



BRIGHT COFFEE SHOP

Presentation

OCT 2025

CONTENTS



OBJECTIVE

To provide Actionable Insights to Drive
Revenue & Product Performance

METHODOLOGY

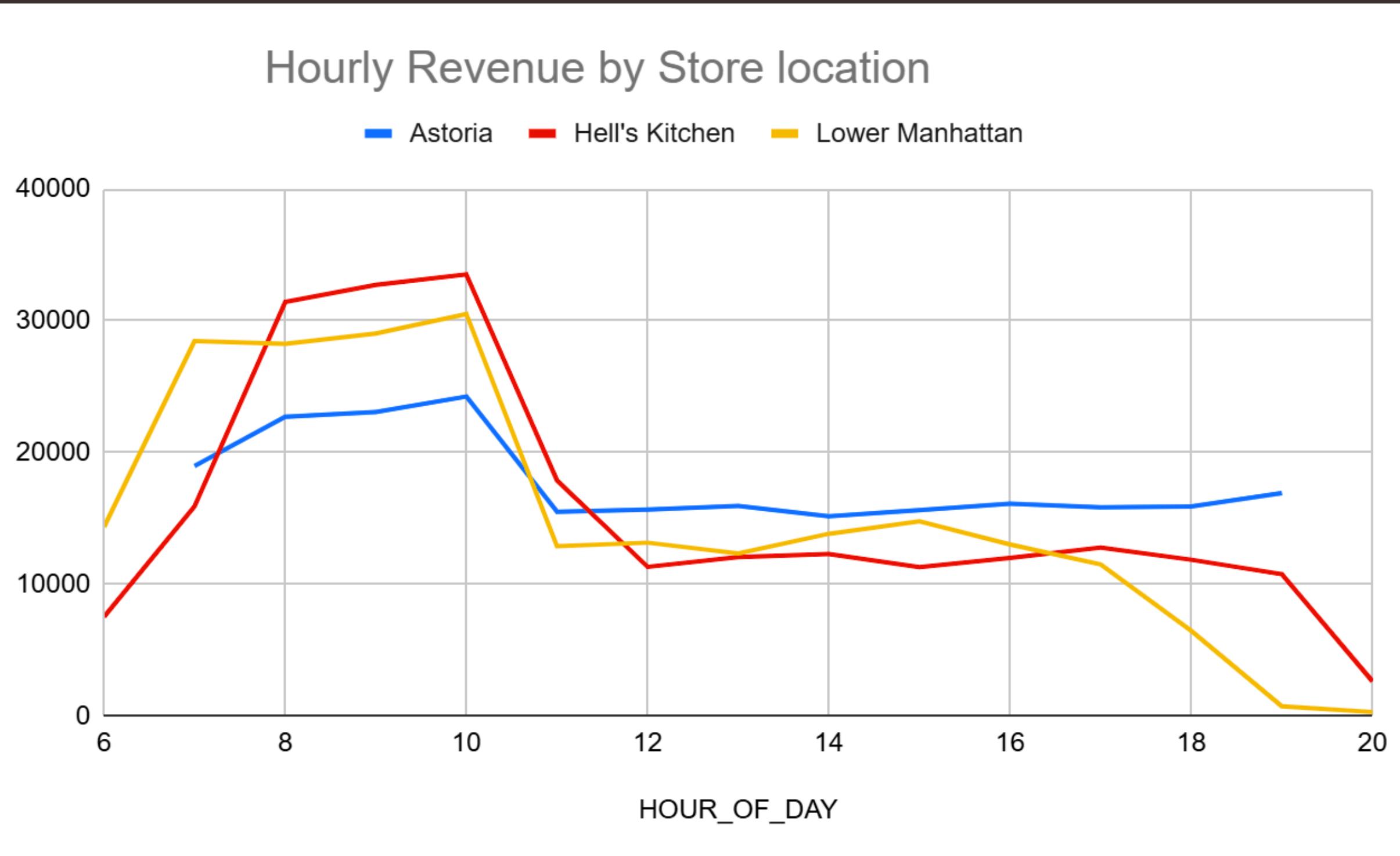
- Data Processing: Snowflake (ETL, SQL)
 - Visualization: Excel / Power BI
- Data cleaning & transformation
- Time bucketing (30-min intervals)
- Revenue & quantity calculations
- Visual storytelling

DATA POINTS

- a. Top Revenue-Generating Products
- b. Peak Sales Time Intervals
- c. Sales Trends Over Time
- d. Best-Selling vs Underperforming Products
 - Dual-axis chart: quantity sold vs revenue
 - Highlight opportunities for promotion or restocking



HOURLY REVENUE DISTRIBUTION|



INSIGHTS

- Hell's Kitchen leads with peak revenue just above 35,000, followed closely by Lower Manhattan.
- This suggests strong morning traffic, likely driven by commuter patterns or breakfast demand.
- Astoria shows a more gradual rise, indicating a different customer rhythm—possibly more residential or late-start clientele.
- After 10 AM, all locations experience a sharp drop in revenue, especially Hell's Kitchen and Lower Manhattan.
- Astoria's decline is more gradual, suggesting steadier midday traffic.

RECOMMANDATIONS

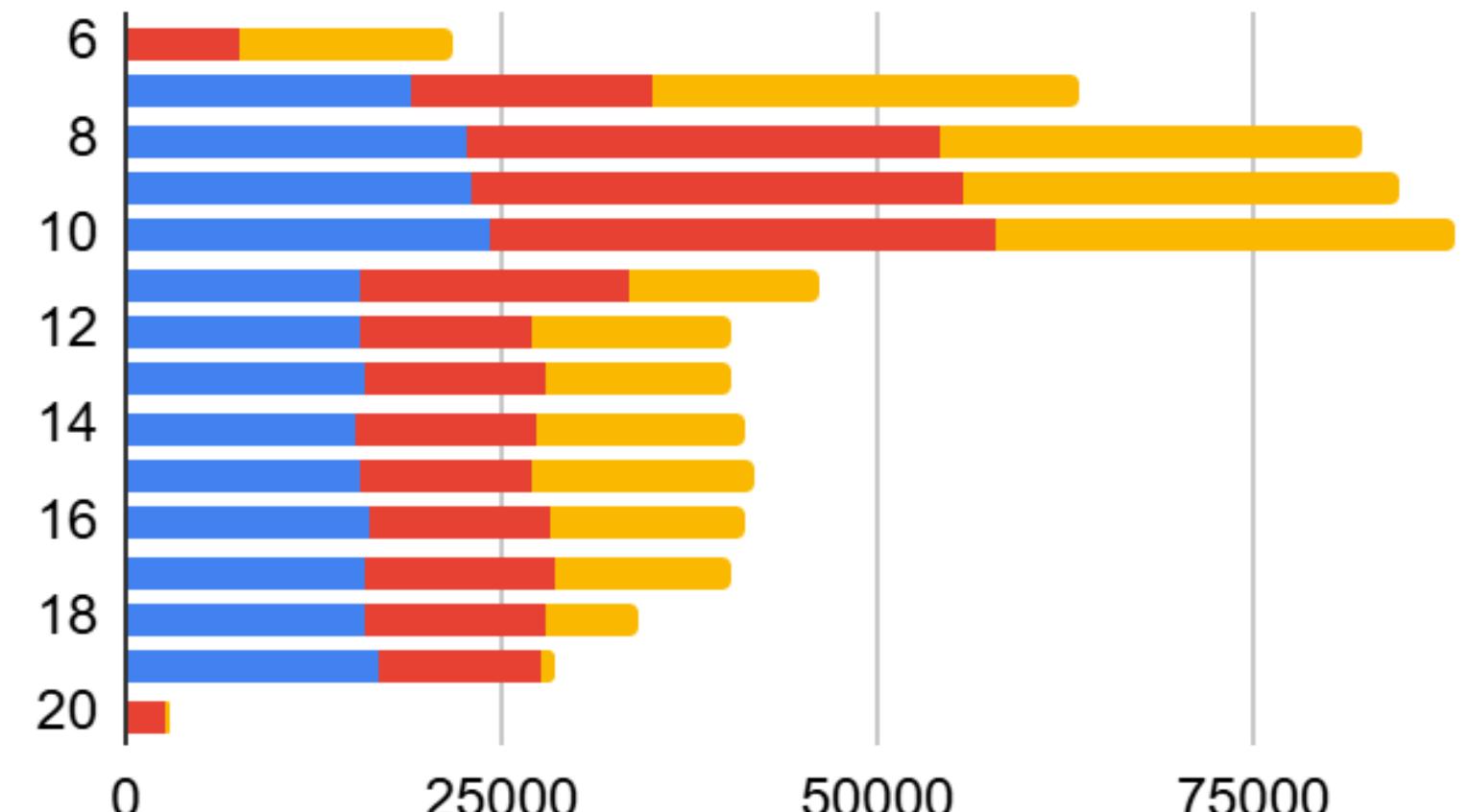
- .Launch morning combo deals or loyalty perks in lower manhattan and hell's kitchen to capitalize on peak hours.
- .Introduce midday promotions or targeted marketing to smooth out the revenue curve and extend customer engagement beyond the morning rush.
- .Explore evening menu options (e.g., light bites, dessert specials) or community events to boost traffic if operationally feasible.
- .Tailor inventory and staffing per location. Hell's Kitchen may need more baristas early, while Astoria benefits from steady coverage.

REVENUE TREND BY TIME BUCKET

HOURLY REVENUE

Astoria Hell's Kitchen Lower Manhattan

HOUR_OF_DAY



Revenue by Time Bucket

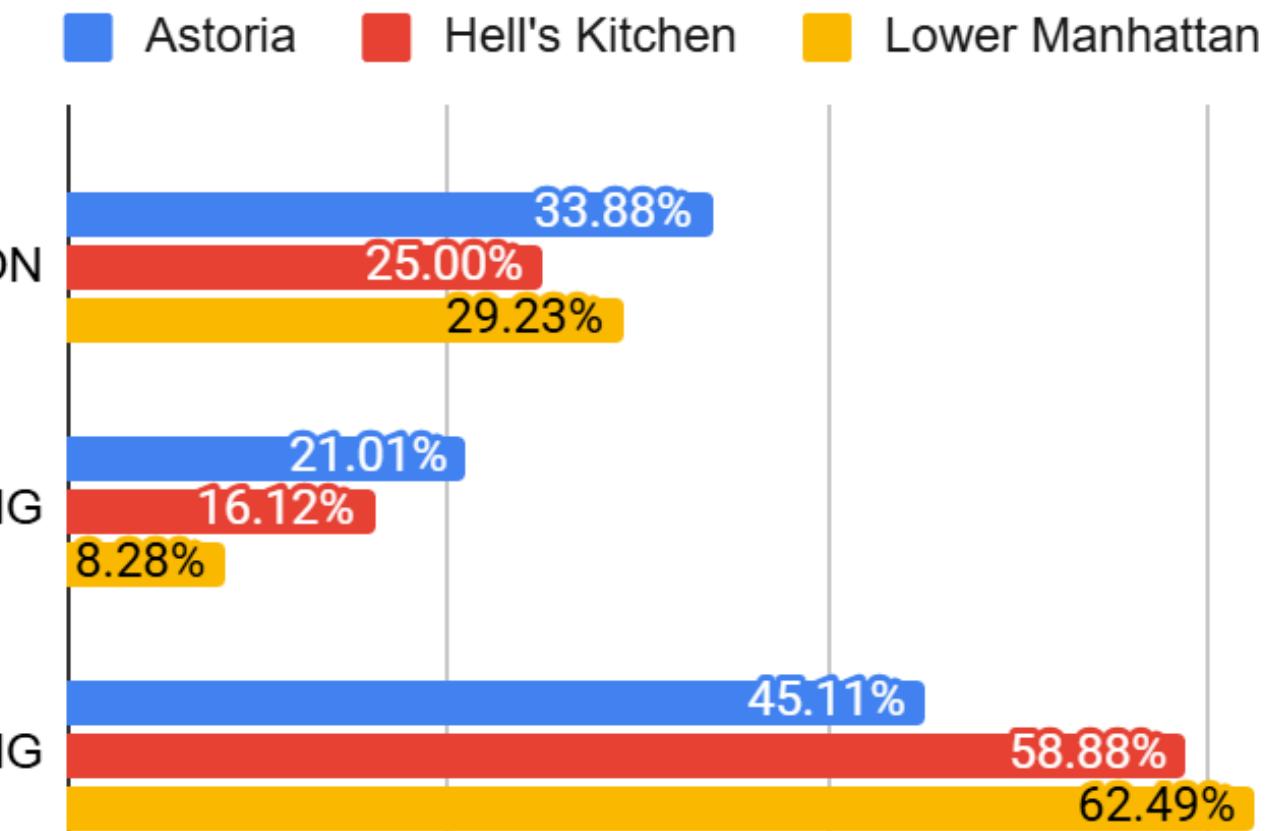
Astoria Hell's Kitchen Lower Manhattan

AFTERNOON

EVENING

MORNING

0.00% 20.00% 40.00% 60.00%



INSIGHTS

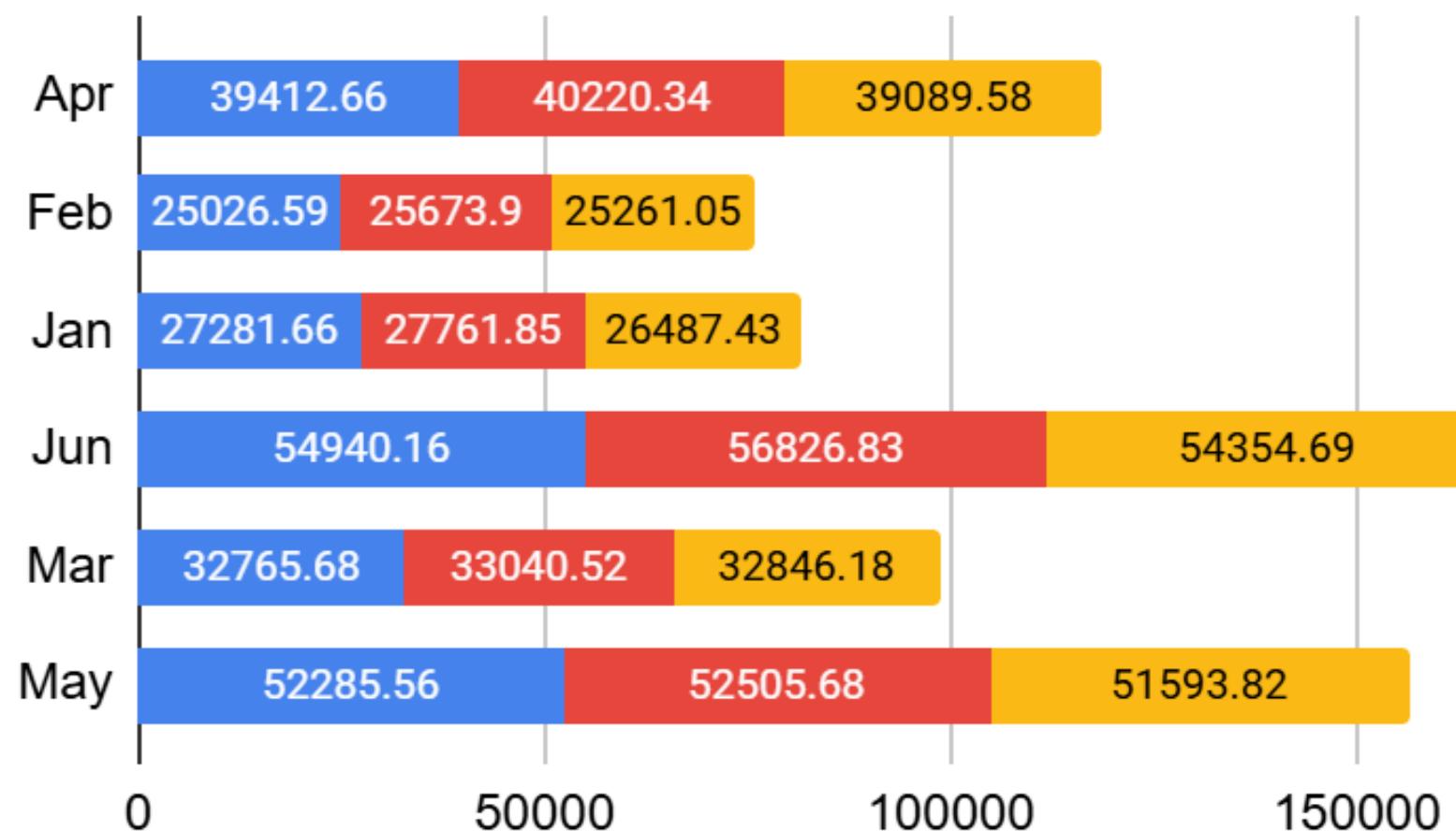
In hourly Revenue chart ,Lower Manhattan consistently outperform the other locations from 8am-2pm ,peaking around midday.

- Hell's Kitchen shows a sharp revenue spike between 8 AM and 11 AM, then tapers off.
- This pattern aligns with commuter or breakfast-driven traffic.
- Astoria maintains steady revenue from 10 AM to 6 PM, without dramatic peaks.
- driven promotions. Consider testing afternoon events or seasonal campaigns.

MONTHLY & WEEKLY REVENUE BREAKDOWN

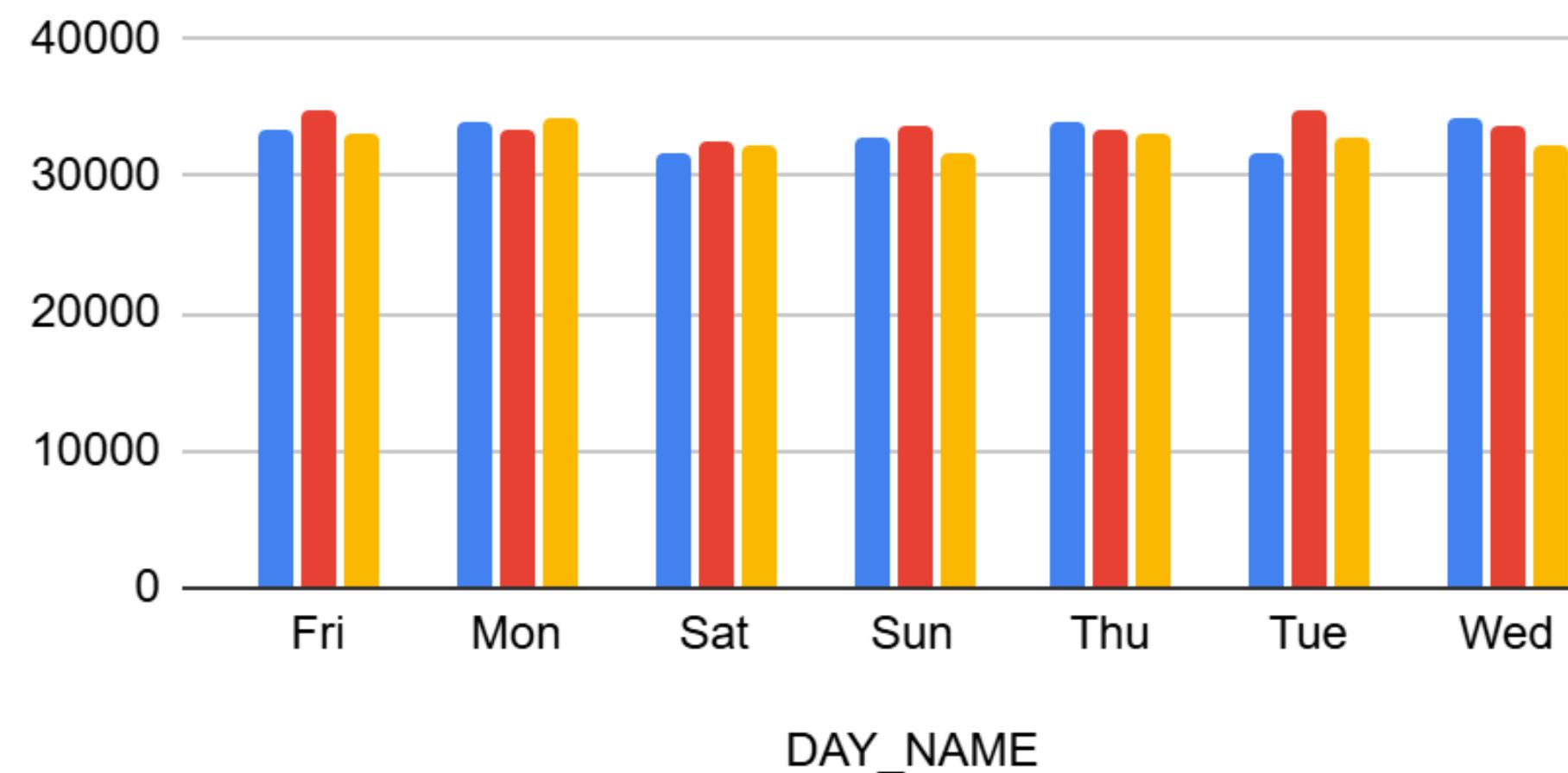
Monthly Revenue

■ Astoria ■ Hell's Kitchen ■ Lower Manhattan



Weekly Revenue

■ Astoria ■ Hell's Kitchen ■ Lower Manhattan



INSIGHTS

- Hell's Kitchen consistently leads in revenue across all months, though the margin is often small.
- Astoria and Lower Manhattan follow closely, with Lower Manhattan slightly trailing in February and January.
- Revenue increases steadily from January to June, with June showing the highest revenue across all locations.
- This suggests seasonal growth, possibly due to warmer weather, tourism, or promotional campaigns.
- Friday and Saturday show the highest revenue across all locations.
- Sunday through Wednesday have noticeably lower performance.

RECOMMENDATIONS

Hell's Kitchen is a reliable top performer—consider it a benchmark location for testing new products or promotions.

Plan major campaigns or product launches in Q2–Q3. Use Q1 for testing and optimization.

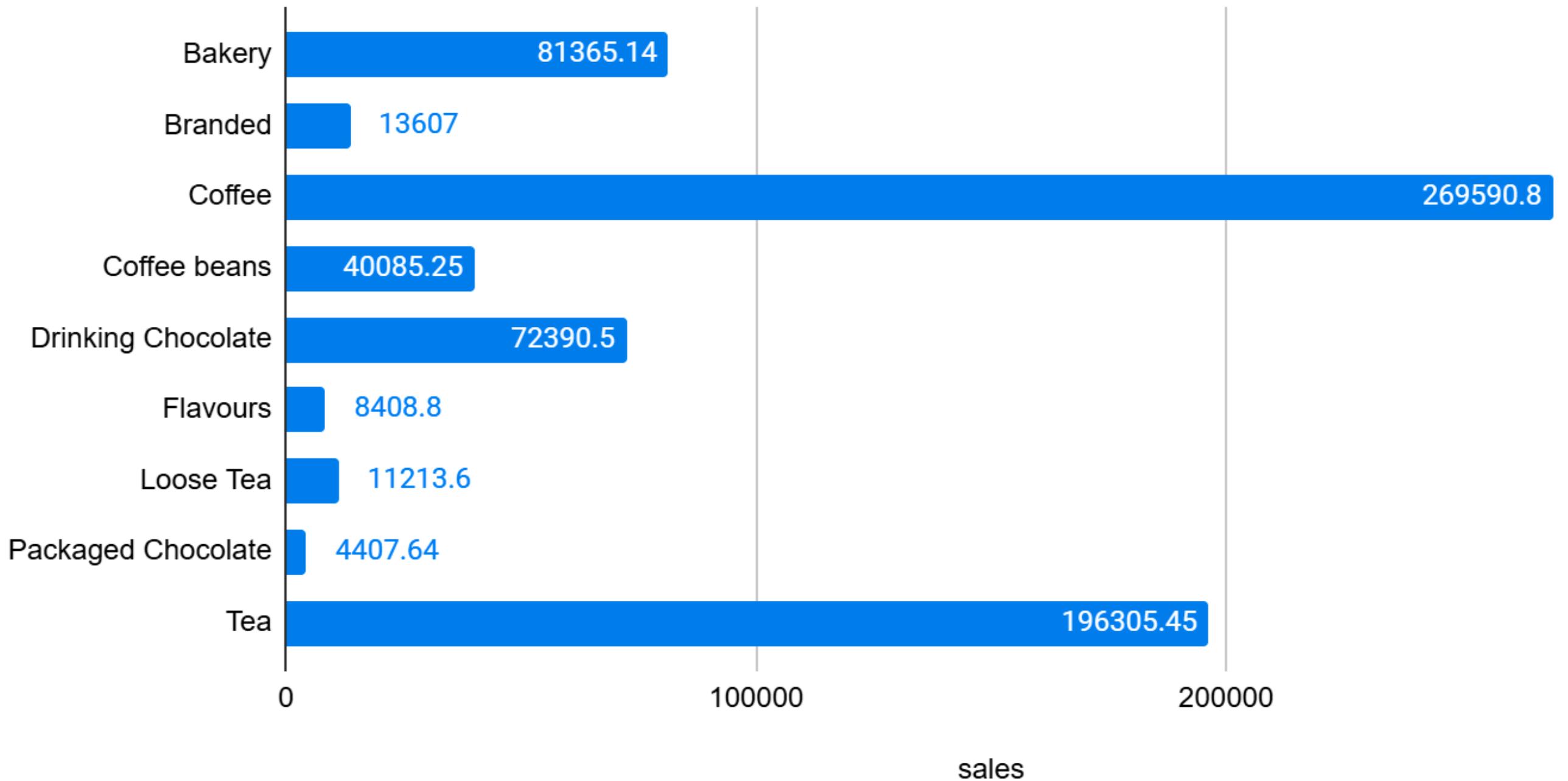
Focus marketing and staffing on weekends.

Consider weekday incentives (e.g., “Tuesday Treats” or “Midweek Happy Hour”) to boost off-peak traffic.

TOTAL SALES PER PRODUCT

INSIGHTS

Quantity Sold per Product Category



- Coffee Is the Undisputed Leader with 269,590.8 units sold, Coffee far surpasses all other categories.
- This confirms Coffee as the core revenue and volume driver for Bright Coffee Shop.
- Tea: 195,305.45 units sold bakery: 81,365.14 units sold
- These categories complement coffee and likely contribute to bundled purchases.
- Underperforming Categories Show Opportunity
- Packaged Chocolate, Flavours, and Loose Tea have the lowest sales volumes.
- Packaged Chocolate: 4,407.64 ,Flavours: 8,408.8 ,Loose Tea: 11,213.6
- Branded Merchandise & Coffee Beans Have Moderate Traction
- Coffee Beans: 40,085.25 units
- Branded Items: 13,607 units
- These suggest interest in take-home or lifestyle products.

RECOMMENDATIONS

Prioritize Coffee in promotions, loyalty programs, and inventory planning. Consider introducing premium variants or seasonal blends to deepen engagement.

Create combo deals (e.g., Coffee + Bakery, Tea + Snack) to increase average transaction value. Highlight these in morning and afternoon campaigns.

Reassess shelf space and pricing.

Consider bundling, seasonal promotions, or sampling campaigns to boost visibility.

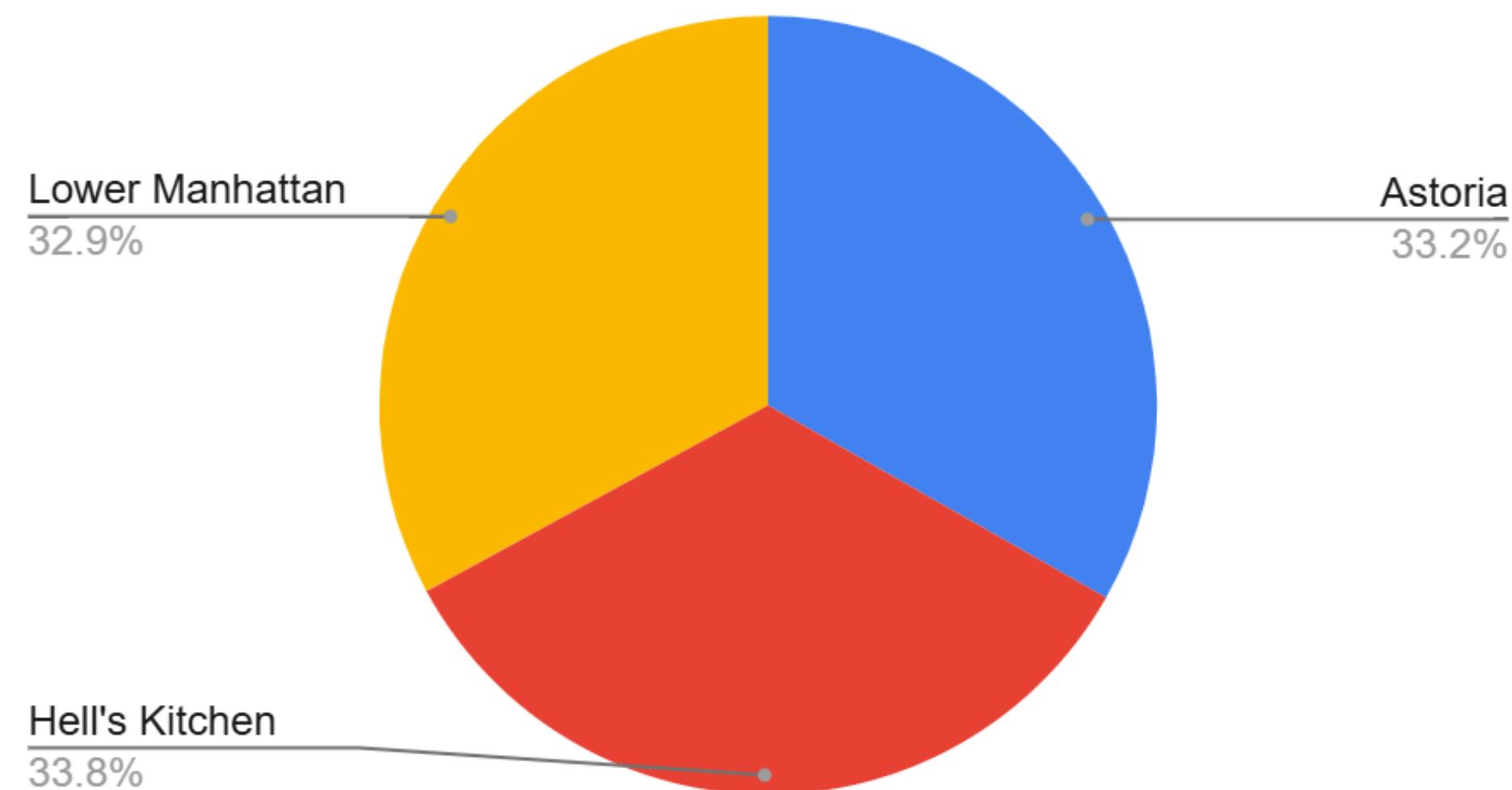
Alternatively, phase out or replace with more aligned offerings.

Explore retail expansion—e.g., branded mugs, gift sets, or subscription boxes.

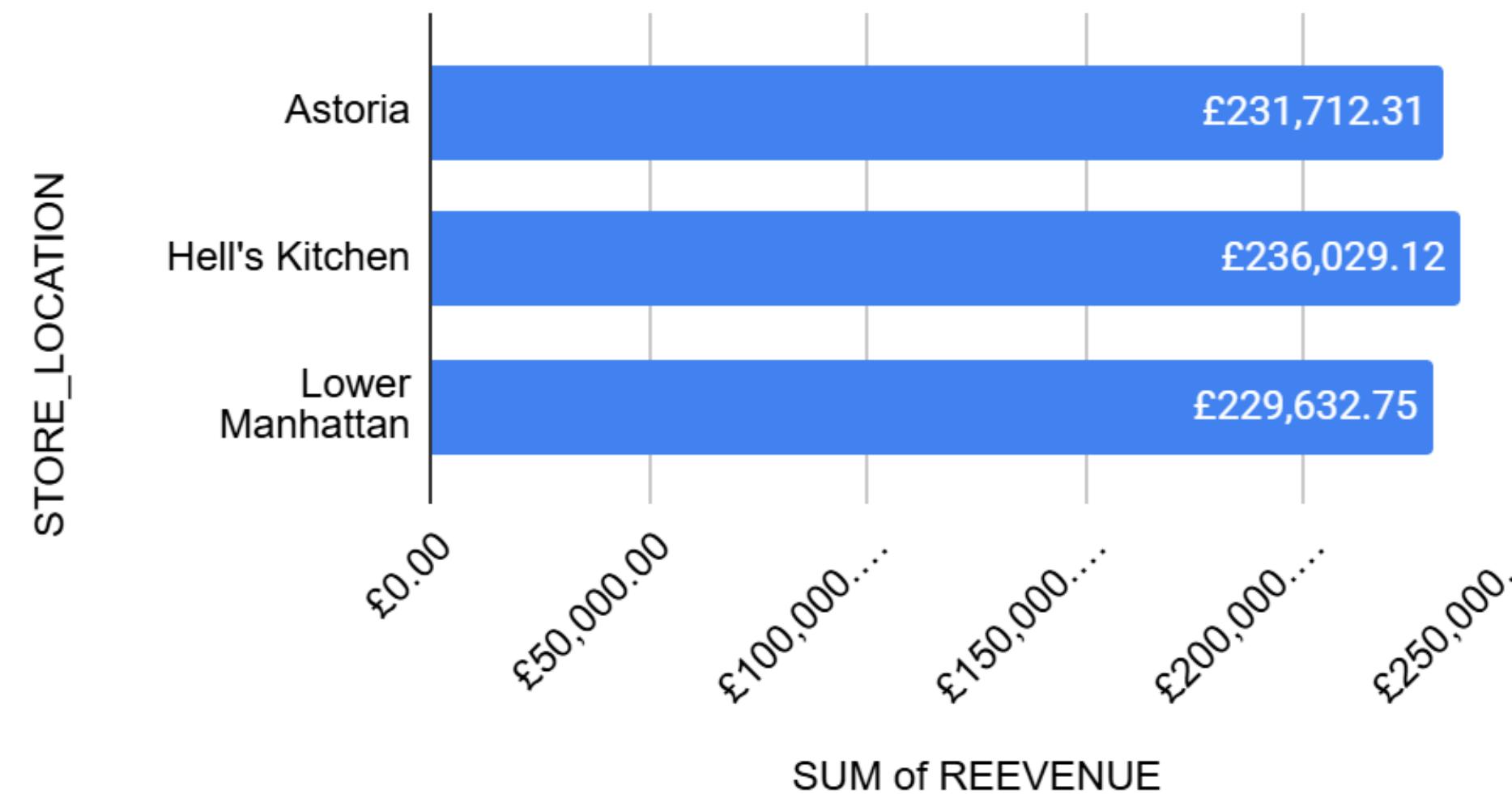
Promote Coffee Beans as part of a “Brew at Home” experience.

REVENUE BREAKDOWN BY STORE

Revenue Breakdown per Store



Revenue per Store Location



OCT 2025

KEY HIGHLIGHTS

The revenue distribution is remarkably balanced, with less than 1% difference between the highest and lowest contributors. This suggests:

- Strong operational consistency across locations
- No single store is disproportionately outperforming or underperforming
- Hell's Kitchen leads by a small margin (£4.3K more than Astoria, £6.4K more than Lower Manhattan)
- The differences are statistically minor, but could hint at: Slightly higher foot traffic or conversion rates
- Better local marketing or customer loyalty ,More effective upselling or product mix

STRATEGIC TAKEAWAYS

- **Operational parity:** All three stores are performing at a similar level, which is a great sign of brand consistency.
- **Optimization potential:** Small tweaks in staffing, promotions, or layout could push each store to outperform.
- **Segmentation opportunity:** Since performance is so close, consider segmenting future campaigns by location to test what drives incremental gains.