

Bright Coffee Shop

Coffee shop sales Analysis
JUNE 2025



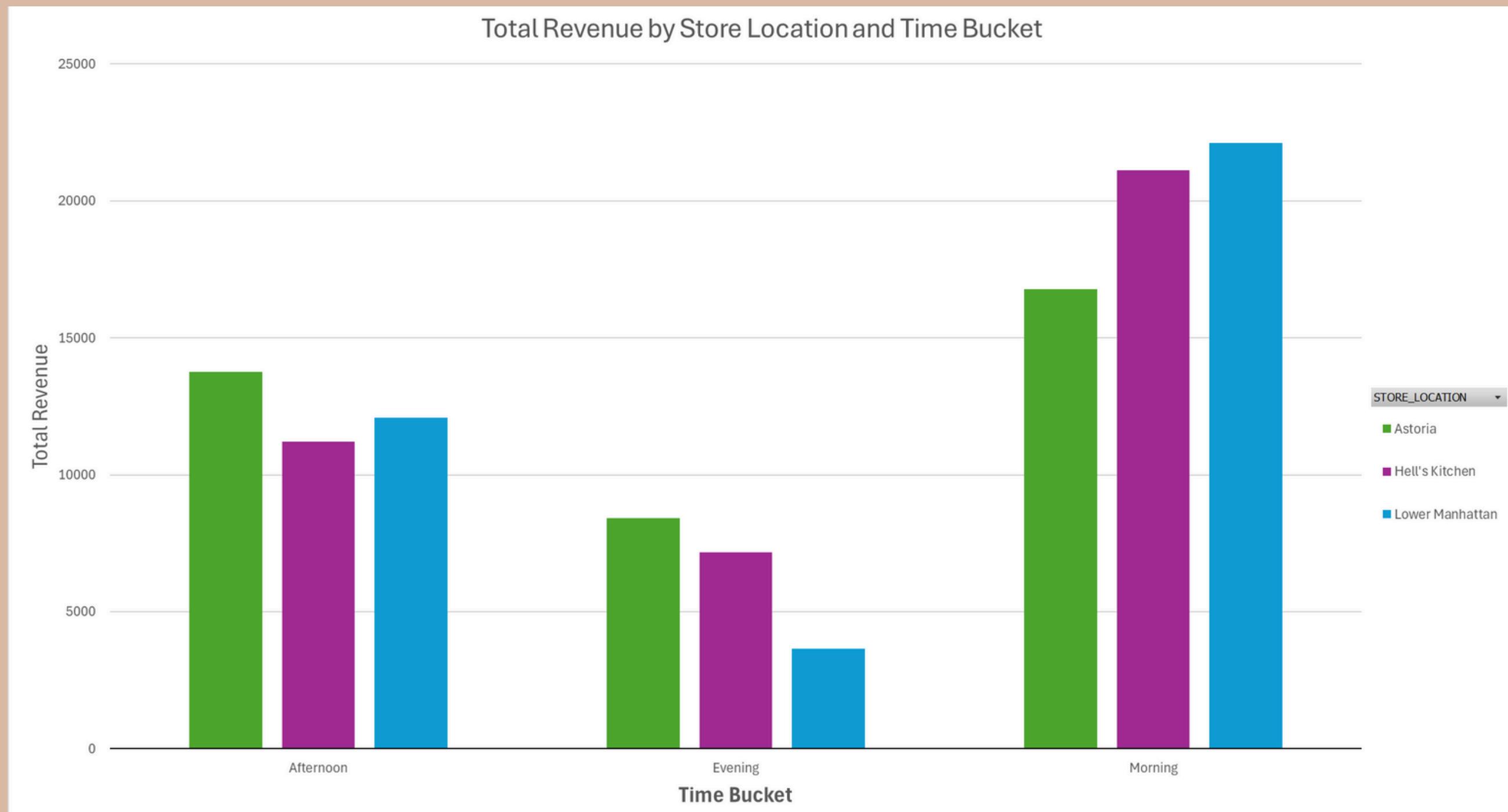
Presenation Overview

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



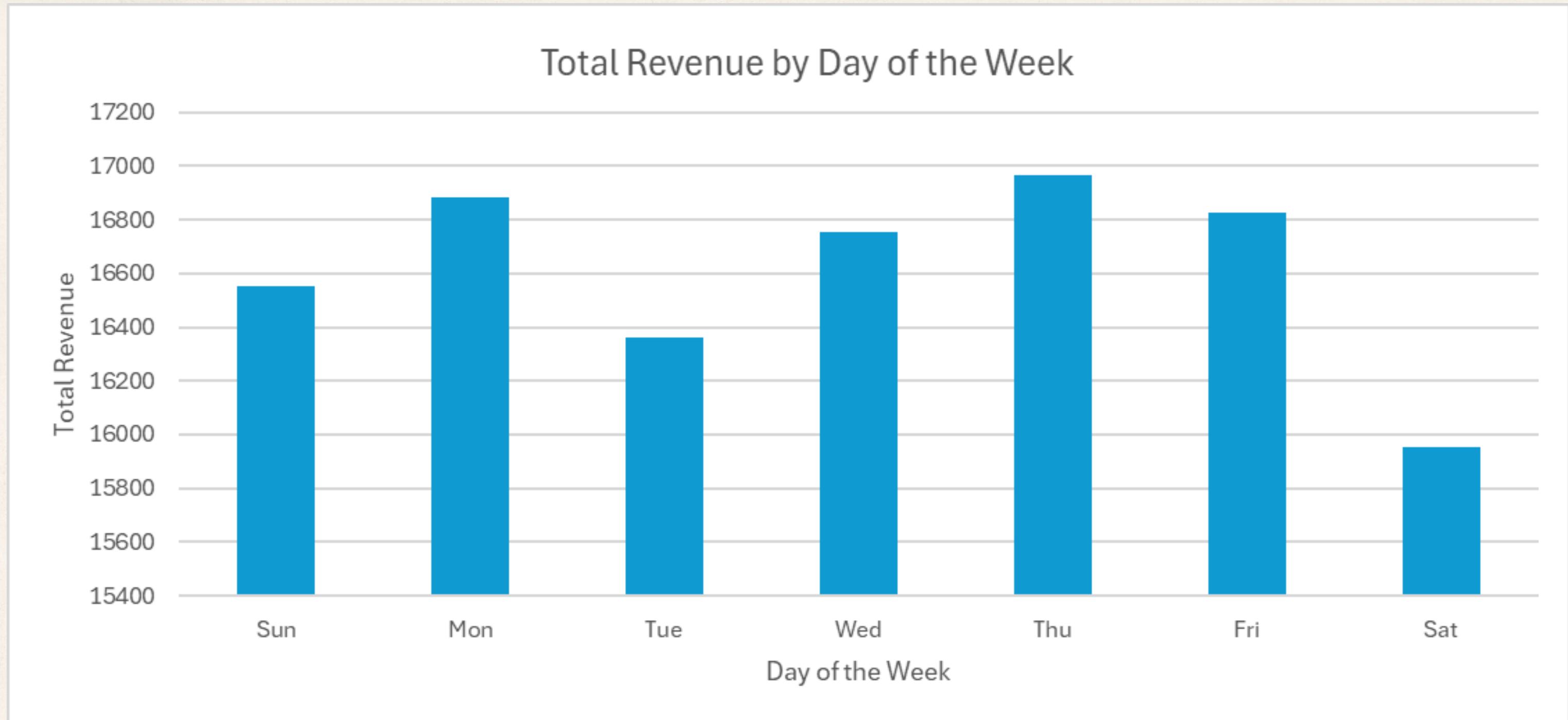


Revenue Analysis| By Store Location and Time Bucket



- 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.

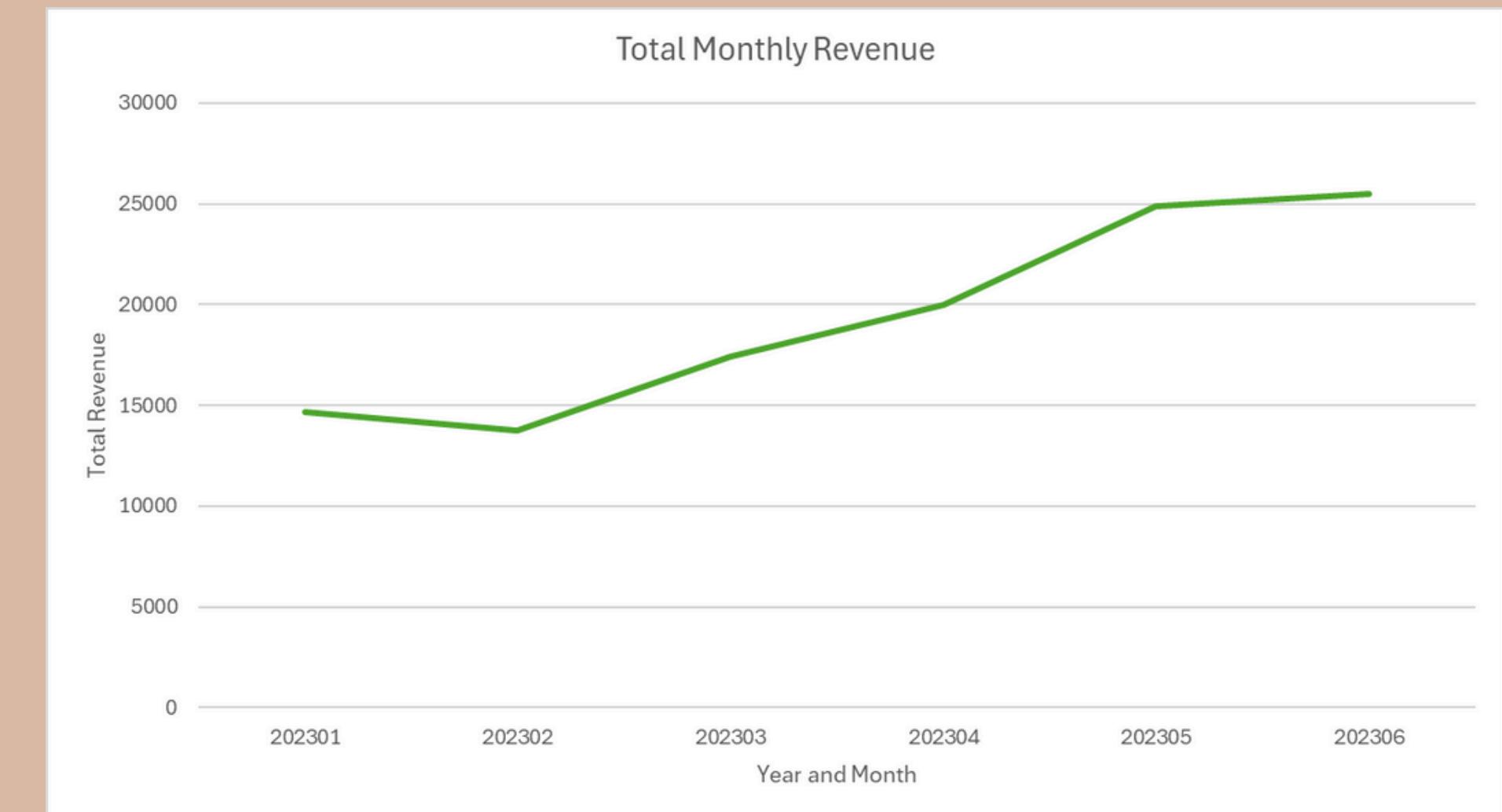
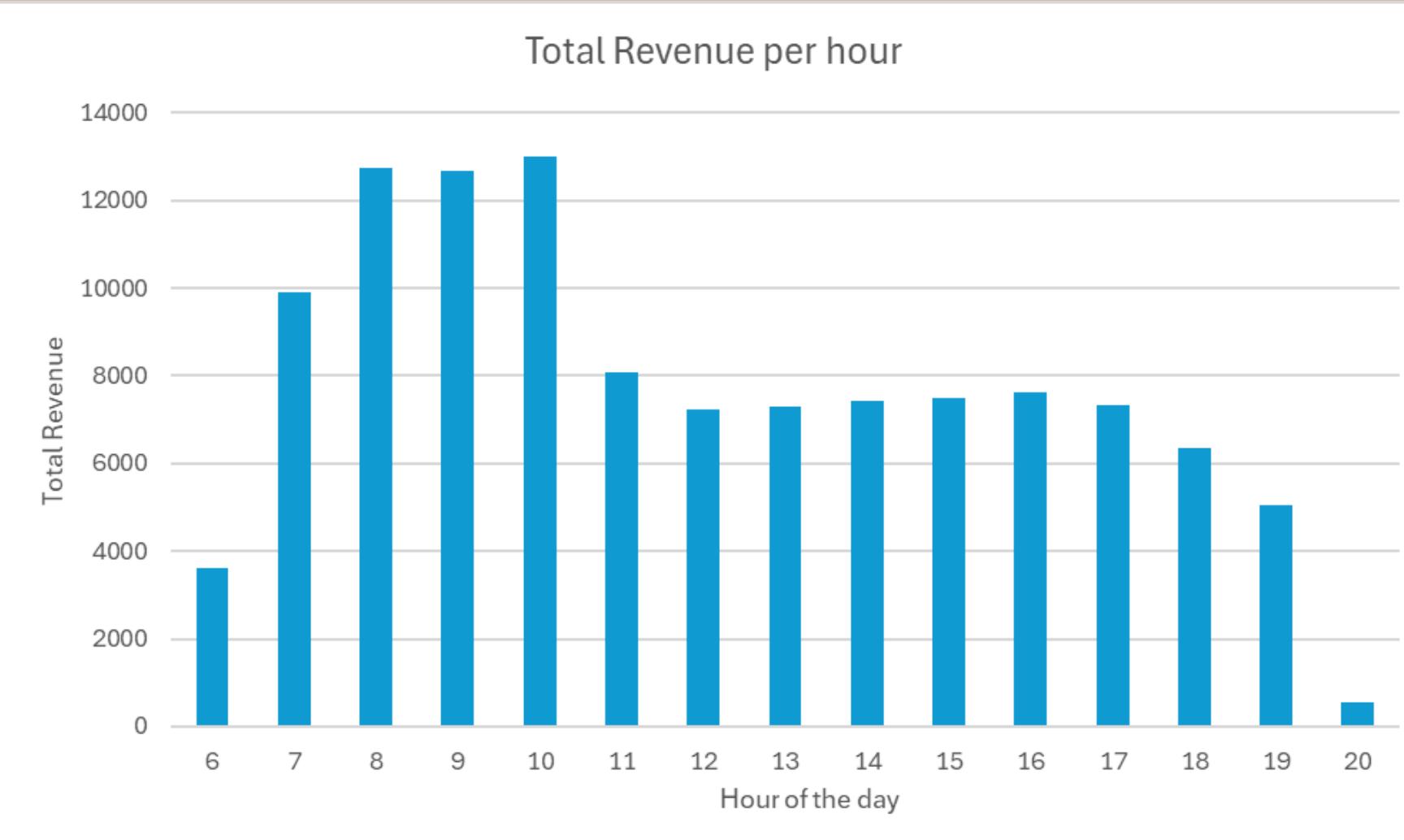
Revenue Analysis| By Store Location and Time Bucket



Thursday and Monday generate the highest total revenue compared to other days of the week



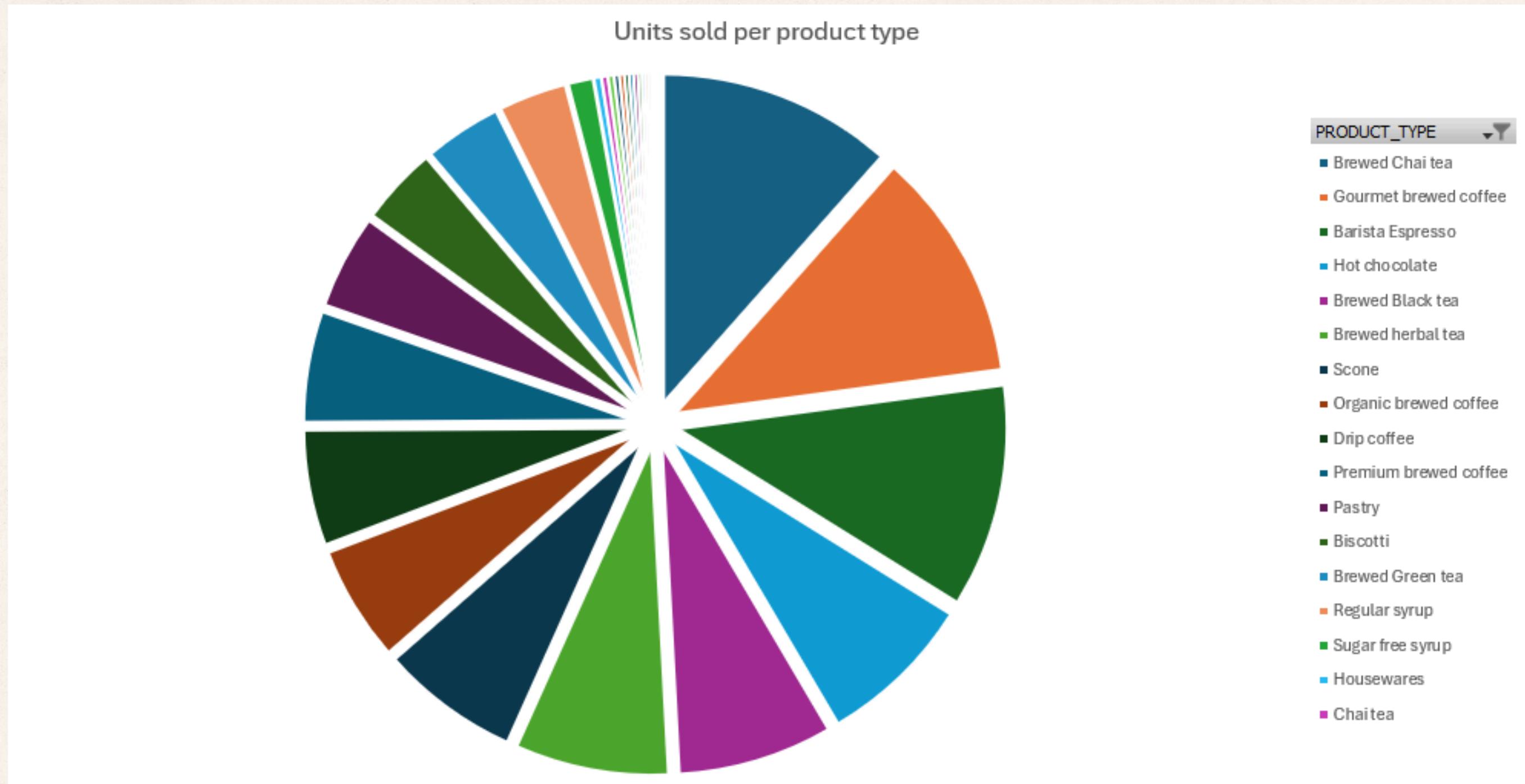
Revenue Analysis| By Hour of the day & Monthly



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

The revenue increases from month to month

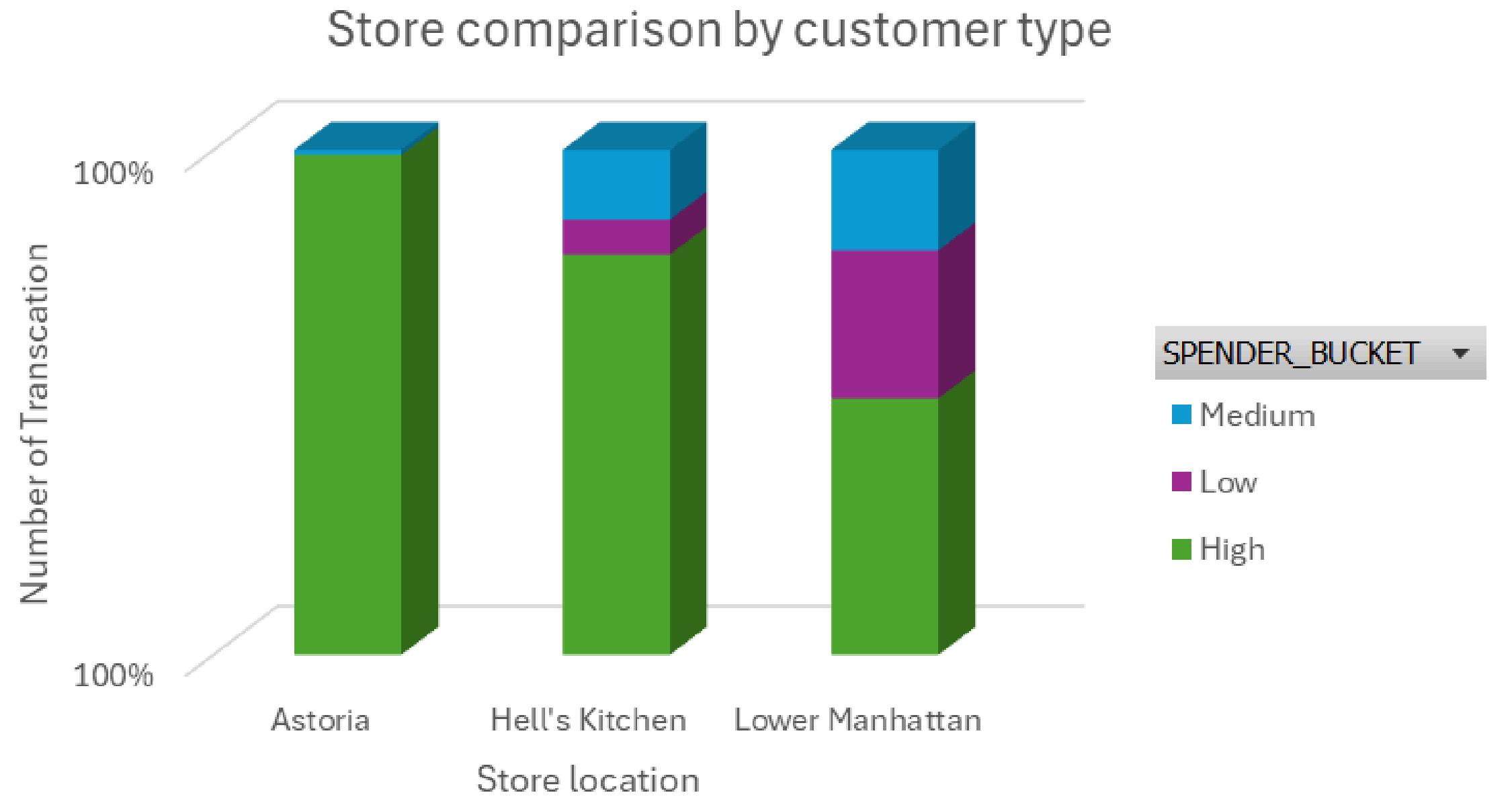
Product Performance| By Store Location and Spender bucket



Brewed Chai Tea , Gourmet brewed coffee and Barista Espresso are the highest generating products.



Customer behavior per location



Astoria attracts mostly the high spenders



Conclusion & Recommendations

- Low
- 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

