# Bright Coffee Shop

Coffee shop sales Analysis
JUNE 2025
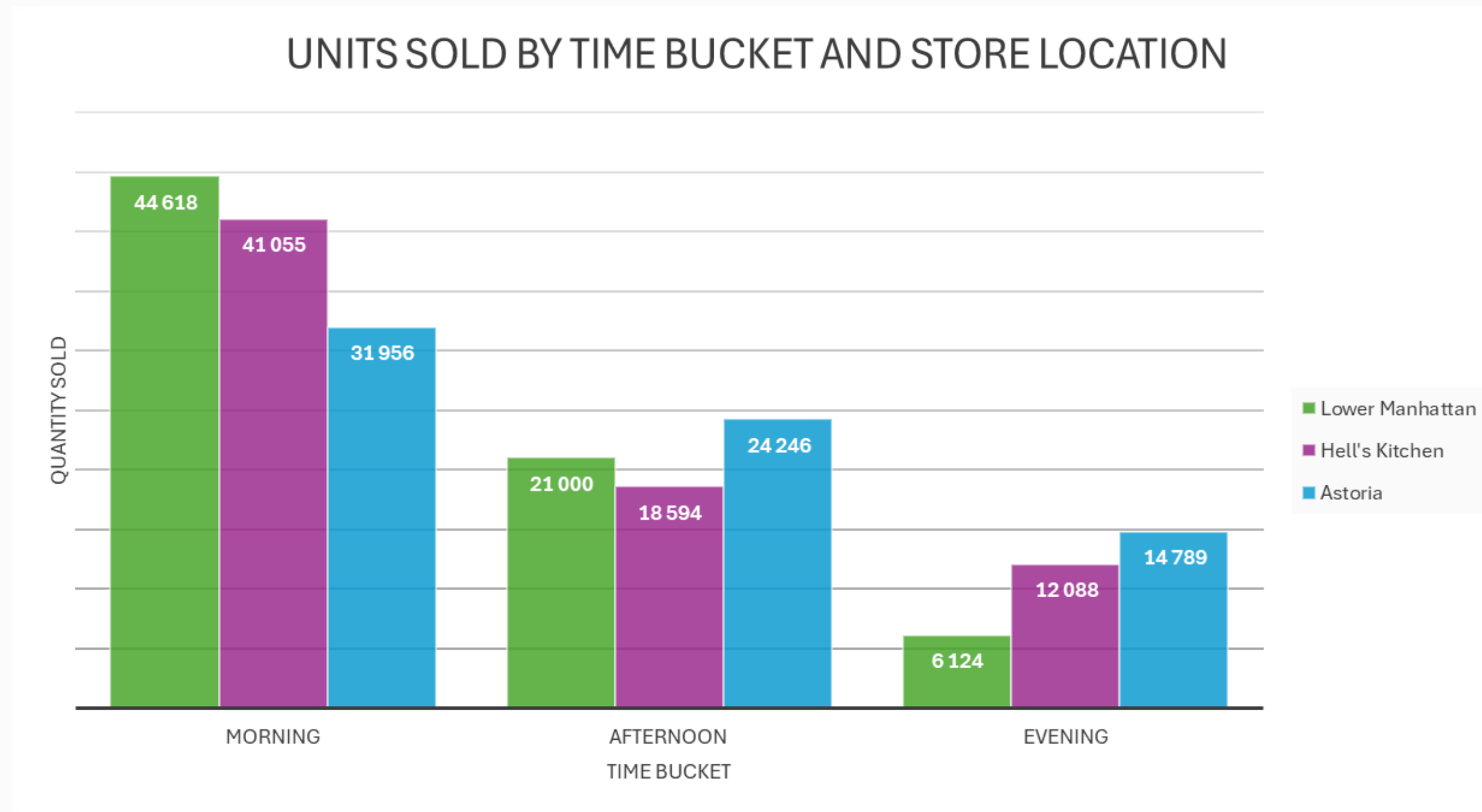
# Presenation Overview

1. Revenue Analysis
2. Product Performance
3. Customer Behaviour By Store Location
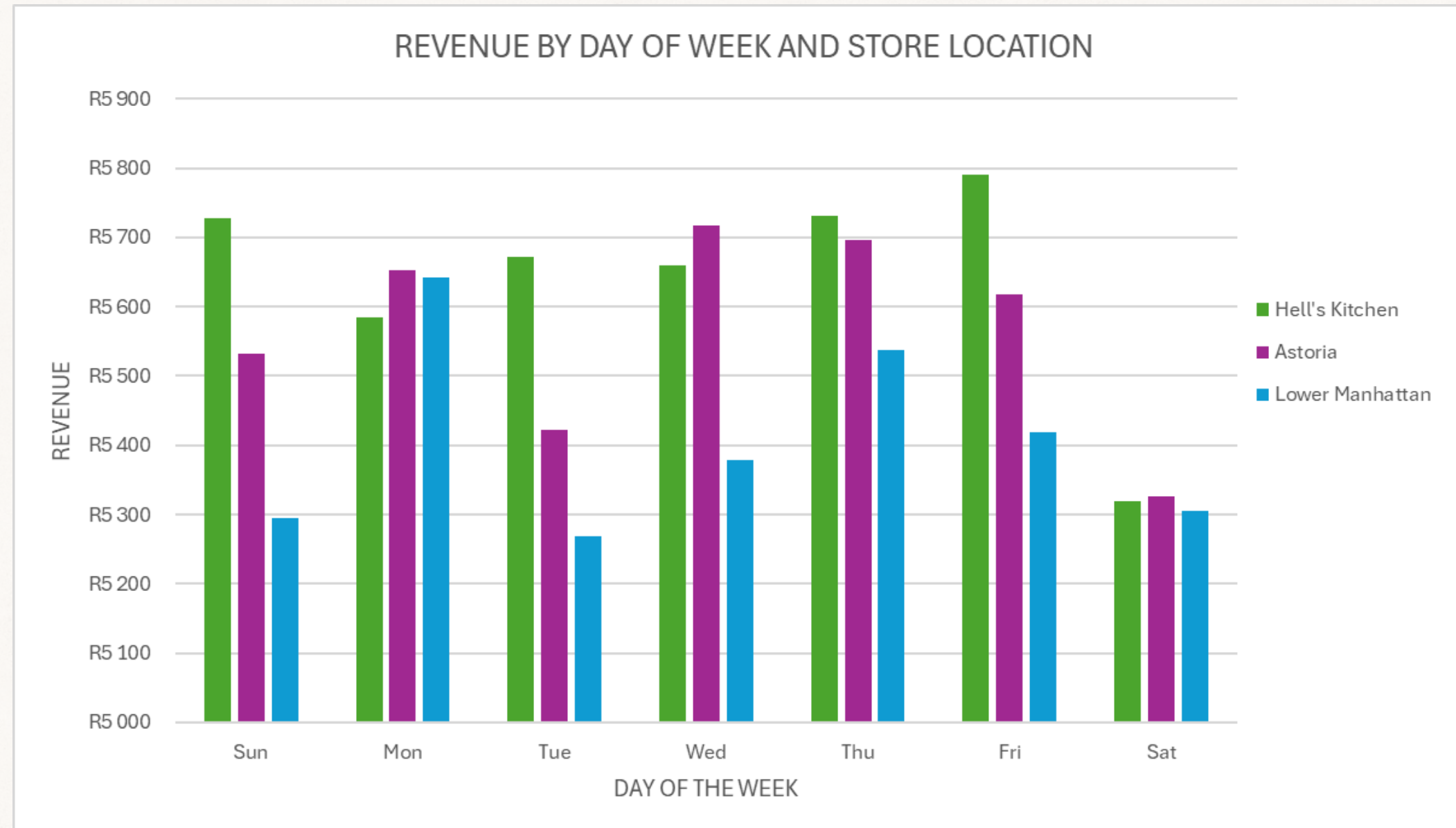4. Recommendations

# Revenue Analysis| By Store Location and Time Bucket



UNITS SOLD BY TIME BUCKET AND STORE LOCATION

QUANTITY SOLD

- Lower Manhattan
- Hell's Kitchen
- Astoria

**MORNING**
- 44 618 (Lower Manhattan)
- 41 055 (Hell's Kitchen)
- 31 956 (Astoria)

**AFTERNOON**
- 21 000 (Lower Manhattan)
- 18 594 (Hell's Kitchen)
- 24 246 (Astoria)

**EVENING**
- 6 124 (Lower Manhattan)
- 12 088 (Hell's Kitchen)
- 14 789 (Astoria)

TIME BUCKET

- Morning has the highest revenue across all the stores.
- Lower Manhattan performs best in both Morning and Afternoon, with most revenue generated in the morning
- Evening sales are consistently lower, especially in Lower Manhattan.

# Revenue Analysis| By Store Location and Time Bucket



REVENUE BY DAY OF WEEK AND STORE LOCATION

Hell's Kitchen
Astoria
Lower Manhattan



REVENUE PER STORE LOCATION

33%
34%
33%

Astoria
Hell's Kitchen
Lower Manhattan

Thursday and Monday generate the highest total revenue compared to other days of the week, with Hell's Kitchen the highest contributor.
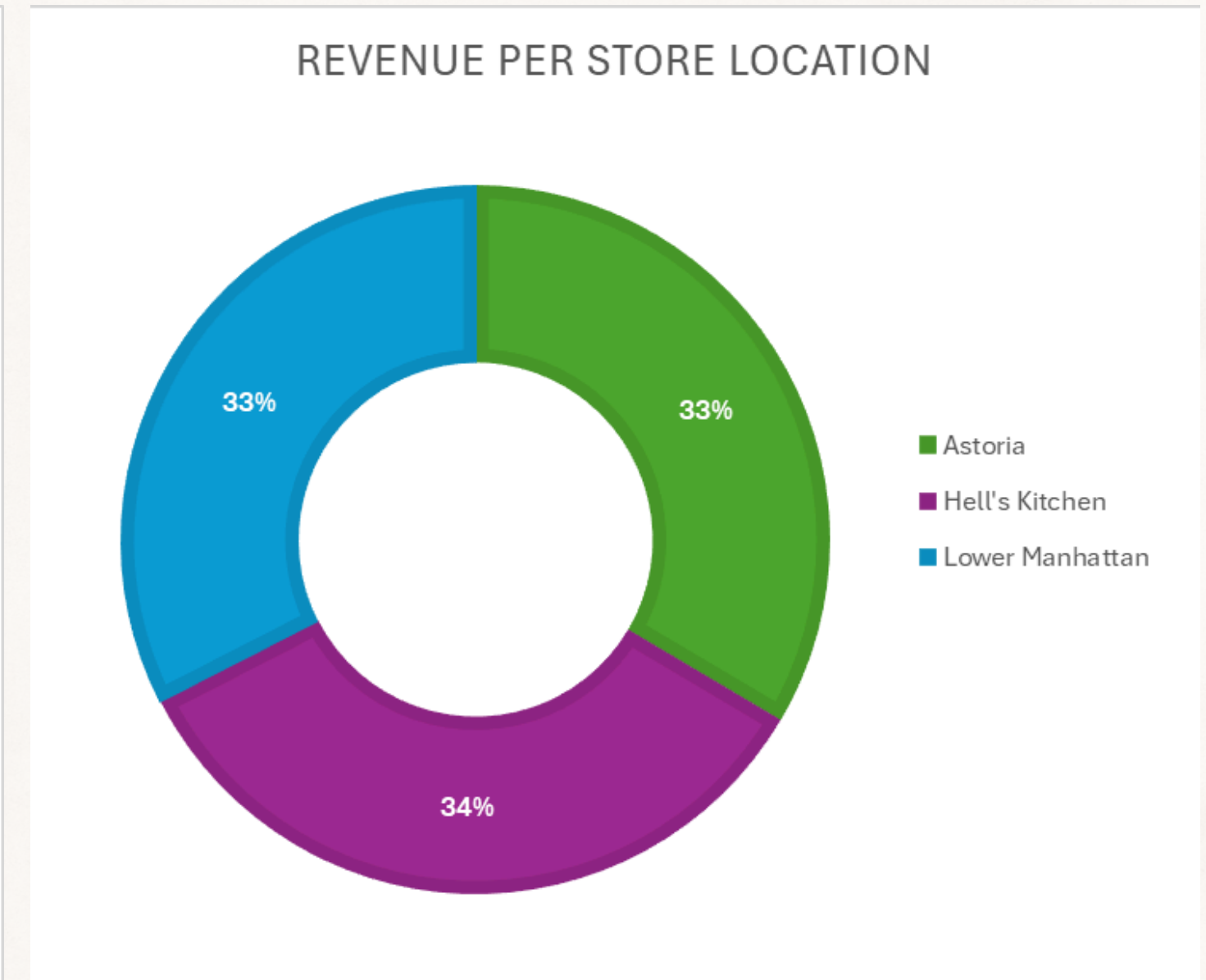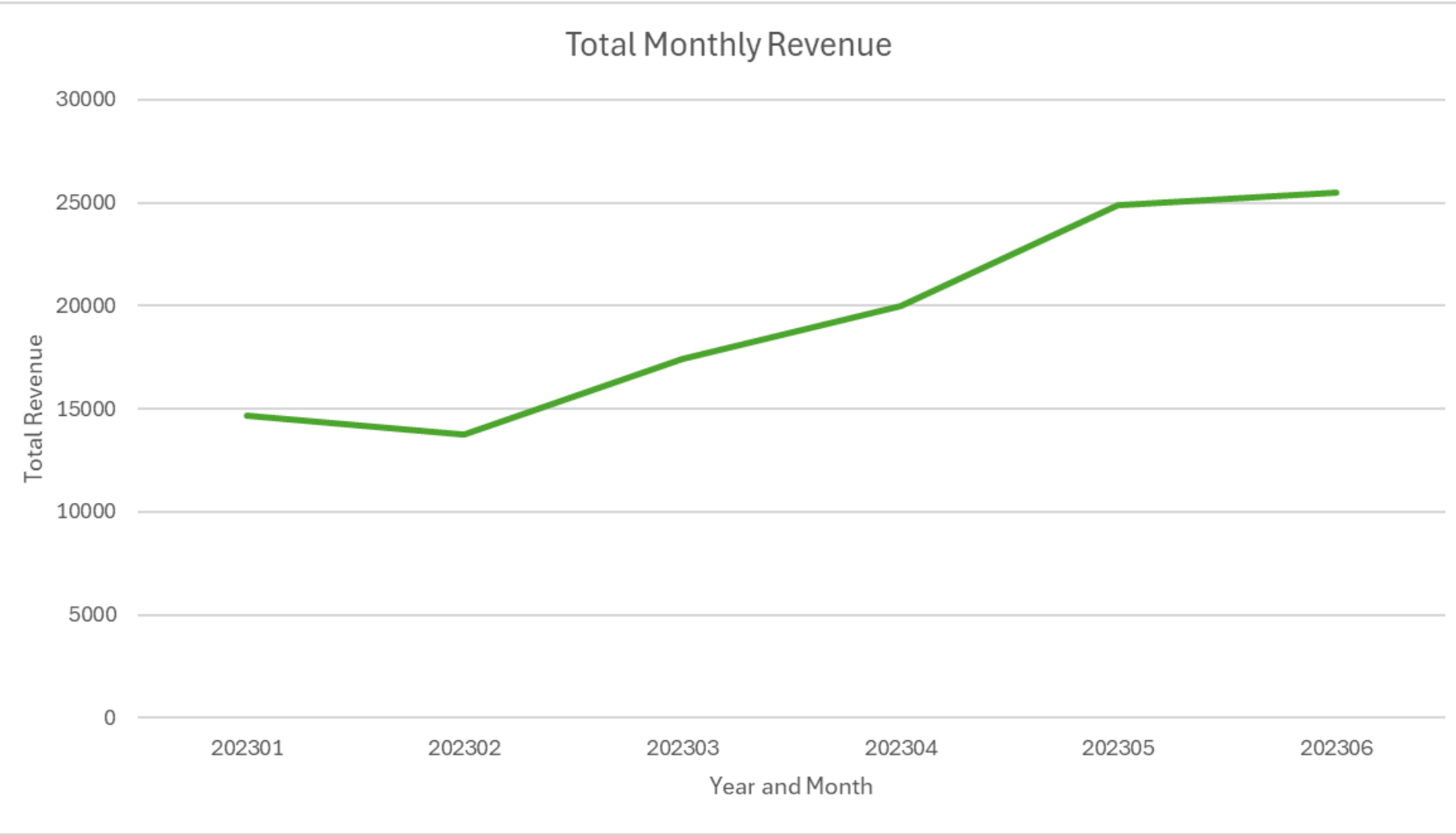
All three stores contribute nearly equally to total revenue. The balanced revenue distribution indicates that customer demand is steady across all locations.

# Revenue Analysis| By Hour of the day & Monthly

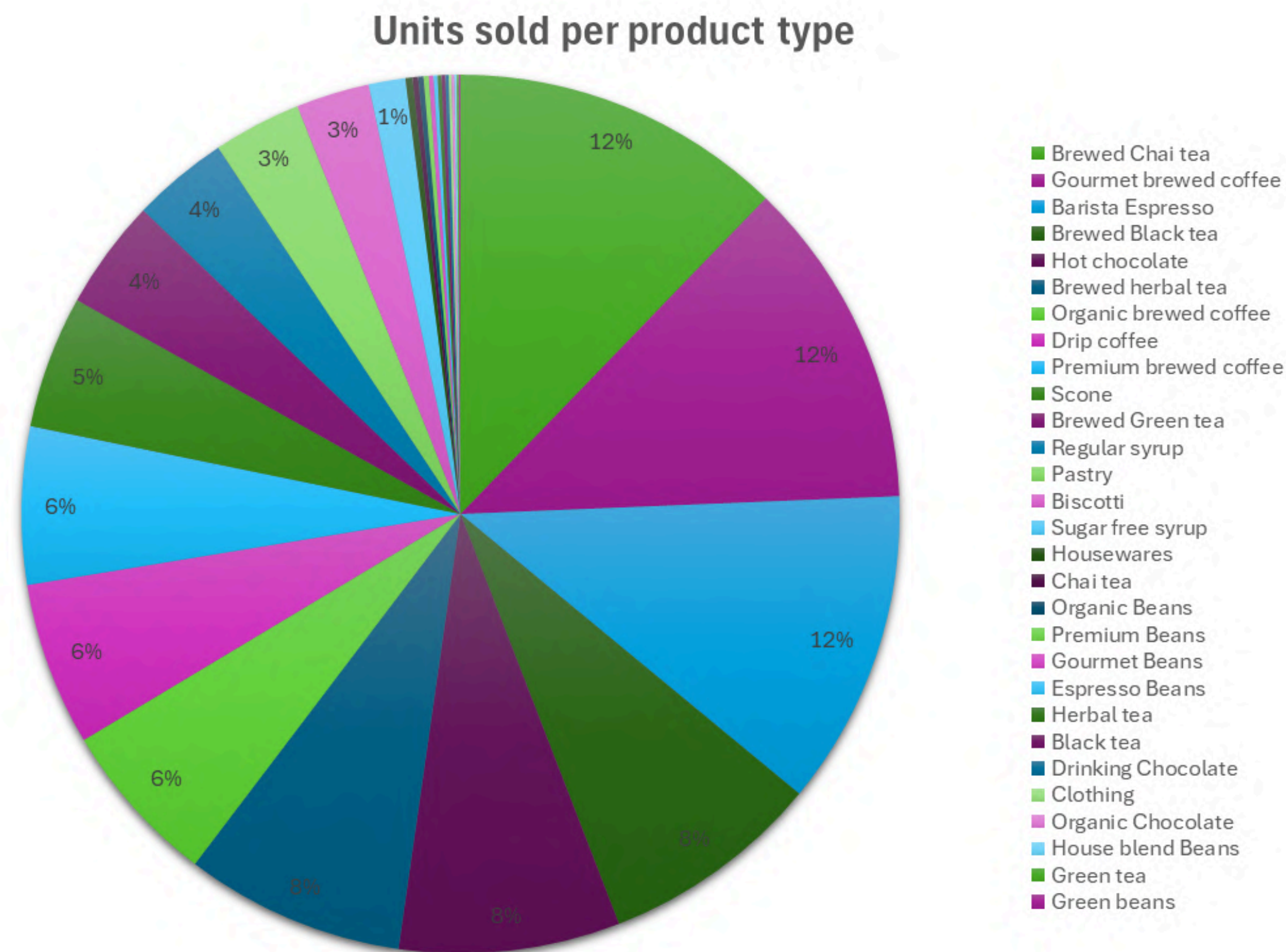

Total Revenue per hour



Total Monthly Revenue
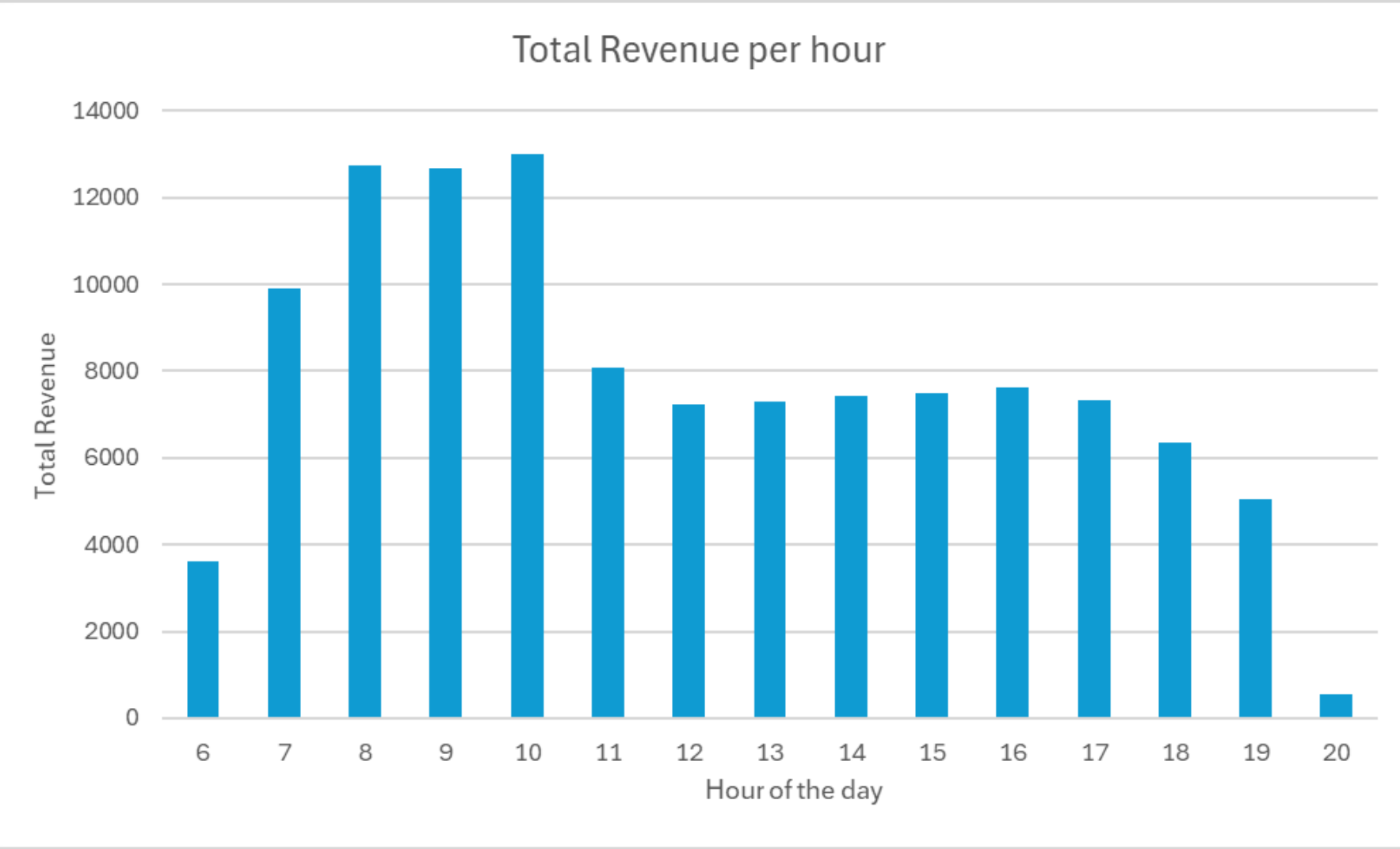
Revenue peaks from 7 AM to 10 AM, and then its reduces from 1PM

The revenue increases from month to month

# Product Performance| By Store Location and Spender bucket



**Units sold per product type**

Legend:
- Brewed Chai tea
- Gourmet brewed coffee
- Barista Espresso
- Brewed Black tea
- Hot chocolate
- Brewed herbal tea
- Organic brewed coffee
- Drip coffee
- Premium brewed coffee
- Scone
- Brewed Green tea
- Regular syrup
- Pastry
- Biscotti
- Sugar free syrup
- Housewares
- Chai tea
- Organic Beans
- Premium Beans
- Gourmet Beans
- Espresso Beans
- Herbal tea
- Black tea
- Drinking Chocolate
- Clothing
- Organic Chocolate
- House blend Beans
- Green tea
- Green beans

Pie chart values shown: 12%, 12%, 12%, 8%, 8%, 8%, 6%, 6%, 6%, 5%, 4%, 4%, 3%, 3%, 1%

Brewed Chai Tea , Gourmet brewed coffee and Barista Espresso are the highest generating products. And they contribute 36% toward the units sold at Bright Coffee Shop.
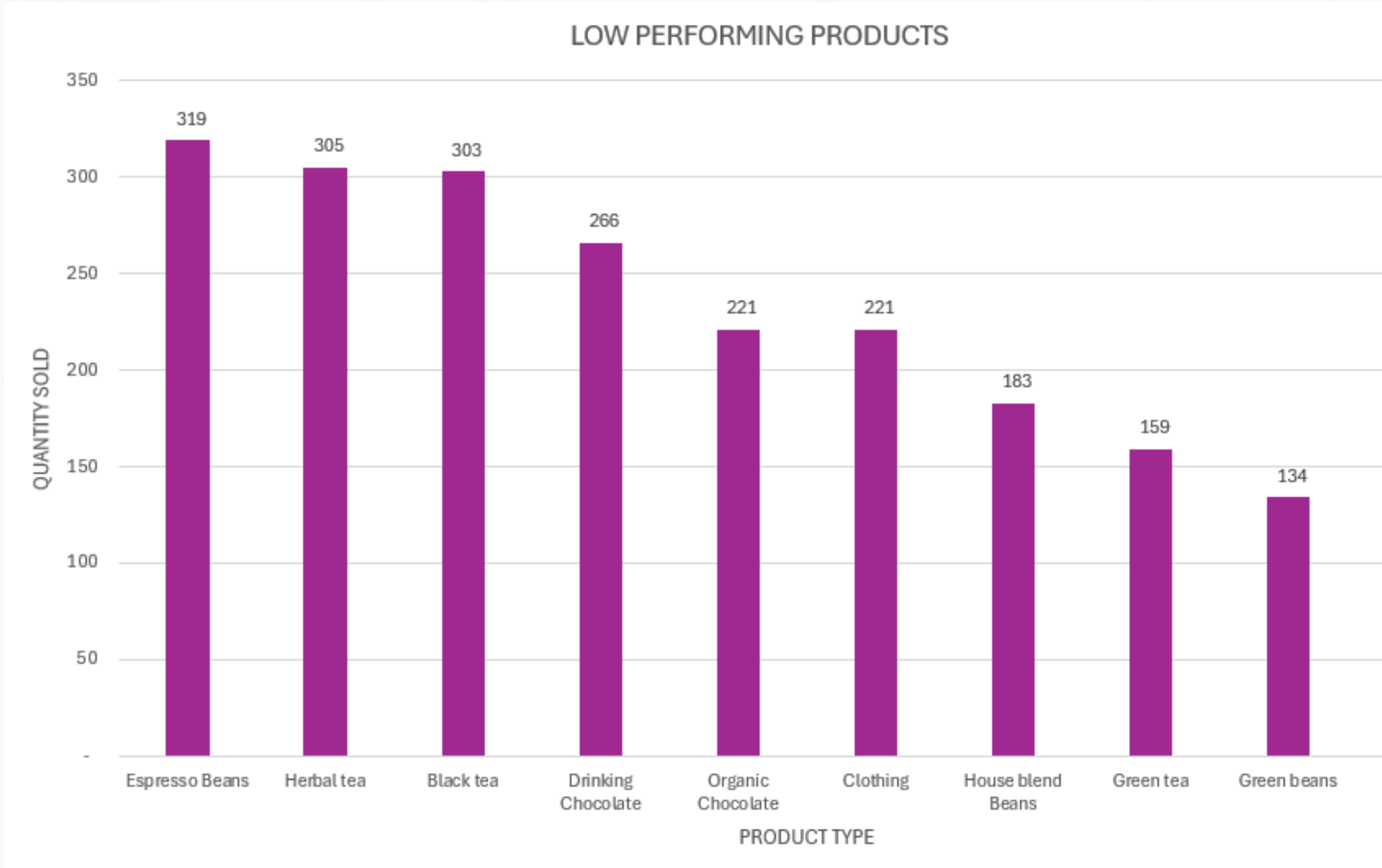
# Product Performance| High performing product type



TOP 10 PERFOMING PRODUCT TYPE
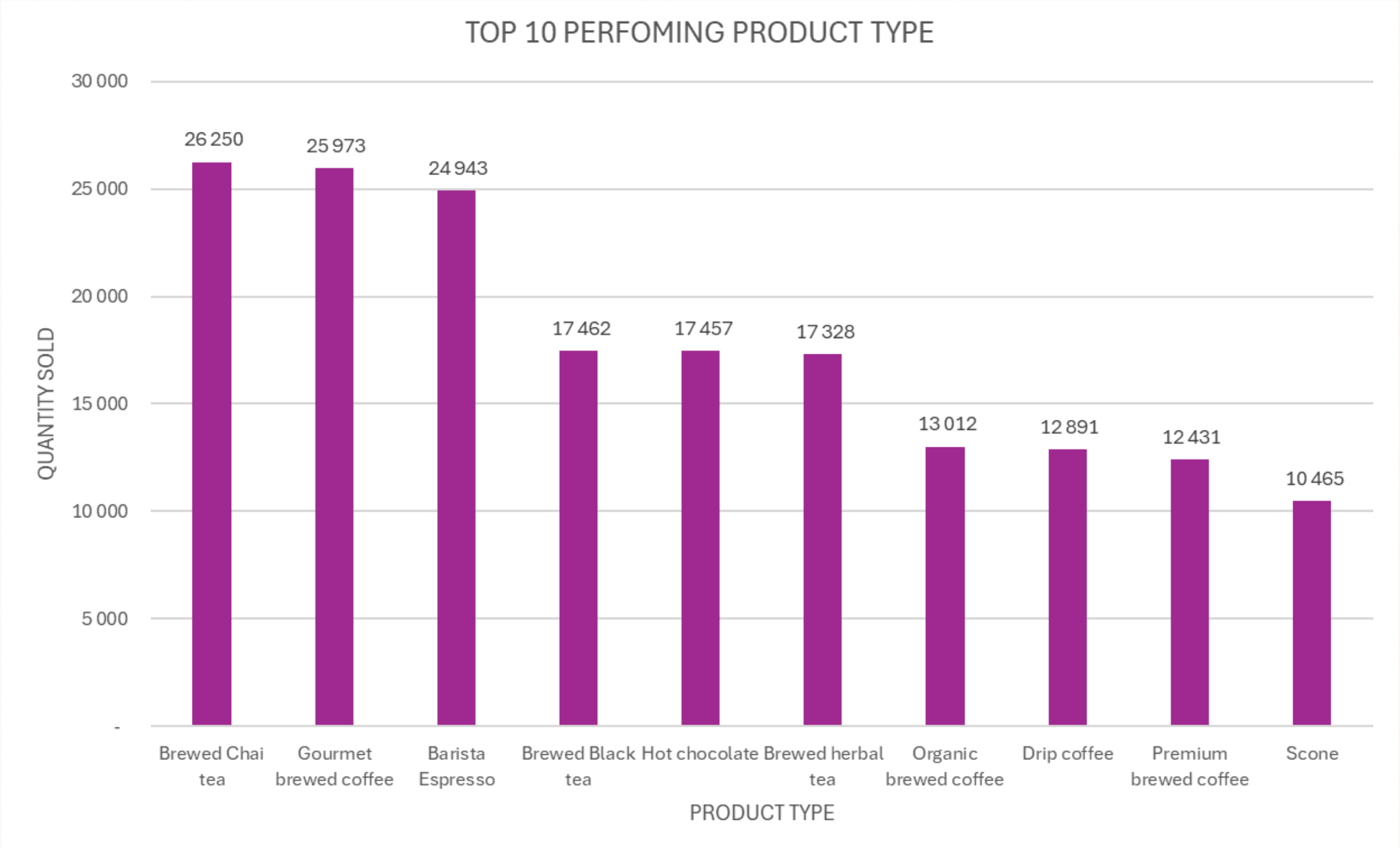
| Product Type | Total Revenue |
|---|---:|
| Brewed Chai tea | 13287 |
| Gourmet brewed coffee | 13170 |
| Barista Espresso | 12506 |
| Hot chocolate | 8887 |
| Brewed Black tea | 8757 |
| Brewed herbal tea | 8644 |
| Scone | 8253 |
| Organic brewed coffee | 6622 |
| Drip coffee | 6555 |
| Premium brewed coffee | 6305 |
| **Grand Total** | **92986** |

The top 3 dominate the sales volume, showing they are popular customer choices and likely in high demand.

# Product Performance| Low performing product type



House blend beans, green tea and green beans are the lowest performing products.

# Customer behavior per location



STORE COMPARISON BY CUSTOMER TYPE
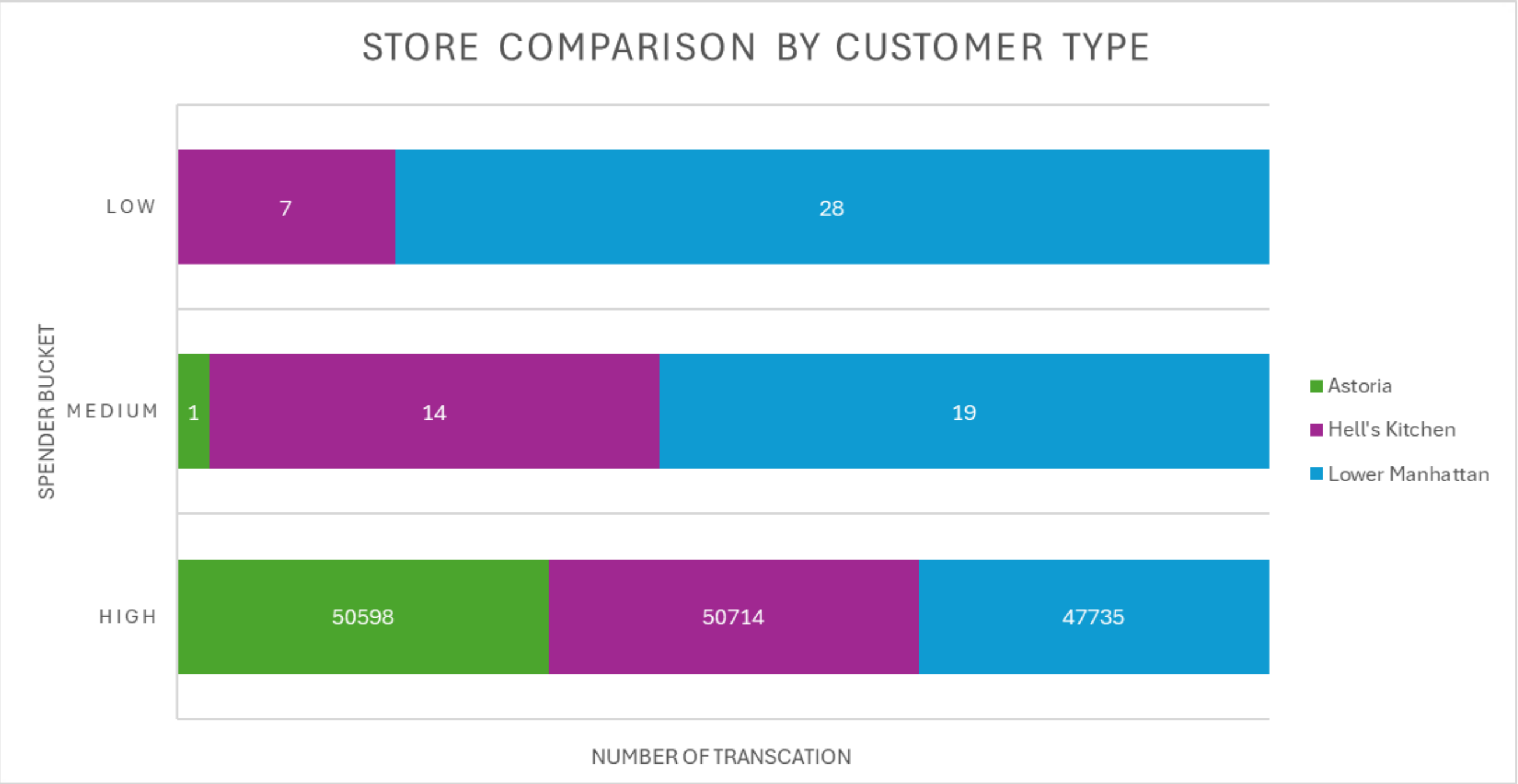
With 50,598 transactions from high spenders, Astoria recorded the highest overall performance among all store locations.

# Recommendations

- Mornings generate high revenue, introduce more promotions in the morning . Like introducing mornings savoury treats paired with top-selling products
- Offer rewards benefits to customers that come during off peak hours, which will encourage more pop up at the stores
- Introduce  buy two get one free, for low performing products  to increase the explore of the products to customers
- Introduce loyalty programs, for customers who buys at low performing stores.  Buy three or more times and get voucher a free voucher.

Thank you

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