

Bright analysis

COFFEE SHOP

WHERE FLAVOR MEETS
FEELING

october 2025





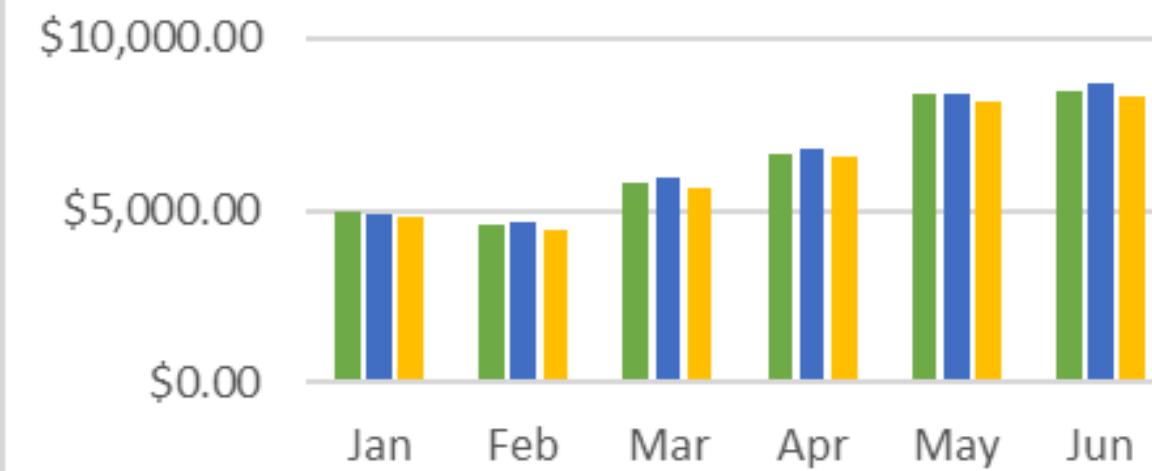
CONTENT

- Revenue's
- product performance
- Location Distribution
- Recommendations

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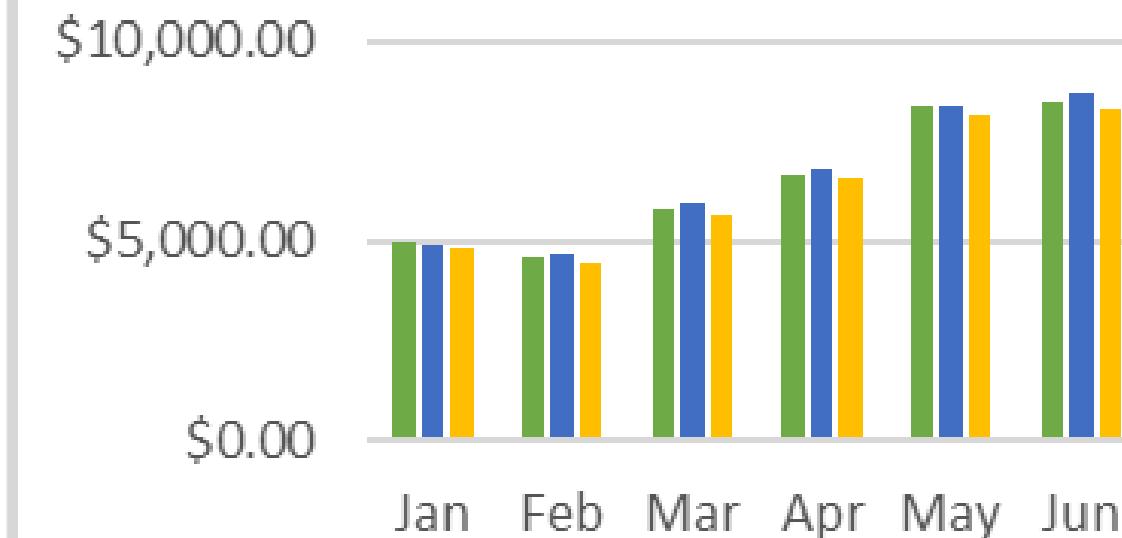
sum of TOTAL_REVENUE

Revenue by day of week



sum of TOTAL_REVENUE

Revenue by months

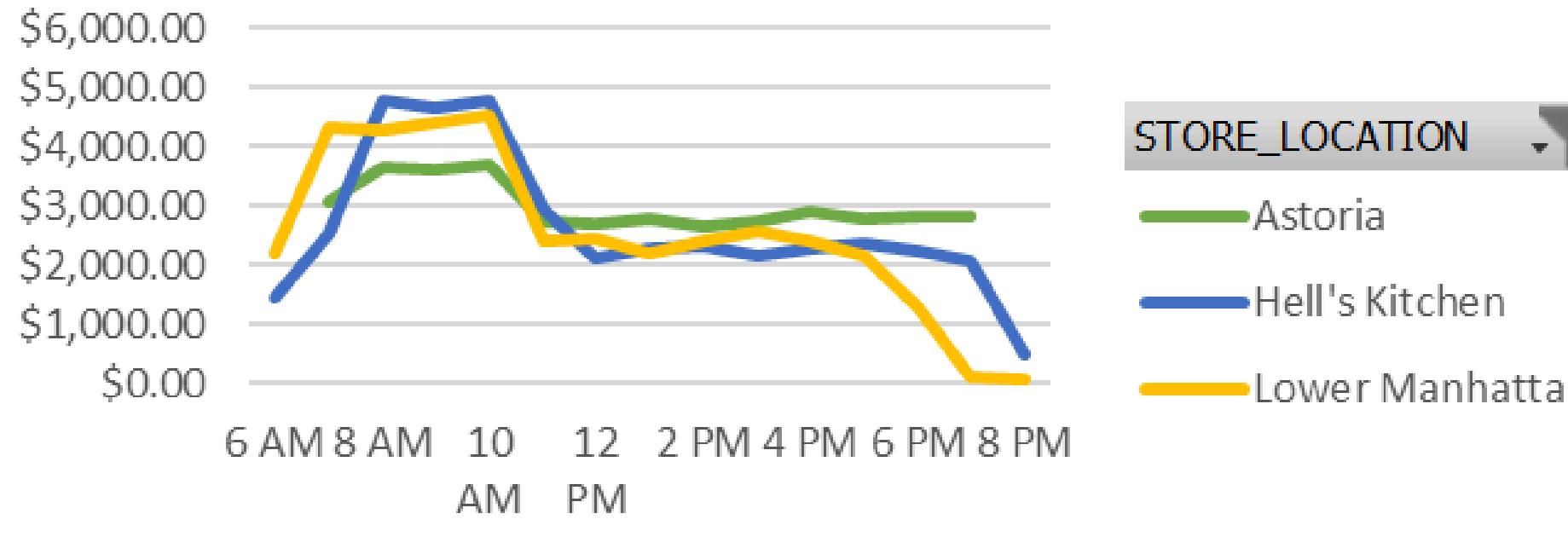


Insight summary

The results show that our sales have grown well from January to June, with strong performance across all three stores. Weekend sales continue to lead, showing good customer traffic and consistency. Focusing on weekday promotions and keeping our service quality high during busy periods can help us keep this positive momentum going.

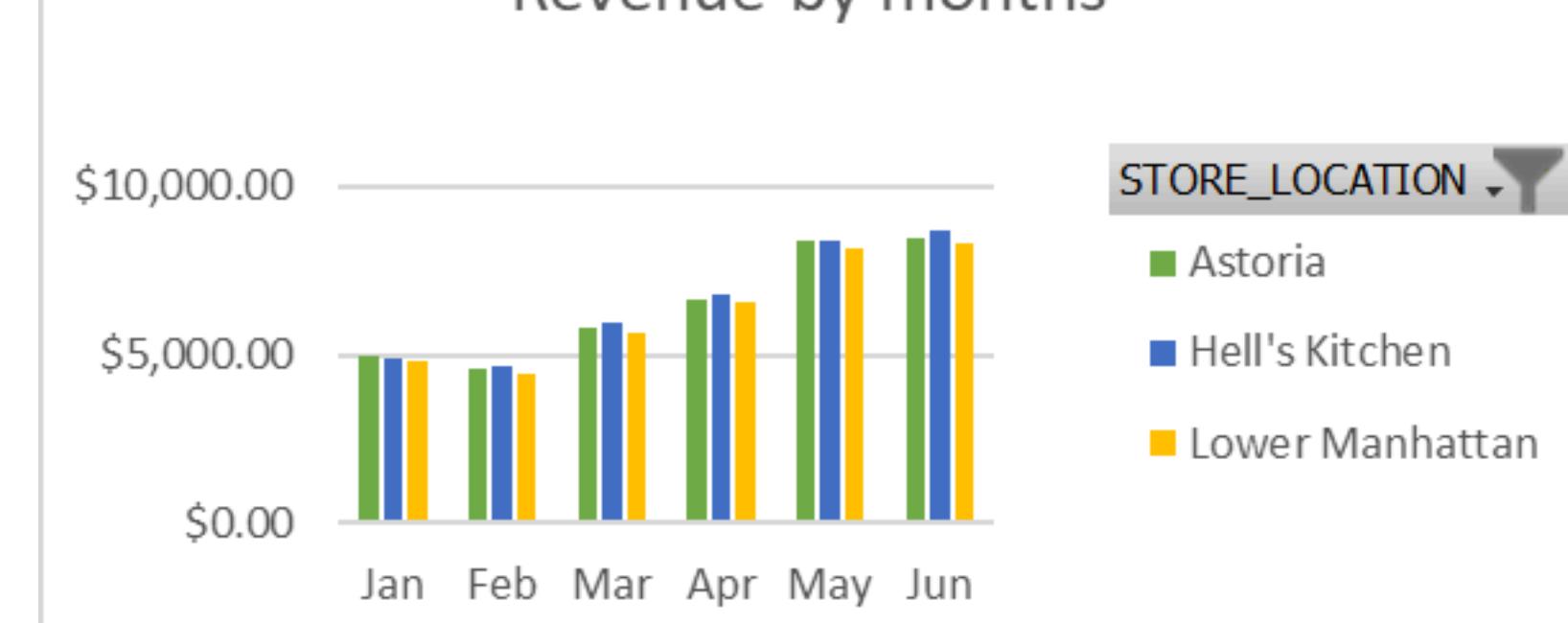
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Hourly revenue by store location



SUM OF TOTAL REVENUE

Revenue by months



Insight Summary

From January to June, Bright Learn Coffee Shop's total revenue rose by roughly 90%, reaching nearly \$28 400 per month across all stores.

Hell's Kitchen leads with 34% of total revenue, driven by strong morning sales around \$6 000/hour at peak time.

Astoria and Lower Manhattan show consistent, balanced growth.

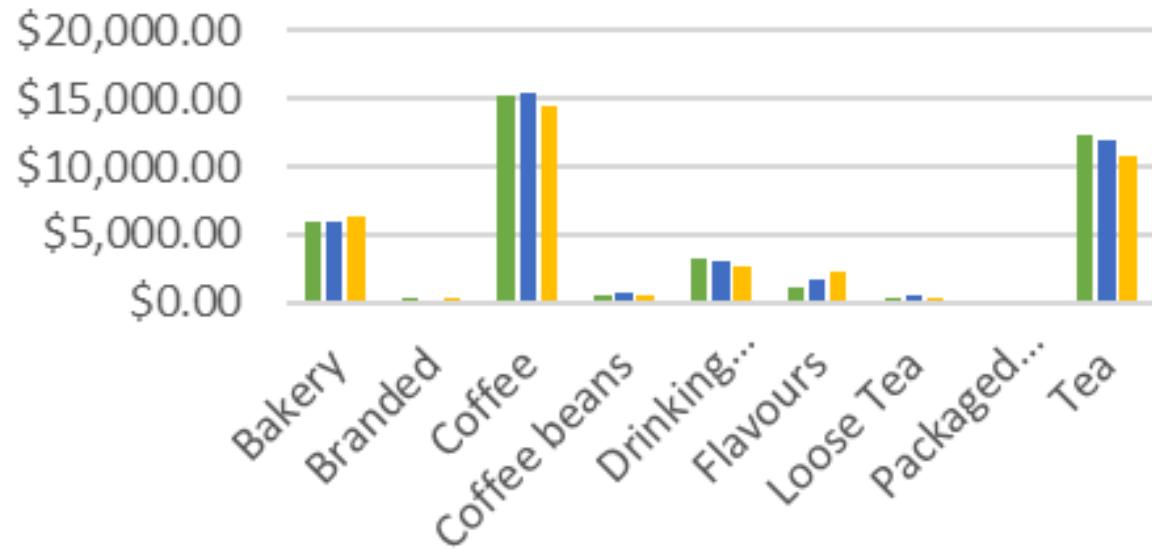
Focus areas:

Strengthen morning service quality,
Launch afternoon or evening deals to extend daily sales,
Maintain mid-year campaign momentum for continued growth.

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sum of TOTAL_REVENUE

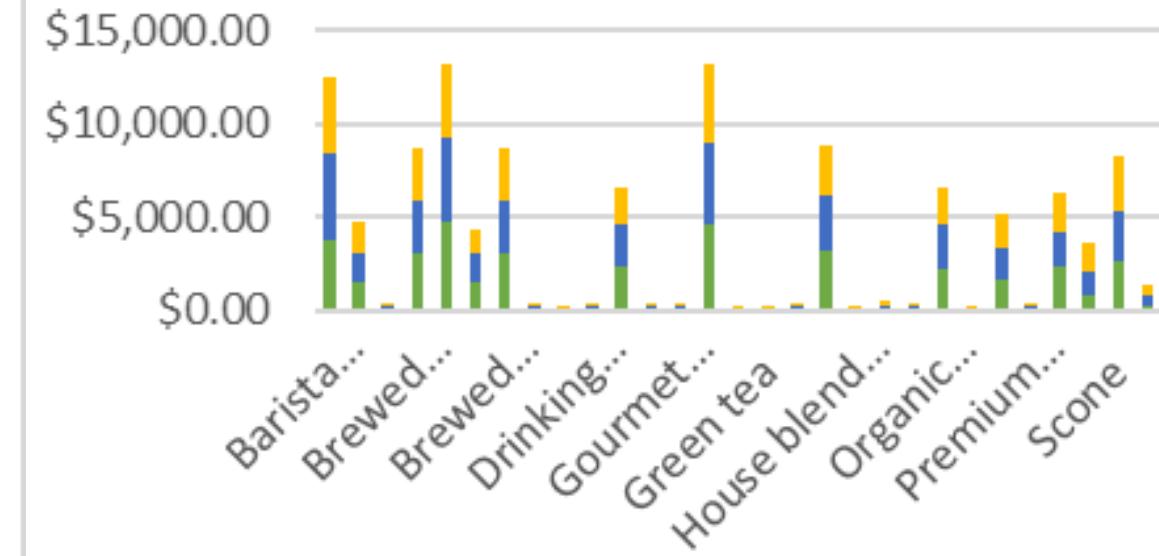
Total sale by product_category



PRODUCT_CATEGORY ▼

sum of TOTAL_REVENUE

Total sale by product type



PRODUCT_TYPE ▼

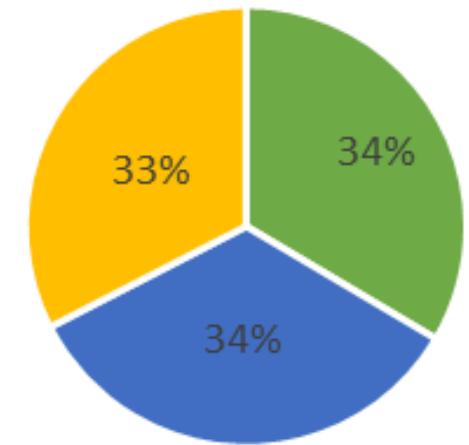
Insight summary

Coffee and Tea are the top-performing categories, together making up about 70% of total sales across all stores. Within these, Cappuccino, Latte, and Green Tea stand out as the main revenue drivers. Bakery and pastry items add steady support to beverage sales, showing strong potential for combo deals. This pattern highlights how focusing on popular drink types while pairing them with light food options can help increase overall store revenue.

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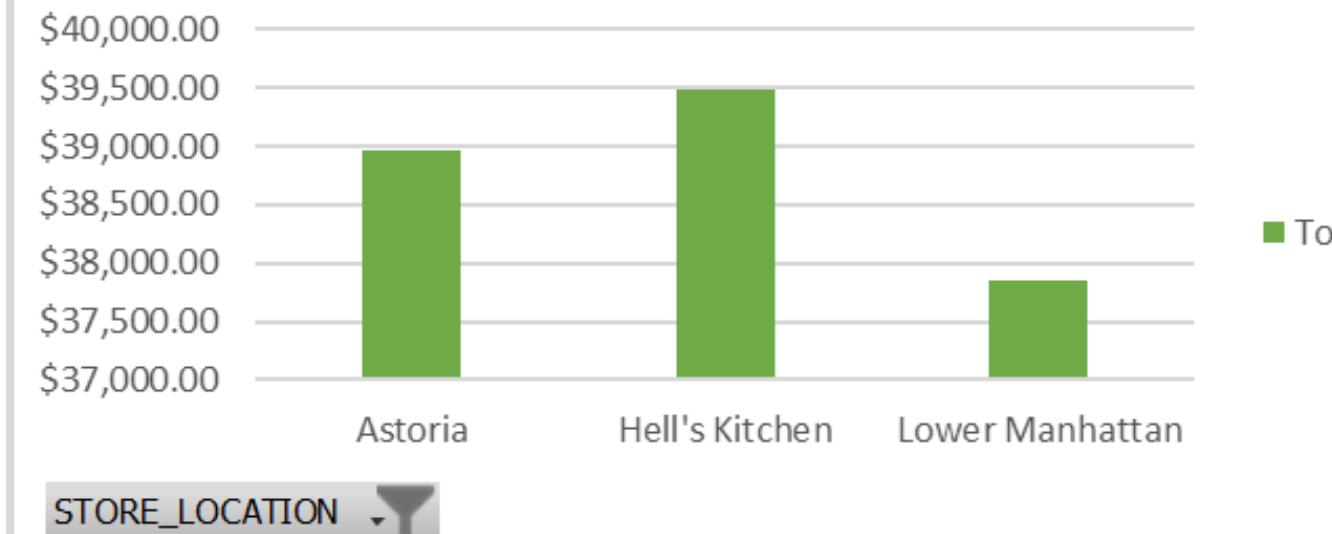
sum of TOTAL_REVENUE

Revenue Breakdown per Store



sum of TOTAL_REVENUE

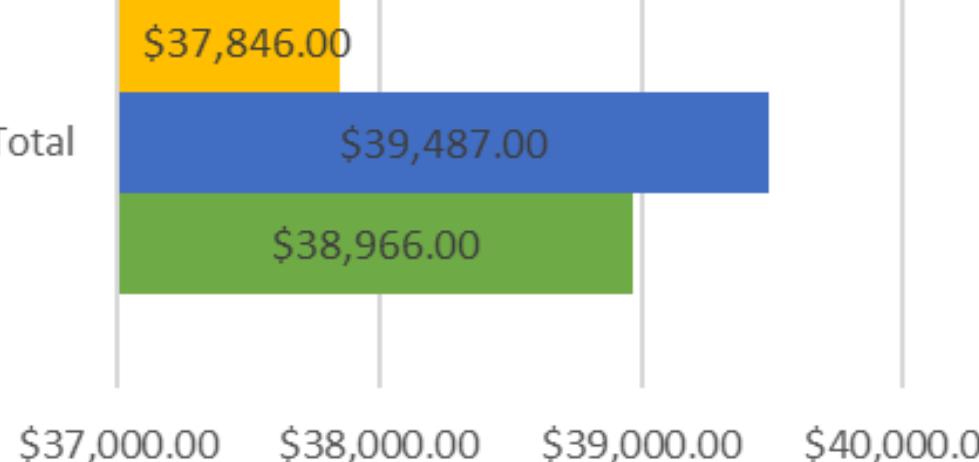
Total Revenue per Location



sum of TOTAL_REVENUE

Total Quantity sold

Total



STORE_LOCATION

- Lower Manhattan
- Hell's Kitchen
- Astoria

Insight summary

Total revenue across all locations is about \$116,319. Hell's Kitchen leads with \$39,487 (34%), followed by Astoria at \$38,966 (33%) and Lower Manhattan at \$37,866 (32%). The small gap of \$1,621 between the top and lowest performers shows consistent sales across stores. Overall, performance is well balanced, though Lower Manhattan has room for a 4–5% growth with improved marketing and customer engagement.

RECOMMENDATIONS

Product Performance Overview

Recent sales data shows that the best-performing products are morning coffee beverages such as cappuccinos, Americanos, and lattes, along with breakfast pastries like muffins and croissants.

These items generate the highest revenue, especially between 8 AM and 10 AM, when customers stop in before work.

The non-leading products mainly afternoon drinks like iced beverages, teas, and some snack items record much lower sales after midday. This trend is consistent across all three store locations.

Recommendations for Leading Products

Maintain quality, speed, and consistency during morning operations.

Introduce premium or seasonal drinks (e.g., caramel, hazelnut, or holiday flavors) to boost customer interest.

Offer bundled combos like Coffee + Muffin at a discounted price to increase the average spend.

Ensure full staffing and inventory between 8 AM and 10 AM, our peak sales window.

Recommendations for Non-Leading Products

Launch Afternoon Specials (1 PM – 4 PM) such as:

- Buy a coffee, get 30% off any iced drink
- Afternoon Chill Combo with snacks

Introduce light lunch options like sandwiches, wraps, or salads to attract office workers and students.

Use visual marketing (counter cards, posters, and digital screens) to promote these items.

Collect customer feedback to understand preferences for new products or flavors

Bright Learn Coffee Shop is showing healthy growth and strong customer loyalty. The next opportunity for expansion lies in growing afternoon sales and improving non-leading product performance.

By focusing on quality, timing, and smart product promotions, the business can increase revenue across all three locations and strengthen its overall market position.

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THANK YOU



THABO LATHA