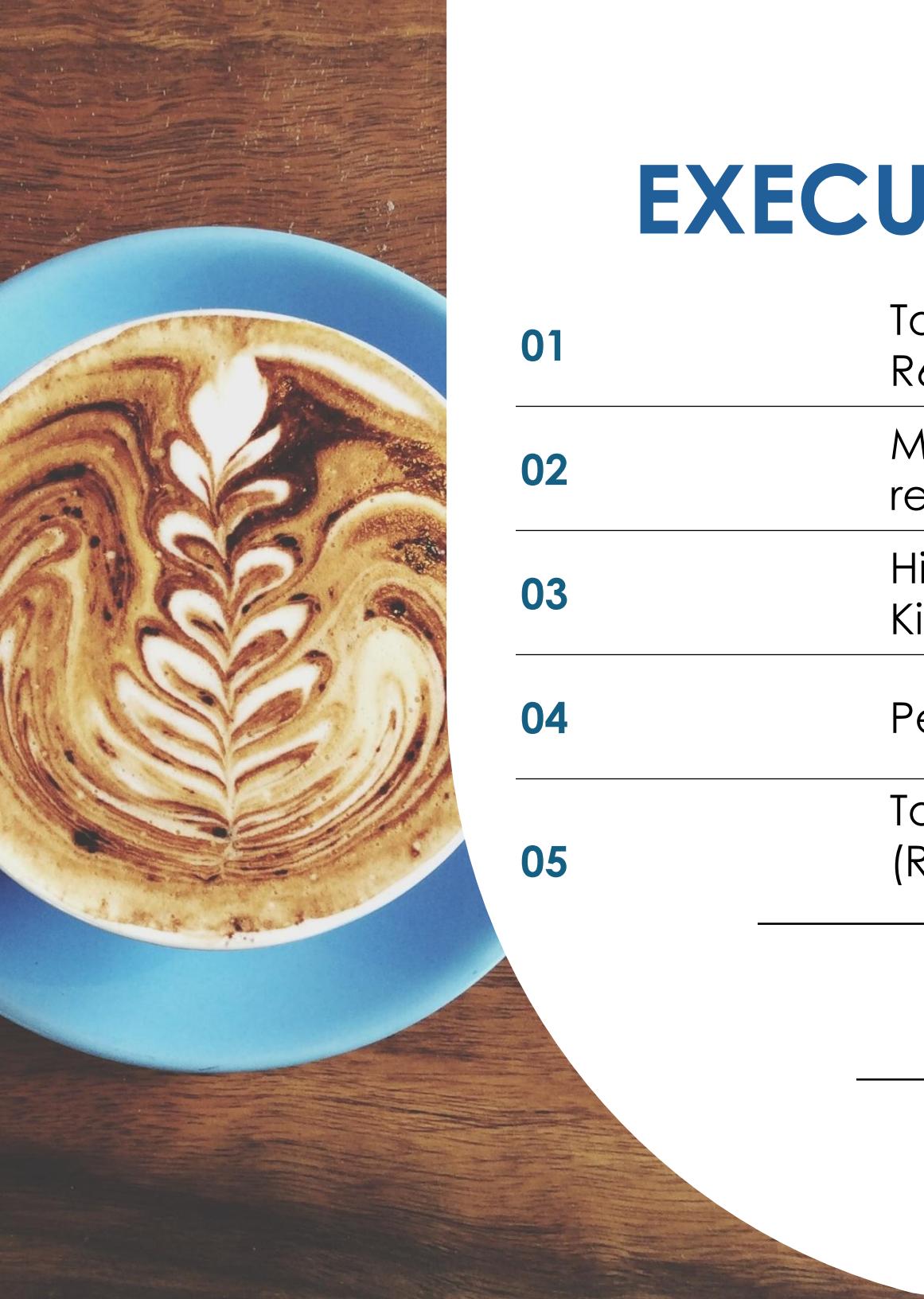




BRIGHT COFFEE SHOP SALES ANALYSIS

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.

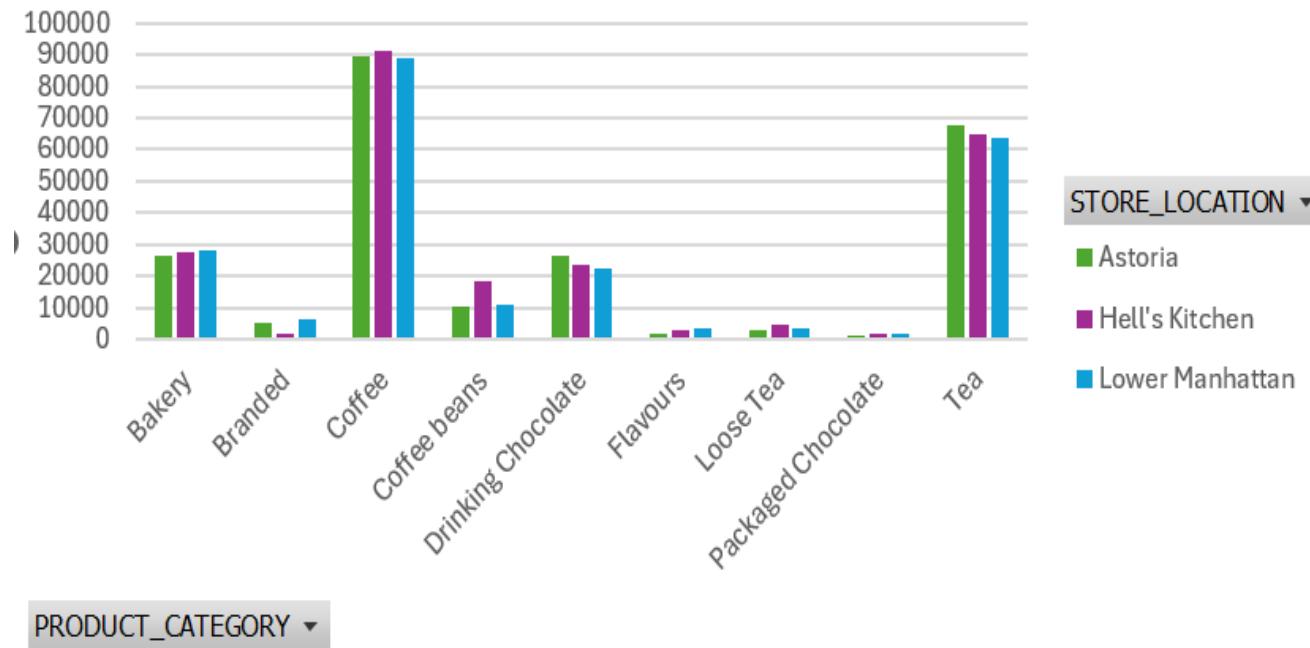
05

Top product category: Coffee (R269,952).

REVENUE BY STORE

Sum of REVENUE

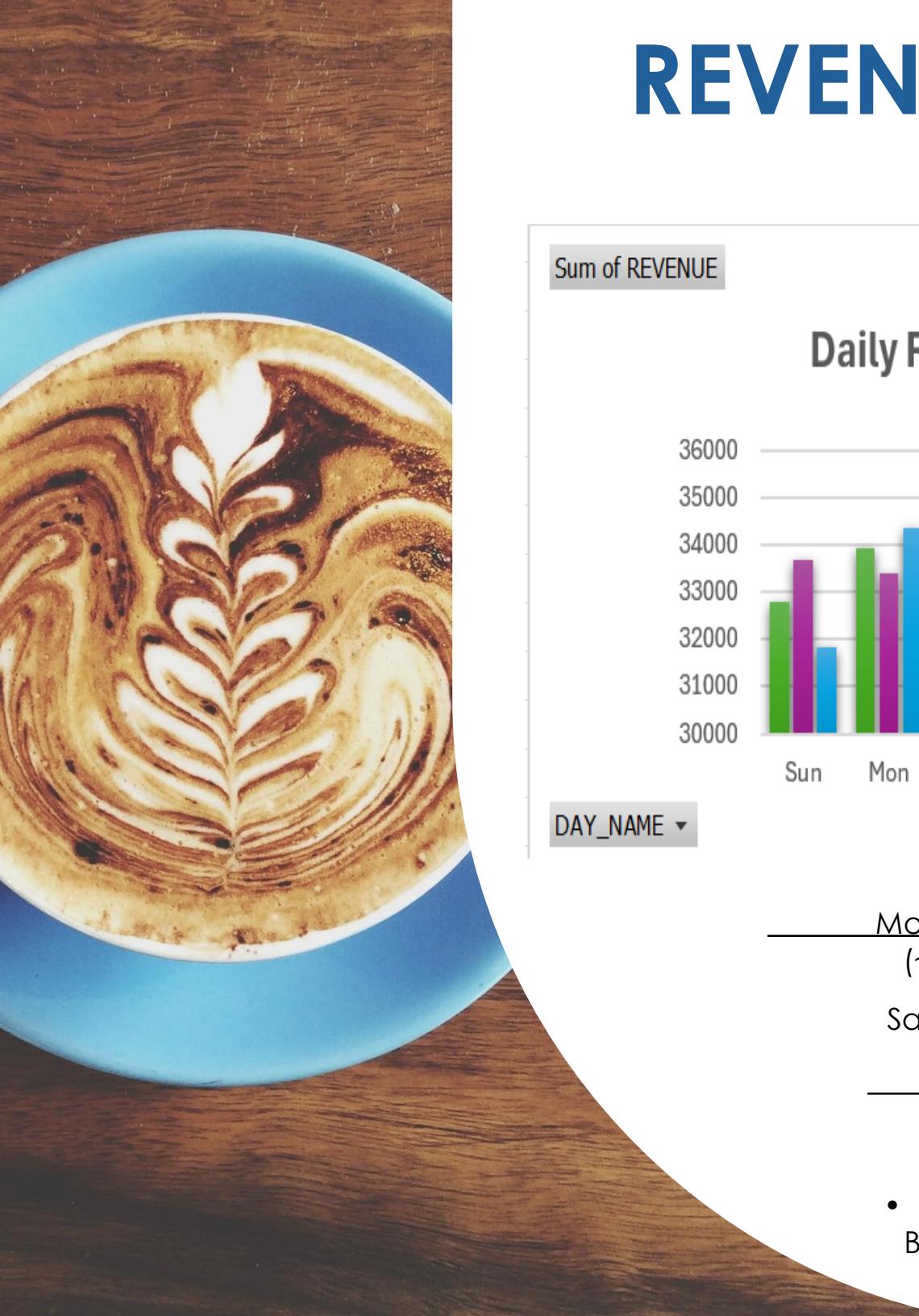
Total Revenue Per Product by Store Location



PRODUCT_CATEGORY ▾

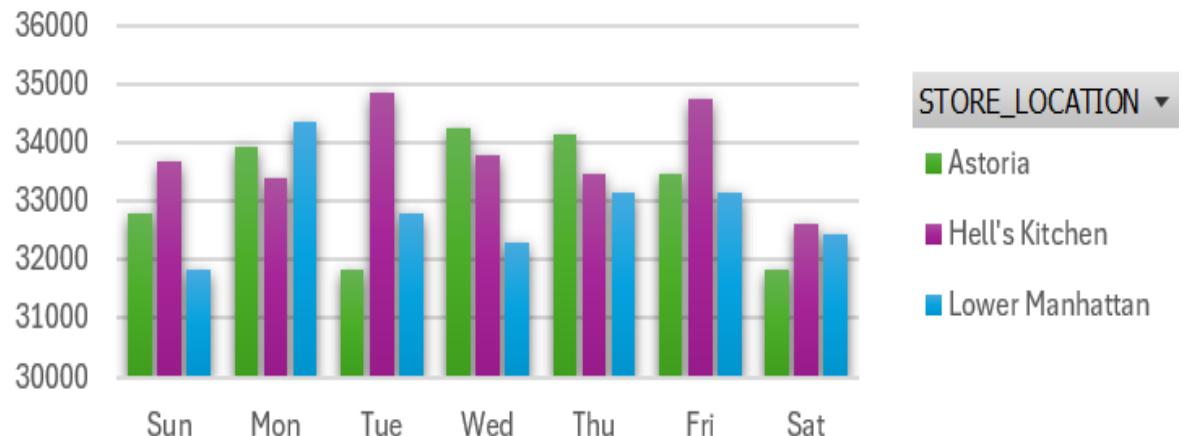
Hell's Kitchen leads slightly, but all stores contribute evenly.

REVENUE BY DAY OF WEEK



Sum of REVENUE

Daily Revenue by store Location



DAY_NAME ▾

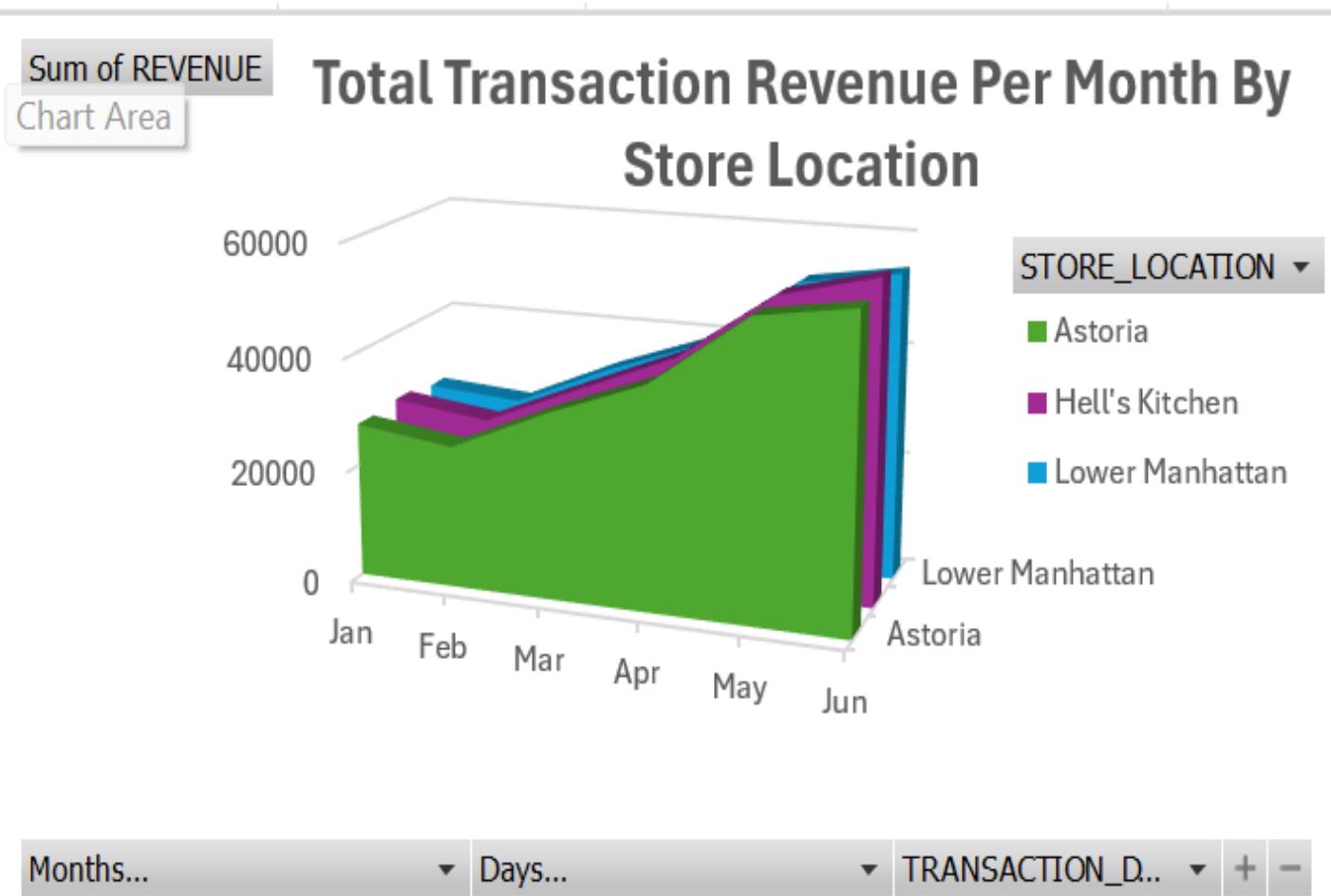
Monday & Friday are strongest (~R101K each).

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

- Recommendation:
Boost weekend promotions.



REVENUE BY MONTH

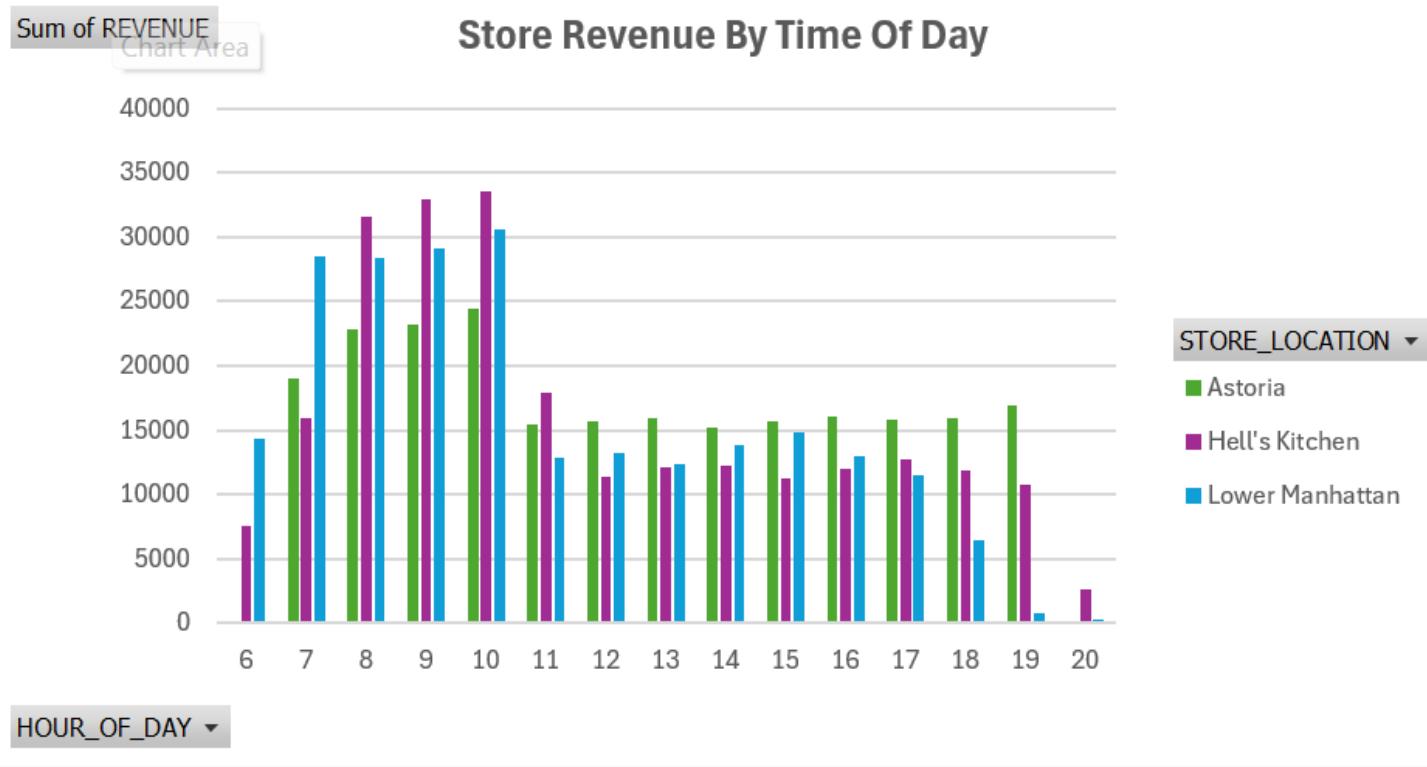


- GROWTH TREND FROM FEB (R76K) → JUN (R166K).
- SEASONAL UPTICK IN SPRING/SUMMER

RECOMMENDATION: STOCK MORE DURING PEAK MONTHS.



REVENUE BY TIME OF DAY



- 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.
-



TOP PRODUCTS BY SALES VOLUME

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



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.



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.



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.
-
-



CLOSING

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

THANK YOU CEO & LEADERSHIP TEAM.
