

# Bright Coffee Shop

SALES ANALYSIS  
15 JULY 2025  
THENDO MURAGA



# Presenation Overview

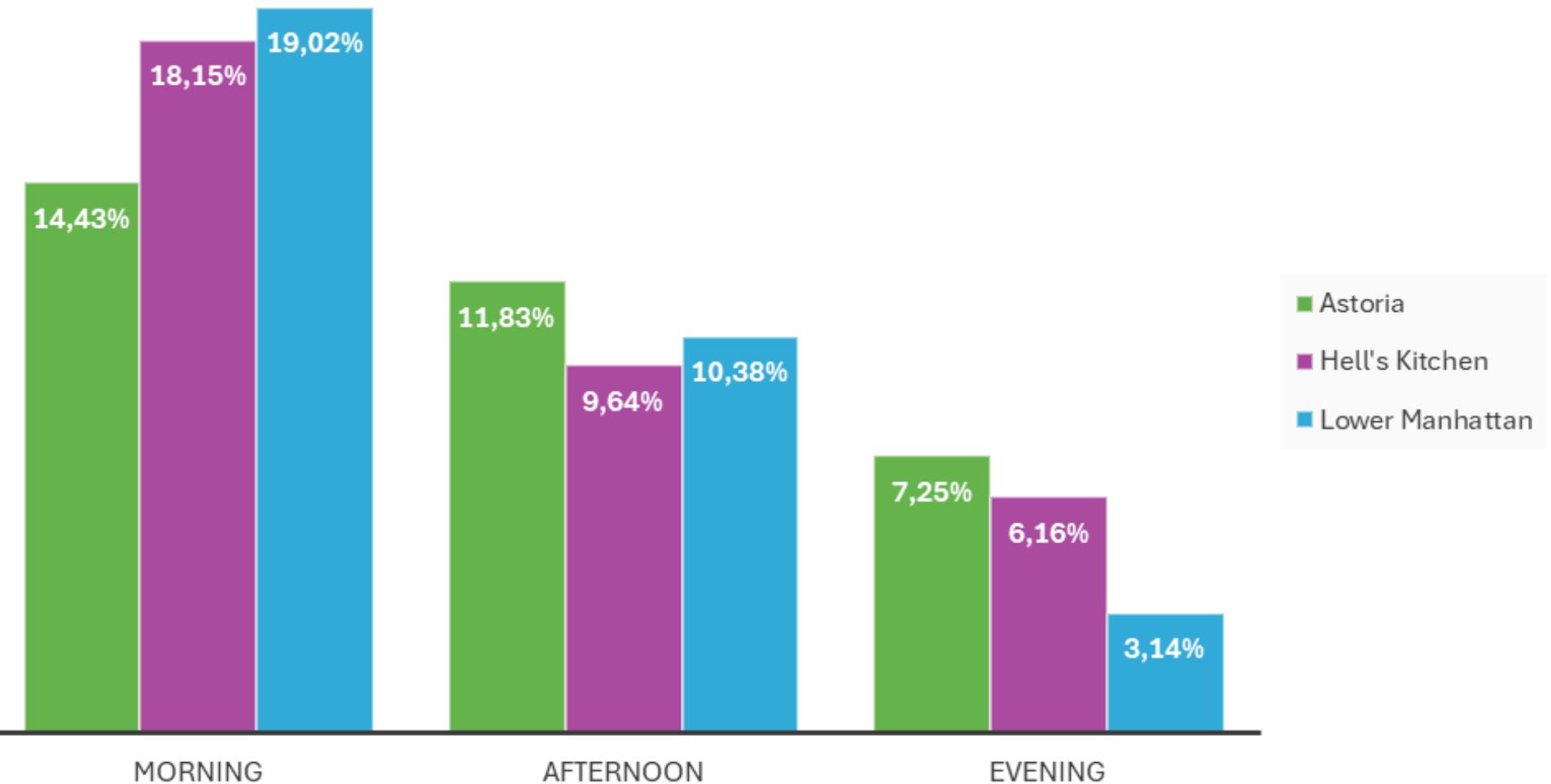
1. Revenue Analysis
2. Product Performance
3. Customer Behaviour
4. Recommendations



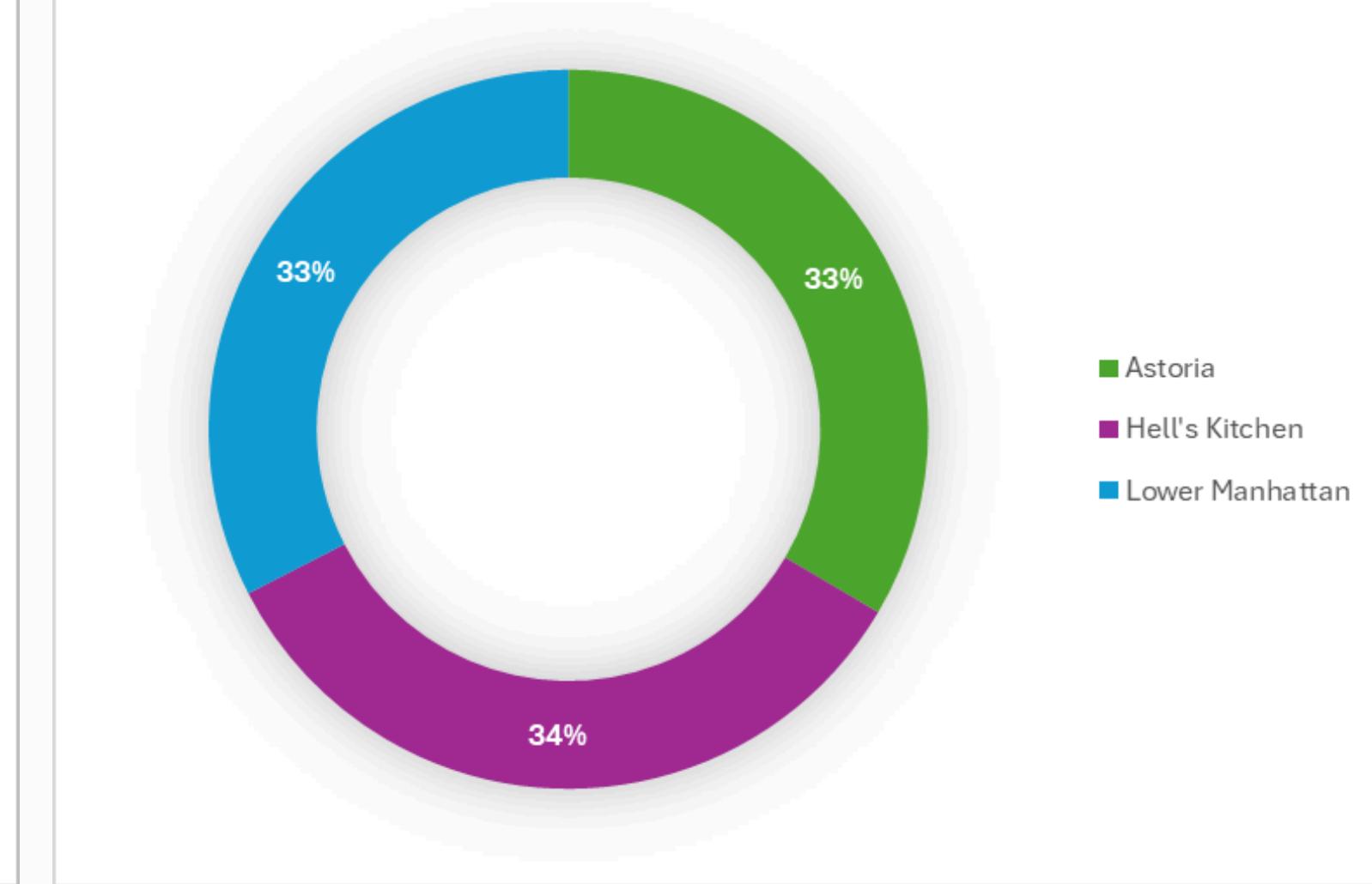
# Revenue Analysis| By Store Location and Time Bucket



Revenue by Time Bucket and Store Location



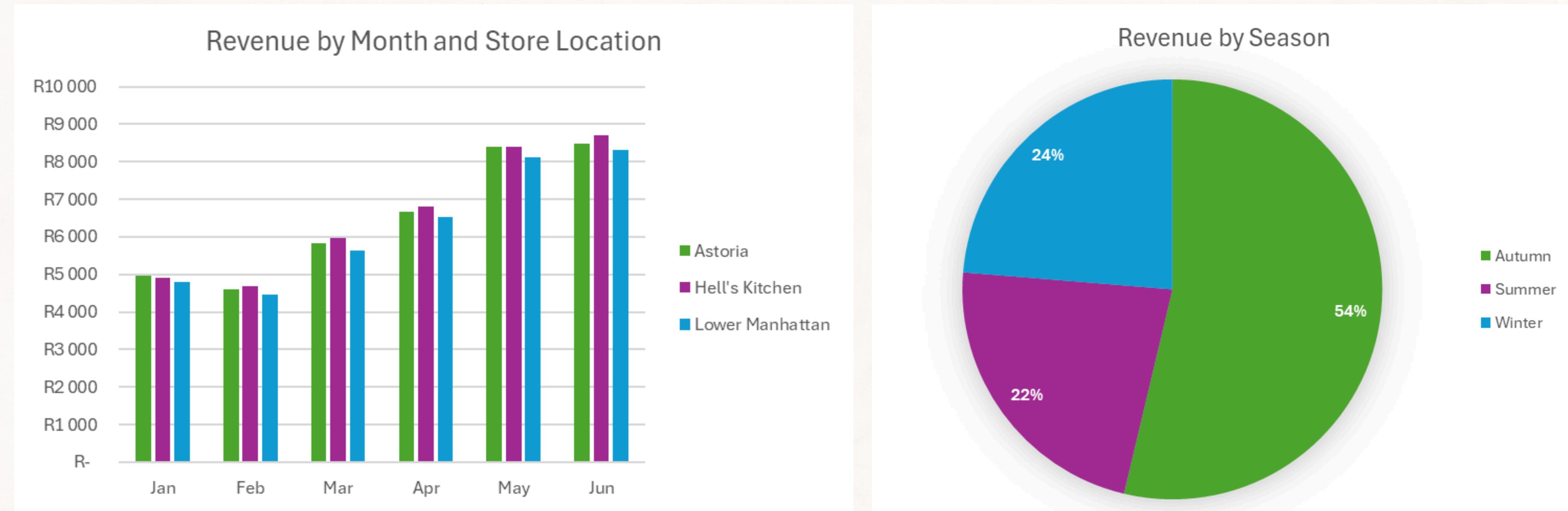
Revenue by Store Location



- Morning has highest revenue across all stores with total 66.45%.
- Evening revenue is lowest overall, Lower Manhattan at 3.14%

- 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 Month Name and Year Seasons

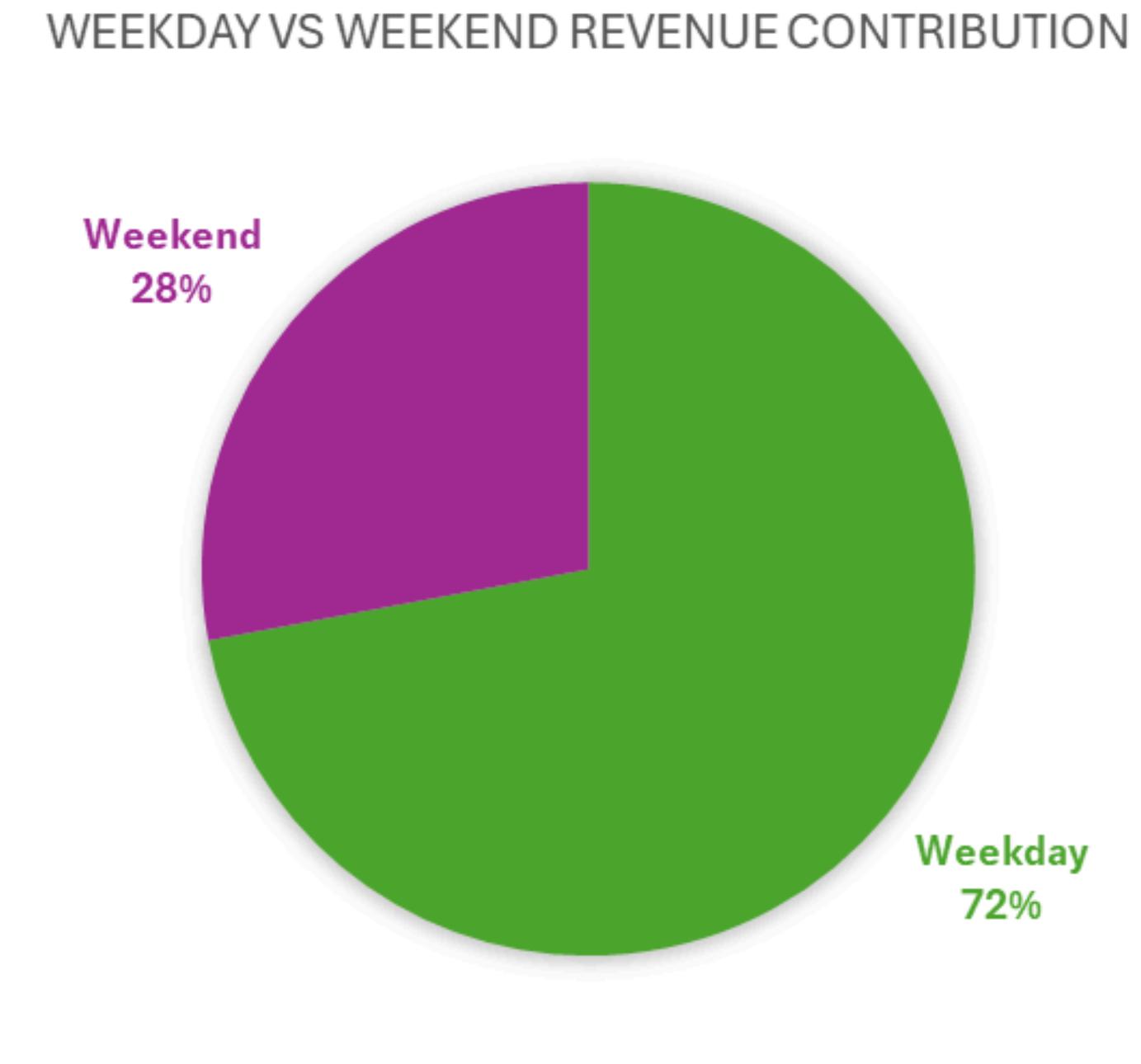
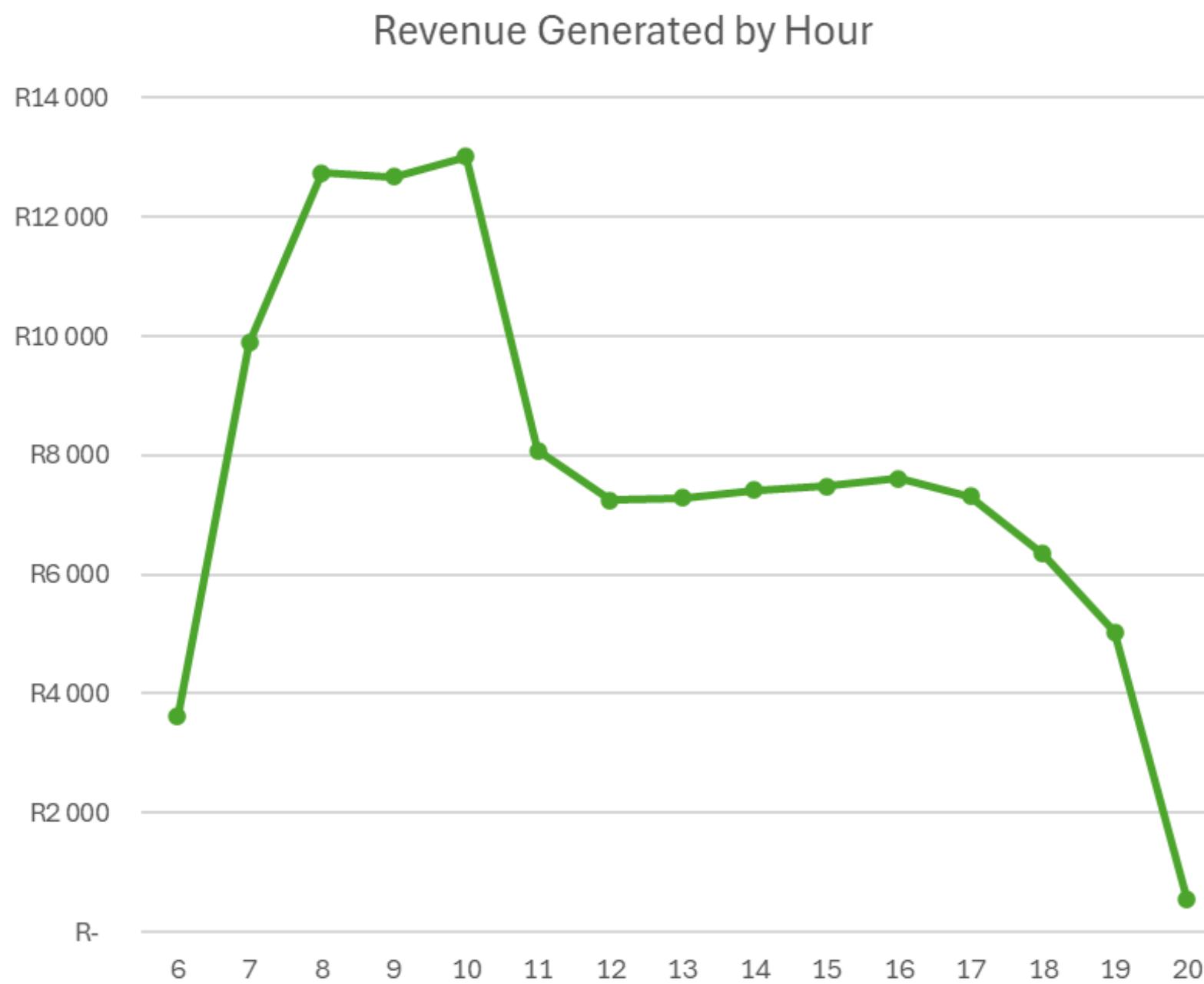


- Thursday and Monday generate the highest total revenue, with Hell's Kitchen the highest contributor.
- Revenue steadily increases month over month, with the highest contributions in May (21%) and June (22%).

- Between January and June, Autumn accounted for the highest share of revenue at 54%, followed by Winter (24%) and Summer (23%).



# Revenue Analysis| By Hour of the day & Monthly

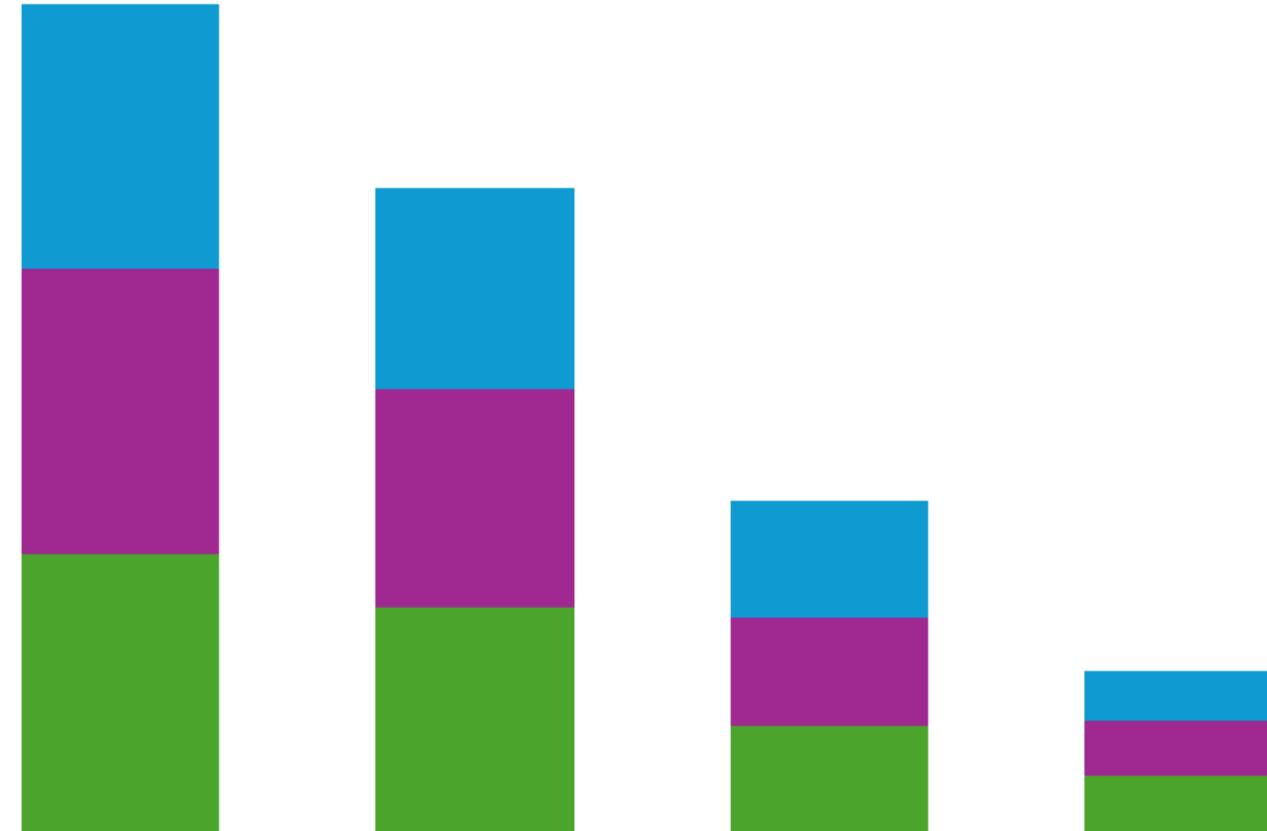


- Revenue peaks from 7 AM to 10 AM, and then its reduces from 1PM
- Weekday sales account for the majority of revenue (72%), while Weekends contribute 28%.

# Product Performance| By Store Location and Product Type



PERFORMANCE BY PRODUCT CATEGORY



BY PRODUCT TYPE AND STORE LOCATION

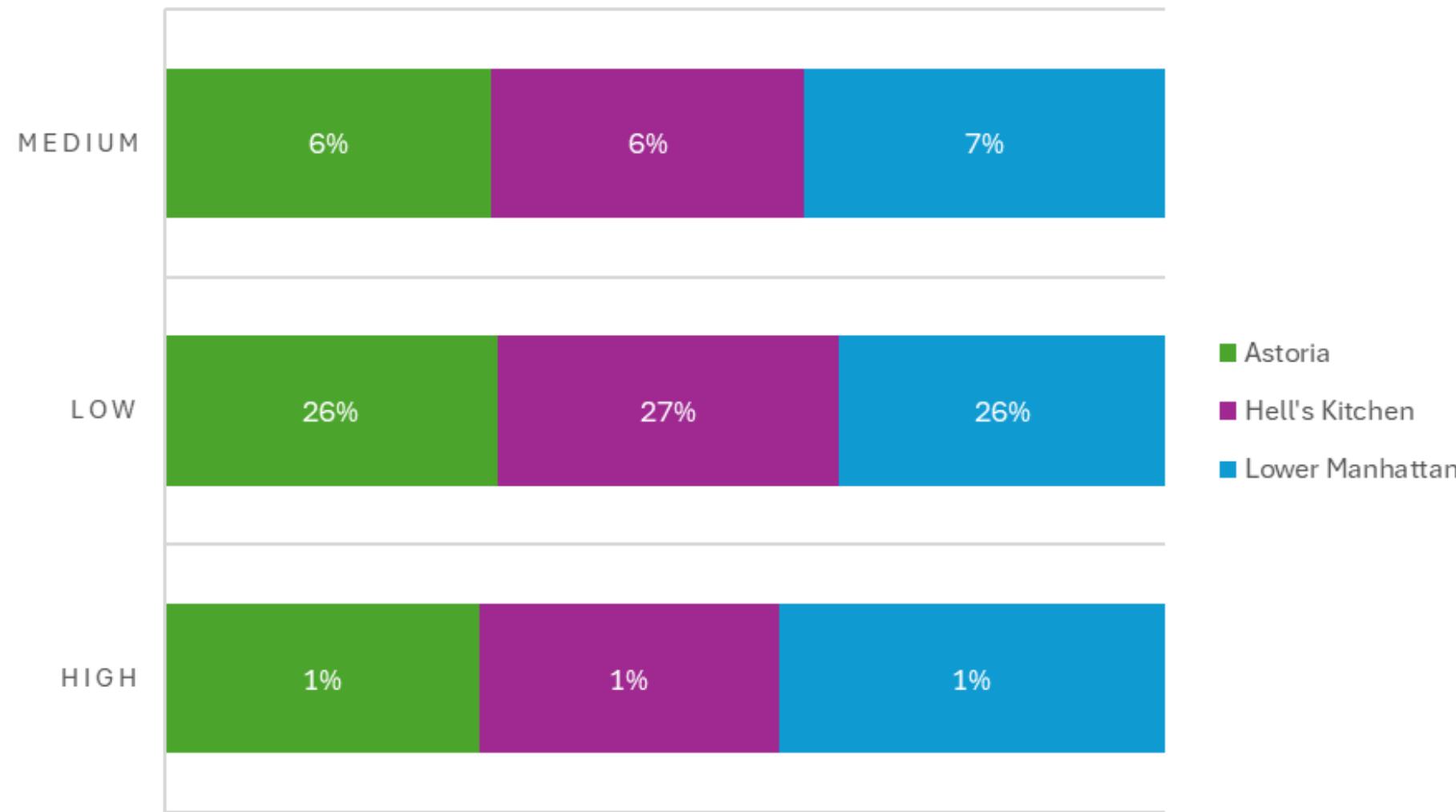
Product Type	Astoria	Hell's Kitchen	Lower Manhattan	Grand Total
Brewed Chai tea	9.91%	9.47%	8.39%	27.77%
Gourmet brewed coffee	9.61%	9.21%	8.71%	27.52%
Barista Espresso	7.85%	9.67%	8.62%	26.14%
Hot chocolate	6.72%	6.24%	5.61%	18.57%
<b>Grand Total</b>	<b>34.09%</b>	<b>34.59%</b>	<b>31.32%</b>	<b>100.00%</b>

- Coffee and tea are the dominant product categories, together contributing 69% of total revenue.
- Brewed Chai Tea, Gourmet Brewed Coffee, Barista Espresso: these top three beverage types account for over 80% of total revenue, highlighting them as core offerings that drive customer purchases.

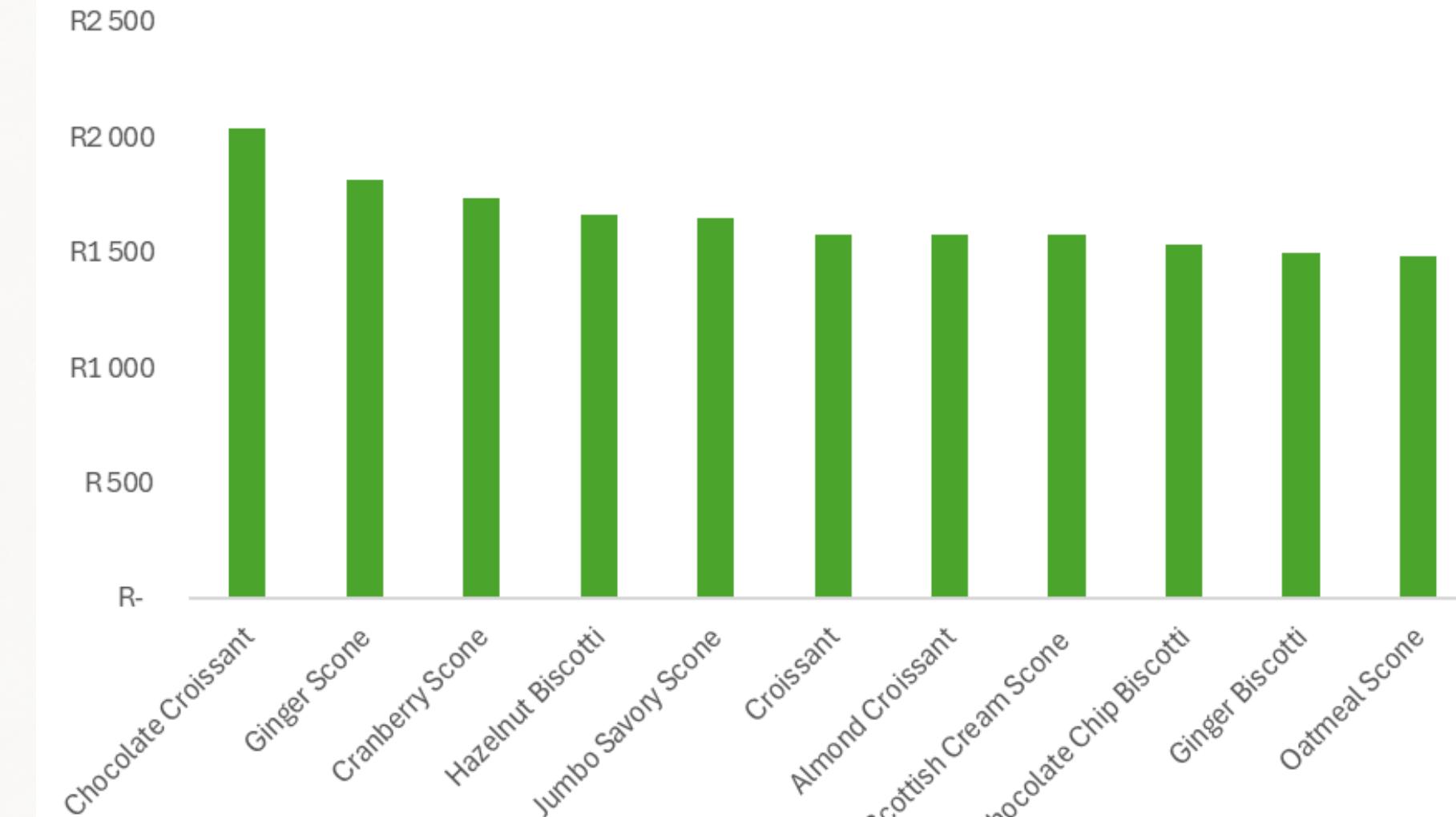
# Customer Behaviour & Product Preference



STORE COMPARISON BY CUSTOMER TYPE



Customer Preference Scones and Pastries



- The majority of customers across all locations fall into the low-spending category (around 26–27%), while medium spenders make up a smaller but notable share.
- Chocolate Croissant is the top-selling pastry, outperforming all other scones and baked goods—indicating strong customer preference for indulgent, chocolate-based items.

# Recommendations



## Morning Kickstart Combos

Mornings contribute 64% to the total revenue:

- promote high performing beverages with bakery items:
- Gourmet Brewed Coffee + Chocolate croissant
- Brewed chai tea + ginger scone

## Boost Off-Peak Traffic Sales

Sales drops from 11AM, introduce loyalty rewards:

- Buy 3 or more drinks between 12pm to 8pm and get a free Latte
- Create a happy hour for herbal teas, hot chocolate and organic blends

## Promotions for Low-Performing Products

Scones and sugar free syrup underperform from all the products:

- Introduce Buy Any 2, Get 1 Free – Try Something New!
- Introducing the unpopular products to regular customers
- Buy Ginger Scone + Latte → Get Oatmeal Scone Free

## Weekend only brunch combos

Weekend generate only 28% toward total revenue

Introduce offers that caters for large group like families

Buy any 4 ginger scones, get a free large tea or cappuccino

*Thank you*

