



# Bright Coffee

Coffee Shop Sales

January – June 2023

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# Coffee Shop Sales Agenda

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# Project Overview

Bright Coffee operates in three Locations:

- Astoria
- Hell's Kitchen
- Lower Manhattan

## **Key Considerations**

Store performance varies based on location, time of day, and monthly customer behaviour.

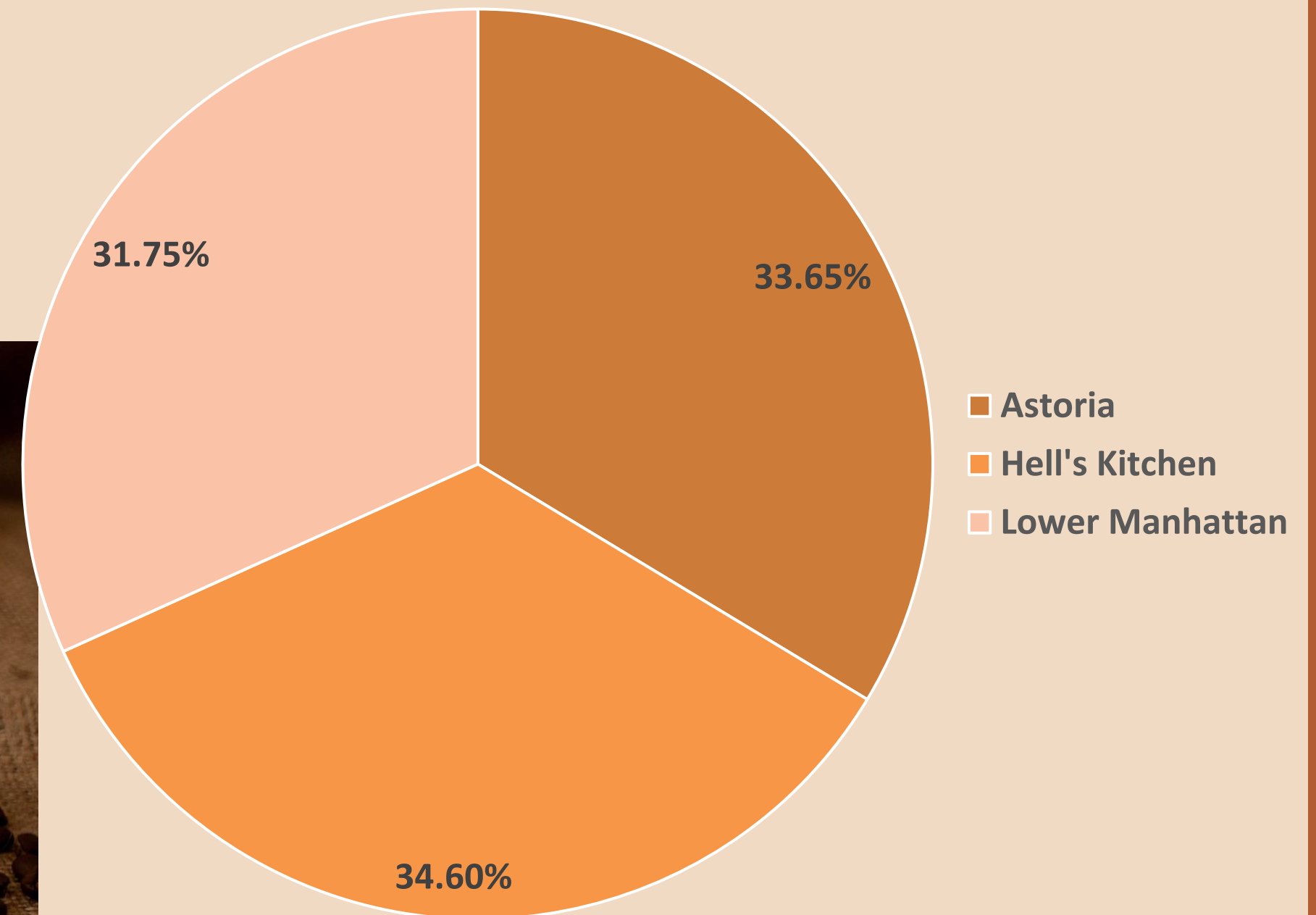




# Sales Trends



Sales Per Location

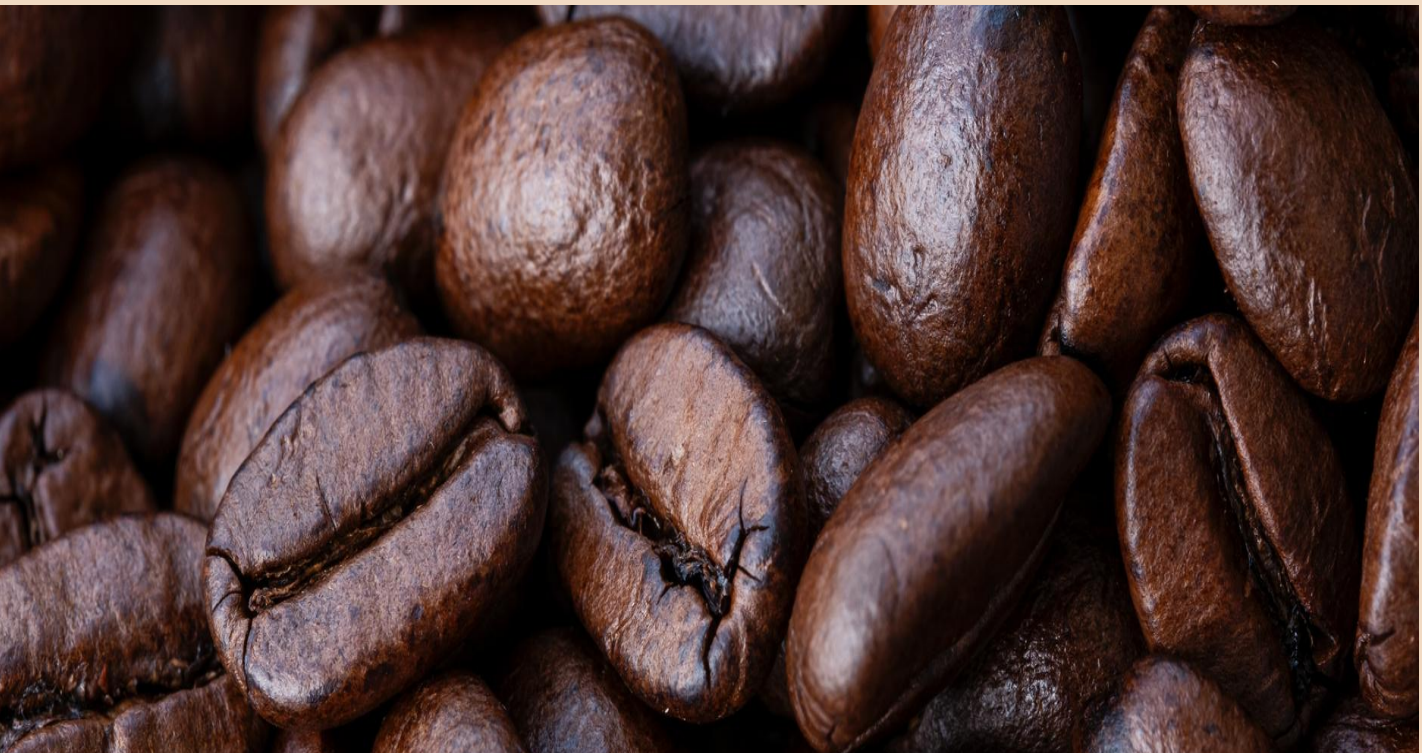
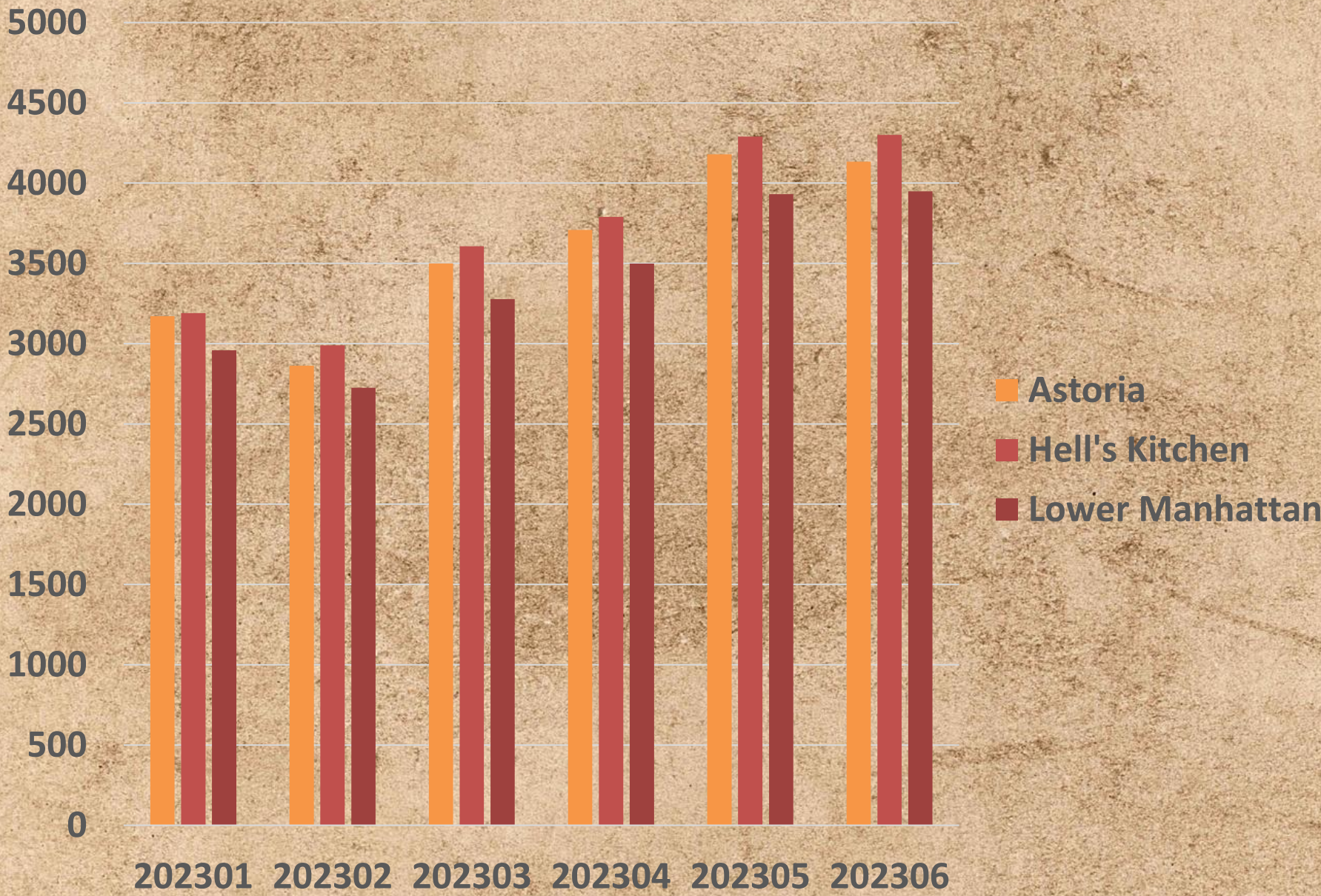






# Monthly Sales

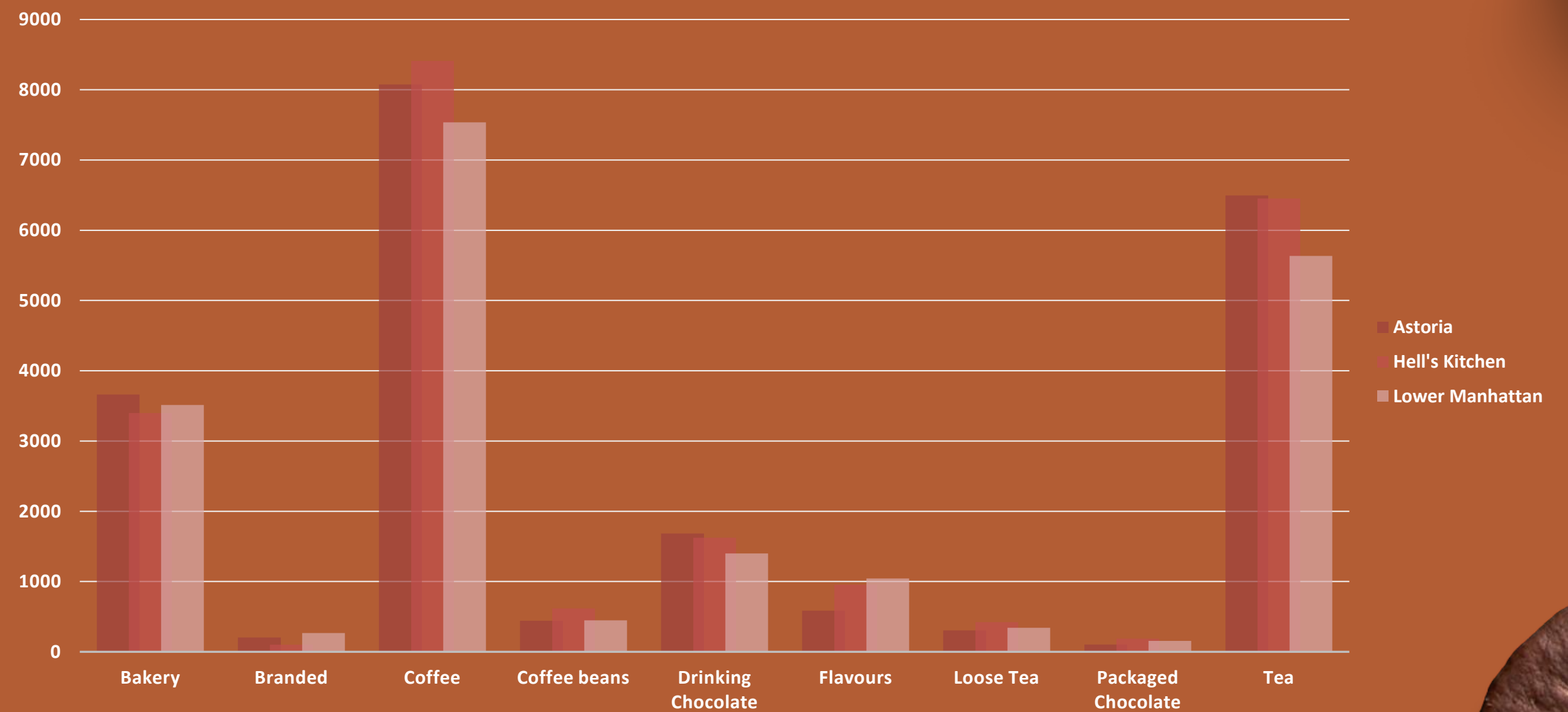
Total Monthly sales





# Store Performance

Product performance per store

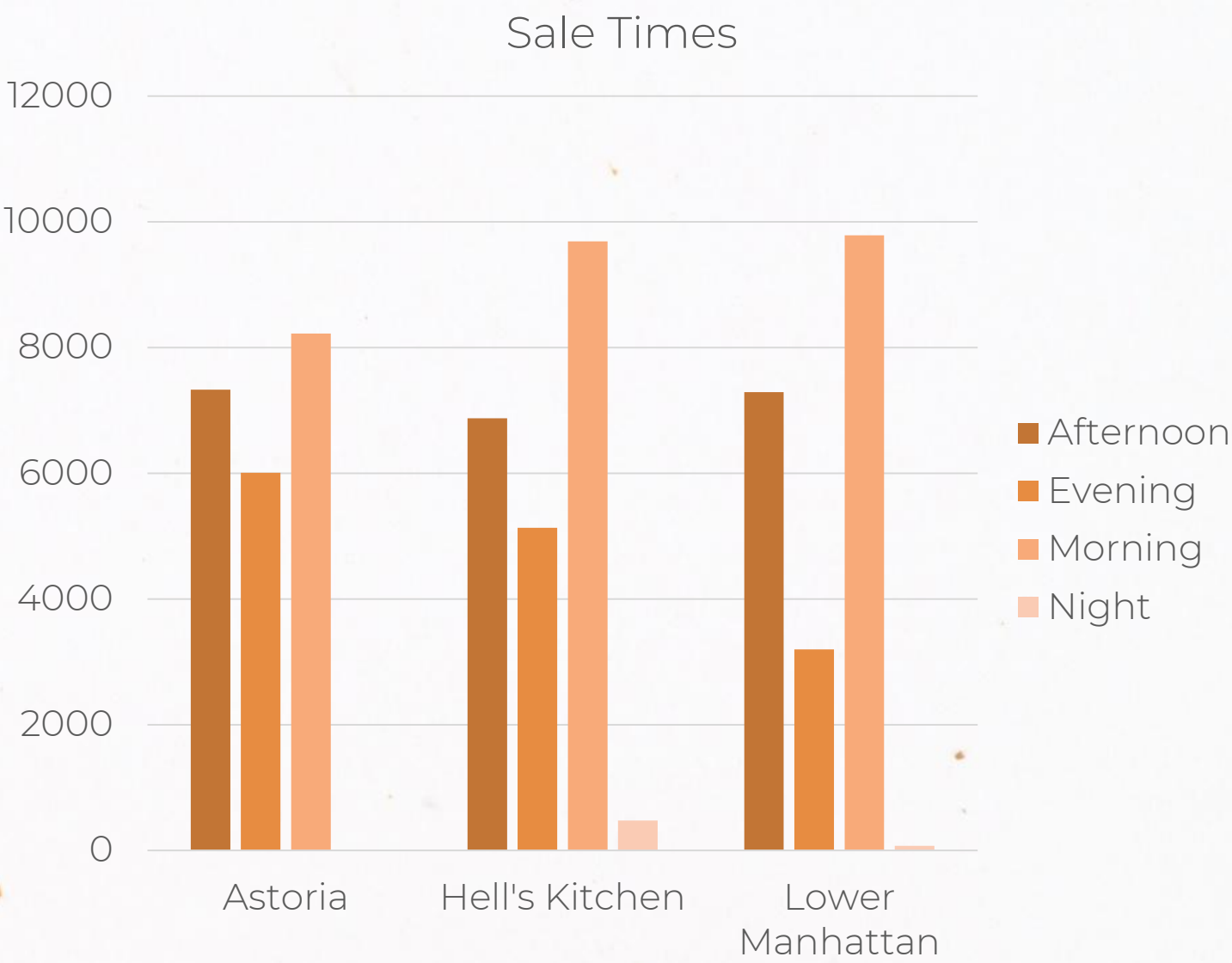


Coffee is the most bought product across all store locations



# Sale times

	Afternoon	Evening	Morning	Night	
Astoria	11.44%	9.37%	12.84%	0.00%	33.65%
Hell's Kitchen	10.73%	8.01%	15.12%	0.74%	34.60%
Lower Manhattan	11.38%	4.99%	15.27%	0.11%	31.75%
Grand Total	33.54%	22.37%	43.23%	0.86%	100.00%

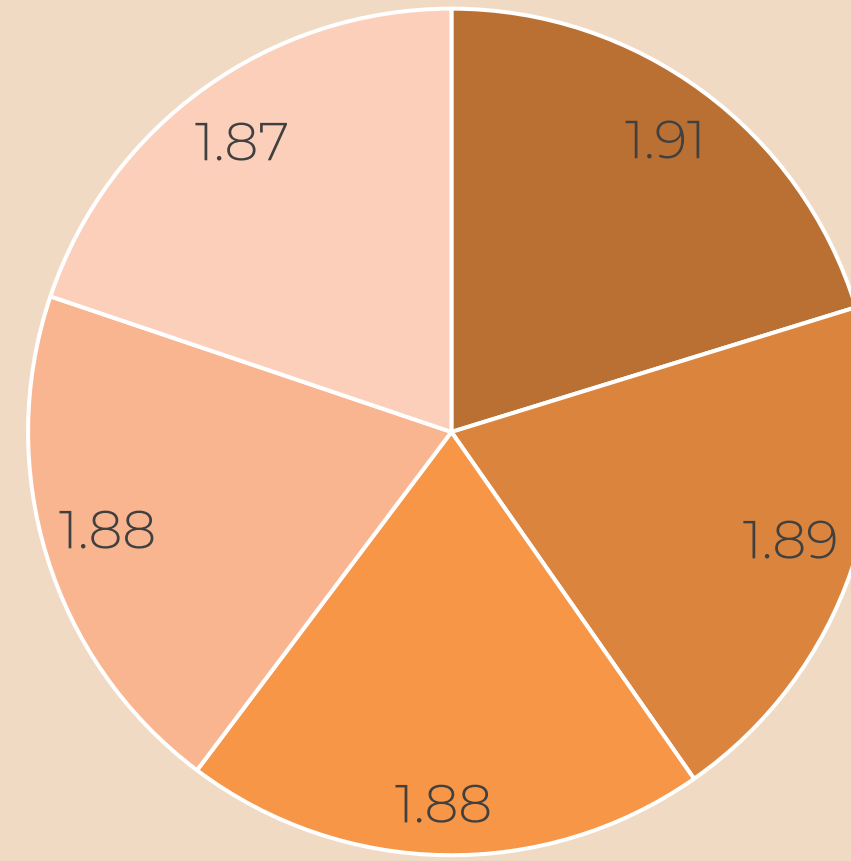




# Top Selling Products

- The top 5 selling products contribute 9.43% to total sales.

Specified Products



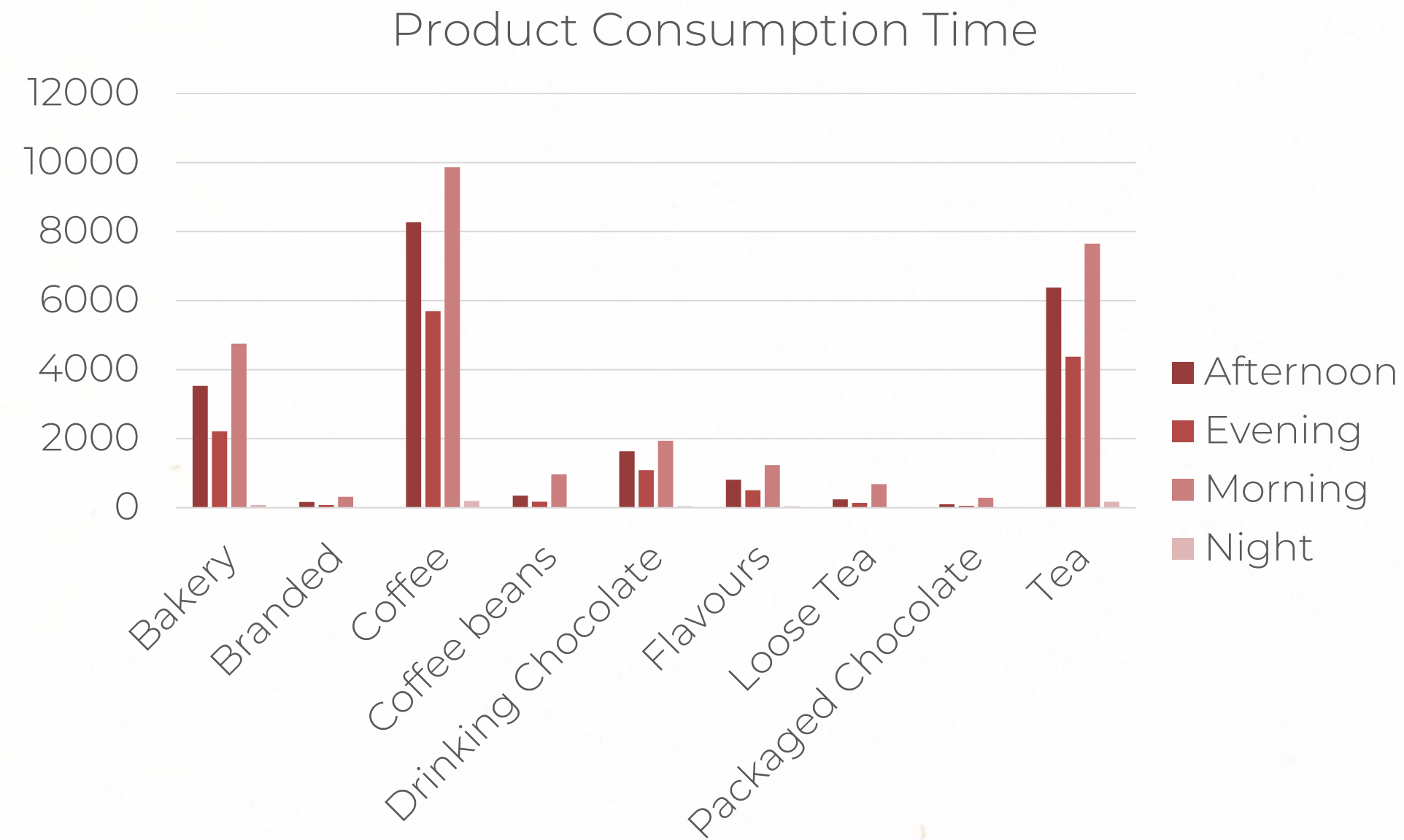
■ Spicy Eye Opener Chai Lg ■ Morning Sunrise Chai Rg  
■ Latte ■ Earl Grey Rg  
■ Ethiopia Sm







# Popular Coffee Drinks



## Insights

Most consumers consume Coffee and tea; in the morning and afternoon





# Recommendations

The background of the slide features a soft-focus photograph of a person's hands holding a small, light-colored ceramic cup filled with coffee. The person's face is partially visible on the left, looking down at the cup. Several dark, roasted coffee beans are scattered around the cup and the person's hands. The overall aesthetic is warm and cozy, with a focus on coffee.

- Selling low performing products on promotional basis, would boost sales. Promotions should be ran at peak hours (Morning and Afternoon)
- More promotions should be ran during low performance months such as February.
- Sell low performing products such as coffee beans (The Columbian Medium Roast and Guatemalan Sustainably Grown) as merchandise that customers can brew at home.
- Have a small range of product selections to boost well performing products.





# Thank You.

Oatile Khutso Malete

Let's Brew Success One Cup At A Time