BRIGHT COFFEE SHOP SALES ANALYSIS
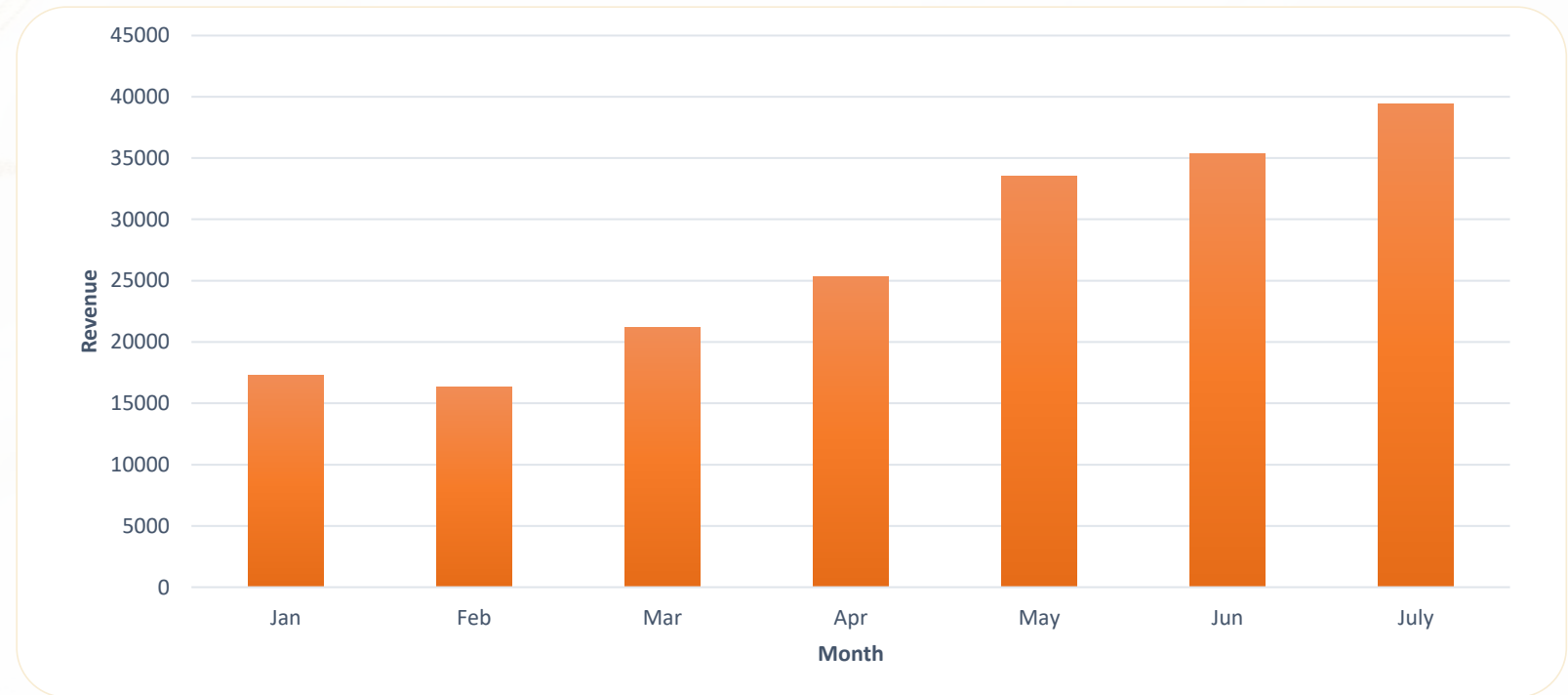
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May 2025

Agenda

- ❖ Distribution of Sales per months
- ❖ Revenue Segmentation by Daily Time Periods
- ❖ Total Sales amount by Store Location
- ❖ Top 10 Profitable Products
- ❖ Top 10 Products with less Profit
- ❖ Distribution of product quantities across categories
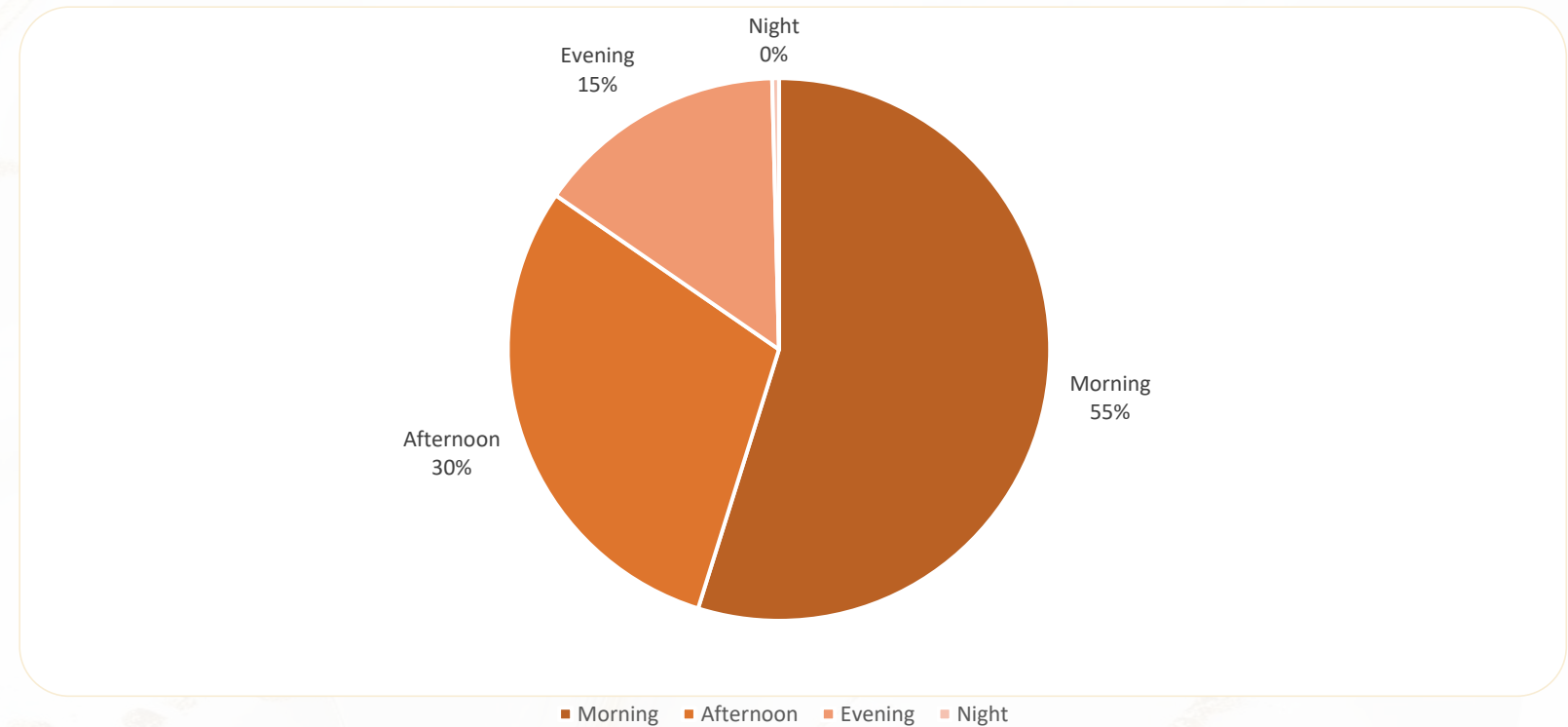- ❖ Recommendations
- ❖ Projections

Distribution of Sales per months

❖ Sales have grown steadily, with a **104% increase from February to June**, showing strong upward momentum.

❖ **May and June alone contributed 47%** of total revenue, indicating peak seasonal demand or successful promotions.

Revenue Segmentation by Daily Time Periods

❖ **Peak Revenue in the Morning**: Highest revenue (R81,751), indicating strong consumer activity during this time, likely due to morning routines and breakfast purchases.

❖ **Significant Decline in Revenue Throughout the Day**: Revenue decreases sharply in the afternoon (R44,427), evening (R22,335), and night (R603), suggesting that consumer spending diminishes as the day progresses, with minimal activity during late hours.
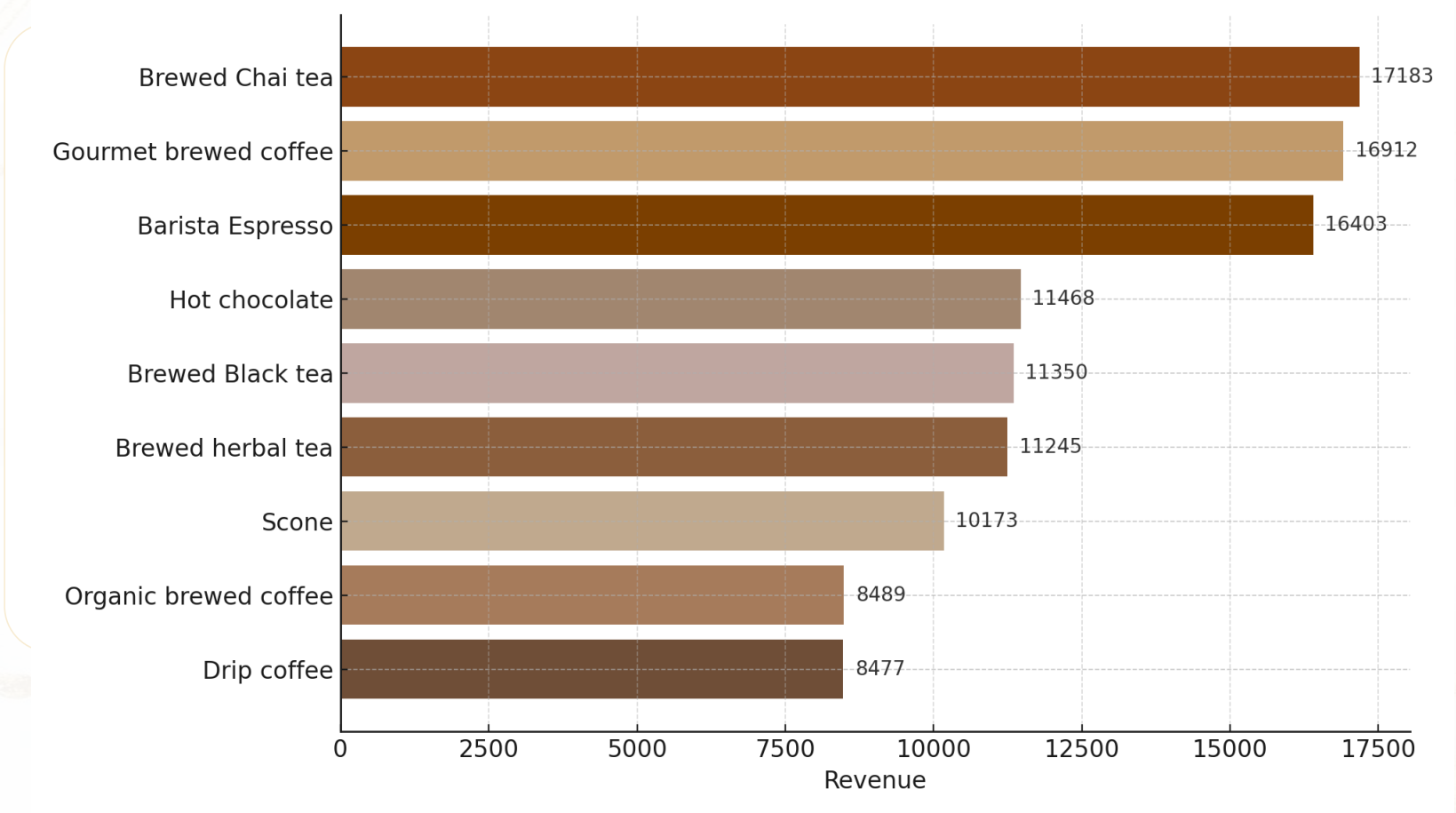
Total Sales amount by Store Location
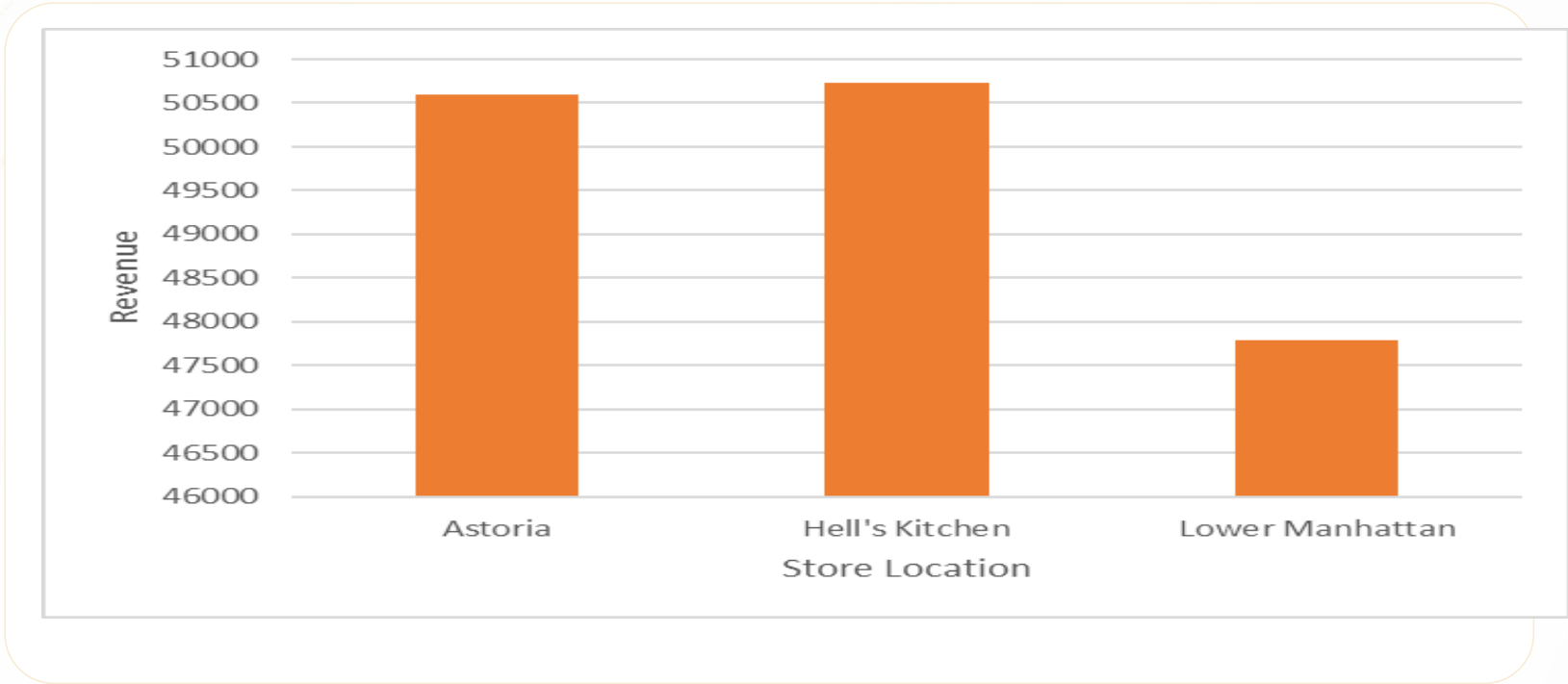
❖ Hell's Kitchen leads slightly with the highest total sales (50,735), indicating strong customer traffic or performance.

❖ Lower Manhattan lags behind at 47,782, suggesting an opportunity for targeted strategies to boost sales and close the gap.

Top 10 Profitable Products

Product	Revenue
Brewed Chai tea	17183
Gourmet brewed coffee	16912
Barista Espresso	16403
Hot chocolate	11468
Brewed Black tea	11350
Brewed herbal tea	11245
Scone	10173
Organic brewed coffee	8489
Drip coffee	8477

❖ Brewed Chai Tea, Gourmet Brewed Coffee, and Barista Espresso are the top three products by revenue, indicating strong customer preference for premium and specialty beverages.

Top 10 Products with less Profit
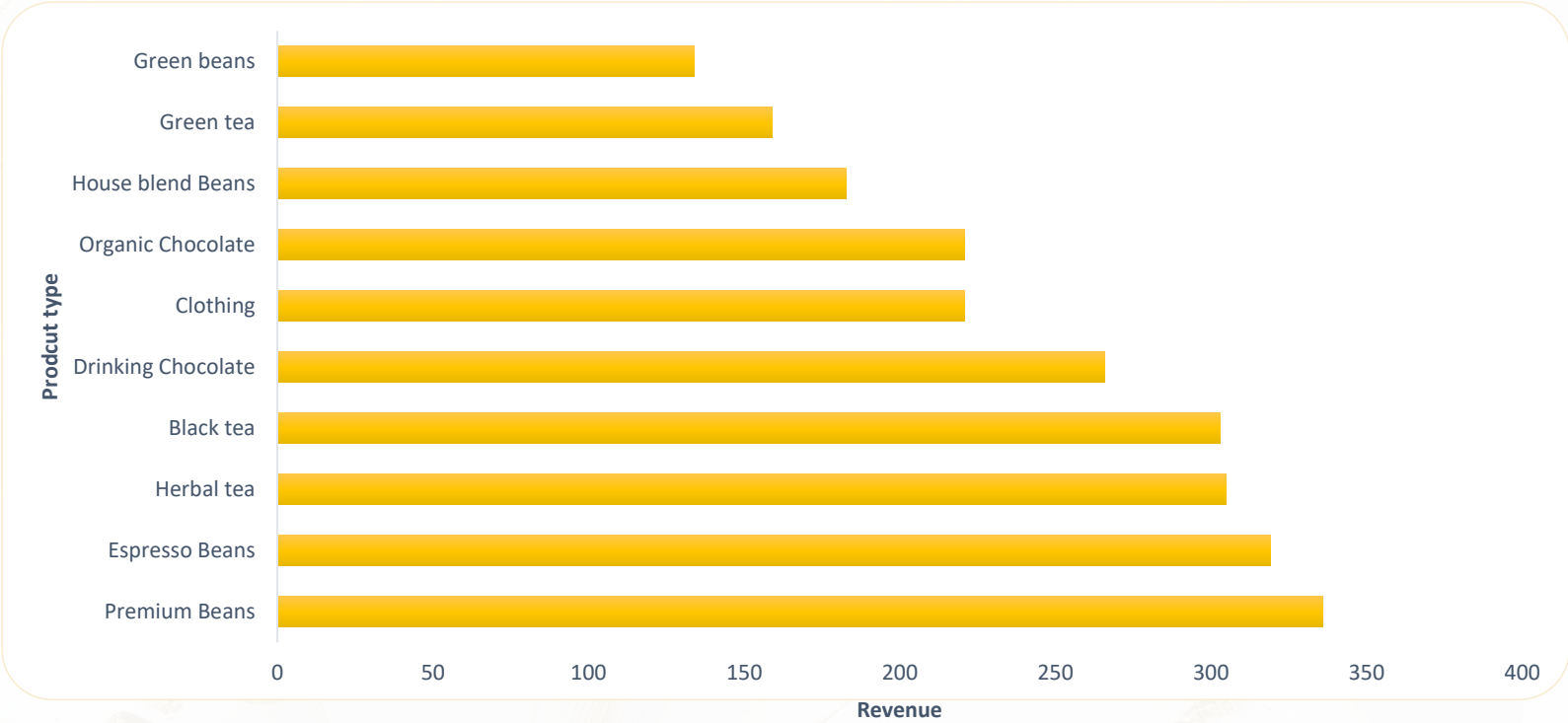
❖ **Niche Demand Products**: Items like Green beans and Green tea have the lowest revenue, indicating limited customer interest or very specific audience appeal.

❖ **Non-Beverage Underperformance**: Clothing and Organic Chocolate show low revenue compared to beverages, suggesting non-drink items may not align with the core preferences of store visitors.

Product Type Distribution by Quantity Sold
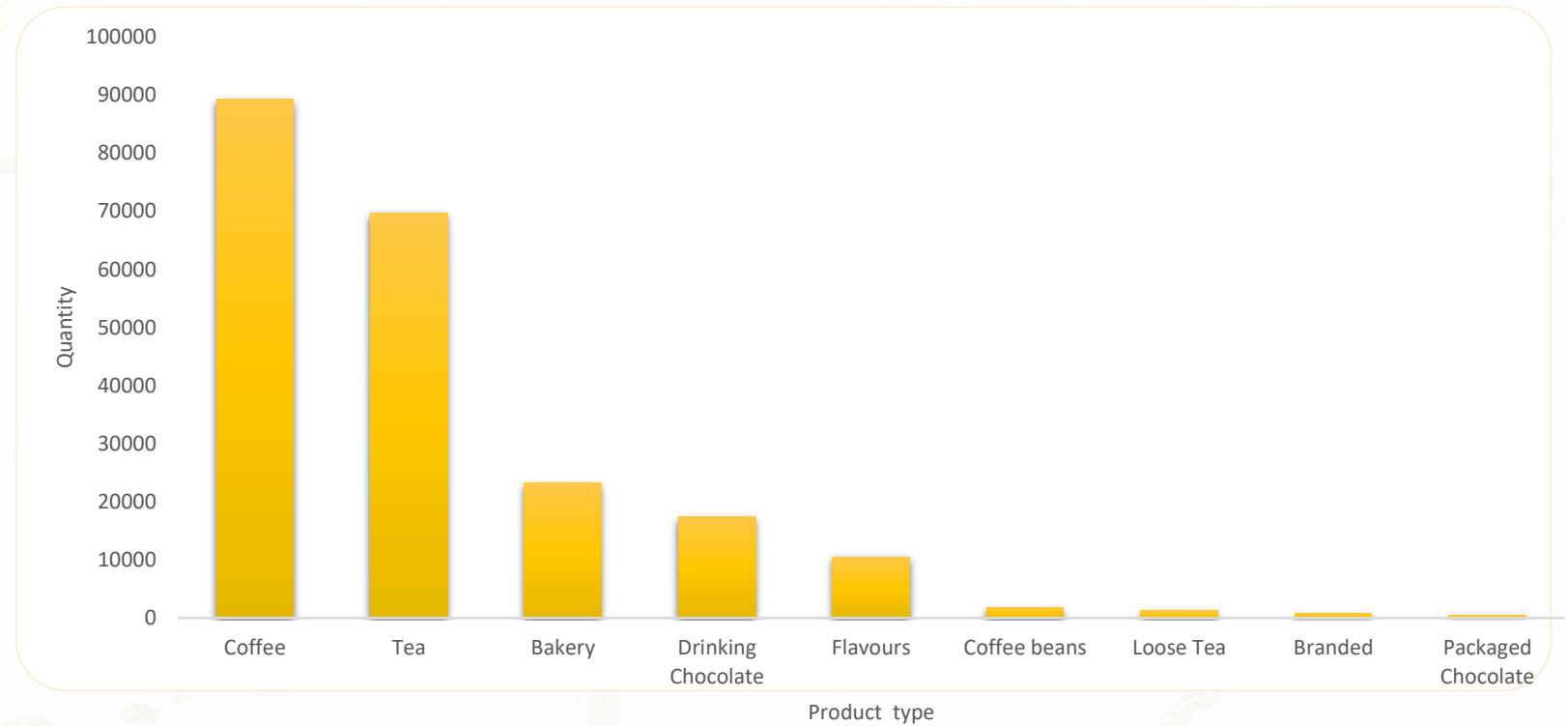
❖ **Coffee Dominates Sales**: With 89,250 units sold, coffee is the most popular product, indicating strong consumer demand.

❖ **Strong Tea Market**: Tea follows closely with 69,737 units sold, highlighting a significant market opportunity.

❖ **Niche Products Lag**: Specialty items like Bakery (23,214) and Drinking Chocolate (17,457) have lower sales, suggesting a need for targeted marketing.

Distribution of Product Quantities across categories
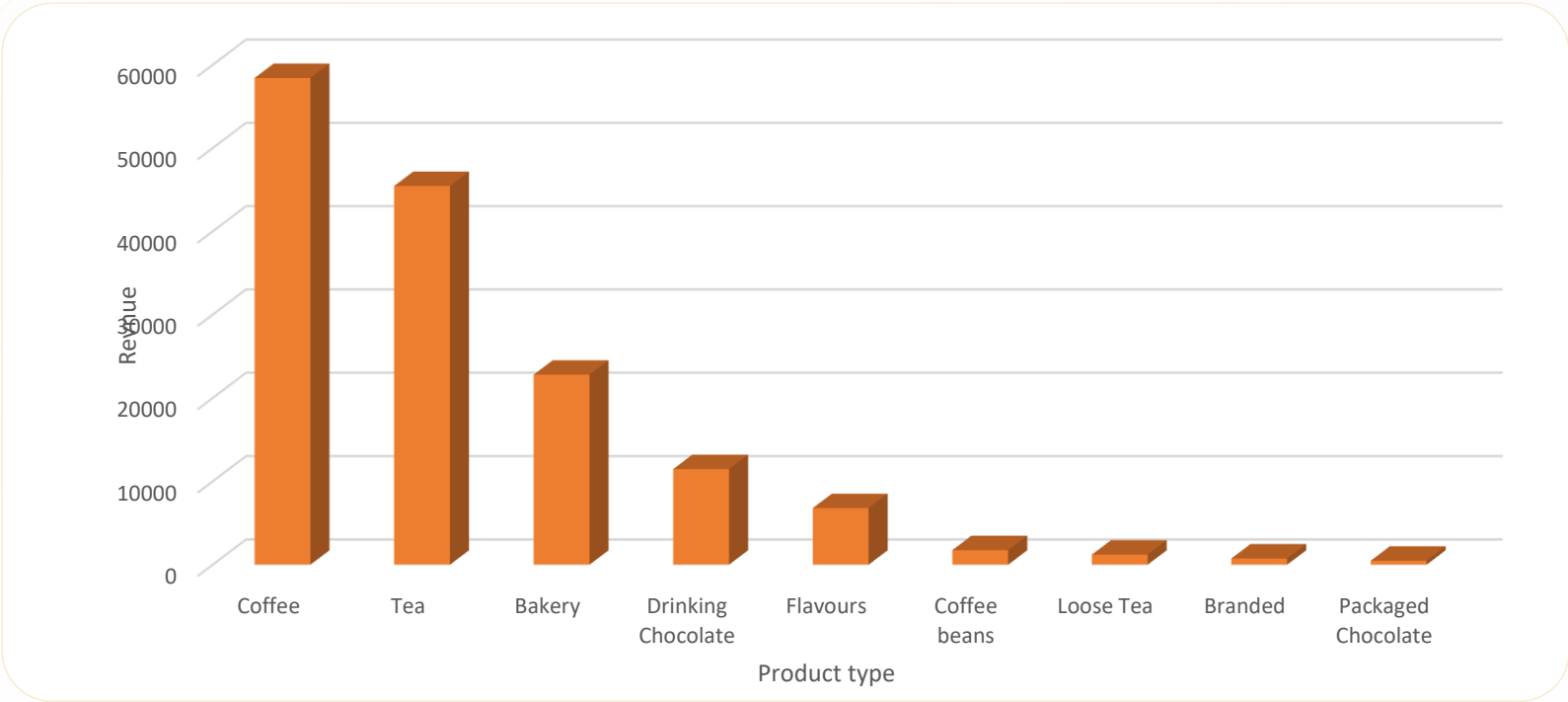
❖ **Coffee Leads in Revenue**: Coffee generates the highest revenue at R58,416, reinforcing its status as the top-selling product and a key revenue driver.

❖ **Lower Revenue for Specialty Items**: Products like Drinking Chocolate (R11,468) and Flavours (R6,790) contribute significantly less to overall revenue, indicating potential for growth through targeted marketing strategies.

Recommendations

❖ Scale up inventory and marketing ahead of high-performing months (May–June) to maximize sales potential.

❖ Analyze drivers of recent growth (e.g., pricing, campaigns, product mix) and replicate successful tactics in upcoming quarters.

❖ Focus on boosting Lower Manhattan's sales by analyzing top-performing products and promotions in Astoria and Hell's Kitchen, then adapting those strategies to suit the local customer base.

Monthly Coffee Sales Revenue (Jan–Jun) with Projected Forecast for July–August
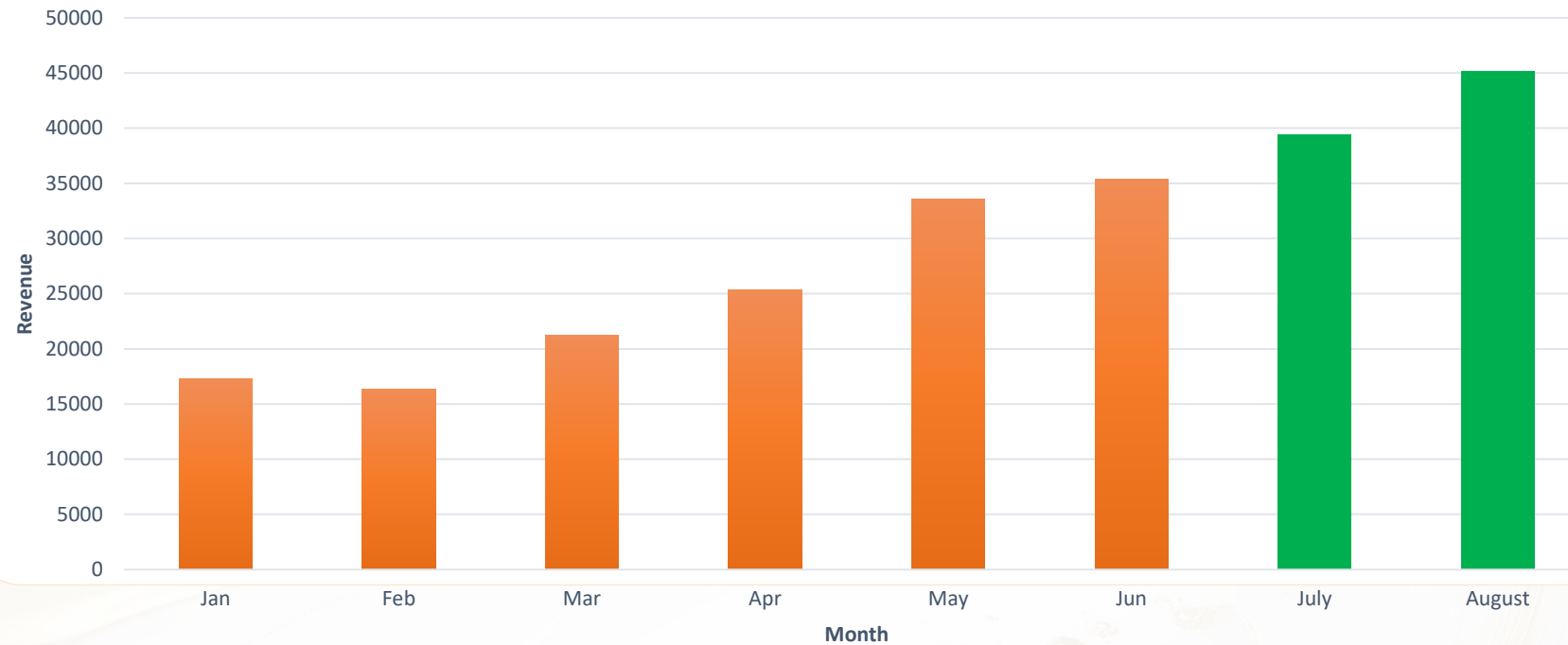
❖ Sustained demand and seasonal trends are expected to drive higher sales in July and August, continuing the strong upward momentum seen in previous months.

❖ Ongoing marketing efforts and popular product offerings likely contribute to this growth, positioning these months to outperform earlier performance.