

# QUARTERLY ANALYSIS

## BRIGHT LIGHT COFFEE SHOP

Presented by  
**Anathi Xego**

# Purpose of Analysis

## Objective:

To present an overview of the Bright Light Coffee Shop's performance for the quarter of May to July 2023.

## Focus:

- Product Performance
- Store Performance
- Marketing and Promotion Strategy Analysis
- Sustainability, expansion and customer growth

## Problem Statement:

- Sales Declining
- Competitors are innovating faster and attracting our customers
- Our current marketing and product strategies need repositioning to stay competitive



# Revenue| by Store location and peak times

*Revenue*

\$318 482k

*Transactions*

67829

*Quantity*

67397

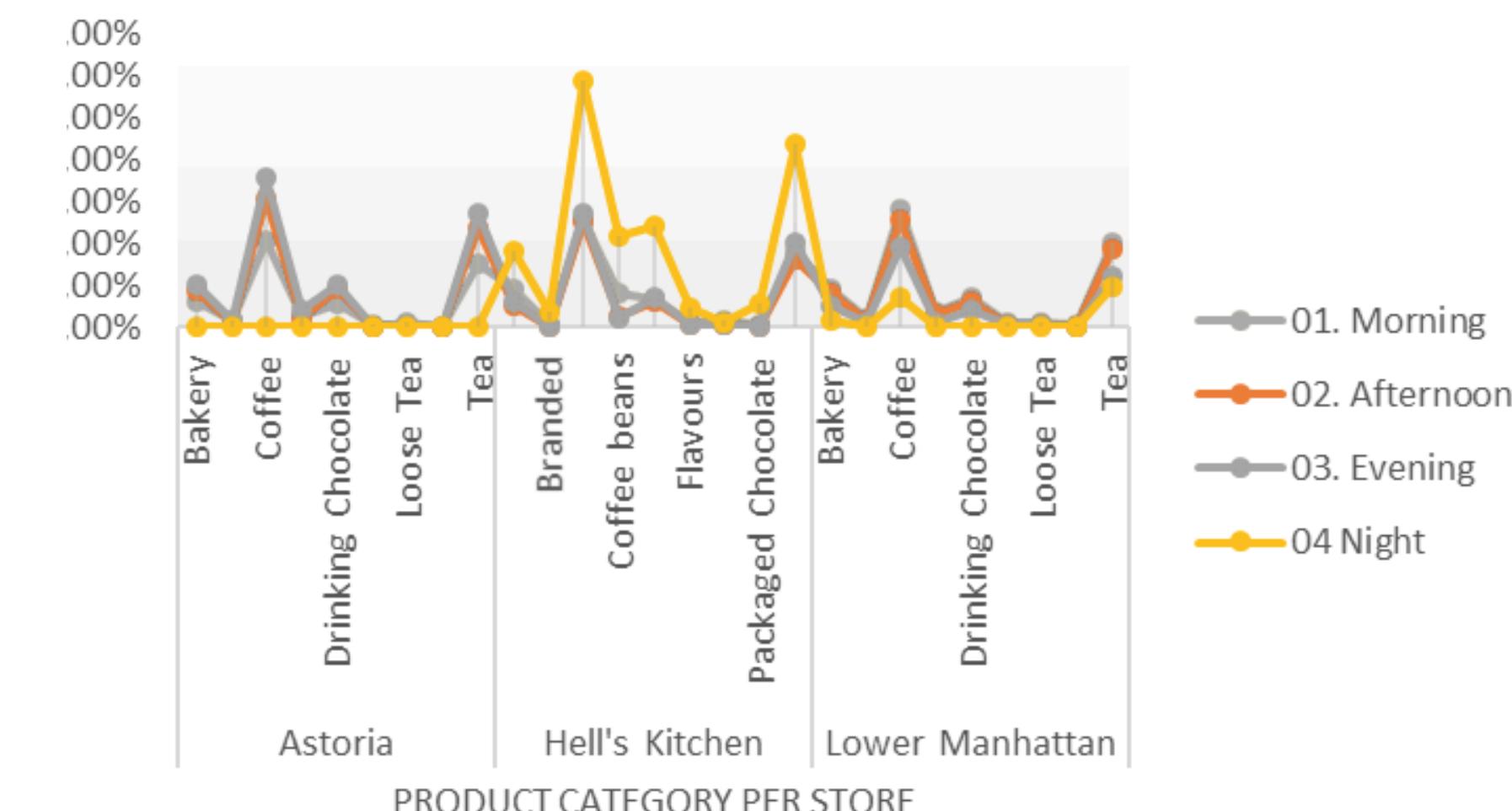


PRODUCT\_CATEGORY ▾

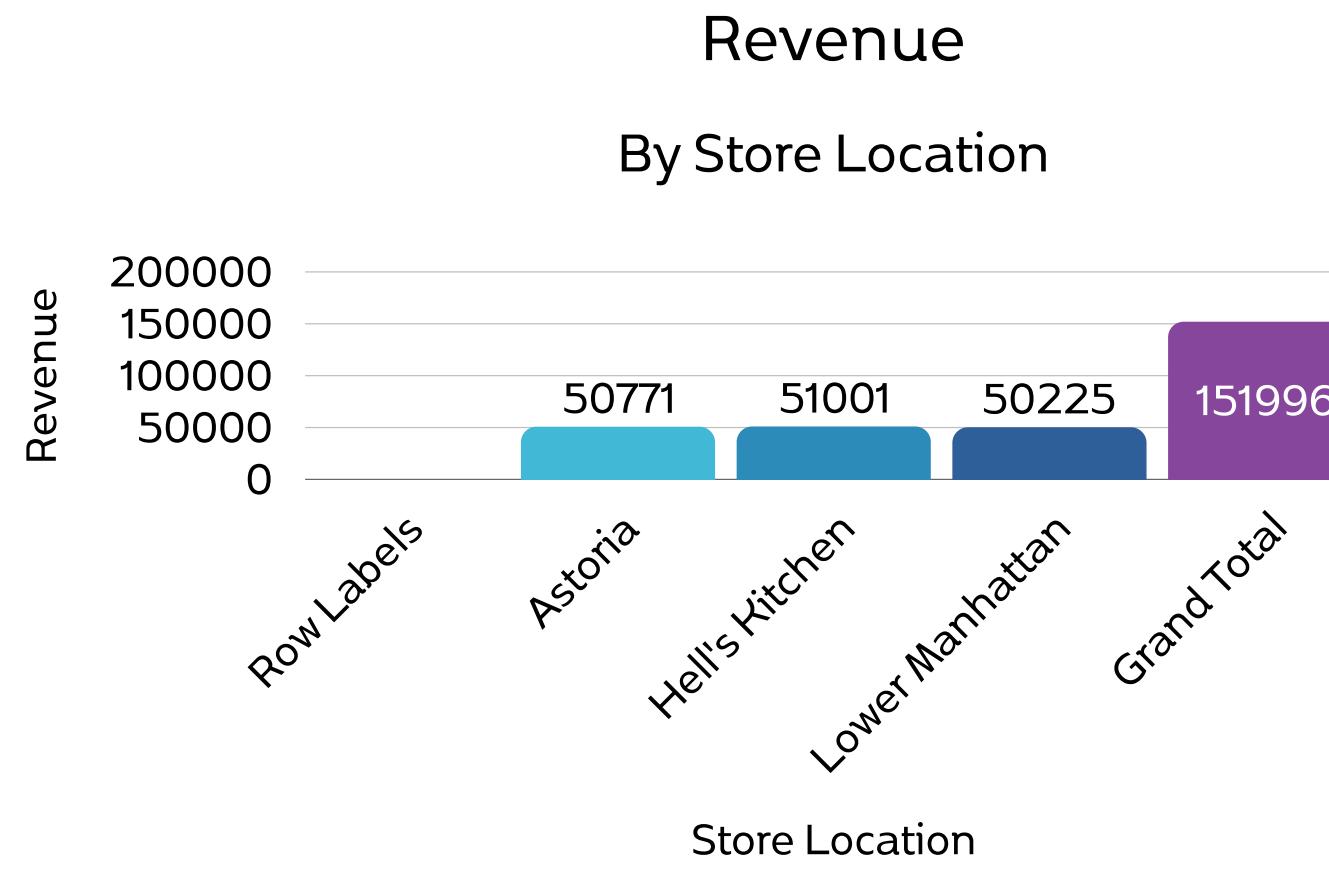
## Total Revenue by Store Location



## Peak Time Intervals for sales

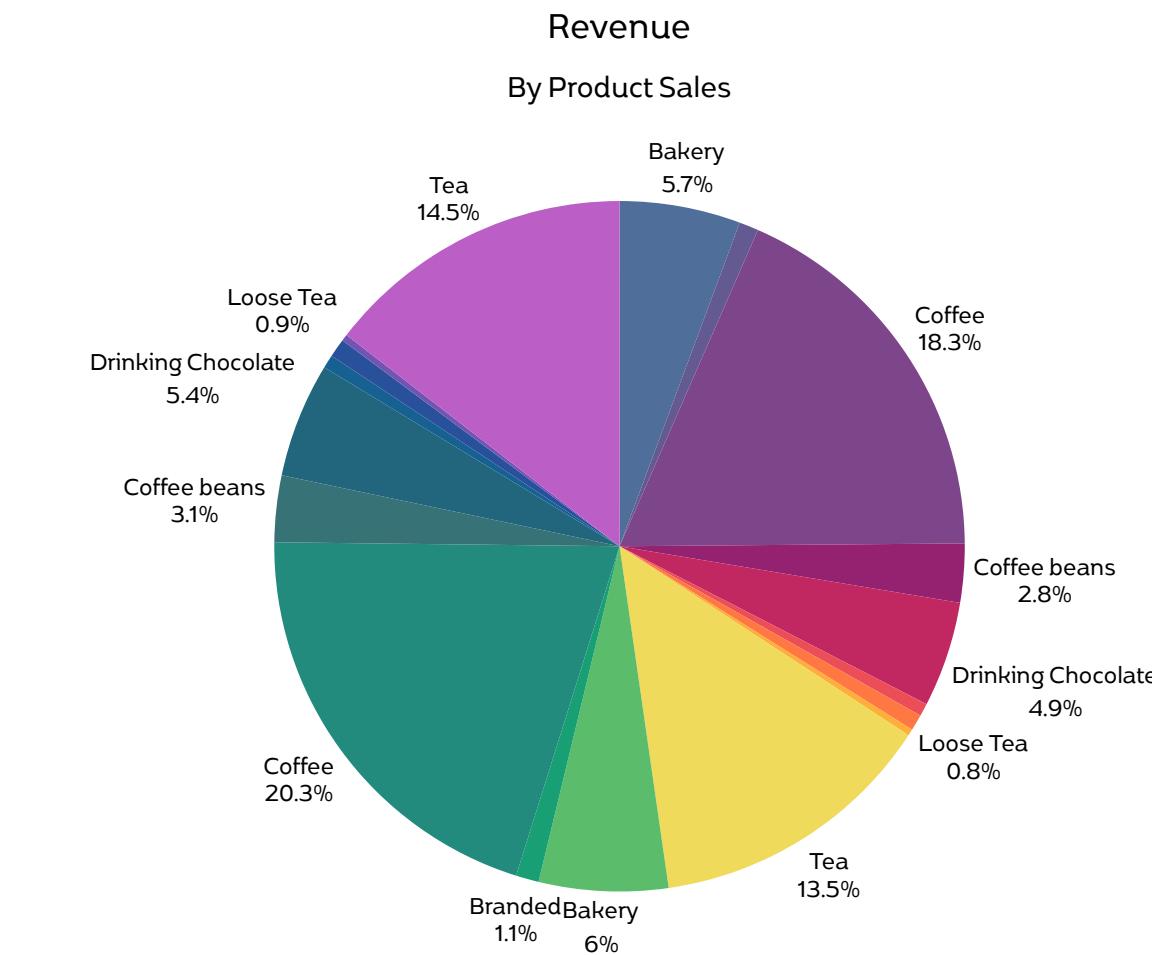
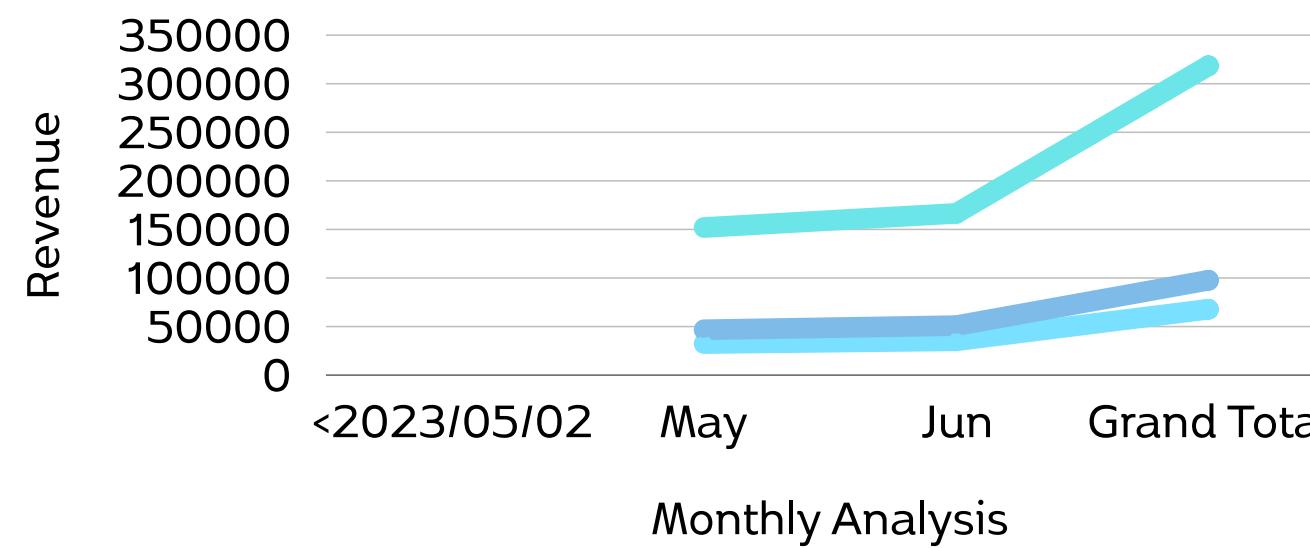


# Revenue by Store Location



## Sales Trend

### Monthly Analysis

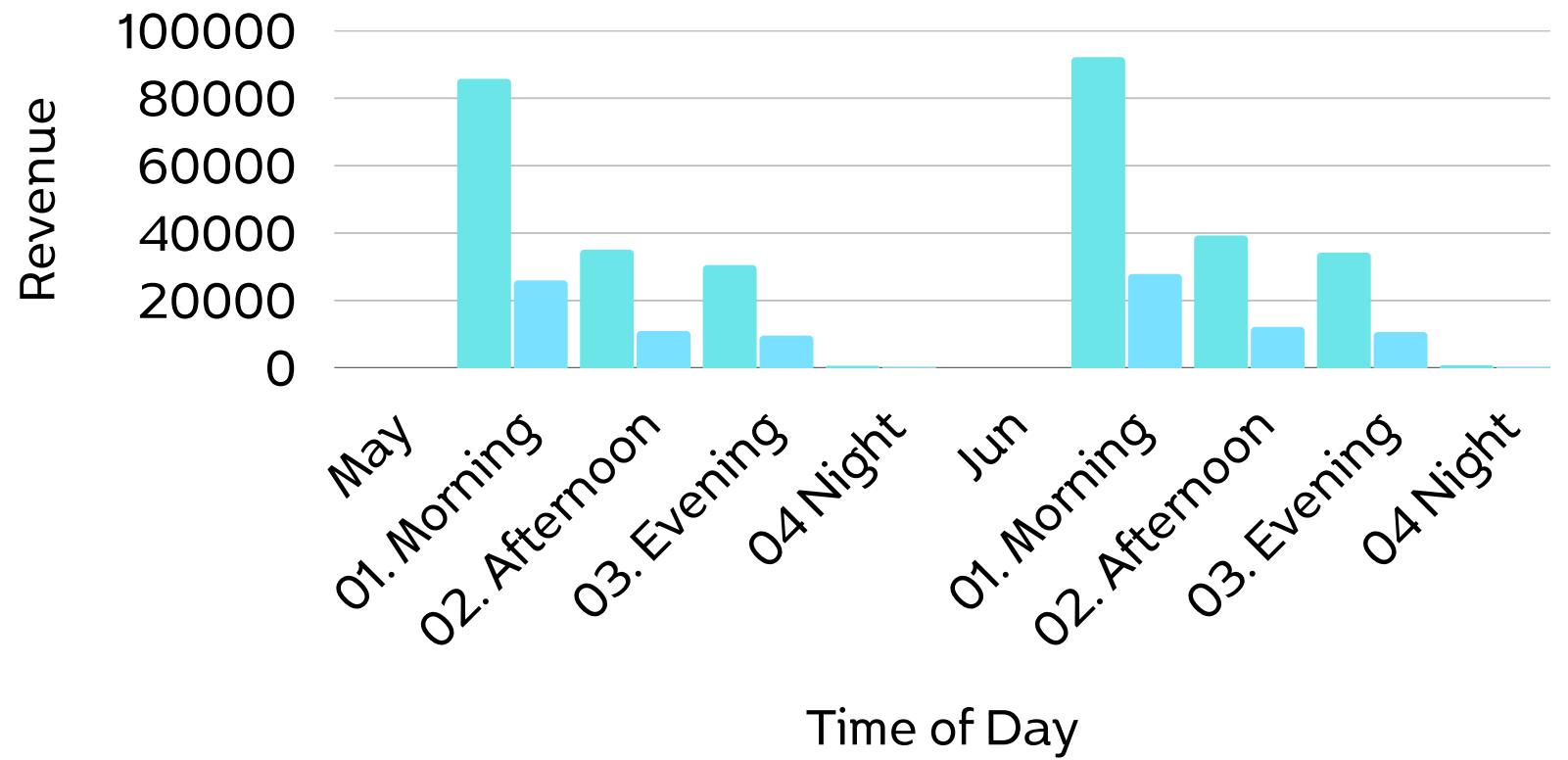


## Insights:

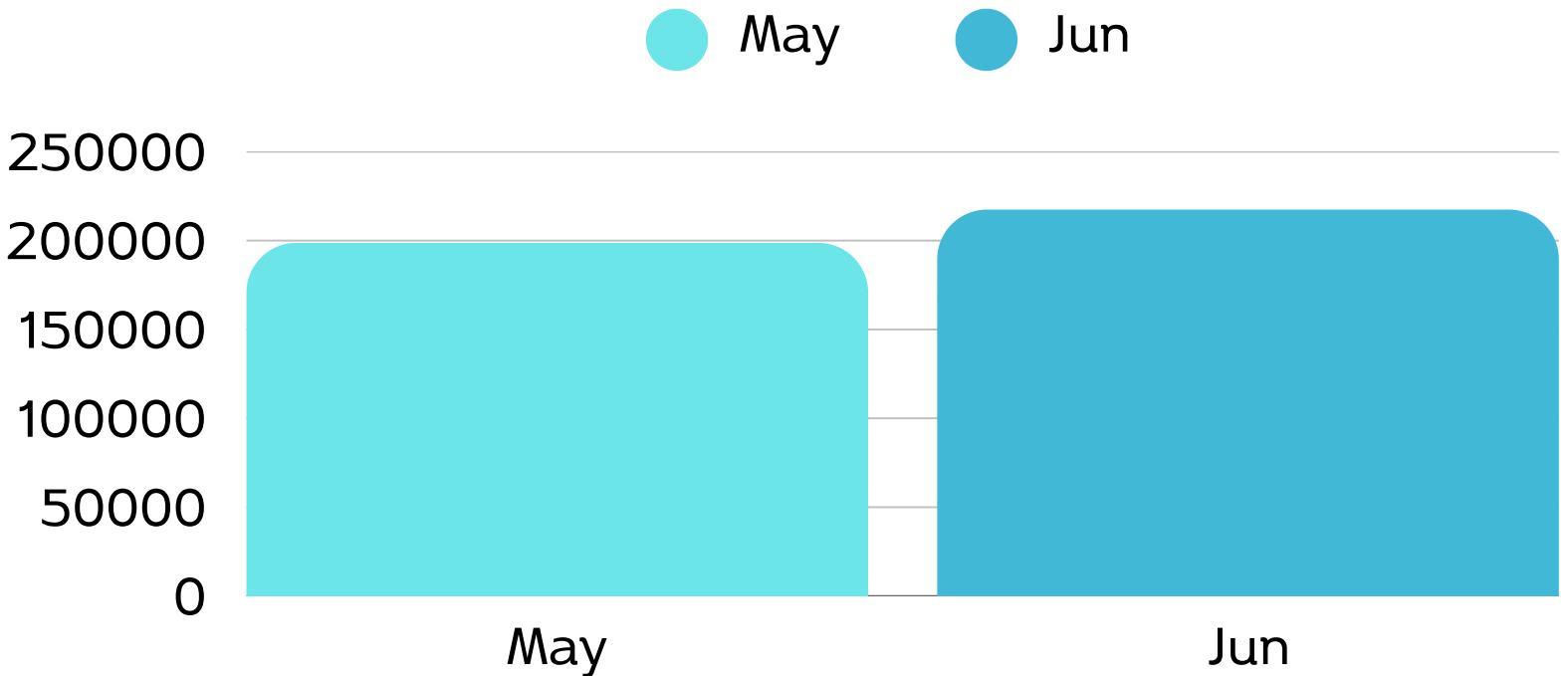
Lower Manhattan makes the least revenue.  
Run specials on the least selling products across all stores.  
Best selling product across all stores is coffee, pair it with the least selling products.

# Sales Trend by Items Sold and Time of Day with Best selling vs Declining Products

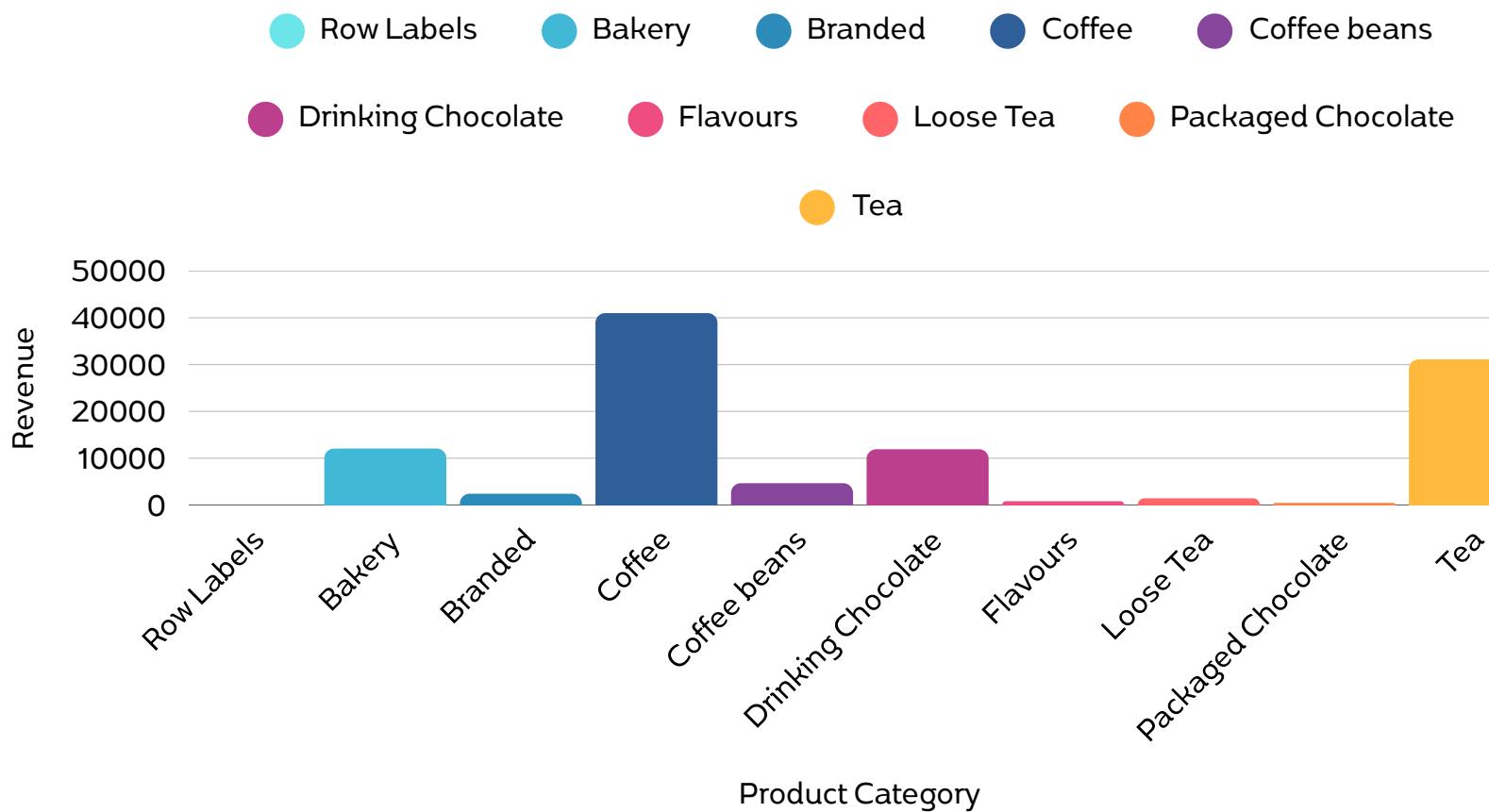
## Sales Trend by Time of Day



## Revenue by Items Sold



## Best Selling vs Declining Products



## Insights:

- June sold more items than in May, therefore promotions should be run in the month of May than June.
- Coffee and Tea are the best selling products with Packed Chocolate being the least performing product, pair the best selling with the least selling for promotions.
- Afternoons are not selling as they are supposed to. Run lunch specials to attract more customers and pair items.

# Insights and Recommendations

- Astoria closing time is 20:00 and sales pick up in the evening with the most sales for the day. Try closing at 20:30 as that might increase the store revenue.
- Hell's Kitchen's afternoon sales drop and it is lunch time people should be buying. Run discounts on Packaged Chocolate and pair it with coffee.
- Lower Manhattan\*-customers are buying coffee at night and you can run a 'Date Night' specials for couples and pair coffee with Packaged Chocolate as it the least selling product



# THANK YOU

