

BrightLight Coffee Shops Performance Analysis

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Agenda

1. Context
2. Sales Performance Overview
3. Recommendations

Context

- ❖ Bright Light Coffee is a growing business dedicated to offering exceptional hospitality services
- ❖ Currently, it operates across three locations: Astoria, Hell's Kitchen, and Lower Manhattan
- ❖ This presentation aims to provide strategic business insights to the newly appointed CEO, based on historical transactional data from January to June 2023

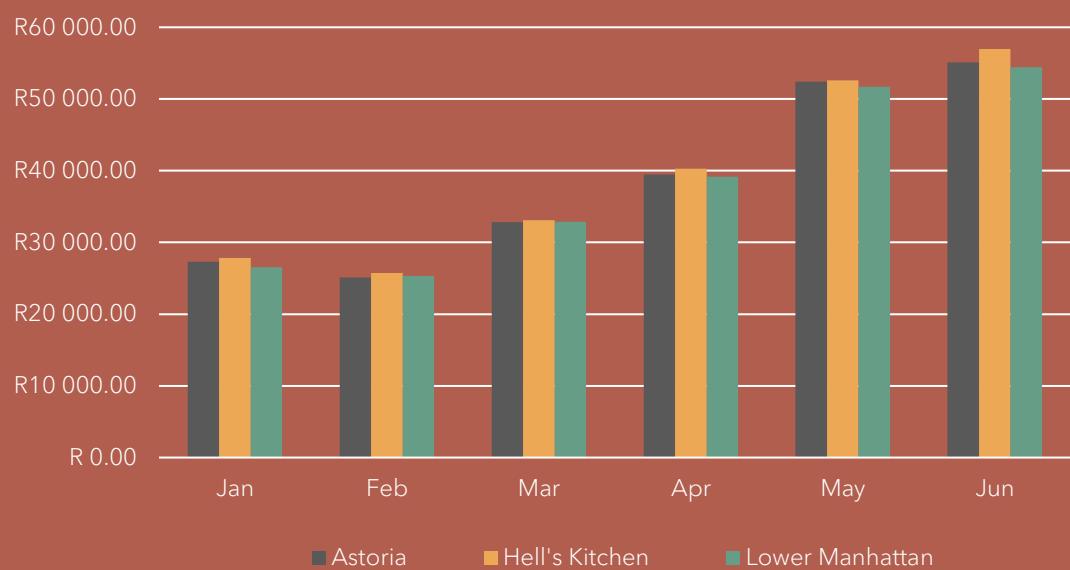


Total Revenue Trend

Revenue by store



Monthly Revenue

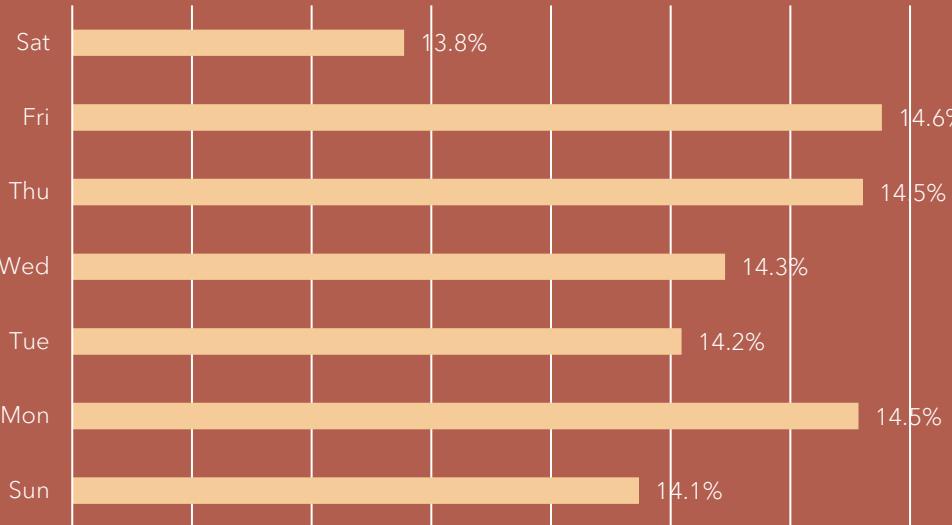


Insights:

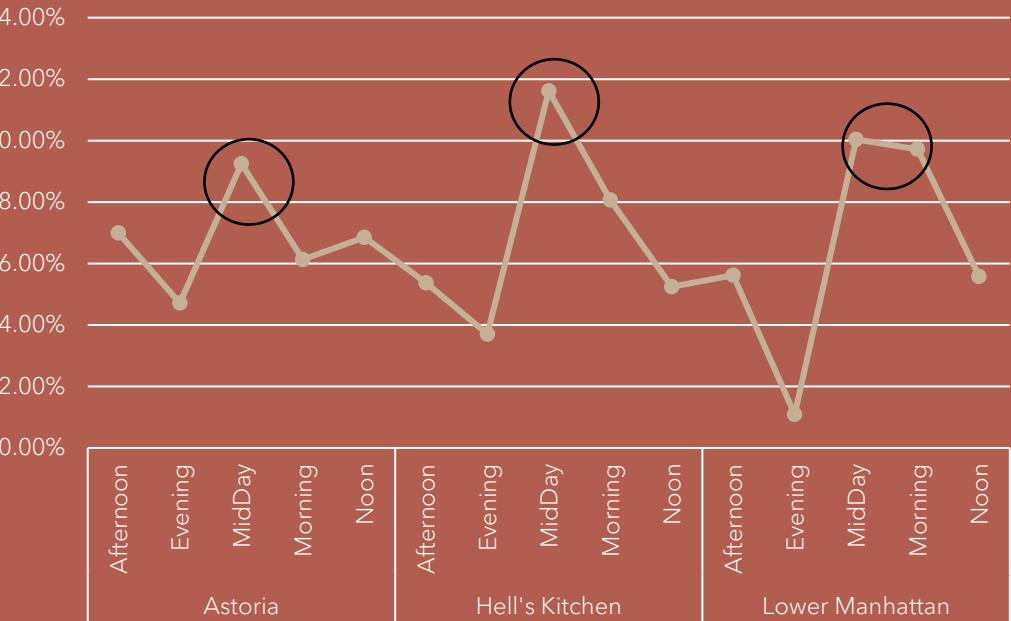
- ◆ Total revenue accumulated end of June is R698 812.33
- ◆ Hell's Kitchen is the top contributor both in total and monthly revenue, accounting for 34% of overall revenue
- ◆ Astoria and Lower Manhattan share nearly equal contributions (33% each), showing balanced distribution
- ◆ Revenue growth is strong and consistent, with June being the peak month across all stores – seasonality driven

Weekly Sales Performance

Sales by day of the week



Total Sales per Store by Time Classification

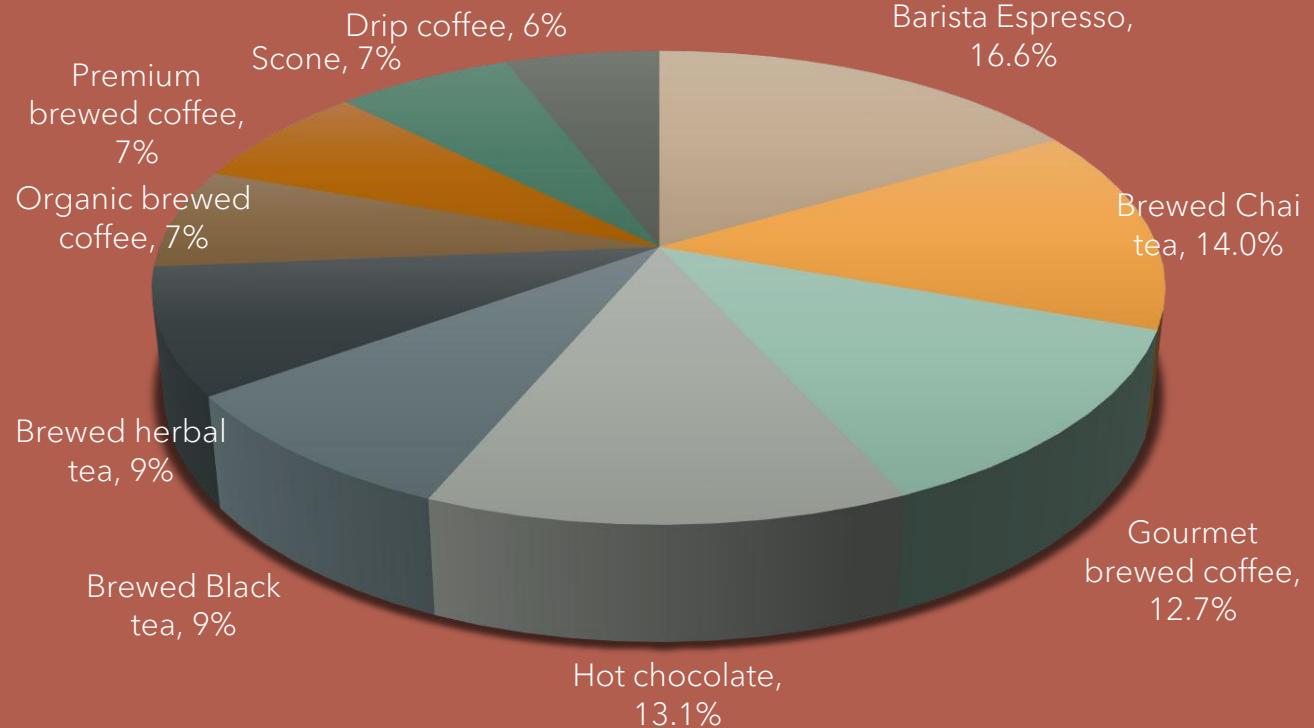


Insights:

- ❖ Sales remain consistent across weekdays, with Friday (14.6%), Thursday (14.5%), and Monday (14.5%) leading. Saturday (13.8%) shows the lowest performance, indicating a potential gap in weekend engagement
- ❖ Across all locations, midday dominate sales, peaking at 12% in Hell's Kitchen – late breakfast/early lunch is of essence for corporate meetings
- ❖ Evenings are weakest, averaging 2-4%, while afternoons and noons show moderate performance

Revenue by Best-Selling Products

Top 10 Best Seller



Insights:

- ❖ Barista Espresso leads with 16.6% of total revenue, making it the most significant contributor
- ❖ Other coffee-based products (Gourmet Brewed Coffee, Organic, Premium, Drip) collectively account for a large share, indicating strong coffee demand.
- ❖ Tea and hot chocolate also have significant shares, suggesting a balanced product mix.

Recommendations

- ❖ Optimize resources on peak hours for efficient customer service delivery
- ❖ Invest in digital marketing like social media for advertisements, promotions, competitions and partnerships with influencers
- ❖ Boost sales through events hosting, breakfast deals, combo deals or early-bird discounts
- ❖ To save on resources, cut back on closing time to 6pm to focus best on performing times
- ❖ Take extra care for returning customers by introducing rewards menu or loyalty points that can be claimed by getting a free product on the menu
- ❖ Provide a customer feedback survey to better customer satisfaction and provide suggestions for improvements





Thank You

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