



BRIGHT COFFEE

PRESENTATION

BRIGHT COFFEE SHOP

ACTIONABLE INSIGHTS FOR BUSINESS GROWTH

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BRIGHT COFFEE

PROJECT BRIEF

PRODUCT ANALYSIS & SALES

Evaluating the product performance across the different BrightCoffee branches. The goal is to identify the the Brach that is performing the least and coming up with ideas to improve on the identified location.

STORE/TIME BASED PERFORMANCE & INSIGHT

Understanding which time the store locations each perform at their peak and looking into what that area means for the specific location- with the assumption that they could possibly have different time.

SALES & REVENUE

Understanding which time the store locations each perform at their peak and looking into what that area means for the specific location- with the assumption that they could possibly have different time.

OPERATIONAL INSIGHT & POTENTIAL GROWTH

Looking into operational insight and exploring potential growth opportunities for the brand as a whole and providing insight for potential success of each store.





PRODUCT ANALYSIS & SALES

Sum of total-amount



The bar graph above indicates that coffee is the leading product category in every store location, consistently generating the highest revenue across the board



STORE & TIME BASED PERFORMANCE





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MONTH BASED PERFORMANCE



PRODUCT TYPE PERFORMANCE ON SALES



13% Barista Espresso



11% Brewed Chai Tea



10% Gourmet Brewed Coffee



10% Hot Chocolate



7% Brewed Herbal Tea



7% Brewed Black Tea



6% Premium Brewed Coffee



5% Organic Premium Coffee



5% Scones



5% Drip Coffee



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SALES OVERVIEW (TOTAL REVENUE: R697,374.18)

BY LOCATION & TIME OF DAY

- Morning dominates sales with 55% of total revenue (R386,471), particularly in:
- Lower Manhattan (R143,276)
- Hell's Kitchen (R138,852)
- Afternoon is strong in Astoria (R78,514) and Lower Manhattan (R67,128)
- Evening and Night contribute the least (combined ~15% of total sales), especially weak in Lower Manhattan at night (R1,251)

BY PRODUCT CATEGORY

Top Sellers:

- Barista Espresso – R91,101.90
- Brewed Chai Tea – R77,040.95
- Hot Chocolate – R72,390.50
- Gourmet Brewed Coffee – R70,023.60
- Moderate Performers:
- Pastry, Scone, Premium Brewed Coffee, Organic Brewed Coffee
- Low Performers:
- Sugar-Free Syrup, Green Beans, Organic Chocolate, Herbal and Green Teas



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KEY GROWTH OPPORTUNITIES



1. Expand Morning Product Combos

Leverage morning rush with bundle deals (e.g., Espresso + Pastry, Chai + Biscotti).

Promote fast-moving items in Lower Manhattan and Hell's Kitchen during morning hours.

2. Revive Evening & Night Sales

Introduce "Evening Warmers": hot chocolate + dessert promos after 6PM.

Host events, tastings, or loyalty perks in low-traffic zones, especially Lower Manhattan at night.

3. Push Mid-Performing Items Through Upselling

Add suggestive upselling at POS for items like Scones, Drip Coffee, and Biscotti.

Feature underutilized items in combos or new product pairings.

4. Rethink or Repackage Low-Performing Products

Rebrand or remove consistently poor items (e.g., Green Beans, Organic Chocolate).

Introduce seasonal recipes or limited editions to test new interest (e.g., matcha green tea latte).

5. Location-Specific Strategy

Astoria is consistent across all time slots – use it to pilot new campaigns.

Hell's Kitchen excels in beverages – focus on coffee-based promotions here.

Lower Manhattan is strongest in the morning – extend store hours cautiously or reallocate night-time staff to prep for peak hours.



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THANK YOU

