Bright Coffee Shop Sales Analysis
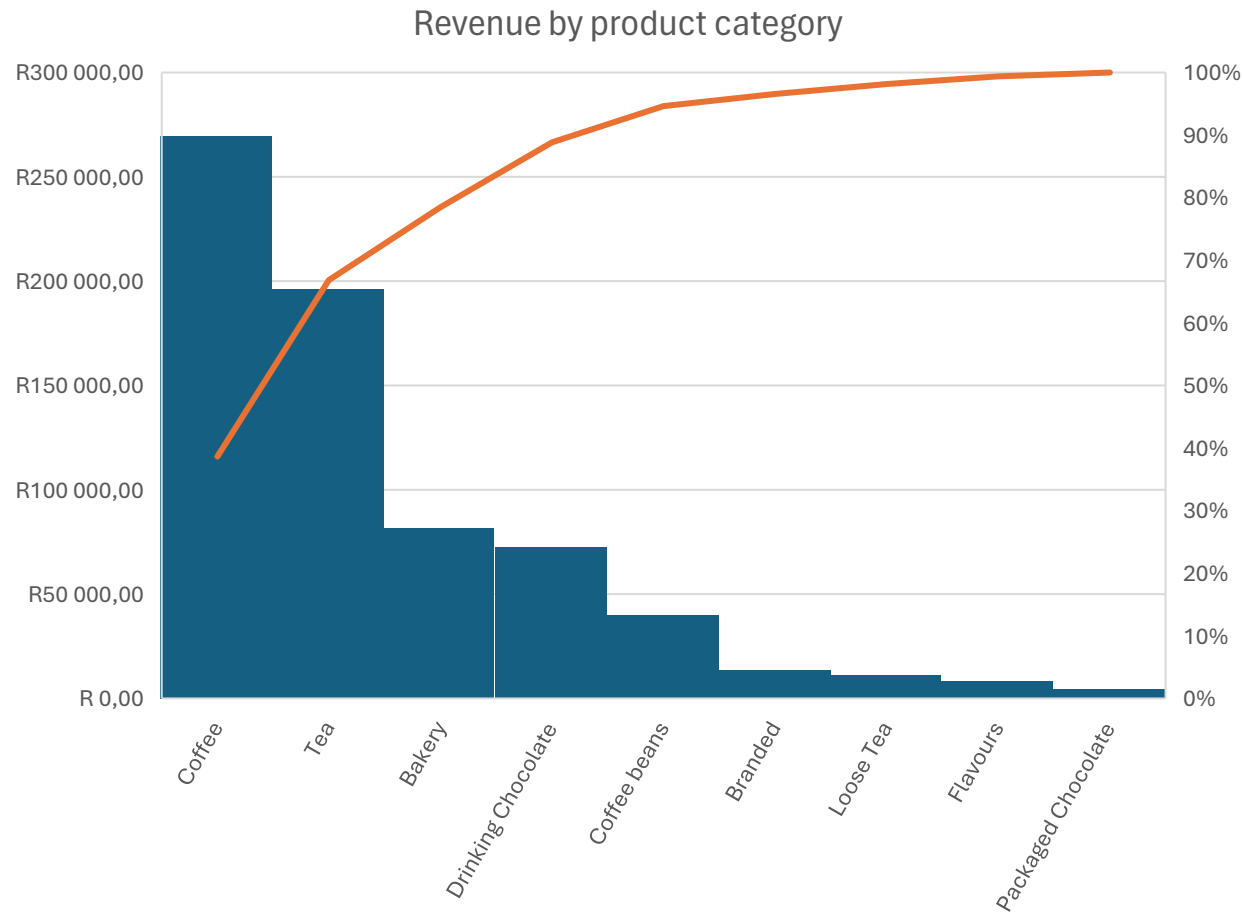
- October, 2025

Bright Coffee Shop Objective

- Which products generate the most revenue

- What time of day the store performs best

- Sales trends across products and time intervals

- Recommendations for improving sales performance

Which products generate the most revenue(1/2)
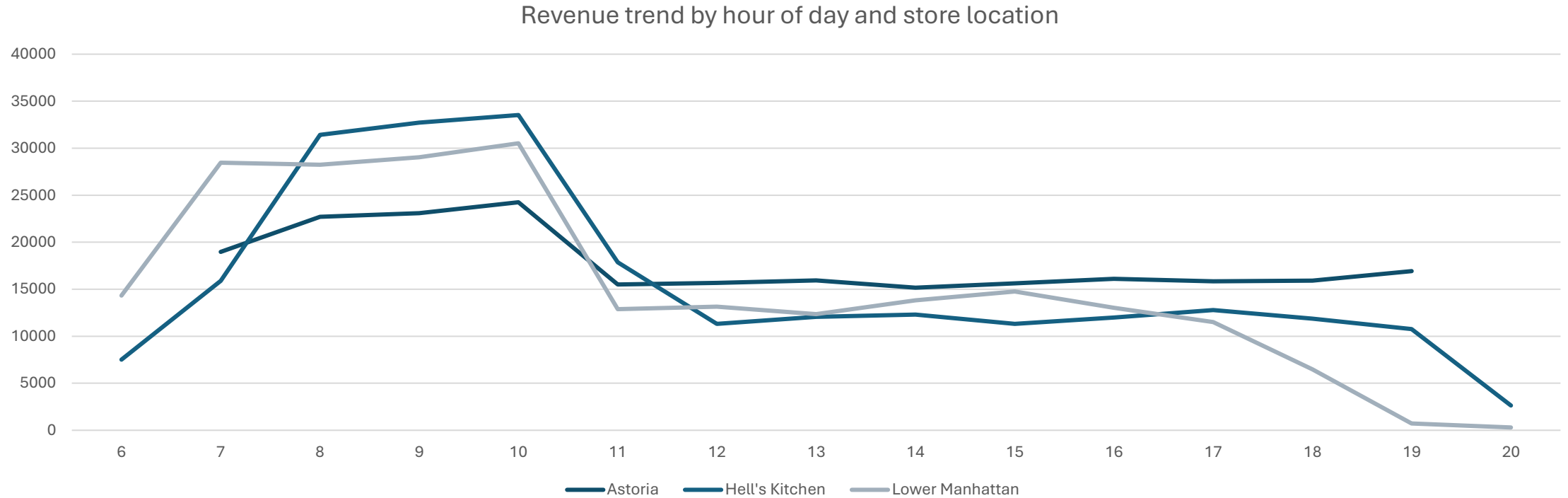

Revenue by product category

- The bar graph shows that **Coffee** generates the highest revenue at **R269,590.80**, which makes up about **39%** of total sales. It's followed by **Tea** with **R196,305.45 (28%)** and **Bakery** with **R81,365.14 (12%)**.

- Together, these top three categories contribute almost **80%** of the total revenue. This suggests that beverages, especially coffee and tea, are the main drivers of sales for the business.

# Which products generate the most revenue(2/2)

REVENUE BY PRODUCT TYPE
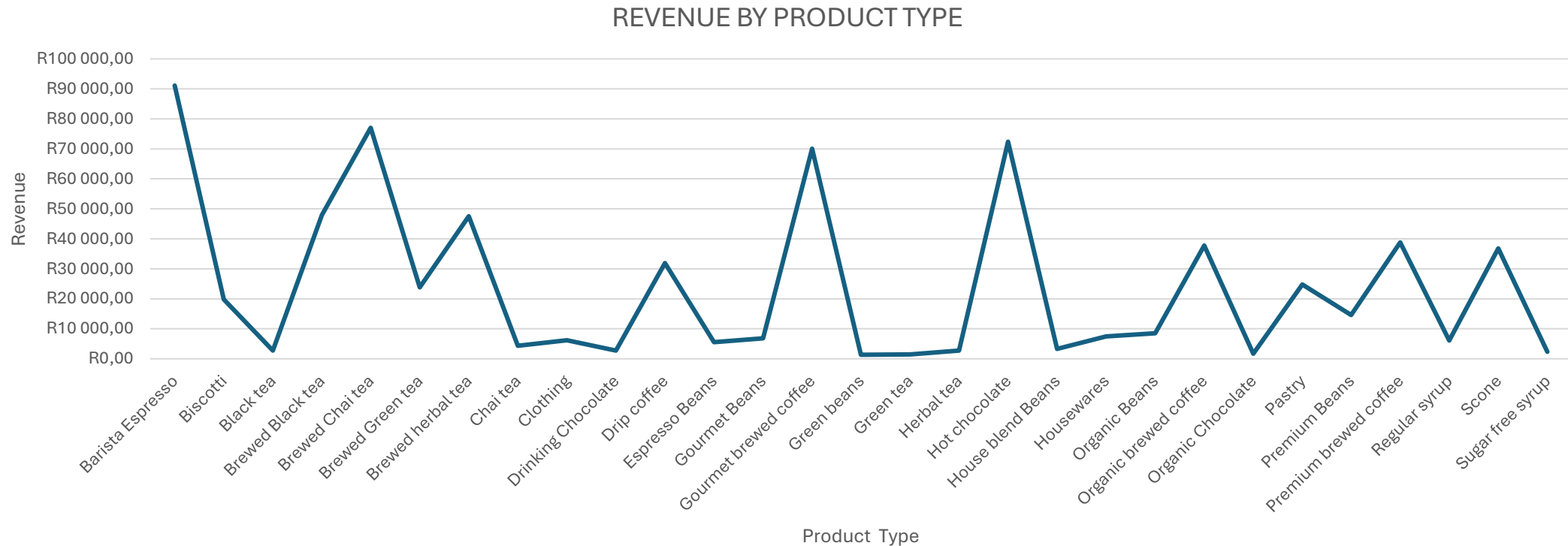
- The line graph shows that **Barista Espresso** generates the highest revenue at **R91,101.90**, making up about **13%** of total sales. It's followed by **Brewed Chai Tea (R77,040.95 – 11%), Hot Chocolate (R72,390.50 – 10%),** and **Gourmet Brewed Coffee (R70,023.60 – 10%)**.

- These top four products together contribute **over 40%** of total revenue, showing that **coffee-based drinks and specialty teas** are the main revenue drivers for the business.

What time of day the store performs best(1/2)

Revenue trend by hour of day and store location

Legend: Astoria — Hell's Kitchen — Lower Manhattan

- The line graph shows that sales peak between **8 AM and 10 AM**, with the highest revenue recorded around **10 AM (R88,302.39)**.

- This indicates that the stores perform best during the **morning hours**, likely due to customers buying coffee and breakfast items on their way to work.

- Sales gradually decline after **11 AM**, suggesting that mornings are the most profitable time of day for the business.

What time of day the store performs best(2/2)

Revenue by time bucket and store location
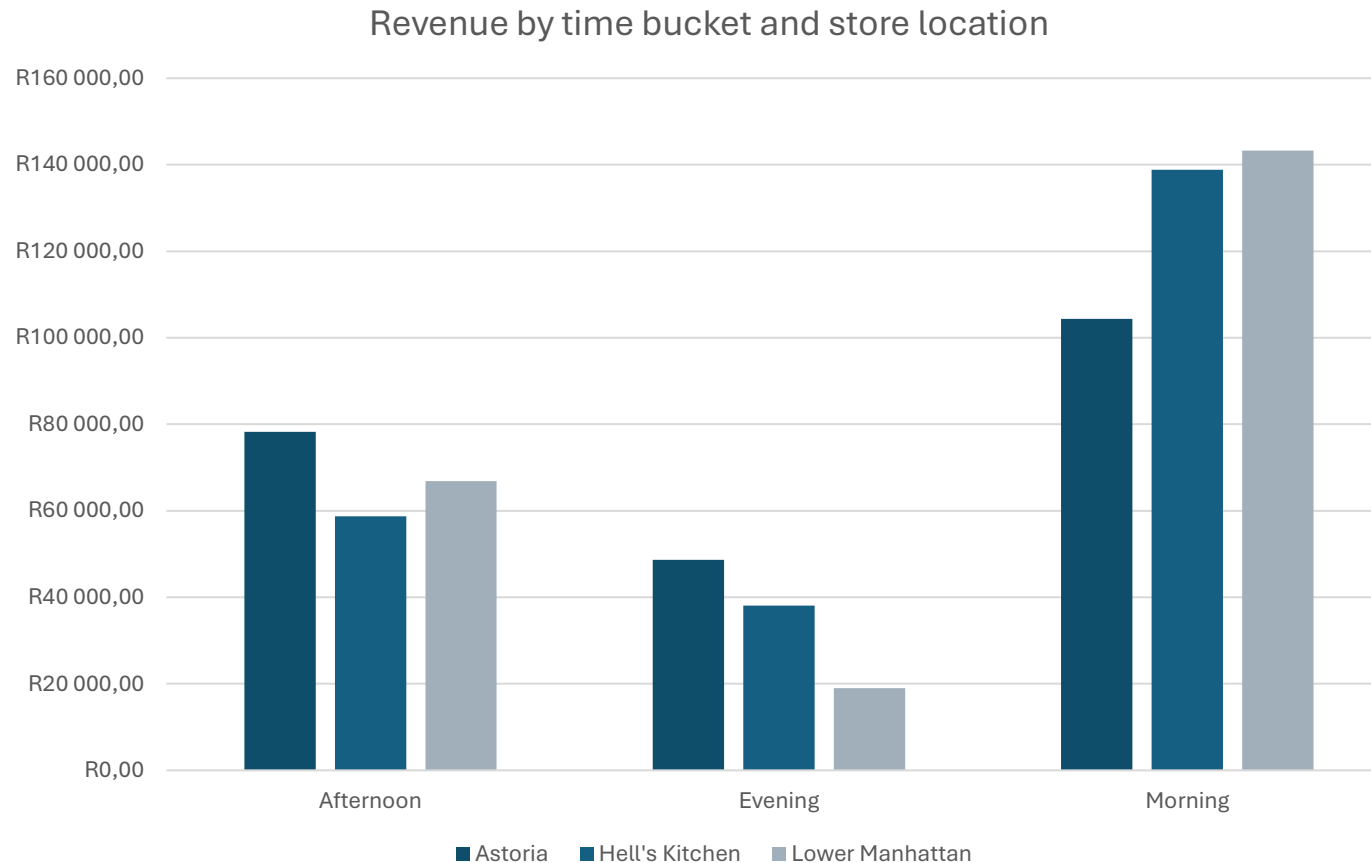
- The bar graph shows that the stores perform best in the **morning**, generating the highest total revenue of **R386,471.07**, which accounts for about **56%** of overall sales.

- This is followed by the **afternoon (R203,896.28 – 29%)** and the **evening (R105,742.23 – 15%)**.

- This indicates that most sales happen during the **morning hours**, likely driven by customers purchasing coffee and breakfast items to start their day.

Sales trends across products and time intervals(1/2)

Revenue by Product category and Time bucket
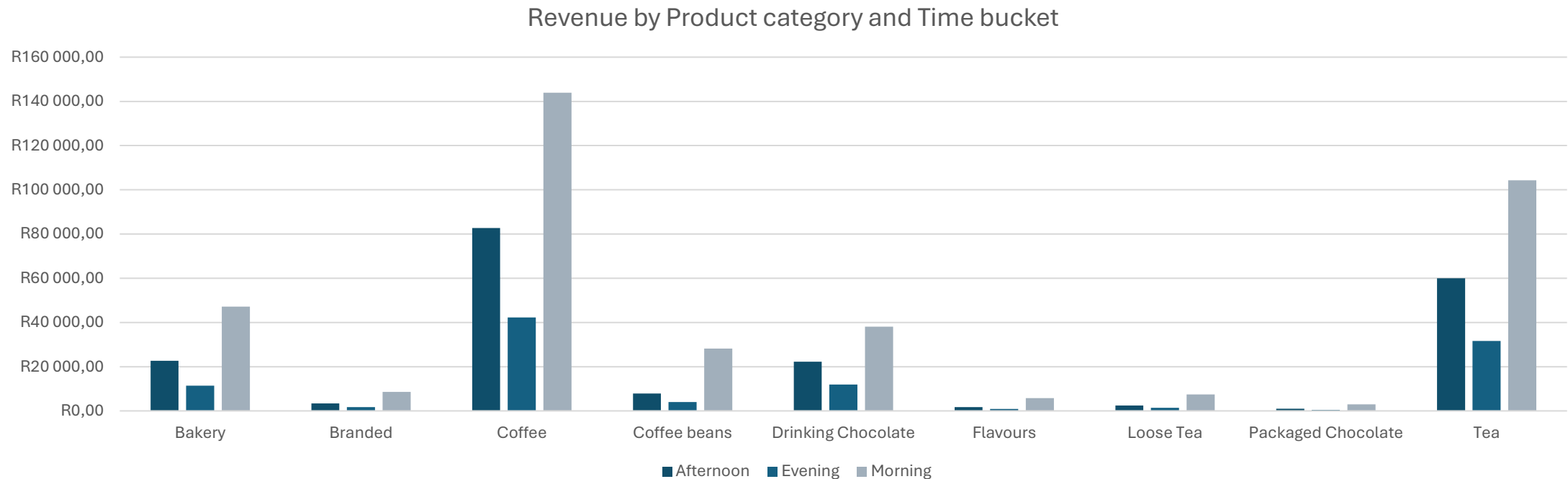
- The bar graph shows that the **morning** is the busiest time, generating **R386,471.07 (56%)** of total sales. The **afternoon** follows with **R203,896.28 (29%)**, and the **evening** contributes **R105,742.23 (15%)**.

- Across all time periods, **coffee (39%)** and **tea (28%)** remain the top-selling products, especially in the morning. This trend highlights that **most sales happen in the morning**, driven by demand for **hot drinks and bakery items**.

Sales trends across products and time intervals(2/2)

Revenue by time classification

Legend: ■ Weekend ■ Weekday
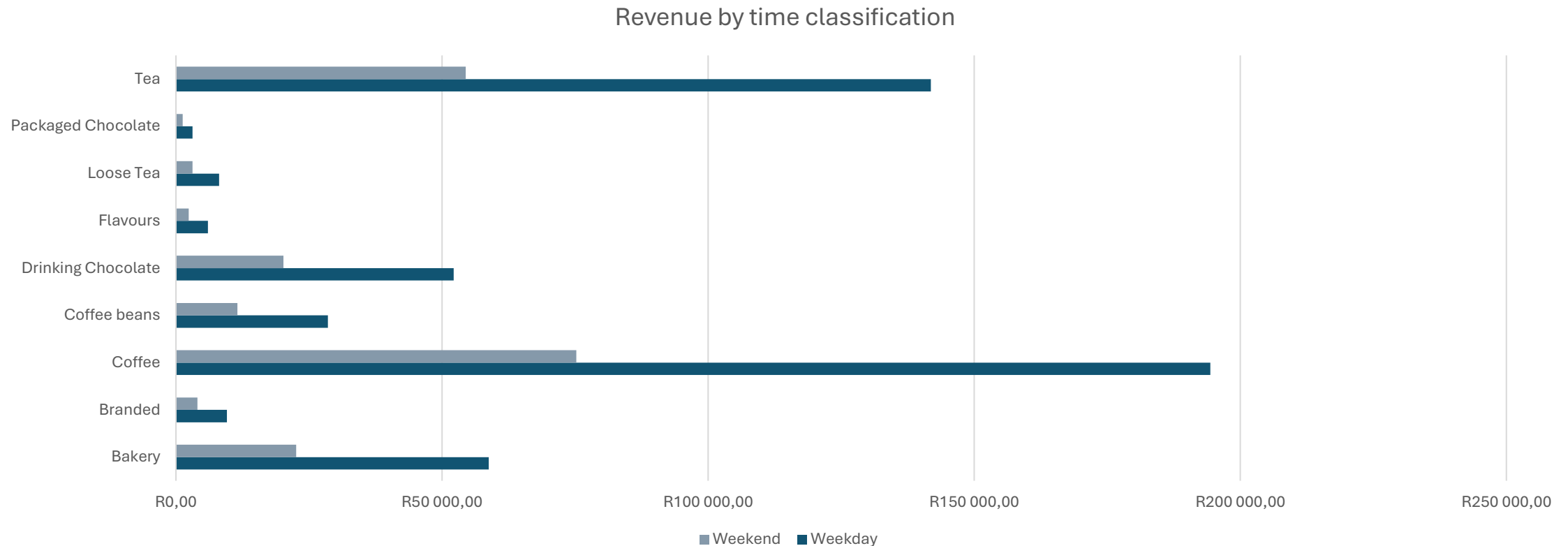
- The bar graph shows that **weekday sales dominate**, generating **R502,520.09 (72%)** of total revenue, while **weekend sales** contribute **R194,854.09 (28%)**.

- **Coffee (39%)** and **Tea (28%)** are the top-selling products, with the majority of their sales occurring on weekdays. Bakery items and drinking chocolate also sell well during the week but see smaller contributions on weekends.

- Overall, the trend indicates that **most sales happen during weekdays**, driven mainly by **hot beverages and bakery items**.

Recommendations for improving sales performance

1. Focus on Peak Hours:

• Morning sales (especially 8–10 AM) generate the highest revenue. Consider offering special promotions or combos during this time to increase average spend.

2. Boost Weekend Sales:

• Weekends account for only **28%** of total sales. Introduce weekend-only specials, loyalty rewards, or brunch bundles to attract more customers.

3 .Customer Engagement & Marketing:

• Use social media and in-store promotions to highlight popular products, especially during off-peak hours, to drive foot traffic.

4. Promote High-Margin Products:

• Coffee and tea are the top sellers. Consider upselling premium coffee drinks, specialty teas, or add-ons like pastries to increase revenue per customer.

5. Cross-Sell & Bundle:

• Pair Bakery items or drinks with complementary products. For example, offer a "coffee + scone" bundle at a small discount to increase basket size.

6. Optimize Evening Offerings:

• Evening sales are the lowest (15% of daily revenue). Introduce light snacks, desserts, or evening coffee specials to attract customers after work.

THANK YOU

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