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# Bright Coffee Shop Analysis

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**August 2025**

**Presented by Tamara.G**

# R712 826

**Total Sales from January-June 2025**



# OUR LOCATIONS- SALES



## Astoria - **33%** Sales

Astoria branch is located near a train station in central town.



## Lower Manhattan- **33%** Sales

Lower Manhattan branch is located near a park.



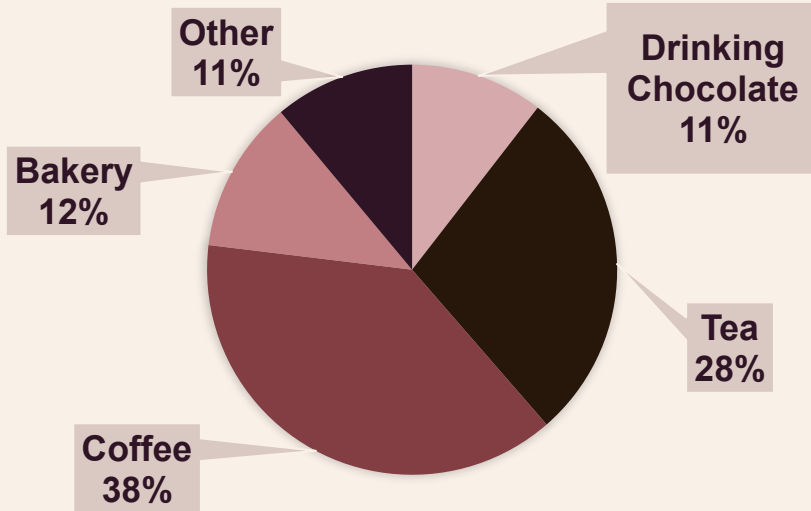
## Hell's Kitchen- **34%** Sales

Hell's Kitchen is located in the corner of a busy street.



# Total Sales by Product

## Product Types



## Product Favorites



Barista Espresso

13%



Brewed Chai tea, Gourmet brewed coffee, Hot chocolate

31%



Brewed herbal tea & black tea, drip coffee, organic brewed coffee, premium brewed coffee, scone

34%

# SALES BY TIME BUCKETS

## Morning

Majority of sales happened between 9am-12 noon.

31.44%

## Early Morning, Afternoon & Evening

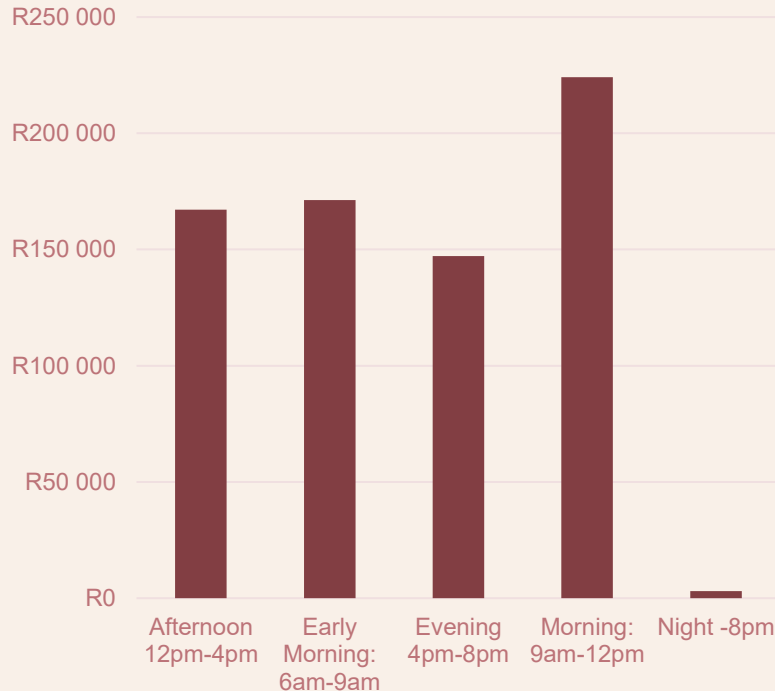
Sales for early morning, afternoon and evening had similar sales amounts.

24.03%  
23.46%  
20.65%

## Night

Sales had dropped during the afternoon and evening.

0.42%



# FIVE BEST SELLING PRODUCTS



Gourmet Brewed coffee

(10%)



Premeium Brewed coffee

(5%)



Baristo Espresso

(13%)



Hot Chocolate

(10%)



Brewed Chai tea

(11%)

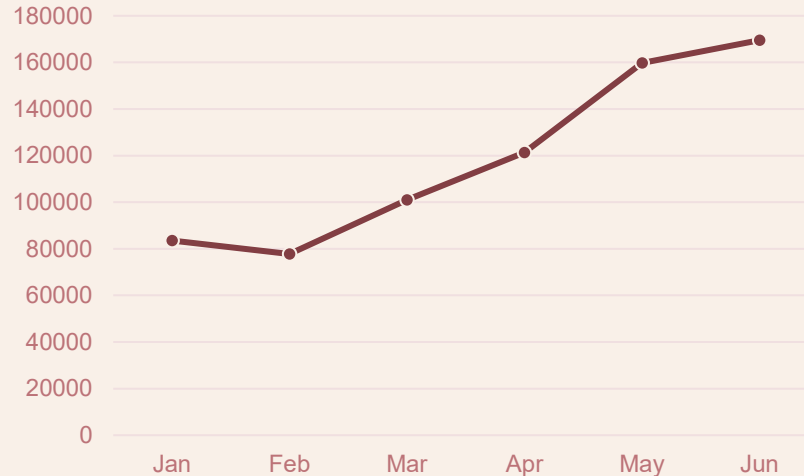
# OUR GROWTH

## January

Summer-Peak season; contributes to lower sales

## February

Further dip in sales, below R80000



## March-April

Steady sales increase (R80K to R120K)

## May-June

Highest Sales in June due to colder months- Winter

# INSIGHTS SUMMARY



## Popular Sale times

Highest sales happen between 7am-10am, moderate sales between 11am-6pm, least sales after 7pm.



## Popular Sale days

Fridays has the highest number of sales. Saturdays has the lowest number of sales



# INSIGHTS SUMMARY

**34%**

**Location**

Hell's Kitchen leading in  
sales trends

**June**

**Winter**

Gradual increase in sales  
towards colder months

**Coffee**

**Barista Espresso**

38% sales contributed by  
vaious coffee types,  
Barista espresso leading  
by 13%

# GROWTH RECOMMENDATIONS



## Summer Drinks

Introduce ice teas, ice coffees and smoothies for warmer months



## Promote Products

Pair low-selling items with high selling products like coffee/tea to encourage sales.



## Meal Combos

Create targeted meal combo specials during morning rush & slow period (afternoon & evening) to increase sales



## New Stores

Open new stores in strategic locations to take up more market share.



# CONCLUSION

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- There has been an increase in sales leading up to June month (seasonal)
- Hell's Kitchen generating the highest revenue by location 34%
- Coffee & tea being the best-selling products.
- Highest sales occur during peak morning times between 7am-10am on Fridays.
- Further strategies to increase the number of sales during warmer seasons and time intervals are recommended to drive up sales of high performing & low performing products, whilst introducing new product types

