

# Bright Coffee Shop

## Sales Analysis

May 2025



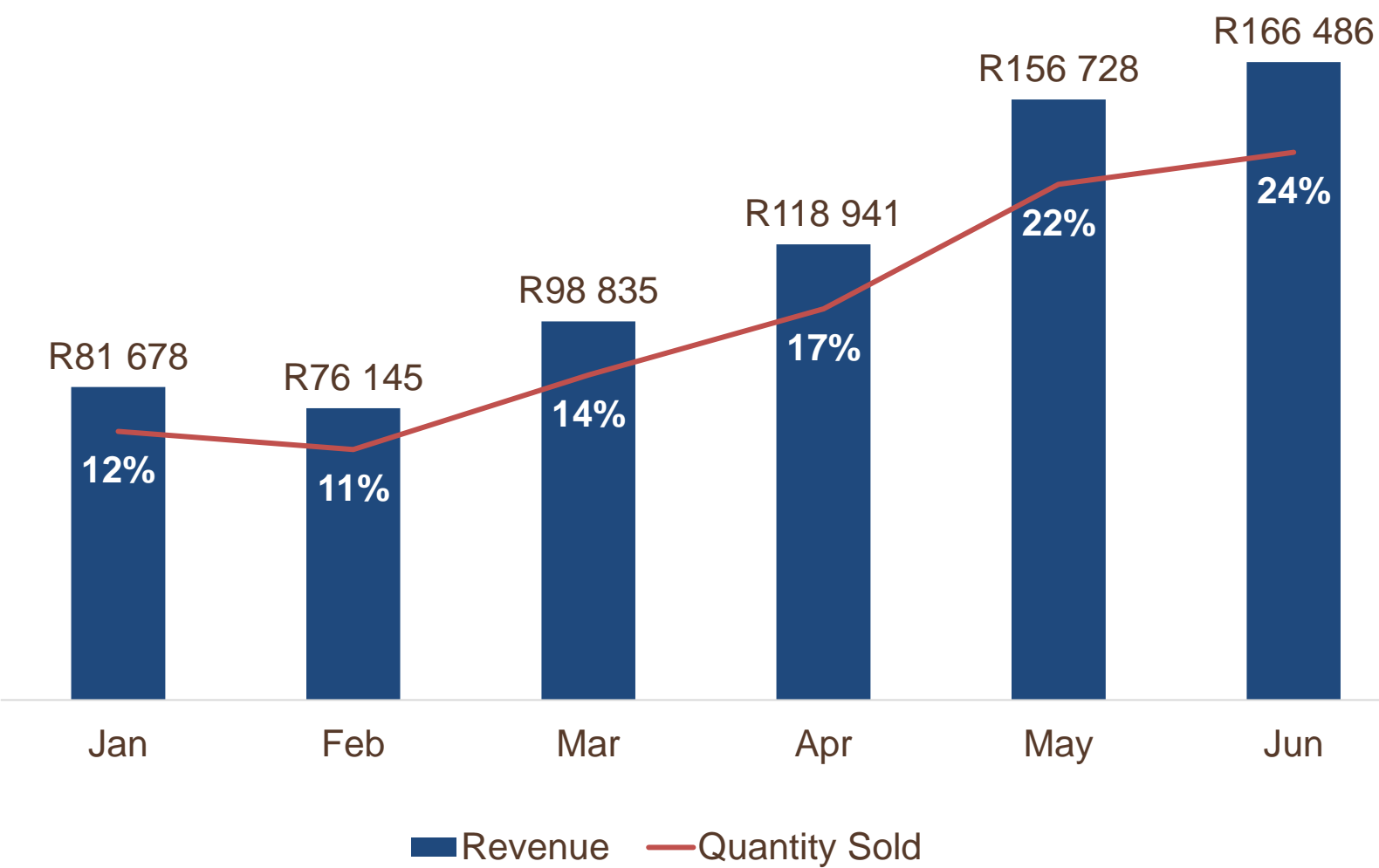


# AGENDA

- 1 Sales Trend
- 2 Location Distribution
- 3 Product Performance
- 4 Recommendation

# Sales Trend

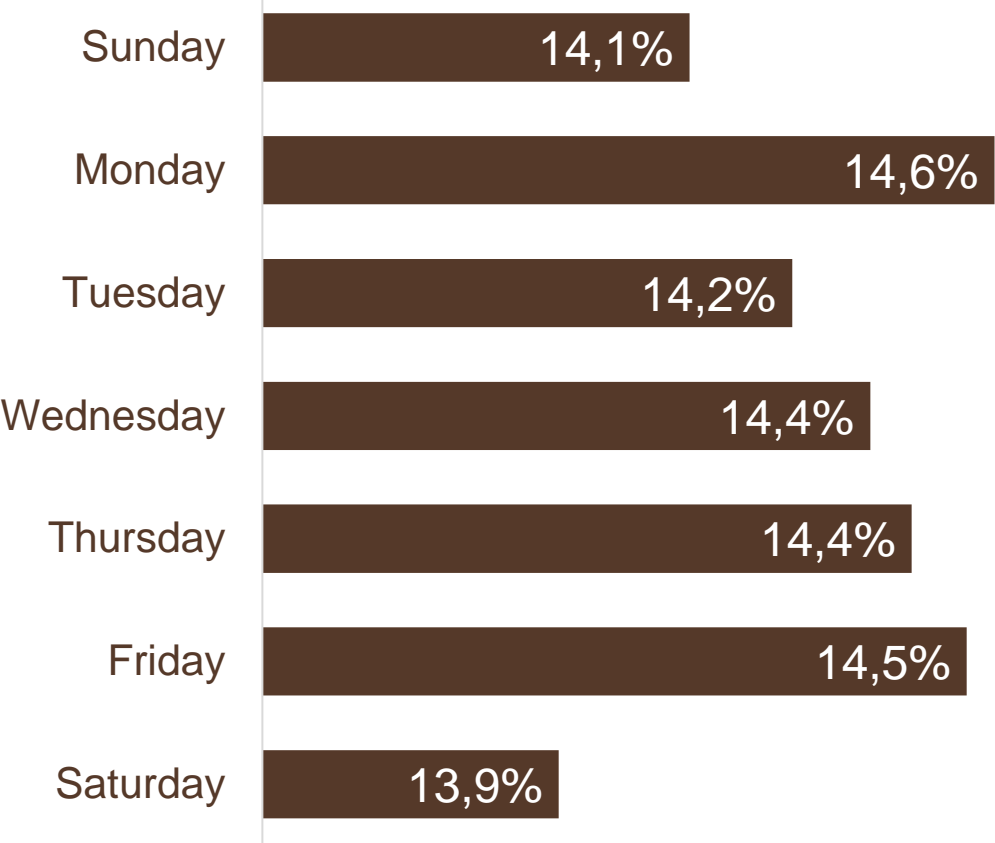
Total Revenue vs Quantity Sold per Month



## Key Highlights

- A total Revenue of **R698812** was generated over the period, with a total quantity of **149116**.
- Revenue and quantity sold are increasing month-on-month, indicating growing demand.
- Since revenue and quantity sold grow proportionally, the unit price has remained the same.
- Growth accelerates significantly after March. May and June contribute **46%** to the total revenue.

Total Revenue per Week Day



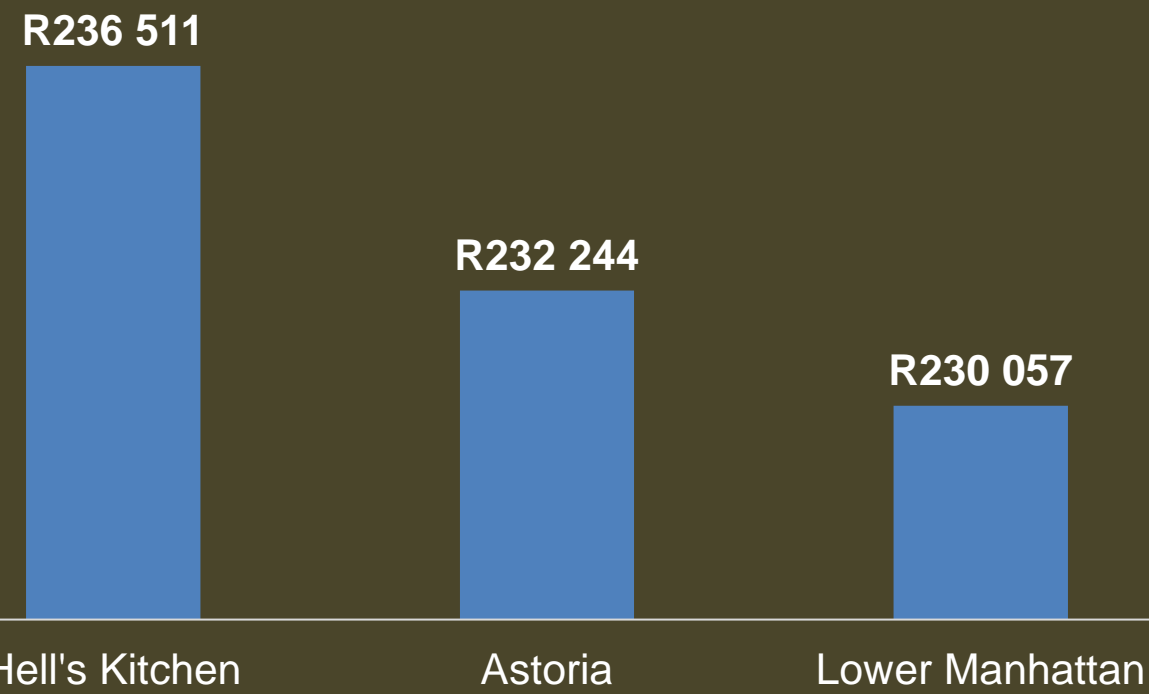
## Key Highlights

- The revenue generated daily is steady, which is slightly less on Saturdays.
- Monday has slightly more sales than any other day.

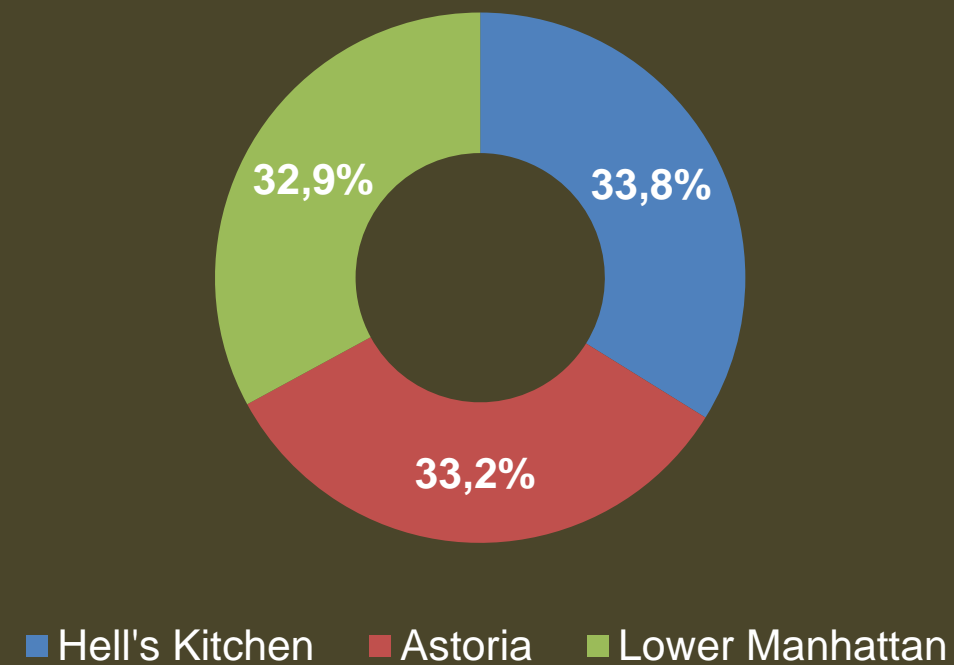


# Location Distribution (1/2)

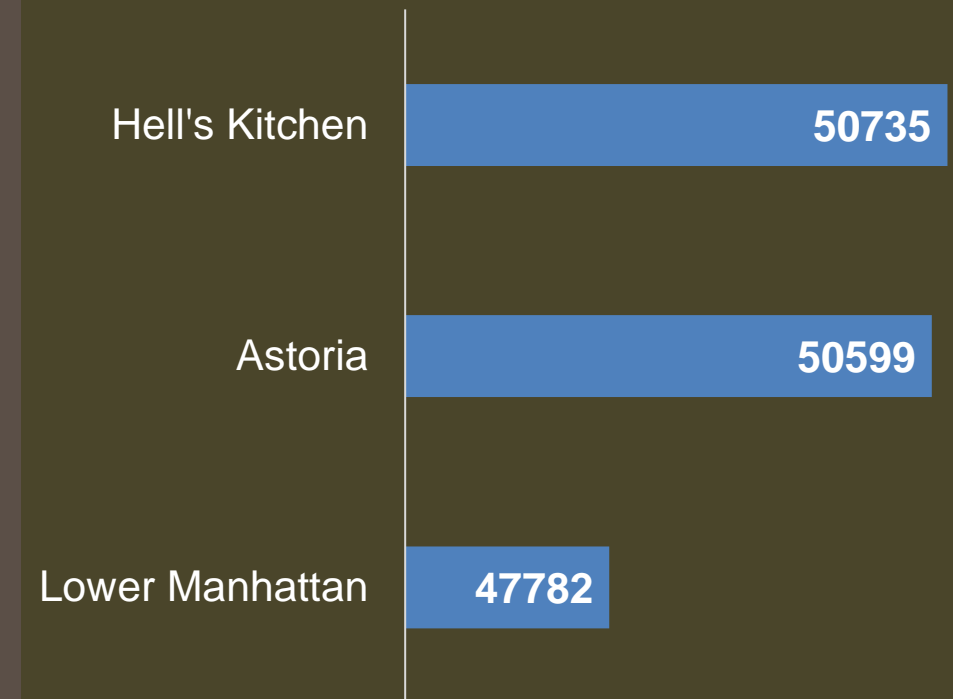
Total Revenue per Location



Revenue Breakdown per Store



Total Quantity Sold



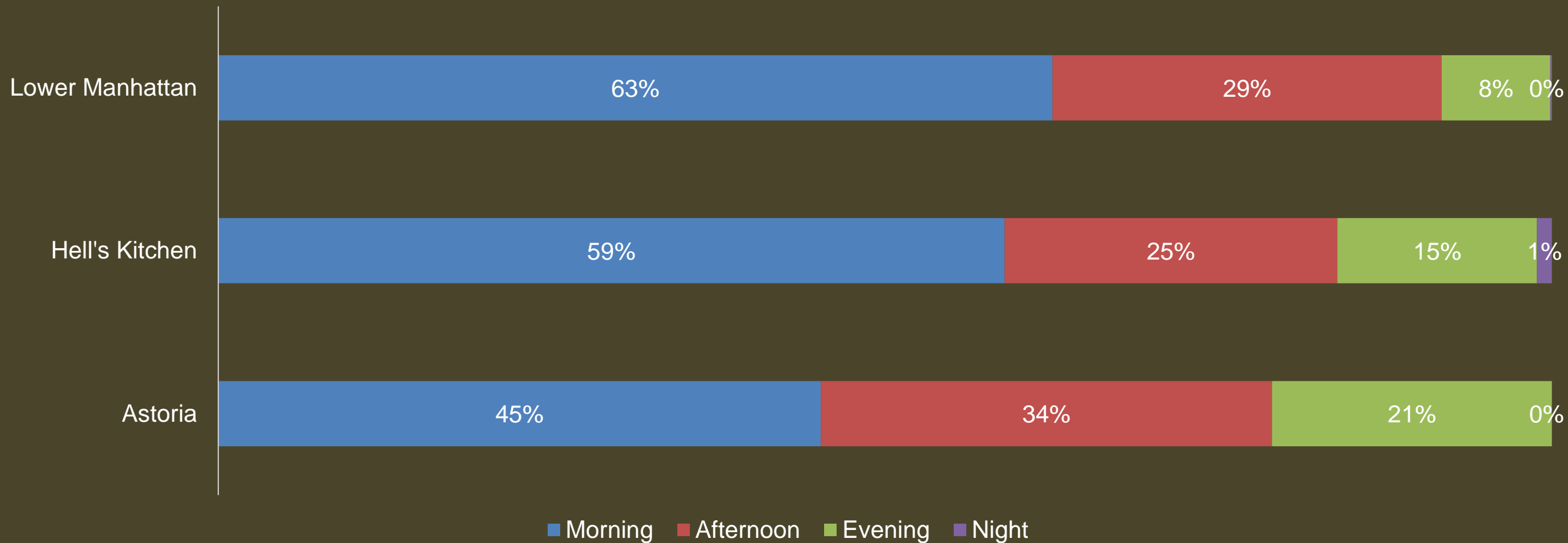
## Key Highlights

- The total revenue from Jan–Jun 2023 is split almost equally across the three coffee shop locations.
- Uniform Performance: All three locations are performing similarly in revenue — within a range of less than 1% difference.
- There's no dominant or underperforming location based on revenue share alone. This suggests consistent customer engagement and market penetration across locations.



# Location Distribution (2/2)

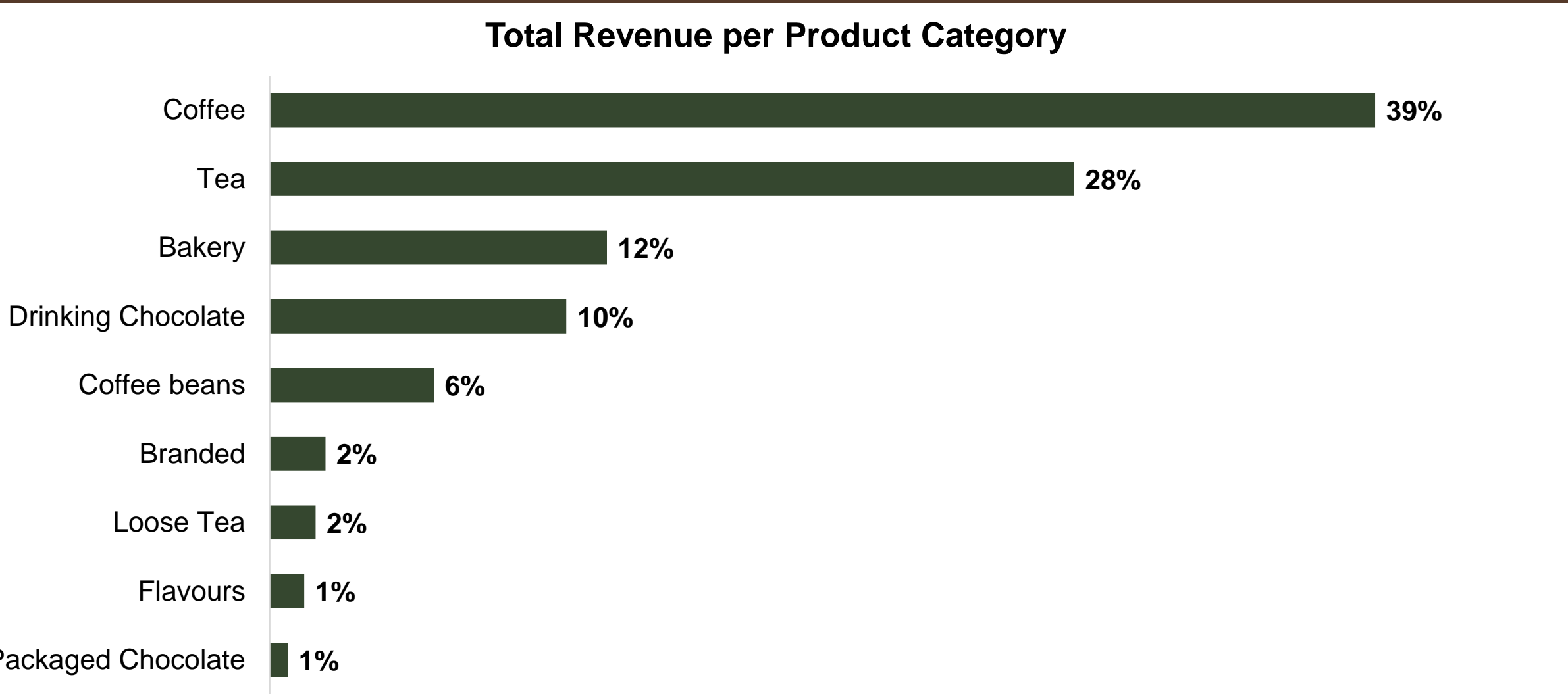
Revenue per Store per Time



## Key Highlights

- More revenue was generated in the morning, followed by afternoon sales which is consistency across the 3 stores. The peak in the morning is likely commuters and early risers and tapering off as the day progresses.
- Staffing, inventory, and promotions can be optimized for morning demand surges.
- Since all three locations follow this trend, it's likely driven by broader consumer routines rather than location-specific factors.





# Product Performance

### Key Highlights

- Coffee and tea are the main revenue-generating products, reinforcing the shop’s identity as a beverage-first business. These alone make up **67% (R466 358)** of the total revenue.
- From coffee and tea products, the top 5 selling make **72%** towards the revenue generated by coffee and tea products.

Top 2 Product Category Products		
Product Type	Total Revenue	Percentage
Barista Espresso	R91 406	20%
Brewed Chai tea	R77 082	17%
Gourmet brewed coffee	R70 035	15%
Brewed Black tea	R47 932	10%
Brewed herbal tea	R47 540	10%
Premium brewed coffee	R38 781	8%
Organic brewed coffee	R37 747	8%
Drip coffee	R31 984	7%
Brewed Green tea	R23 853	5%
Grand Total	R466 358	100%



# Recommendations



## Double Down on Coffee & Tea

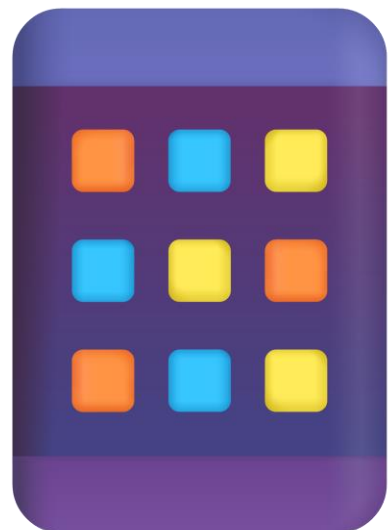
Since 67% of revenue comes from coffee and tea:

- Introduce premium options.
- Hold tasting events or barista demos to build product knowledge and customer loyalty.
- Sell retail packs.



## Boost Off-Peak Sales (Evening & Night)

- Launch deals or combo deals in the evening.
- Introduce low-caffeine drinks that suit evening consumption.
- Offer free Wi-Fi, soft lighting, and relaxed music to create an after-hours café atmosphere.



## Leverage Digital Marketing

- Launch a mobile app or digital punch card to reward repeat customers.
- Use targeted social media ads to promote time-based or location-based deals.
- Collect customer data via the app or POS to segment offers.



## Capitalize on Morning Peak Demand

- Expand morning menu offering
- Introduce “loyalty rewards”
- Offer app orders to reduce waiting time during the busiest period.

# Thank You

Tiyani Baloyi

