

Bright Coffee Shop



Coffee that will warm your heart.

It's all about community and hard work.





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Key Insight



Product Revenue

JANUARY-JUNE 2023

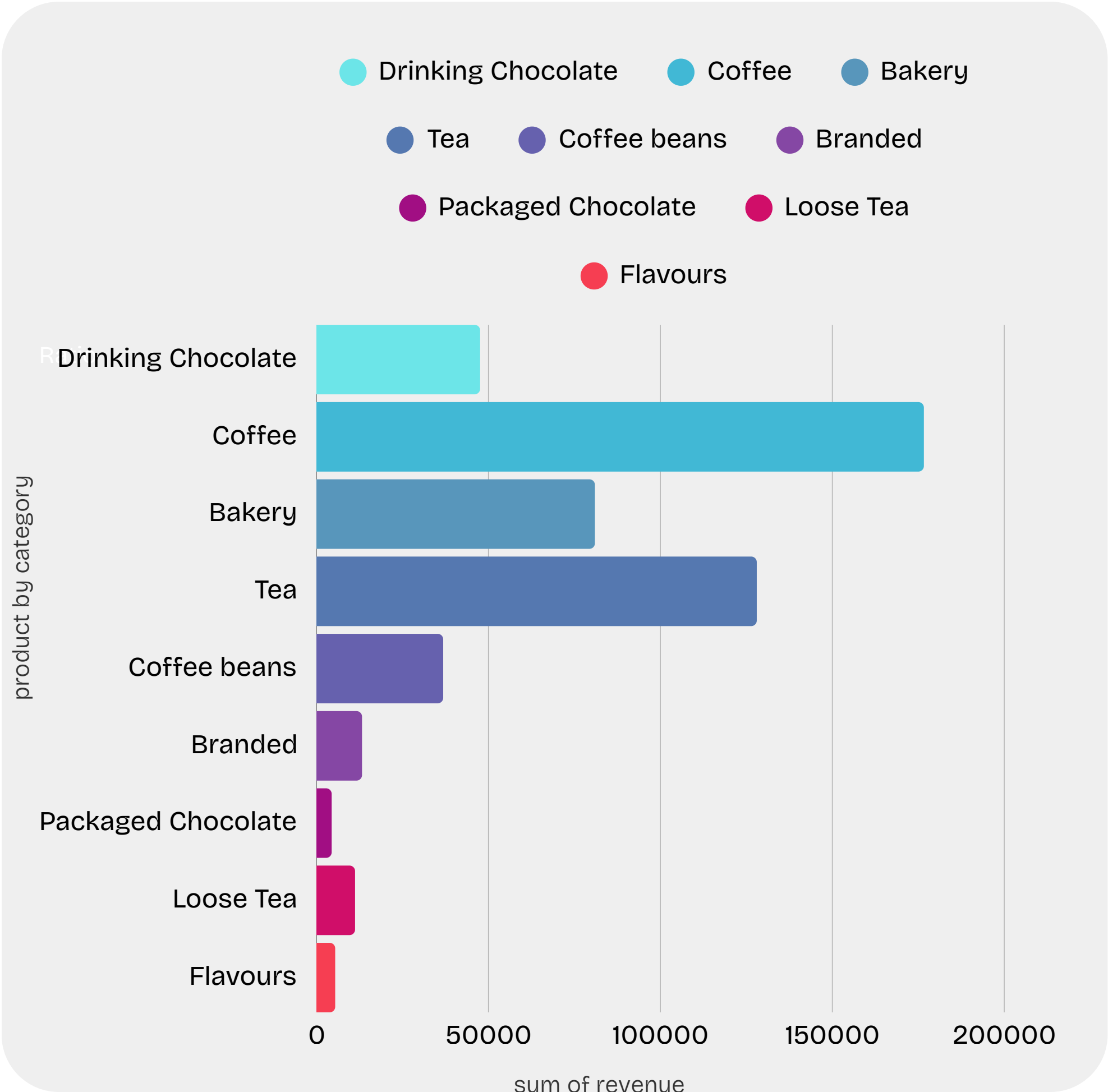
-Sum of the revenue of each product by category

The data shows that during these six months, Coffee and Tea made up most of the company revenue.

The least profitable products like packaged chocolate and flavours, show that customers prioritize ready-made products

TOP CATEGORY

COFFEE

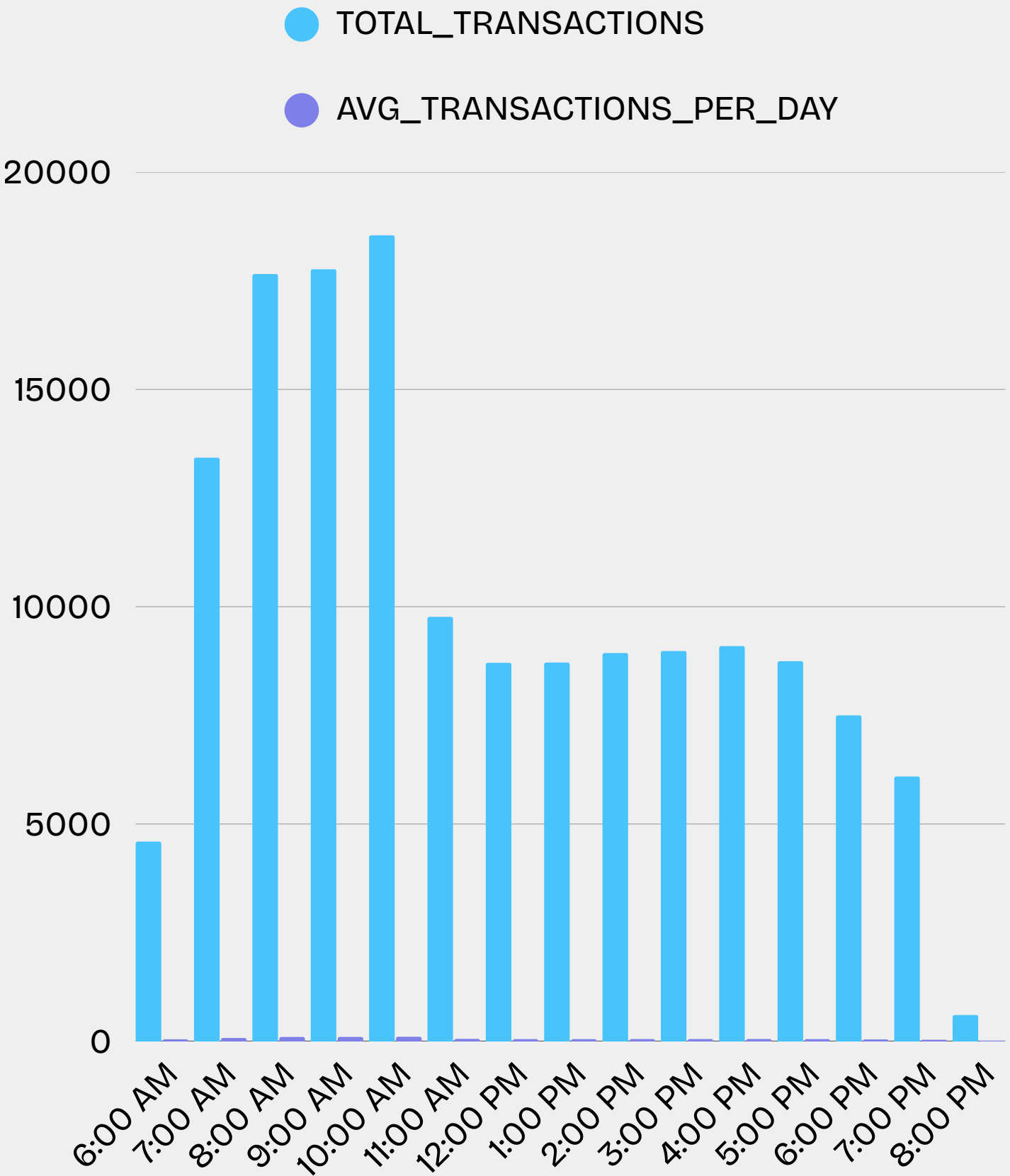
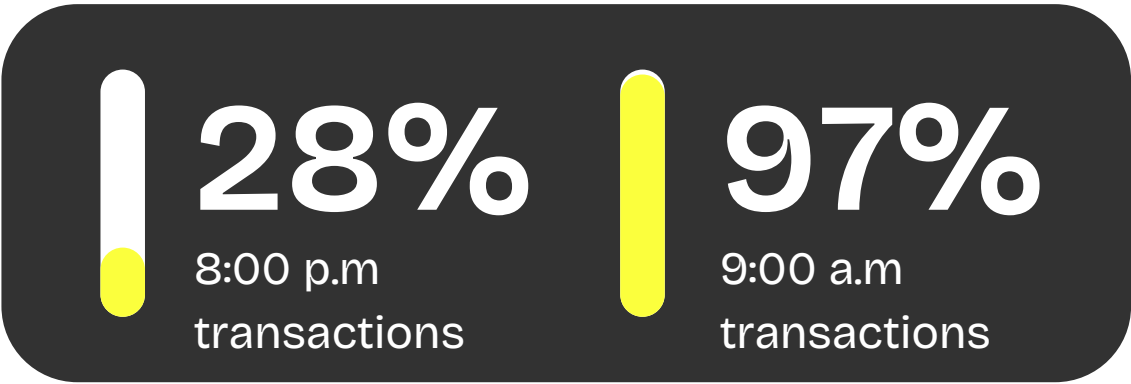


Transactions Per Hour

HOW CAN WE BE SURE CUSTOMERS WANT READY-MADE DRINKS?

The data shows that the peak hours across all 3 shops are 8-10a.m. From this, we can deduce that most customers are wanting to purchase breakfast or early break consumables.

Sales drop dramatically after 8:00p.m. This could be because some of our shops close at around this time but others do not, and within that data there's still a significant drop in sales. Another reason could be due to fewer customers needing warm beverages at this time. Either way, there needs to be a shift in scheduled closing time for all shops in order to optimize company performace.

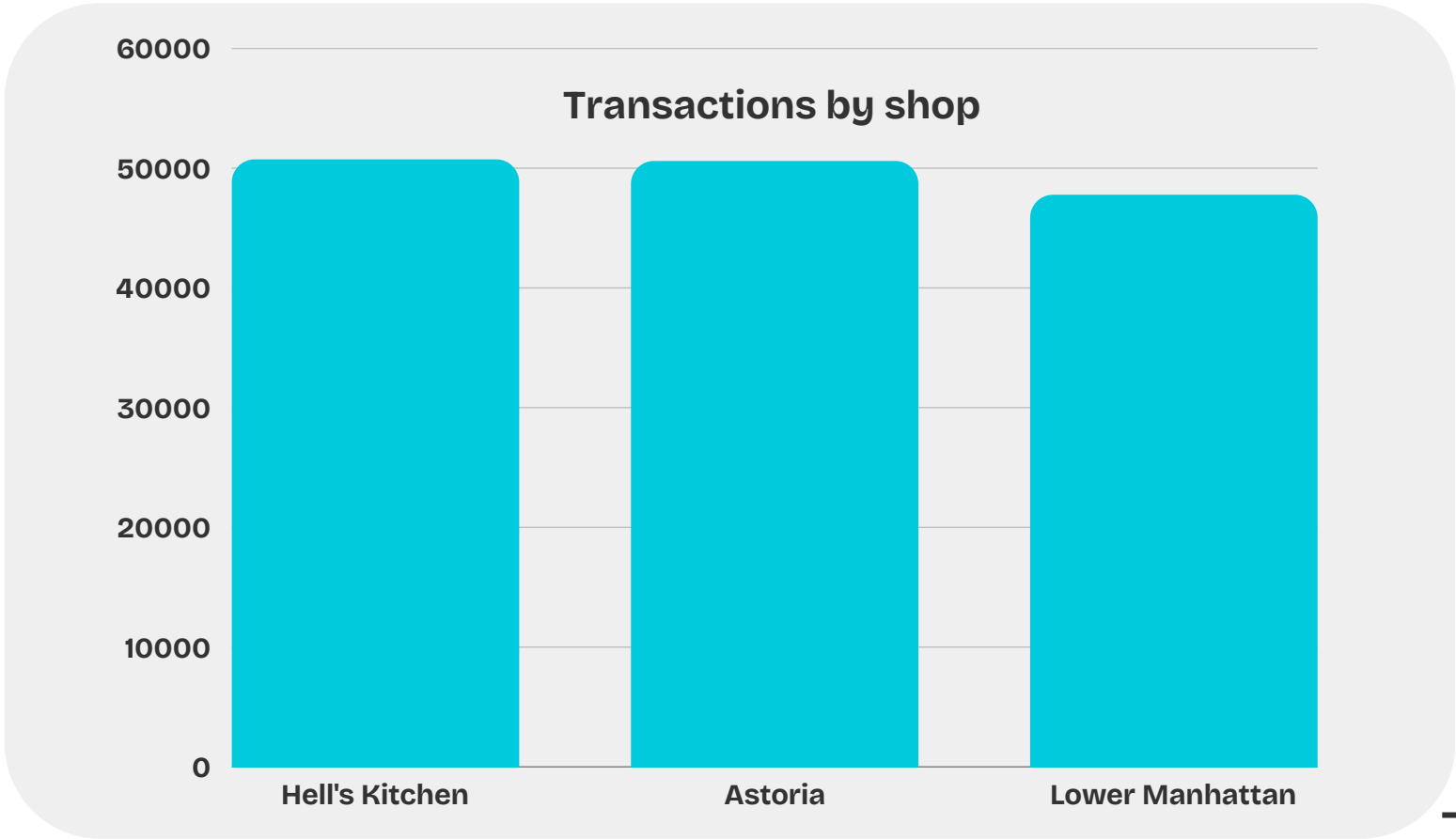
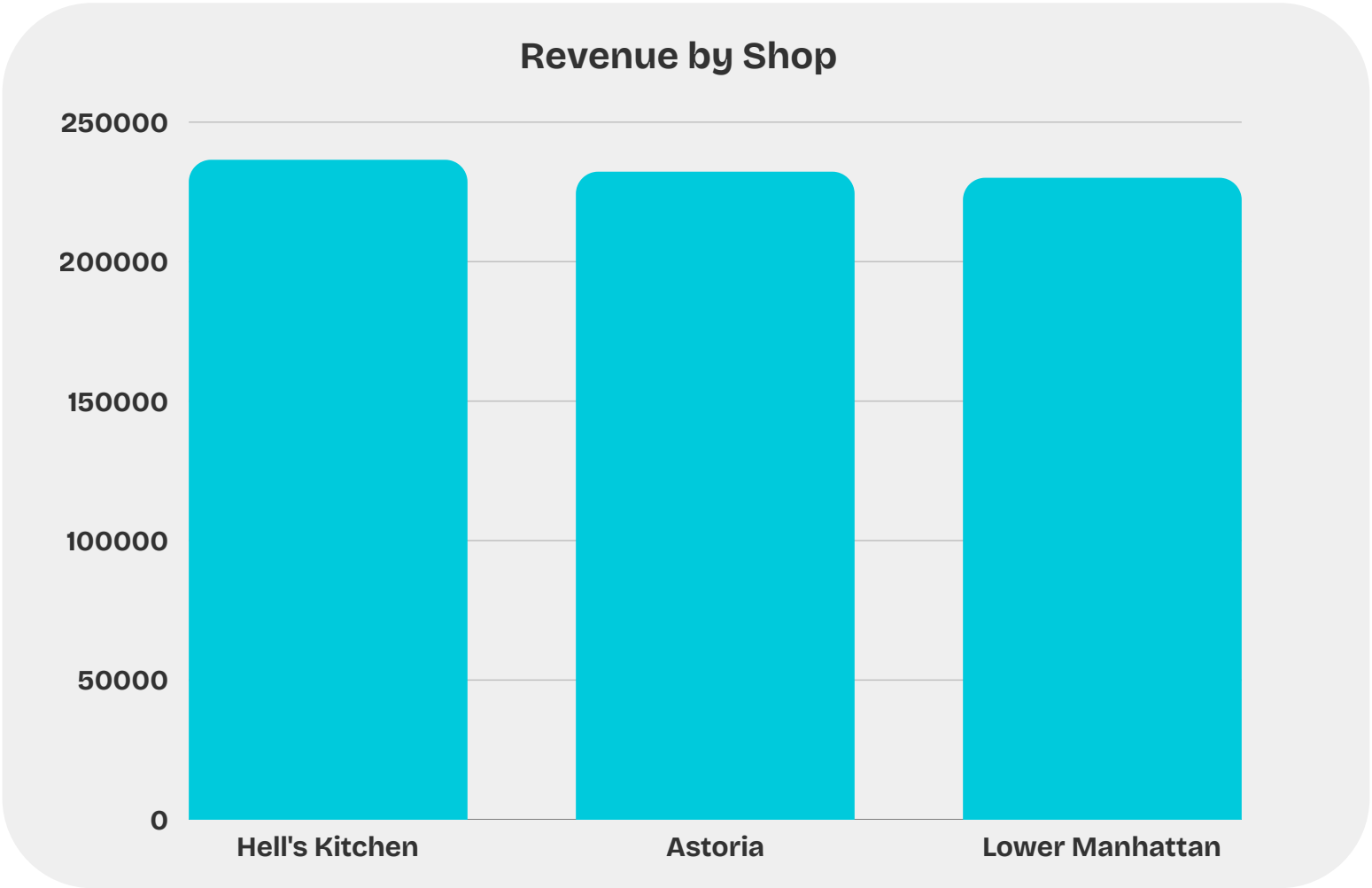


Review of Individual Location Revenue



Over the 6 months, all the stores seem to have made the same amount of revenue on average, with the slight exception of the shop located in Lower Manhattan. This can be attributed to the Lower Manhattan location having less transactions.

After analyzing the data, the conclusion is that it is mostly a population issue. Which means less customers are available to buy from the shop.



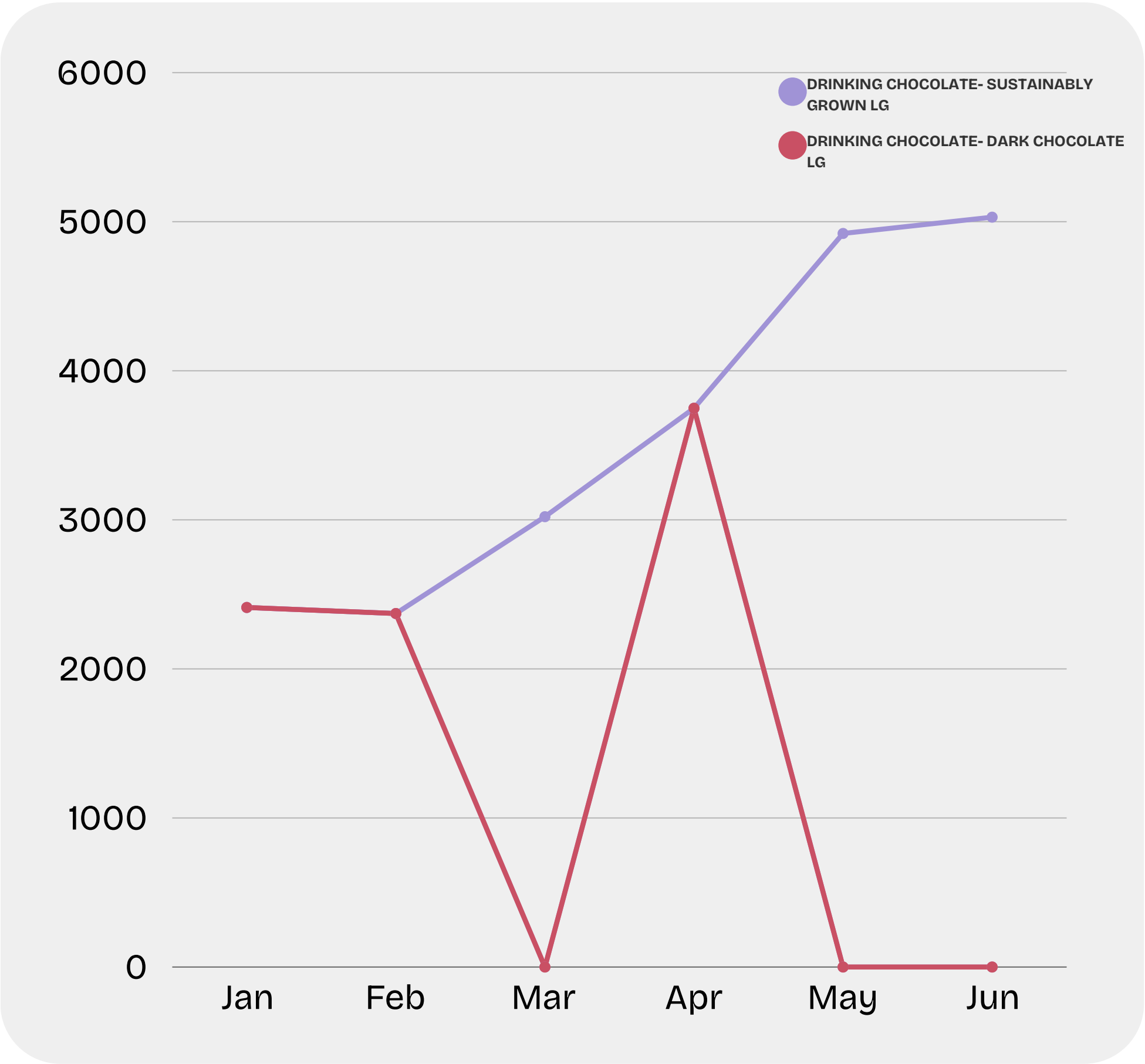
October, 2025

Bright Coffee

Best Selling Products per Month

SUSTAINABLY GROWN DRINKING CHOCOLATE AND DARK CHOCOLATE DRINKING CHOCOLATE

The focus of the company on digitalization has been to move the company forward with its business in the past few years.





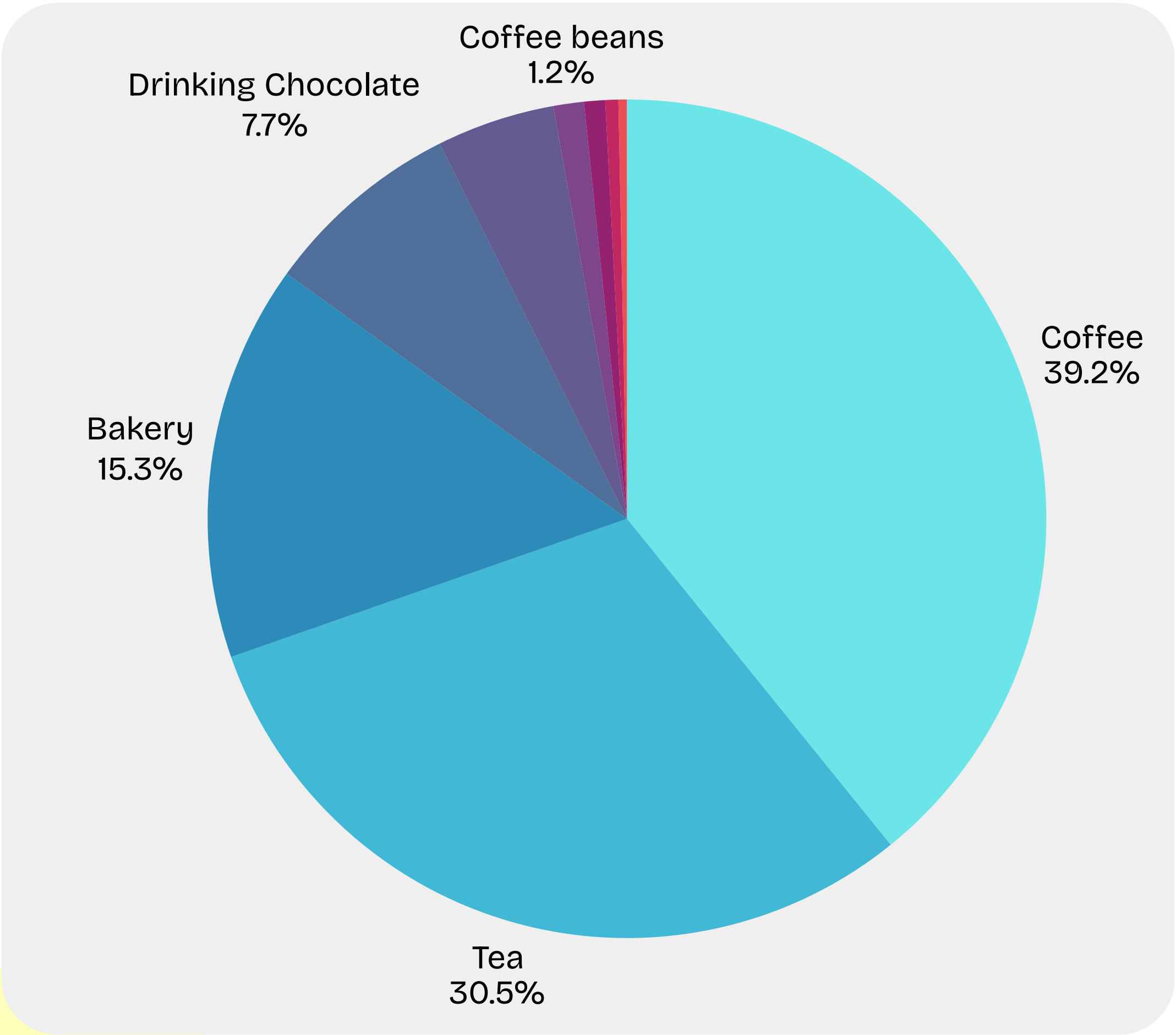
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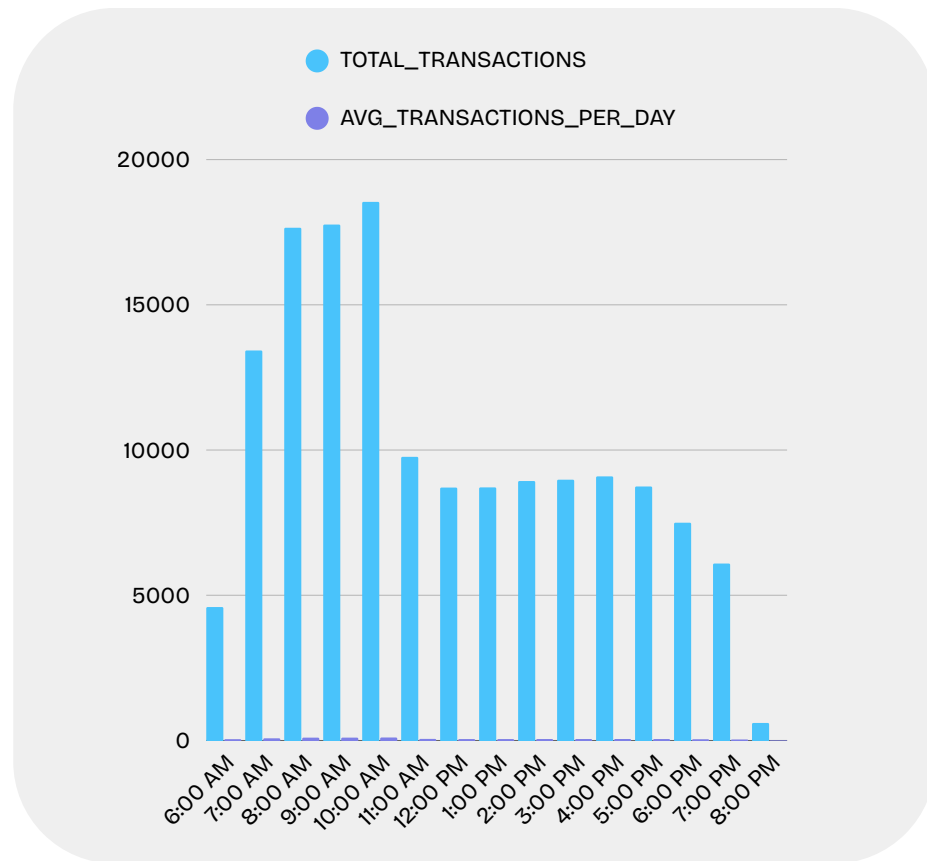
Total Products Sold

This pi-chart shows which products did all of our shops sell the most stock of. From this data, we can clearly see the demand for ready made goods that our customers are demanding seen by the top 3 product categories: Coffee, Tea and Bakery.

With this in mind, it would bode well for the company to steer production towards these products and widening the range of ready-made consumables. For example, offering cooler drinks to attract more customers even after peak hours. This will also help us maintain revenue throughout warmer seasons. We can also optimize performance by creating a wider variety of backed goods in the bakery category. Thus, keeping on trend with the demand for ready-made consumables.

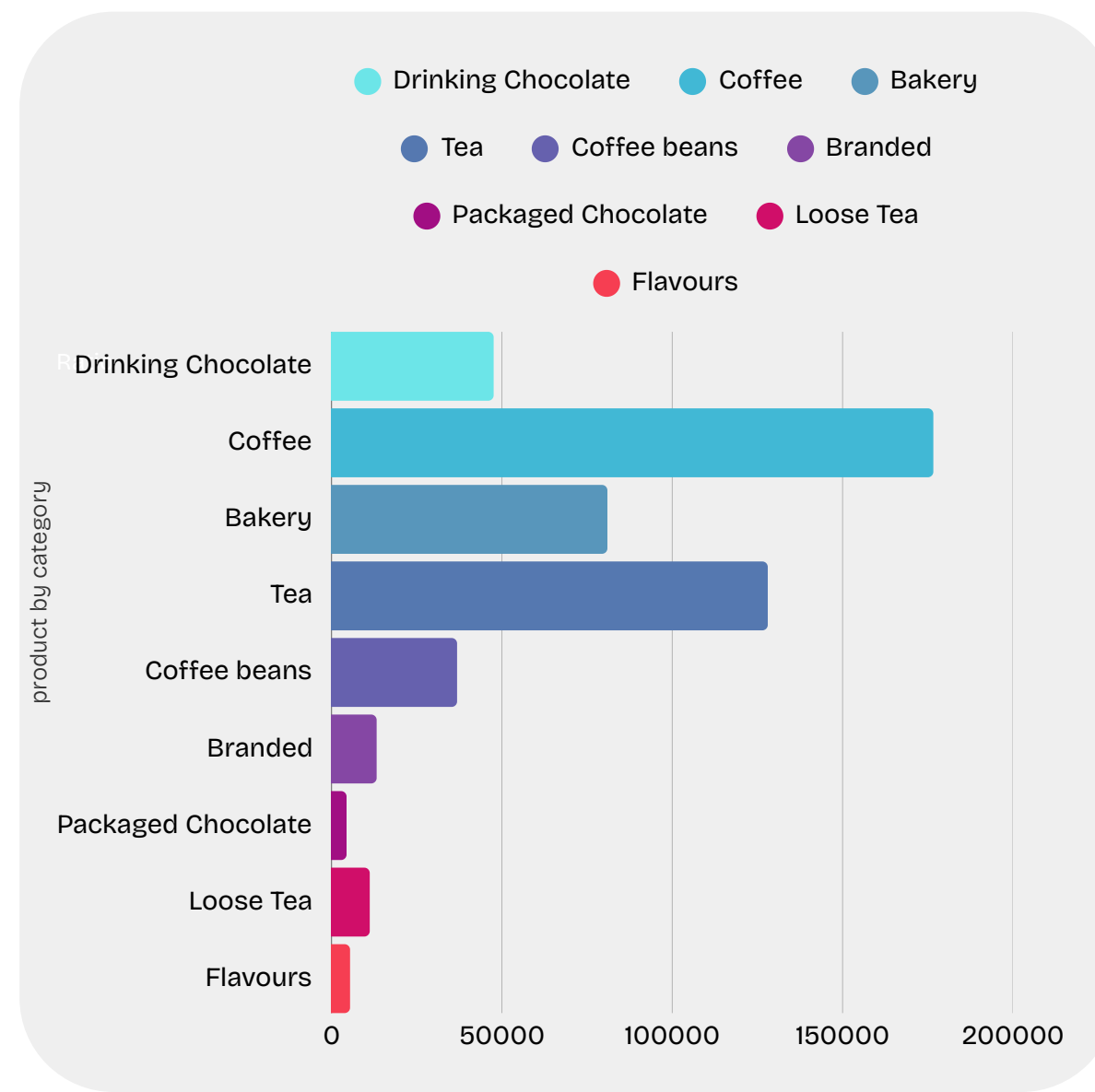


● October, 2025



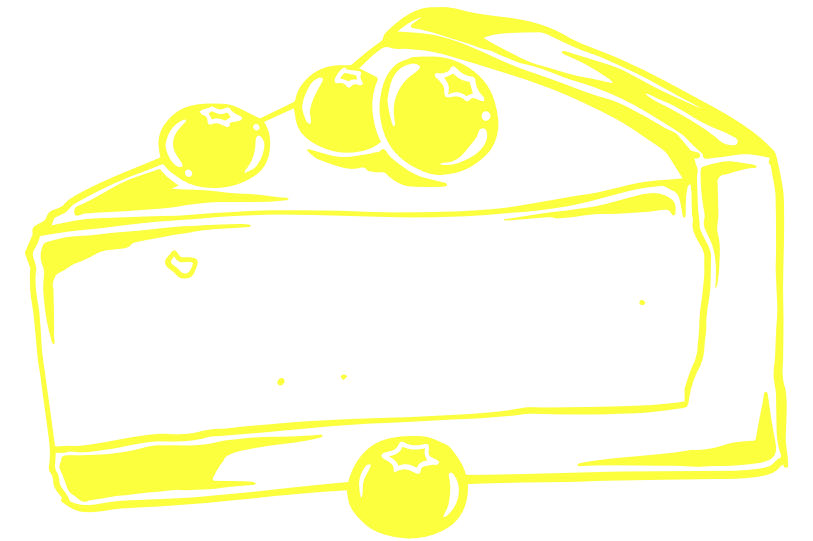
- All shops perform better between the hours of 06:00a.m and 08:00p.m
- All shops must have an opening time at 06:00 a.m, and closing time at 8:00p.m

Key Insights



- The best performing products are ready-made consumables. i.e, Coffee, tea and Bakery
- All shops should focus on having a higher stock in ready-made products
- All shops should create a wide range of ready-made products such as cool drinks

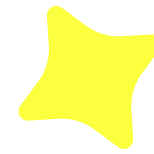
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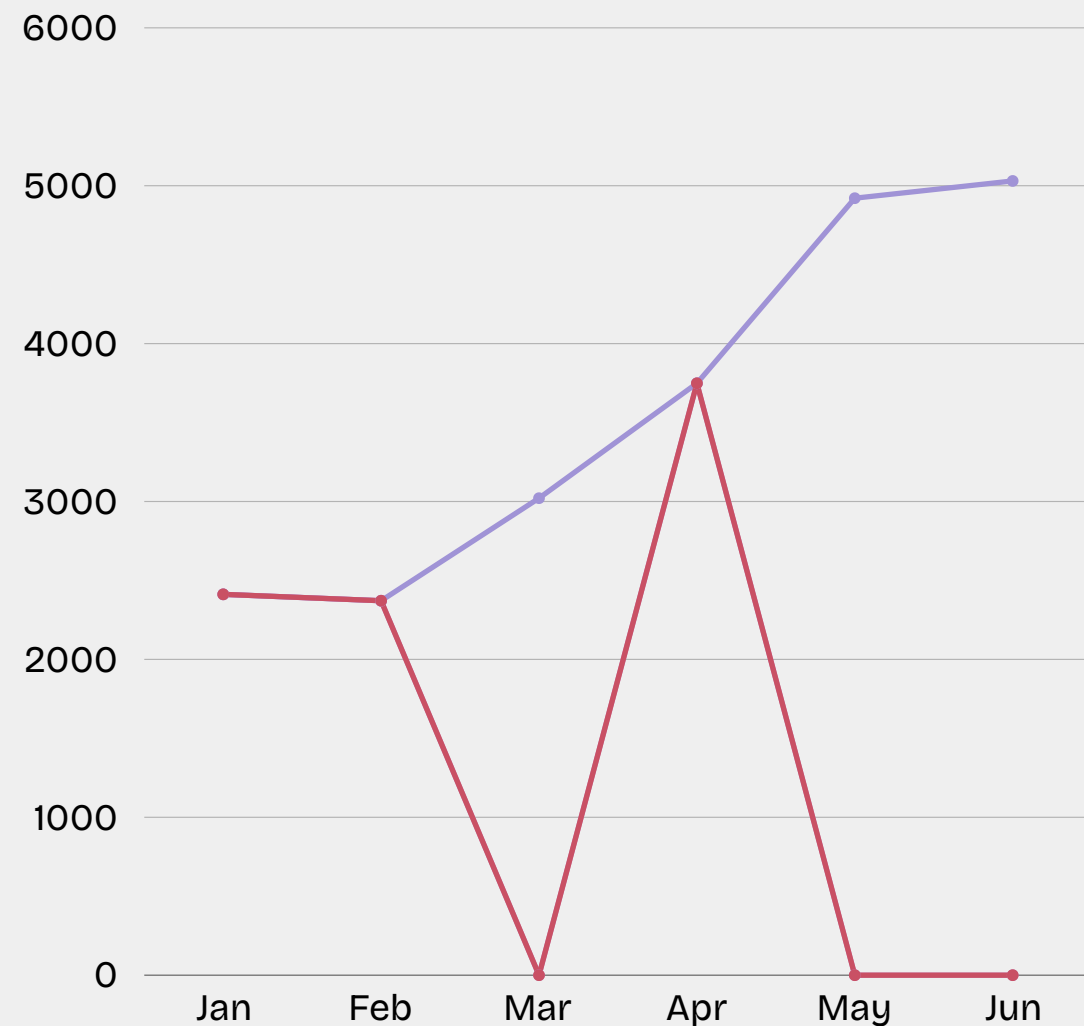
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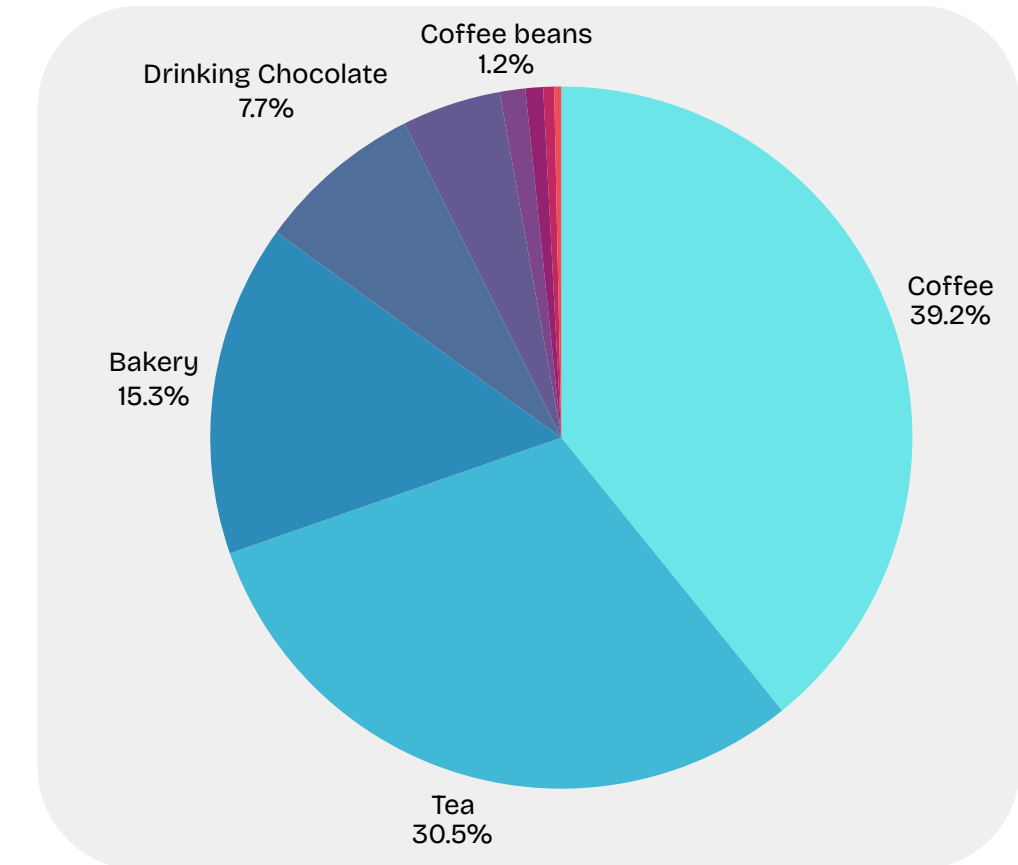
Key Insights



Bright Coffee

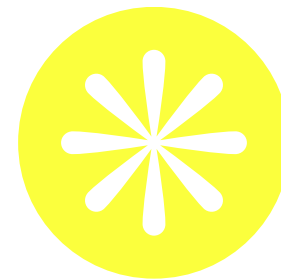


- Our best selling products every month: **SUSTAINABLY GROWN DRINKING CHOCOLATE AND DARK CHOCOLATE DRINKING CHOCOLATE**
- We must take note to always have these two products in stock as they are a customer favourite



- Top selling categories are **coffee, tea and bakery**
- The company must lean into what customers want, which is these top performing categories

Thank You



I hope these insights can help make the company more profitable, and reliable to our customers.

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