



BRIGHT COFFEE SHOP SALES ANALYSIS

Revenue Insights & Store
Performance

Prepared by Junior Data Analyst -

Andile Dube



EXECUTIVE SUMMARY

01

Total revenue across all stores:
R698,812.33

02

Morning sales dominate ($\approx 55\%$ of
revenue).

03

Highest performing store: Hell's
Kitchen (R236,511).

04

Peak months: May & June.

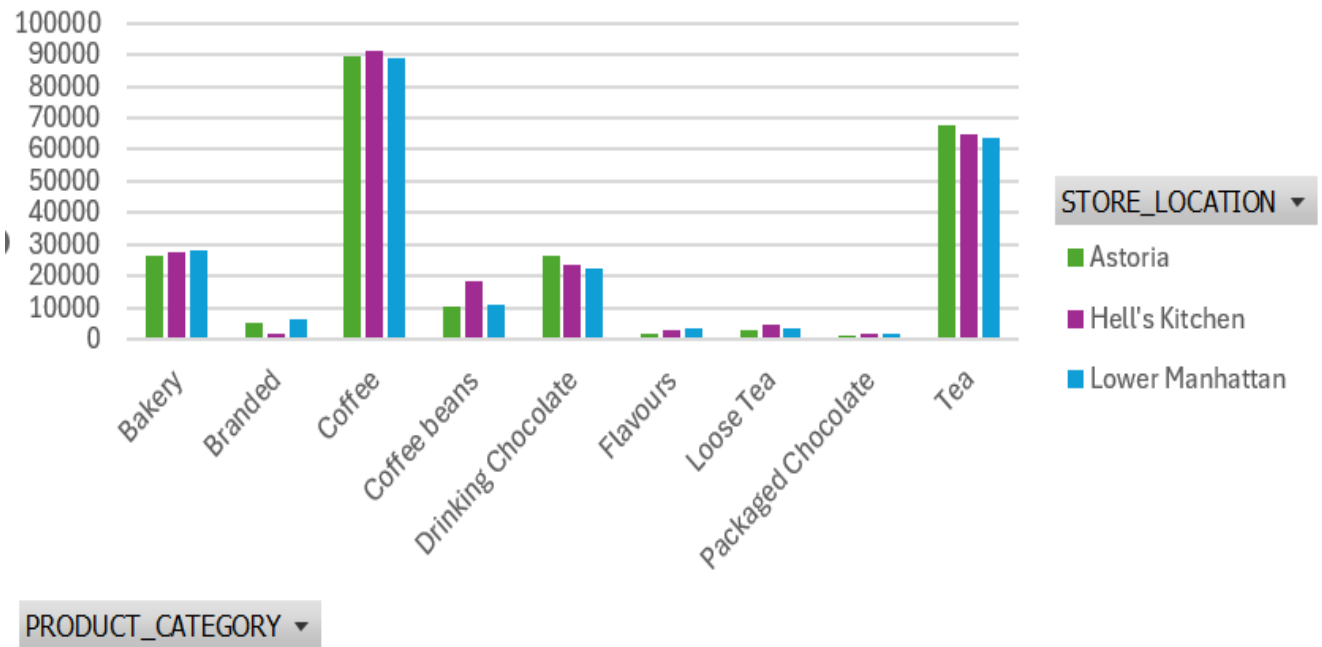
05

Top product category: Coffee
(R269,952).

REVENUE BY STORE

Sum of REVENUE

Total Revenue Per Product by Store Location



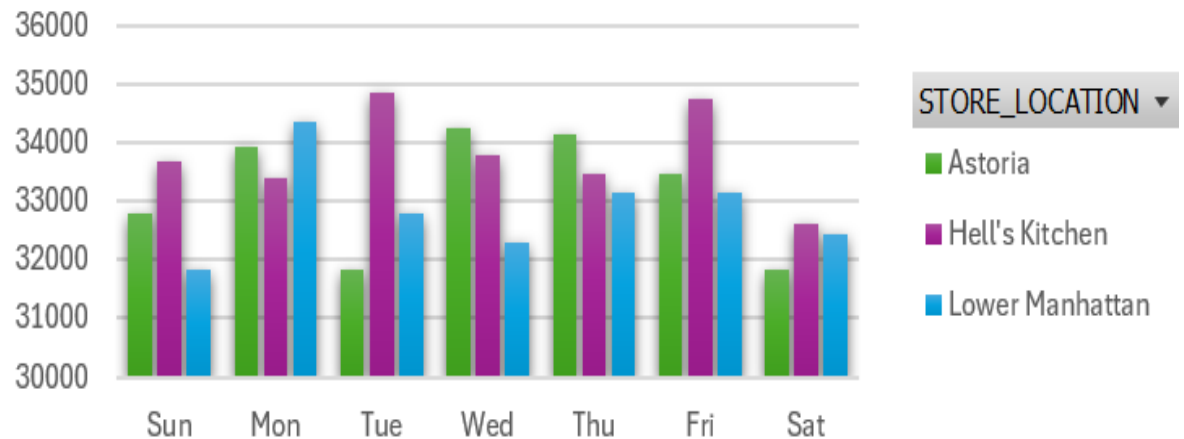
Hell's Kitchen leads slightly, but all stores contribute evenly.

REVENUE BY DAY OF WEEK



Sum of REVENUE

Daily Revenue by store Location



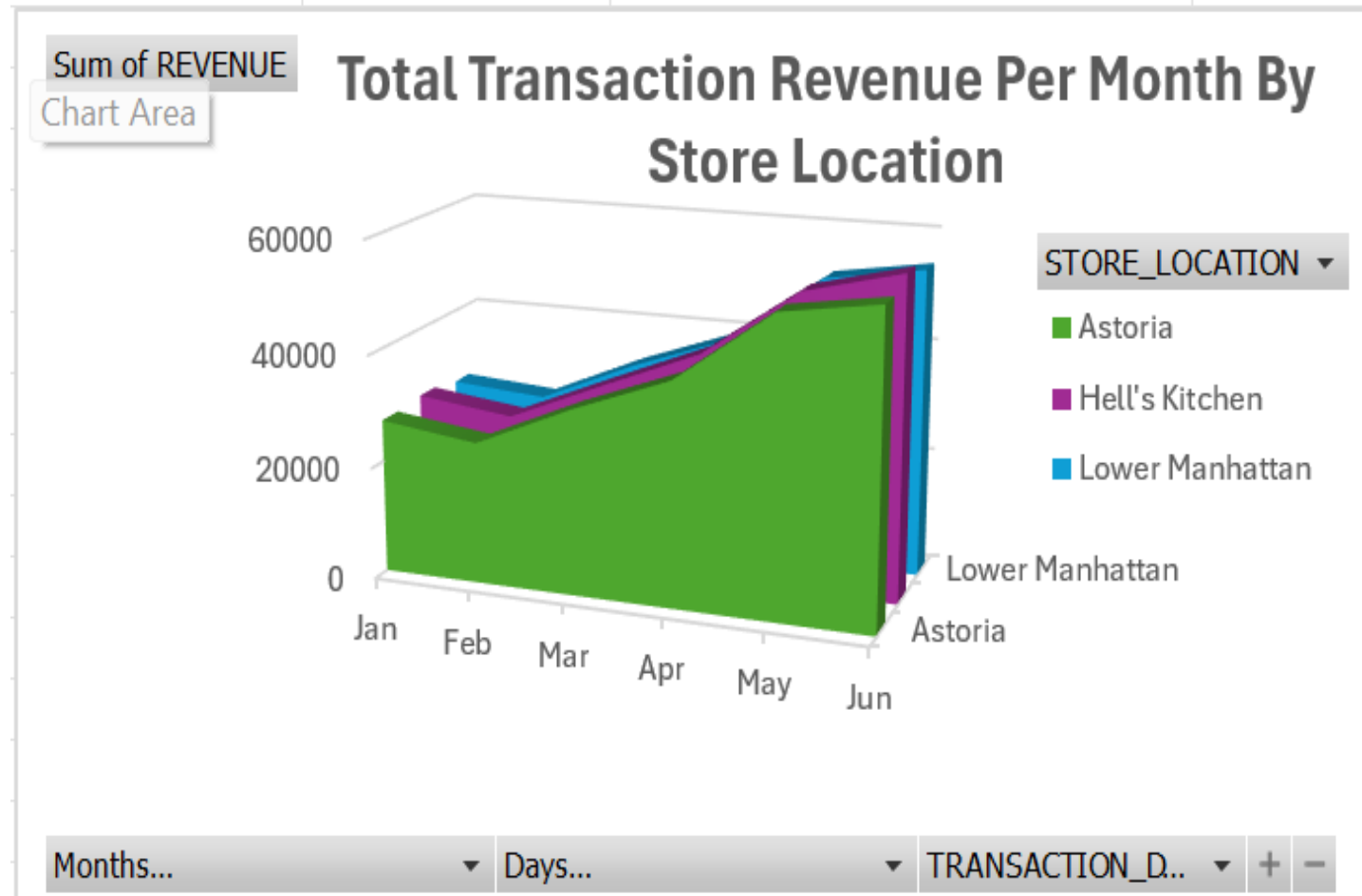
DAY_NAME ▾

Monday & Friday are strongest
(~R101K each).

Saturday & Sunday are lowest
(~R97K-98K).

- Recommendation:
Boost weekend promotions.

REVENUE BY MONTH



- GROWTH TREND FROM FEB (R76K) → JUN (R166K).
- SEASONAL UPTICK IN SPRING/SUMMER

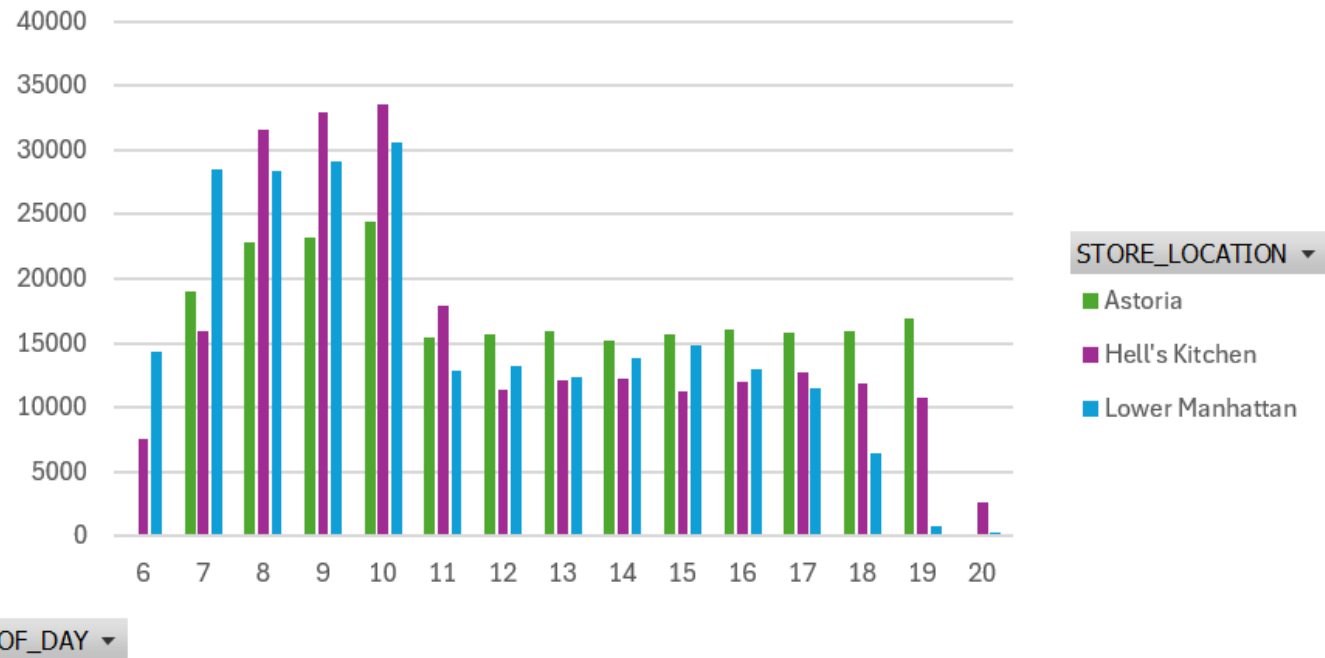
RECOMMENDATION: STOCK MORE DURING PEAK MONTHS.

REVENUE BY TIME OF DAY

Sum of REVENUE

Chart Area

Store Revenue By Time Of Day



- **MORNING: R388K (55%)**
- **AFTERNOON: R205K (29%)**
- **EVENING: R106K (15%)**

INSIGHT: MORNING RUSH DRIVES MAJORITY OF SALES.

PRODUCT CATEGORY PERFORMANCE



- COFFEE: R269,952 (39%)
 - TEA: R196,406 (28%)
 - DRINKING CHOCOLATE: R72,416
 - BAKERY: R82,316
-
- COFFEE DOMINATES, BUT TEA IS A STRONG SECONDARY DRIVER.
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TOP PRODUCTS BY SALES VOLUME



- **BEST SELLERS:**
 - **BREWED CHAI TEA (17,183 SALES)**
 - **GOURMET BREWED COFFEE (16,912 SALES)**
 - **BARISTA ESPRESSO (16,403 SALES)**
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- **RECOMMENDATION: PROMOTE THESE
ITEMS WITH LOYALTY OFFERS.**
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STORE PERFORMANCE TRENDS

- **ASTORIA: STRONG IN MORNING SALES.**
- **HELL'S KITCHEN: CONSISTENT ACROSS ALL TIME SLOTS.**
- **LOWER MANHATTAN: SLIGHTLY WEAKER EVENINGS.**

- **RECOMMENDATION: ADJUST STAFFING AND INVENTORY BY LOCATION.**



A close-up photograph of a cup of coffee with intricate latte art, featuring a symmetrical, leaf-like pattern in the foam. The cup is light blue and sits on a dark brown wooden surface. The image is partially obscured by a white circular shape on the right side of the slide.

RECOMMENDATIONS

- **MARKETING CAMPAIGNS: TARGET WEEKENDS AND EVENINGS.**
 - **INVENTORY MANAGEMENT: STOCK MORE COFFEE & CHAI TEA DURING PEAK HOURS.**
 - **PRODUCT PROMOTION: UPSELL PASTRIES AND UNDERPERFORMING TEAS.**
 - **CUSTOMER LOYALTY: INTRODUCE REWARDS FOR FREQUENT MORNING BUYERS.**
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NEXT STEPS TO TAKE

- AUTOMATE DAILY SALES REPORTING.
 - EXPAND ANALYSIS TO MULTIPLE LOCATIONS.
 - IMPLEMENT LOYALTY PROGRAMS TIED TO PEAK HOURS.
 - EXPLORE PREDICTIVE ANALYTICS FOR DEMAND FORECASTING.
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CLOSING

**BRIGHT COFFEE SHOP'S GROWTH LIES IN
LEVERAGING PEAK TIMES AND TOP PRODUCTS.**

THANK YOU CEO & LEADERSHIP TEAM.

