

# BrightLight Coffee Shops Performance Analysis

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# Agenda

1. Context
2. Project Timeline
3. Sales Performance Overview
4. Recommendations

# Timeline



# 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

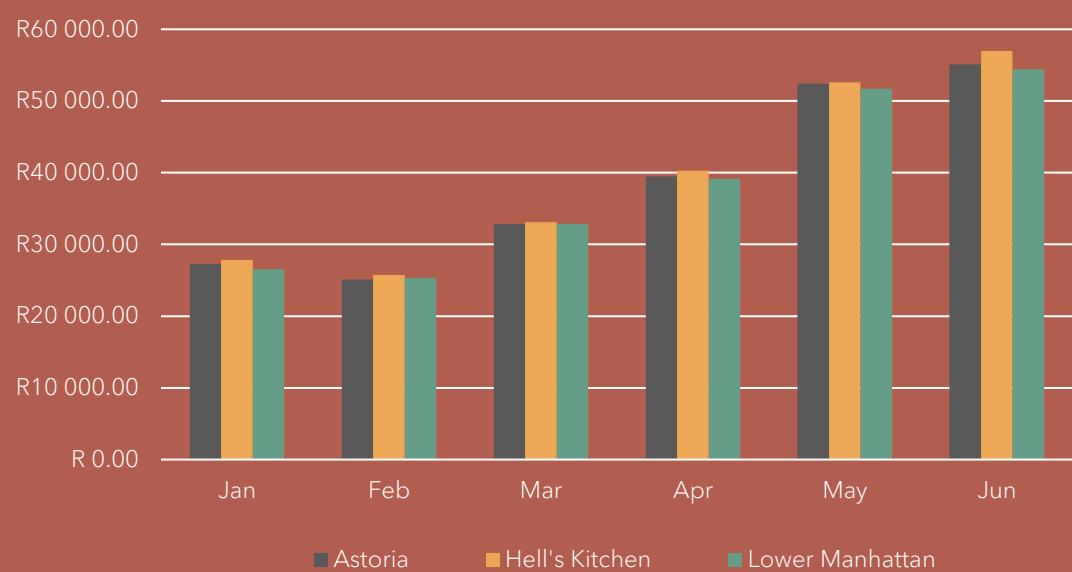


# Total Revenue Trend

Revenue by store



Monthly Revenue

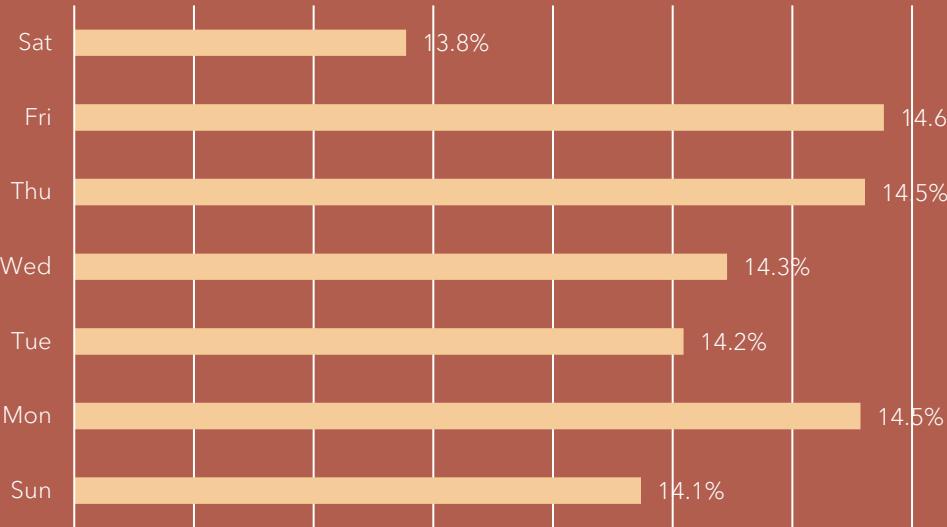


## Insights:

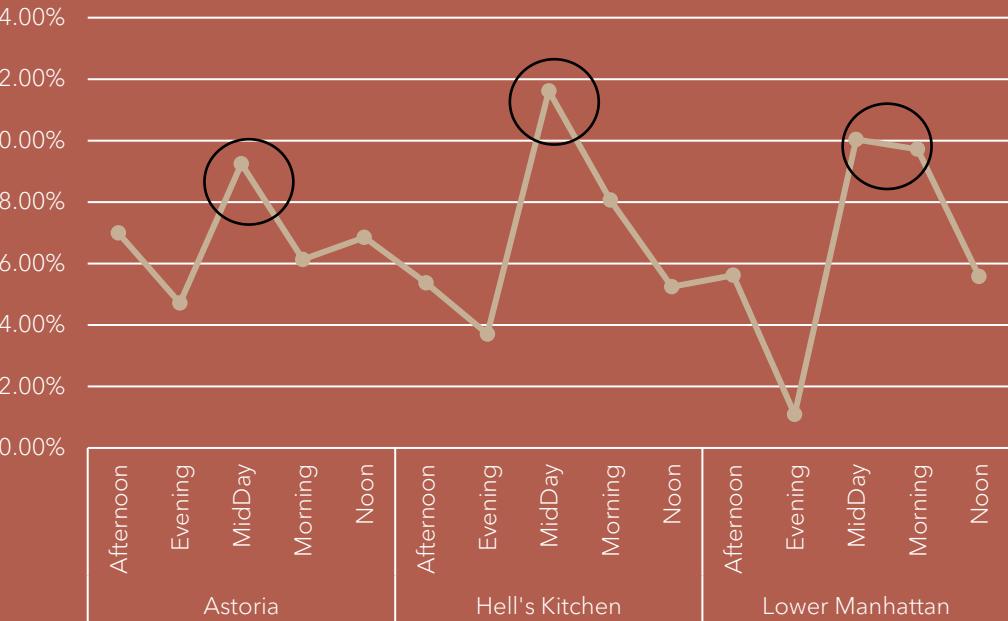
- ◆ Total revenue accumulated end of June is R698 812.33
- ◆ Hell's Kitchen is the top contributor both in total and monthly revenue, accounting for 34% of overall revenue
- ◆ Astoria and Lower Manhattan share nearly equal contributions (33% each), showing balanced distribution
- ◆ Revenue growth is 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

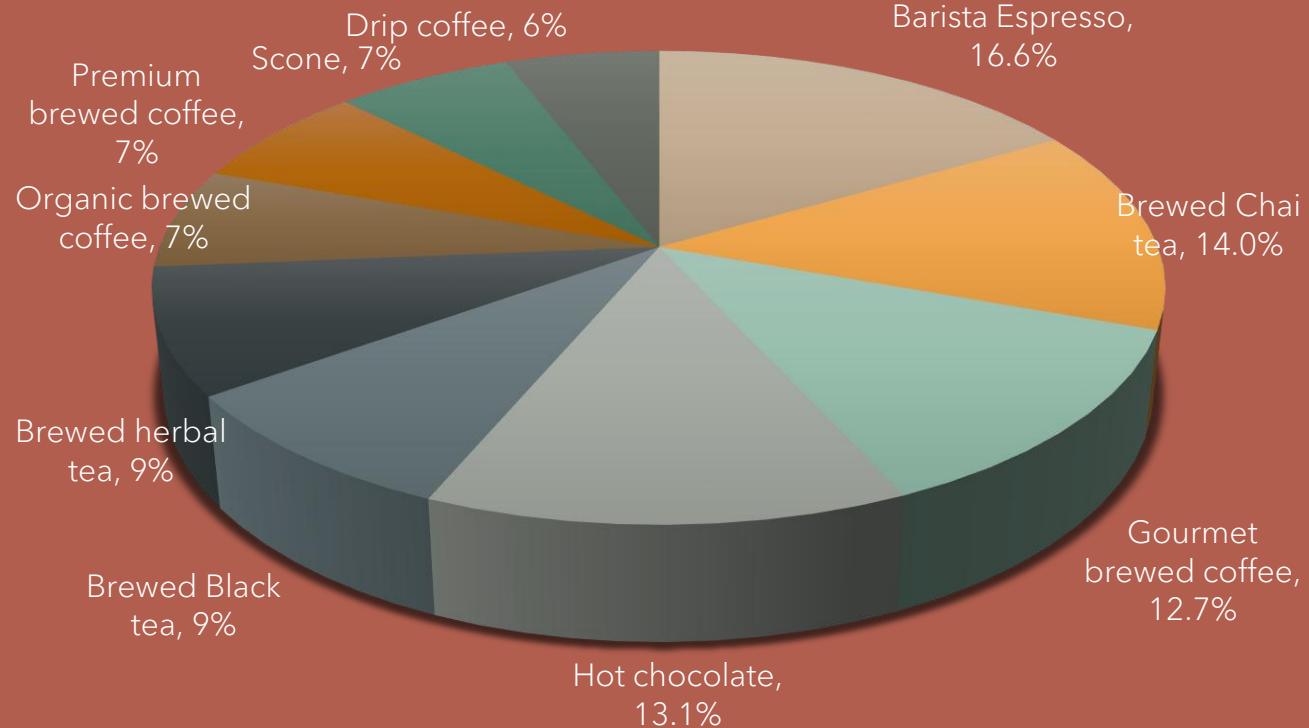


## Insights:

- ❖ 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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