

Bright Coffee Shop *Sales Analysis*

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Contents

Background & Objectives

Revenue by Product Category

Revenue by Time Series

Best performing by Store location

Insights and recommendation

BACKGROUND & OBJECTIVES

This presentation has been prepared to support the strategic vision of our newly appointed CEO, whose mission is to drive revenue growth and enhance product performance. As part of this initiative, we have conducted a comprehensive analysis of historical business data to uncover key trends, performance insights, and opportunities for improvement.

The insights presented here aim to:

- ❖ Provide a clear understanding of past and current business performance
- ❖ Identify high-performing and underperforming products or services
- ❖ Highlight growth opportunities and operational challenges
- ❖ And offer data-driven recommendations to support informed decision-making.

By leveraging these insights, we aim to align our strategic direction with measurable outcomes that contribute to the company's long-term success.



Revenue BY Product Categories

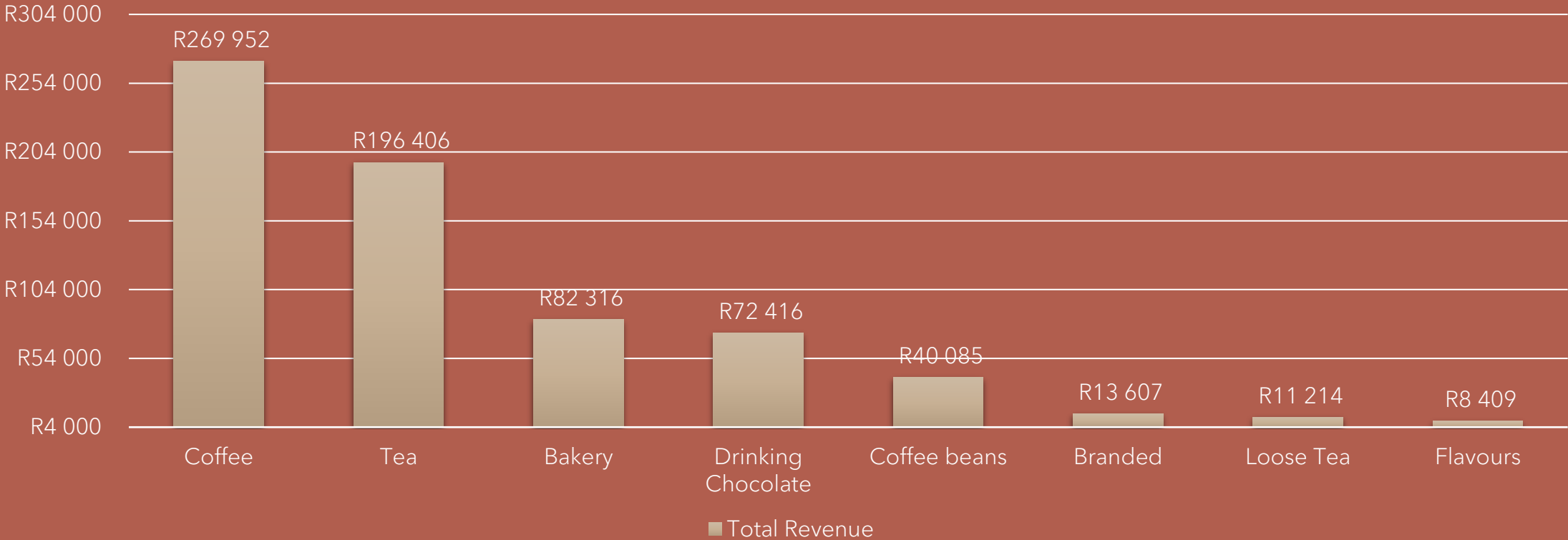


PRODUCT CATEGORY BY REVENUE

27/10/2025

Total Revenue
R698,812

Total Revenue by Product Categories

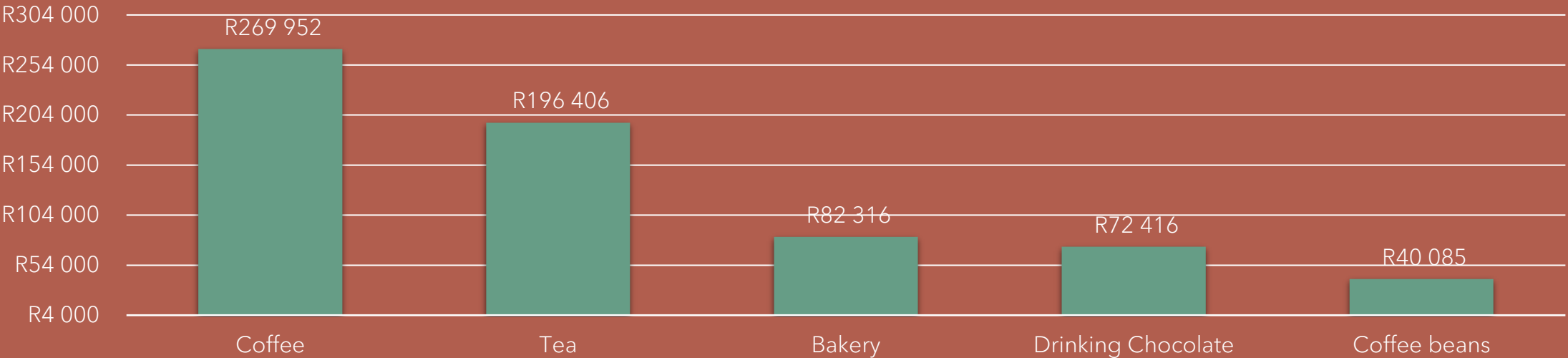


Coffee and tea are driving the business. Bakery and Drinking chocolate show potential for upselling while there could be a targeted growth for coffee beans

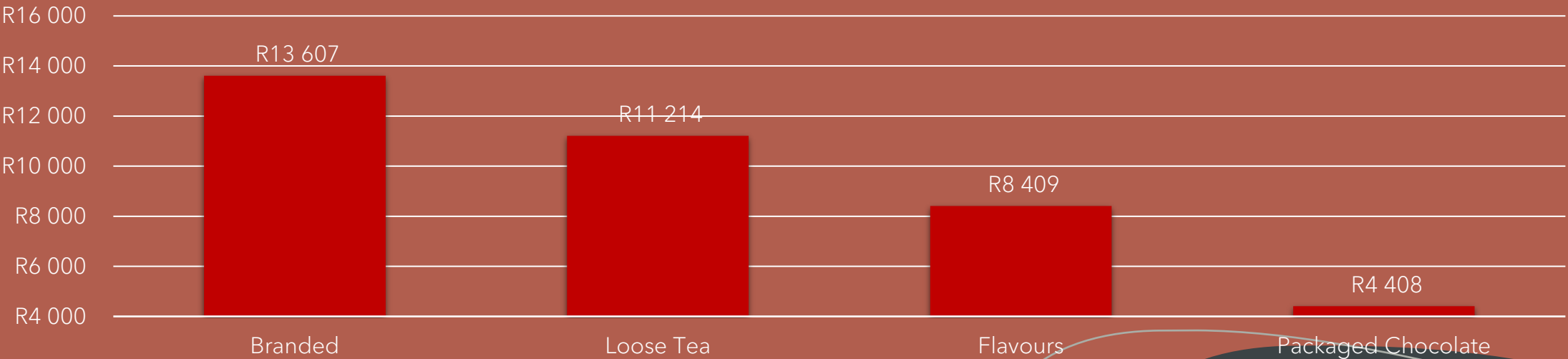
Top & bottom PRODUCT CATEGORY BY REVENUE

27/10/2025

Total Revenue by Top 5 Product Categories



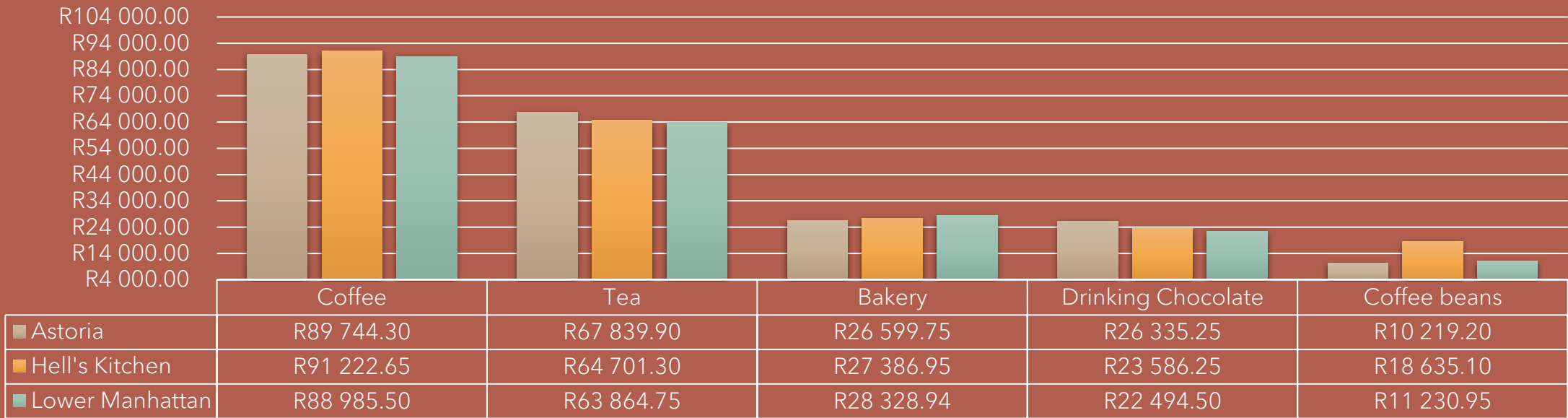
Total Revenue by Bottom 4 Product Categories



Top 5 Best performing Product by Store Location

% Contribution to the total Revenue	Astoria	Hell's Kitchen	Lower Manhattan
	33.23%	33.84%	32.92%

Best Performing Product by Store location



Coffee is dominating across all the stores while tea is the second best but significantly lower than coffee. Coffee beans are the weakest category especially in Astoria, however the inverse is seen in Hell's Kitchen

Revenue BY Time Series

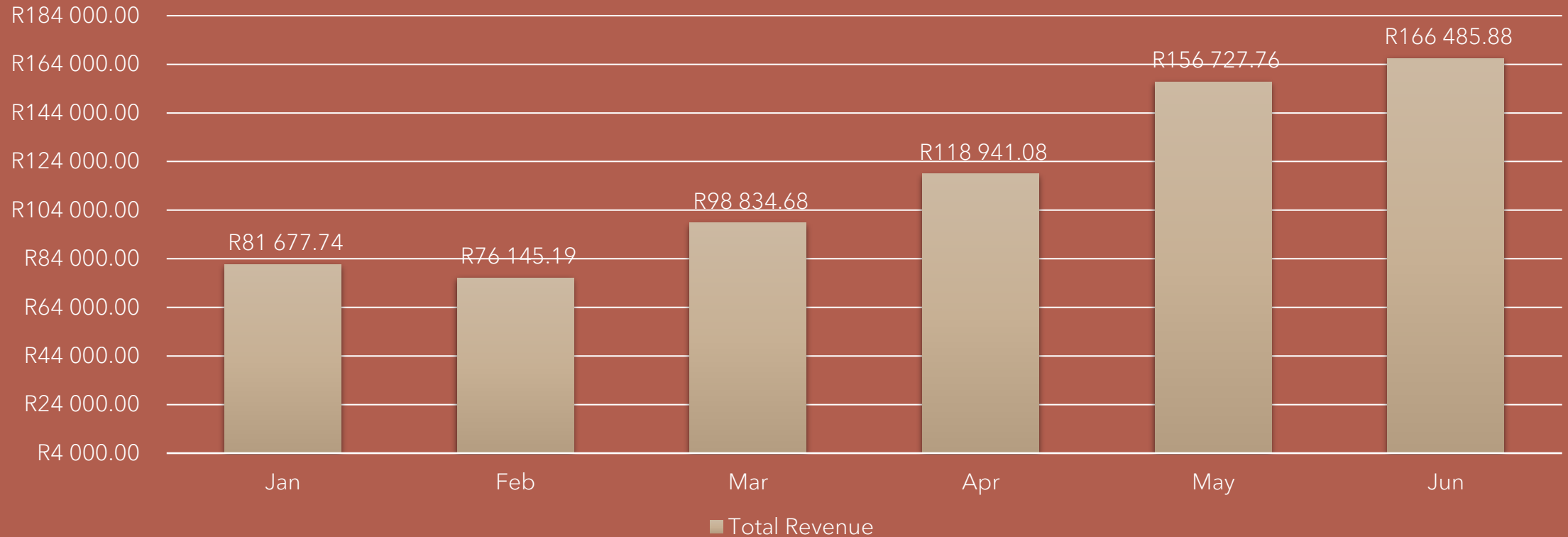


Revenue By Month

27/10/2025

Total Revenue
R698,812

Total Revenue by Month Jan 2023- June 2023

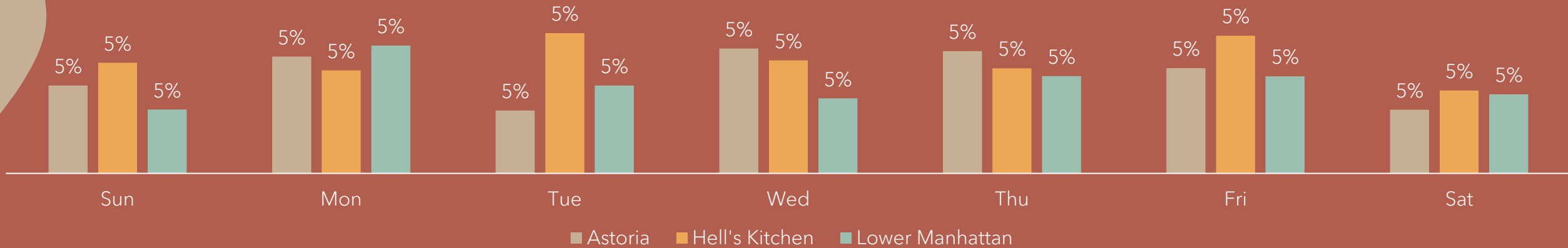


The revenue started relatively low in Jan and Feb then grew steadily from March. The biggest jump is seen in April and May, with June having the highest month of all the months

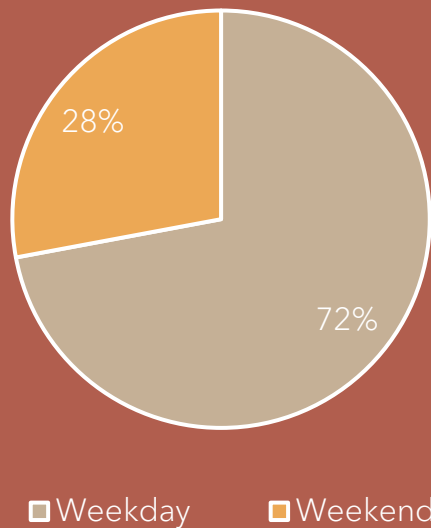
Best performing Time of Day and by Day of Week

27/10/2025

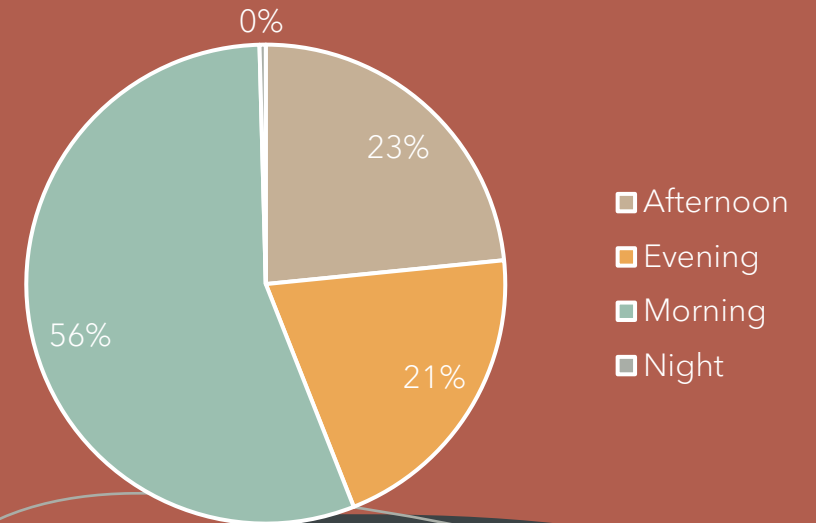
Day name performance by Store location



Best performing by Week performance



Best performing Time of Day



Best performing product by Store

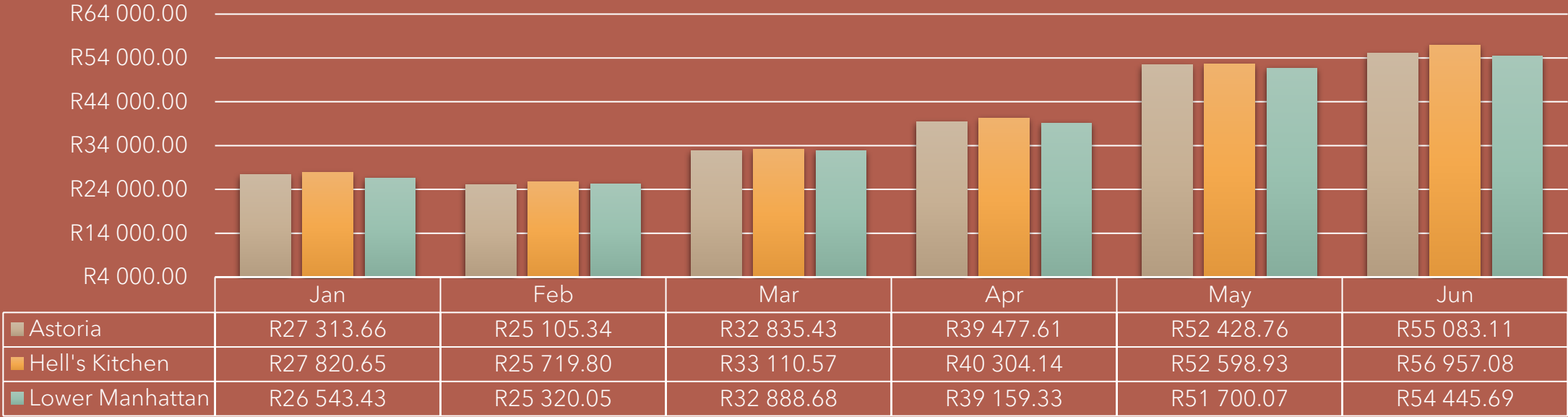


Revenue Distribution by Store location

27/10/2025

% Contribution to the total Revenue	Astoria	Hell's Kitchen	Lower Manhattan
	33.23%	33.84%	32.92%

Total Revenue by Month Jan 2023- June 2023



Overall there is consistent growth across all locations. Hell Kitchen leads slightly with the highest revenue of R57k seen in June. No single store dominates, Hell's kitchen has a slight edge and this could indicate better location strategy and high customer traffic.

Insights and Recommendations

Product Category

- Coffee is the flagship product—should remain the primary focus.
- Hell's Kitchen shows potential opportunity in **coffee beans**; replicate strategies in Astoria and Lower Manhattan.
- **Bakery growth potential**: Lower Manhattan's success suggests demand; consider expanding bakery offerings in other stores.
- **Drinking Chocolate**: Consistent but low—could be bundled with Coffee for upselling.

Time Series

- Maximize Time of Morning, e.g. Open earlier than 6 in the morning and close earlier than 9pm and only Night sales account for 0.4% of total sales
- Coffee is already thriving overall, more so in June because of the winter season, for season like summer, introduce a new product, e.g. Iced Coffee for the hot summer day

Social media and campaign engagement

Take advantage of power of social media by doing challenges on Tiktok etc as well as hashtags #BrightCoffee #OnlyCoffee that matters

Thank You

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