



Brewing quality, building loyalty.

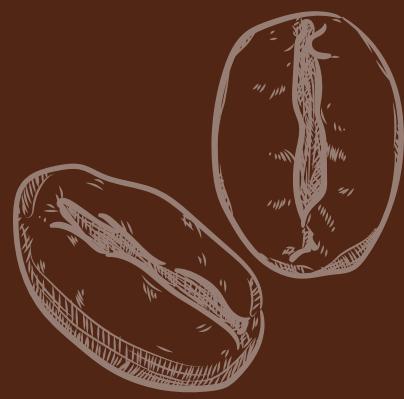
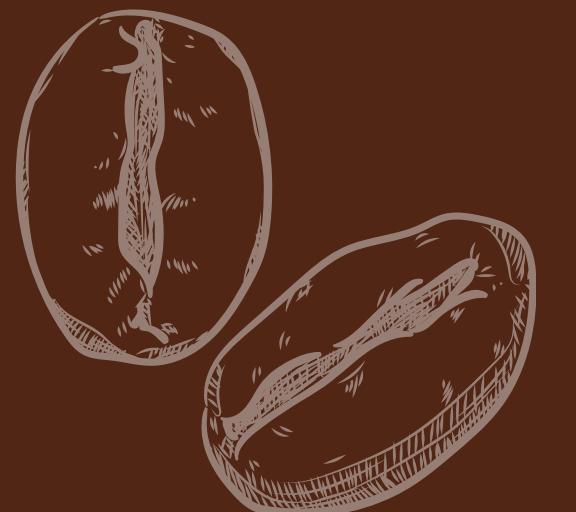
BRIGHT COFFEE

2023 MID-YEAR PERFORMANCE ANALYSIS

Presentation by Wavhothe Masakona

AGENDA

1. Store Introduction and aim of analysis
2. General revenue breakdown
3. Revenue Breakdowns
 - a. Per Store
 - b. Per Product category
 - c. Per time buckets
4. Post analysis and recommendations

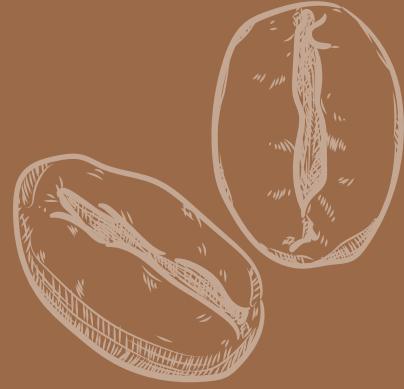




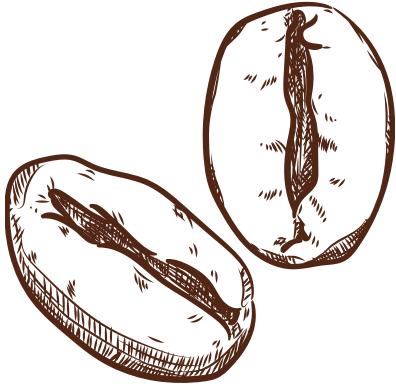
ABOUT BRIGHT COFFEE

Bright Coffee operates multiple stores across key urban areas. This analysis evaluates sales, revenue patterns, and product performance to guide strategic decisions on pricing, promotions, and resource allocation.

Our **goal** is to uncover which stores, product lines, and time periods drive the most value — and where we can improve profitability.

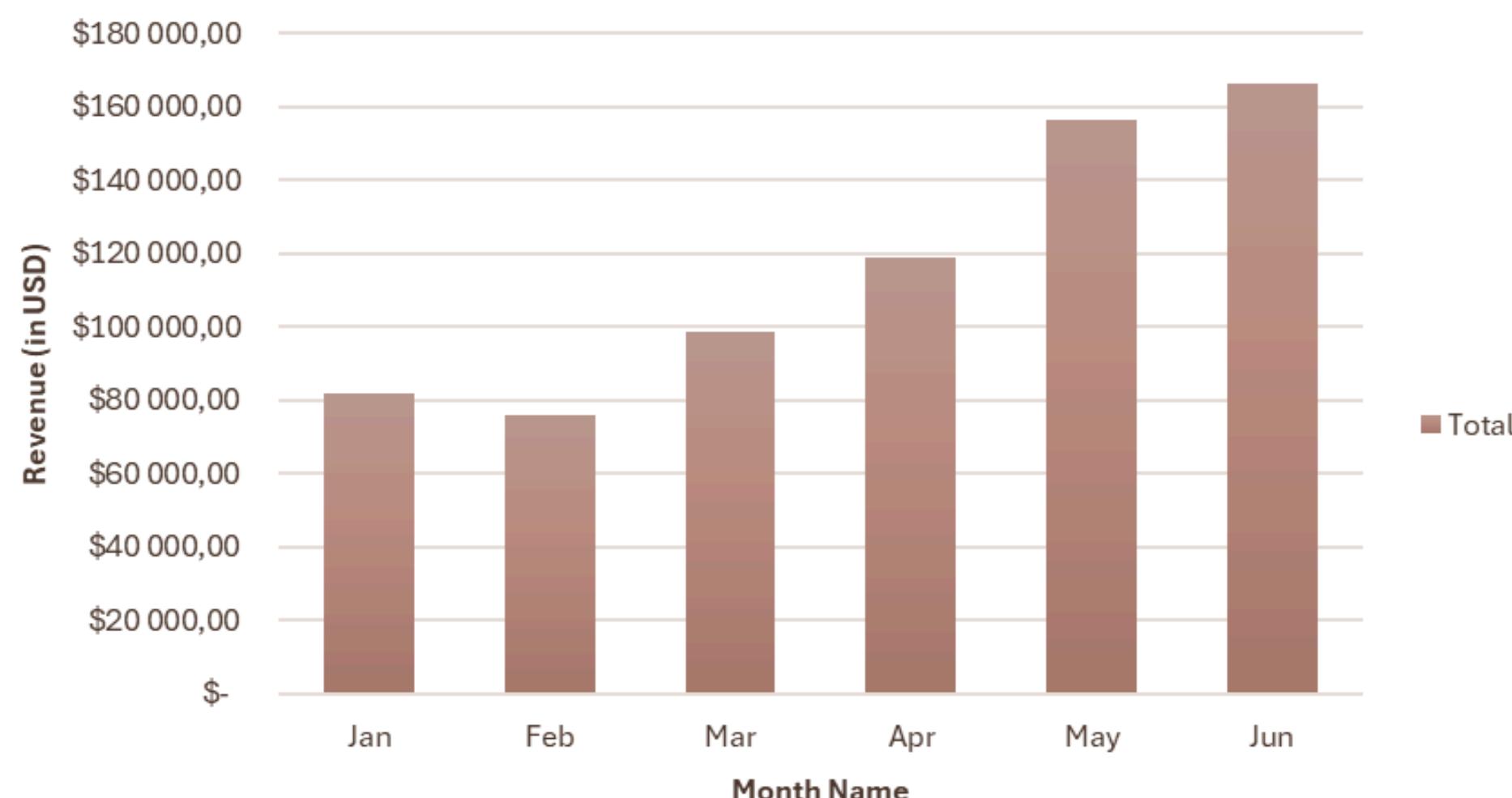


GENERAL BREAKDOWN



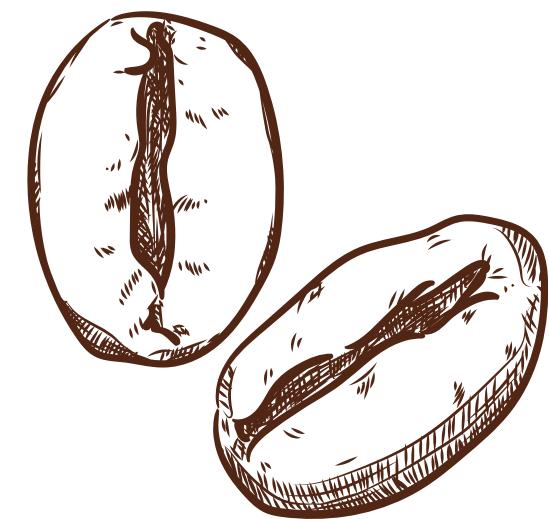
Bright Coffee generated ~\$698,812 in total sales from 149,116 transactions, with an average spend of \$4.69 per transaction.

BRIGHT COFFEE REVENUE PER MONTH



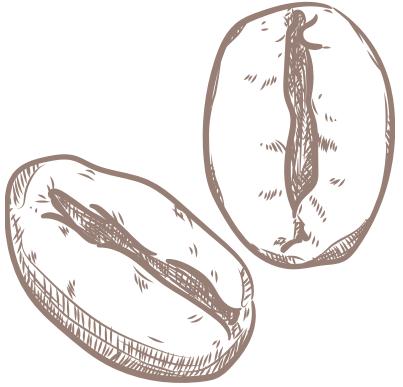
Insights:

- Average Unit Price: **\$3.38**
- High-volume, low-ticket model — strong traffic but small basket sizes.
- Potential to increase spend per customer via bundles and cross-selling.

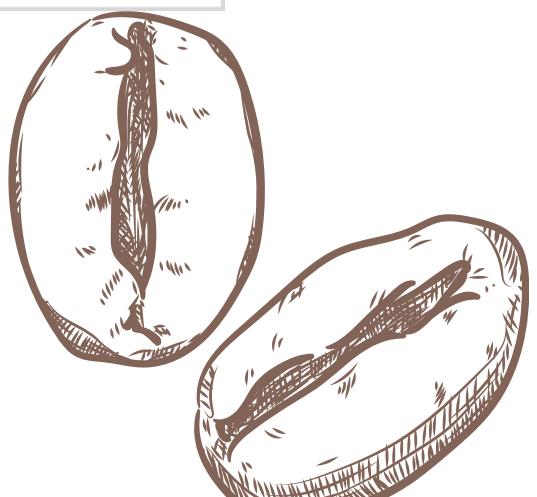
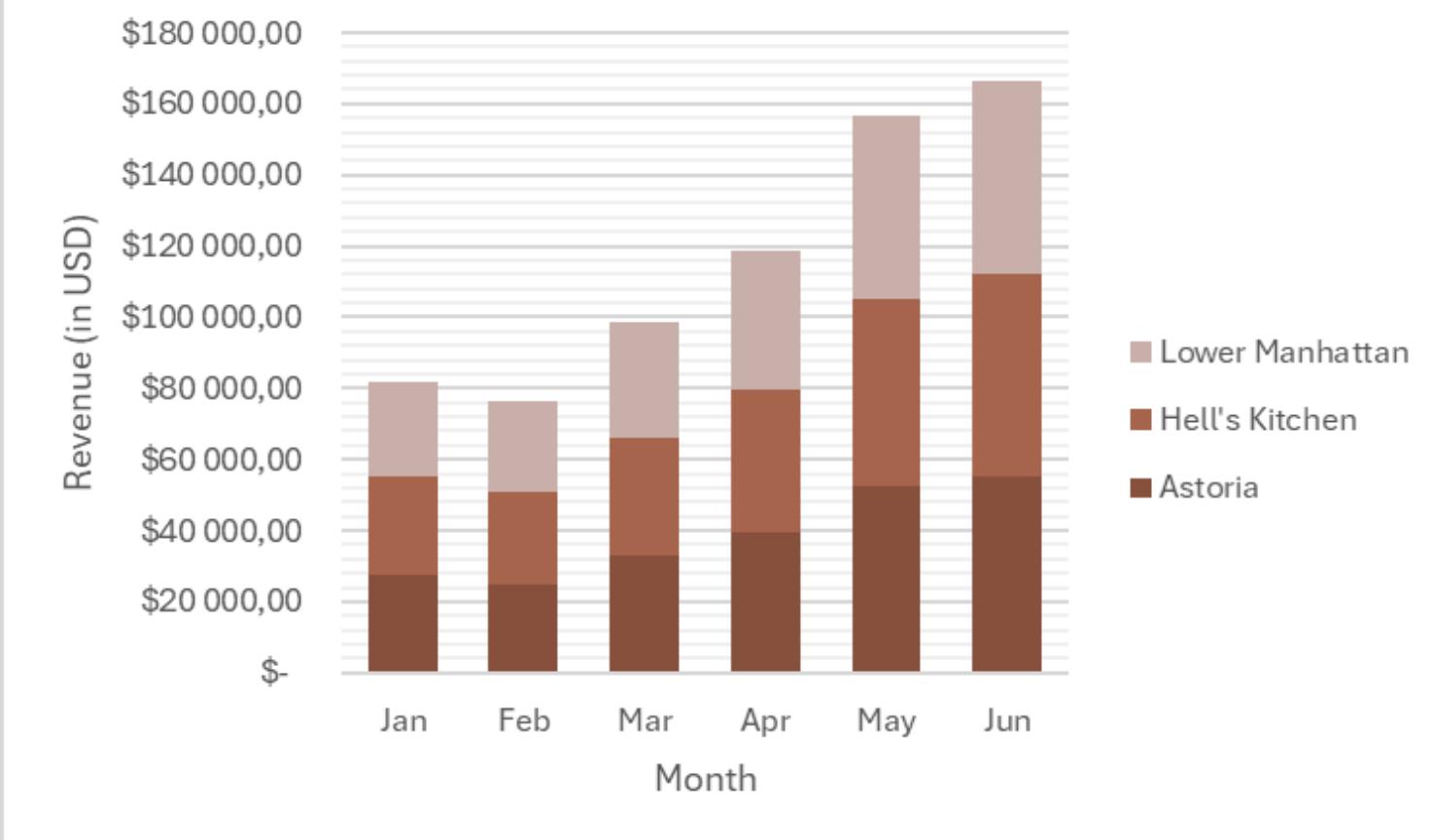
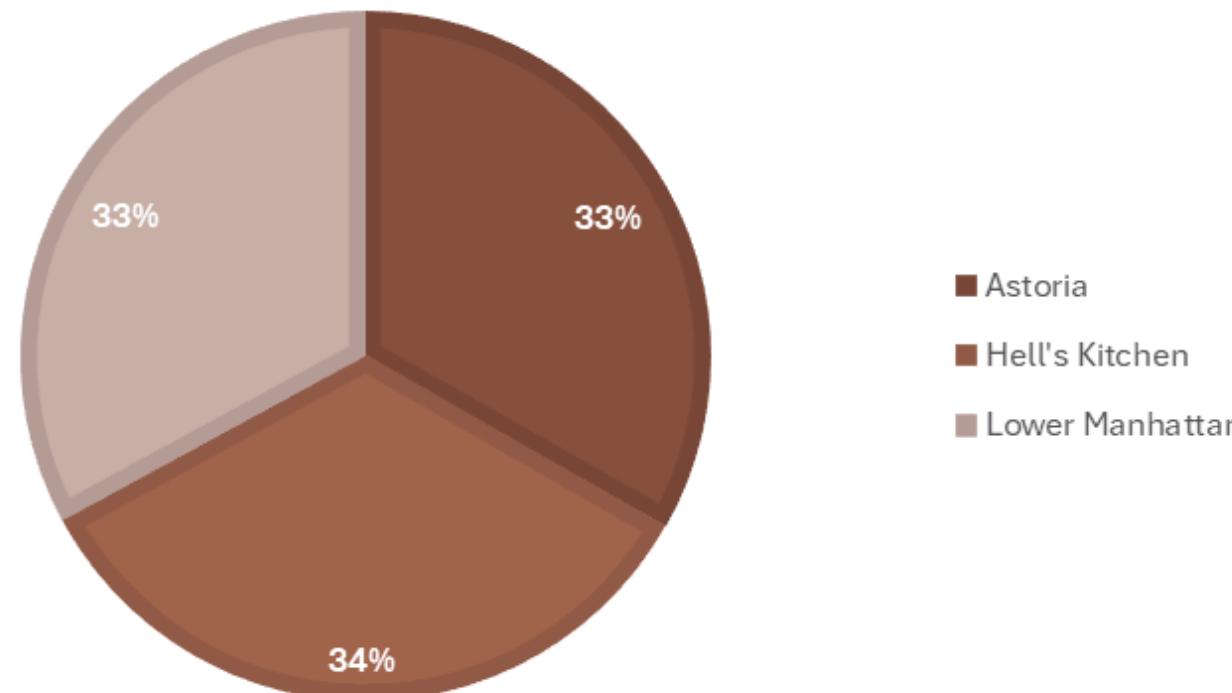


BREAKDOWN PER STORE

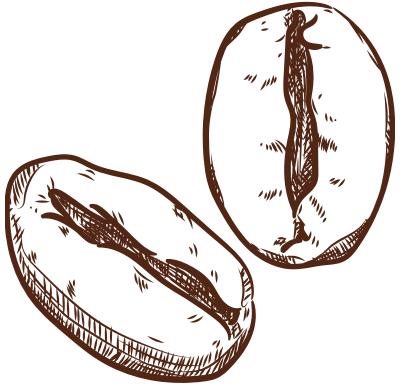
Revenue is concentrated among a few key outlets, with Hell's Kitchen leading overall performance, commanding over 34% of revenue.



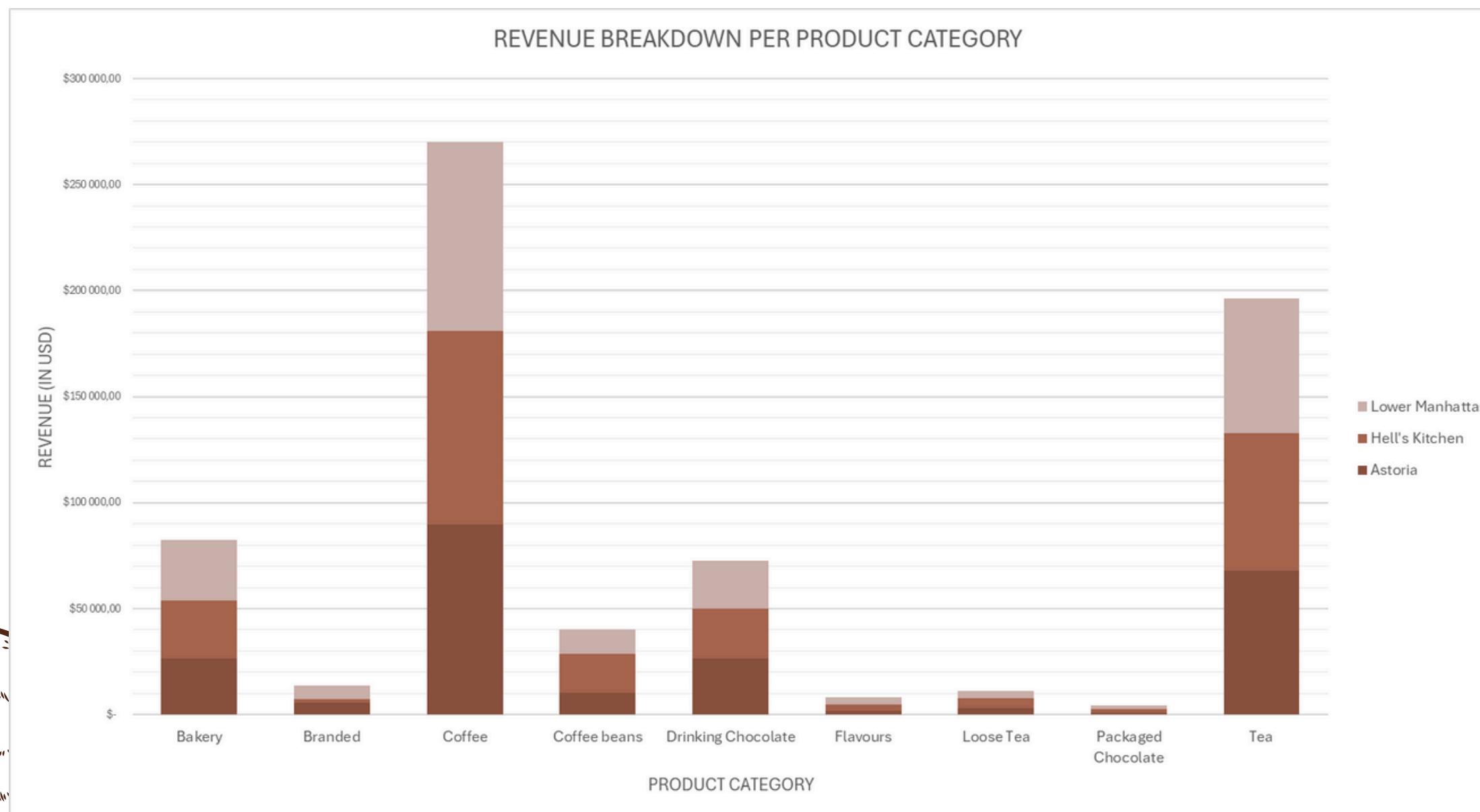
REVENUE SPLIT PER STORE



PRODUCT CATEGORIES BREAKDOWN



Coffee dominates sales, accounting for ~39% of total revenue, confirming its central role in the business model.

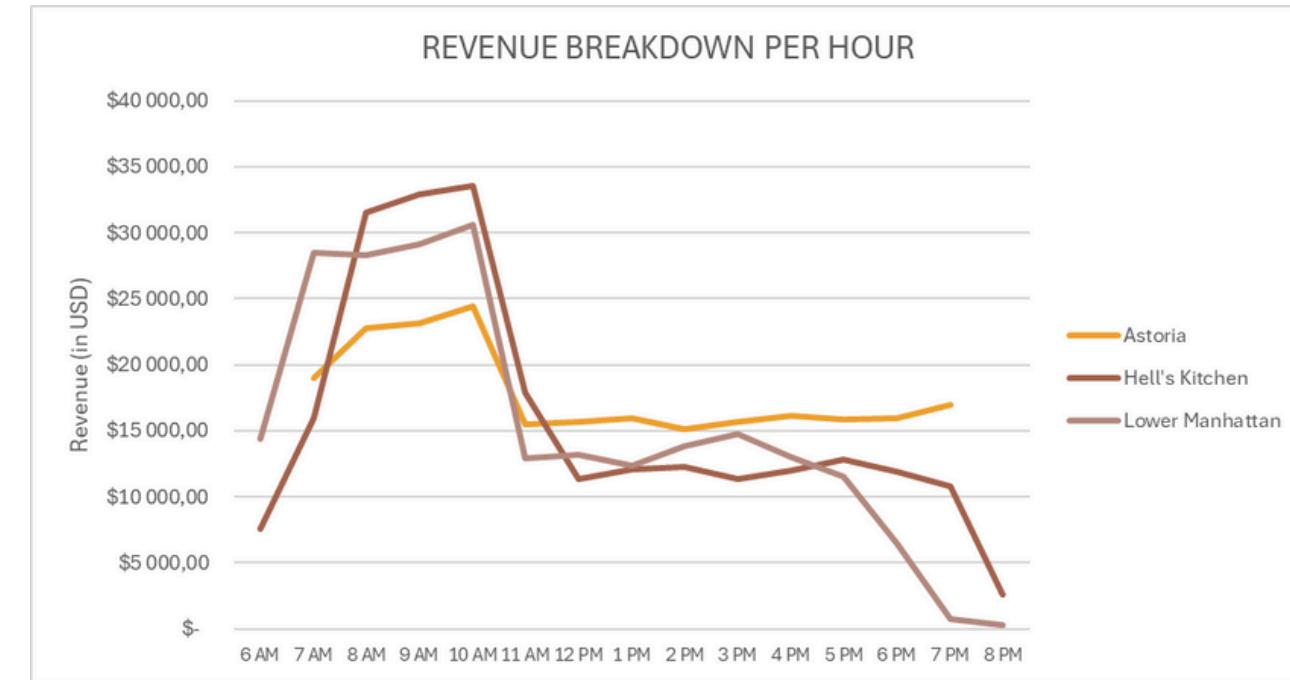
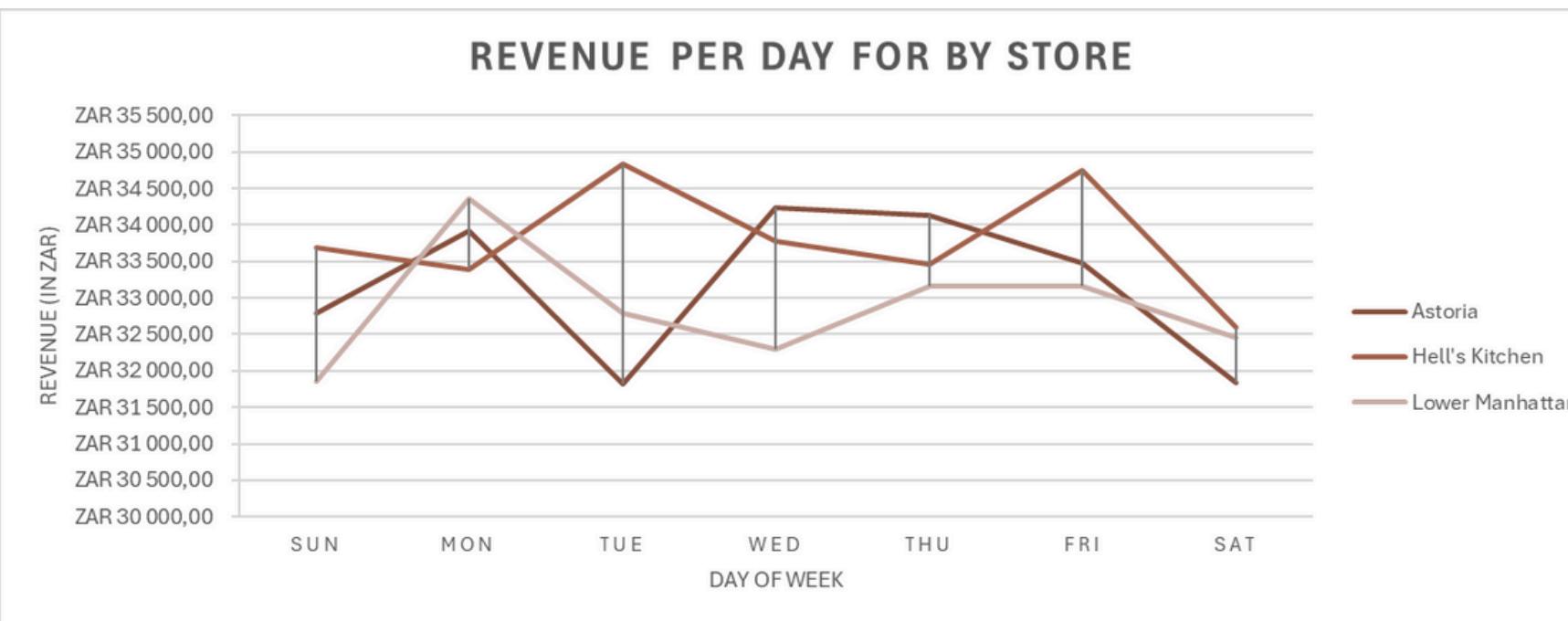


Insights:

- Coffee leads in total revenue: **\$269,952**
- Pastries: moderate contribution— potential upsell combo with coffee or tea
- **Action Point:** Launch Coffee + Snack bundles to lift average ticket size.

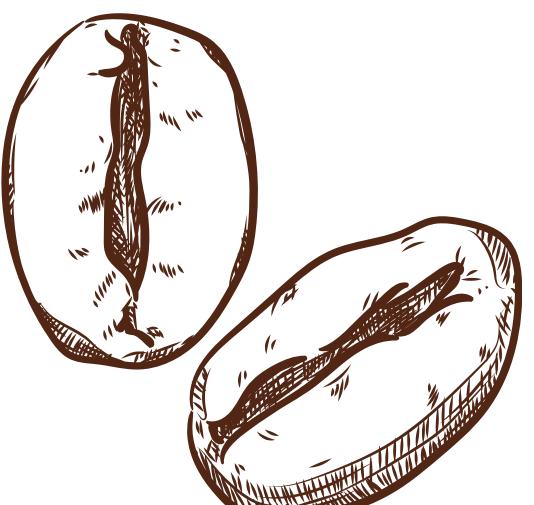
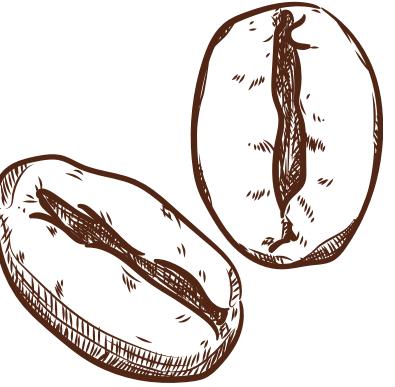
BREAKDOWN PER TIME

Sales peak in morning hours (7h00–10h00) and early weekday periods, driven by commuter demand.



Insights:

- Monday is the strongest day – start-of-week rush.
- Weekends show lower volume but higher leisure-time purchases.
- Action Point: Promote breakfast combos on Mondays and family treats on weekends.
- Implement Hell's Kitchen sales strategy in Astoria to help boost Tuesday's sales





POST ANALYSIS AND RECOMMENDATIONS

Strategic focus on high-performing stores and morning demand will sustain growth. Diversifying product mix can lift profitability.

- Replicate Hell's Kitchen playbook – train staff and match throughput.
- Increase average spend per customer – through loyalty programs or combo deals.
- Expand cold beverage line – capture afternoon traffic.
- Launch “Monday Morning Rush” campaign – discount or free pastry with coffee/ tea
- Leverage data analytics monthly to track performance shifts.

Bright Coffee shows healthy performance with consistent weekday traffic, led by coffee sales.

The next step is to convert footfall into higher revenue per transaction through smarter promotions and product pairing.



BRIGHT COFFEE

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THANK YOU