen	Lower Manhattan	Grand Total
	0			0
Bakery	24128	24887	25528.58	74543.58
Branded	4816	1876	5912	12604
Coffee	81998.1	82882.6	81286.2	246166.9
Coffee beans	9317.3	17986.5	10059.4	37363.2
Drinking Chocolate	23838	21376	20442.5	65656.5
Flavours	1625.6	2707.2	3494.4	7827.2
Loose Tea	2843.3	4229.8	3258.5	10331.6
Packaged Chocolate	915.34	1563.32	1467.84	3946.5
Tea	62226.8	58406.8	57891.3	178524.9
<b>Grand Total</b>	<b>0</b>	<b>211708.44</b>	<b>215915.22</b>	<b>636964.38</b>





# 🏆 Top Performing Categories

1. **Coffee** - \$246,167 (38.7%)
2. **Tea** - \$178,525 (28.0%)
3. **Bakery** - \$74,544 (11.7%)
4. **Drinking Chocolate** - \$65,657 (10.3%)
5. **Coffee Beans** - \$37,363 (5.9%)



# Recommendations



- The following pages covers all recommendation in 10 key points



### Bright Coffee Shop: 10-Point Performance Improvement Plan

1. **Boost underperformers** by bundling Tea, Bakery, and Drinking Chocolate with top-selling Coffee items.
2. **Launch location-specific fixes:** Improve branded merchandise in Hell's Kitchen, push coffee beans in Astoria, and revitalize tea in Lower Manhattan.
3. **Increase average transaction value** with combo deals and staff training on strategic upselling.
4. **Drive afternoon traffic** by introducing a "happy hour" with targeted discounts on slow-moving categories.
5. **Accelerate digital adoption** via a new loyalty app, mobile ordering, and cashback for digital payments.
6. **Capitalize on the coffee core** by introducing limited-time premium offers and rotating featured brews.
7. **Enhance the in-store experience** with better product displays for retail items like beans and branded goods.
8. **Implement mid-week promotions** to balance revenue and reduce over-reliance on peak days.
9. **Conduct monthly performance reviews** to track progress on category-specific and location-based KPIs.
10. **Empower staff** with continuous training on product knowledge and customer engagement techniques.

# THANK YOU

