

BRIGHT COFFEE SHOP SALES ANALYSIS PRESENTATION

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Sales Analysis Content Overview

Purpose:

Provide data-driven insights into sales performance, promotional impact, and daily gross profit for a specific retail product to guide strategic decisions.

Charts & Graphs:

Total Revenue by store location

Revenue by product category

Revenue by time of day

Revenue by hour of day

Insights:

Top-performing products and time slots

Store-level performance comparison

Customer behavior patterns

Recommendations:

Focus marketing on peak hours

Stock and promote high-performing products

Improve underperforming categories



Insights

Hell's Kitchen leads in revenue

- With approximately R107,937.61, Hell's Kitchen is the top-performing store among the three locations.

Astoria and Lower Manhattan are close competitors

- Astoria generated R105,854.22, while Lower Manhattan earned R104,670.36, indicating similar performance levels.

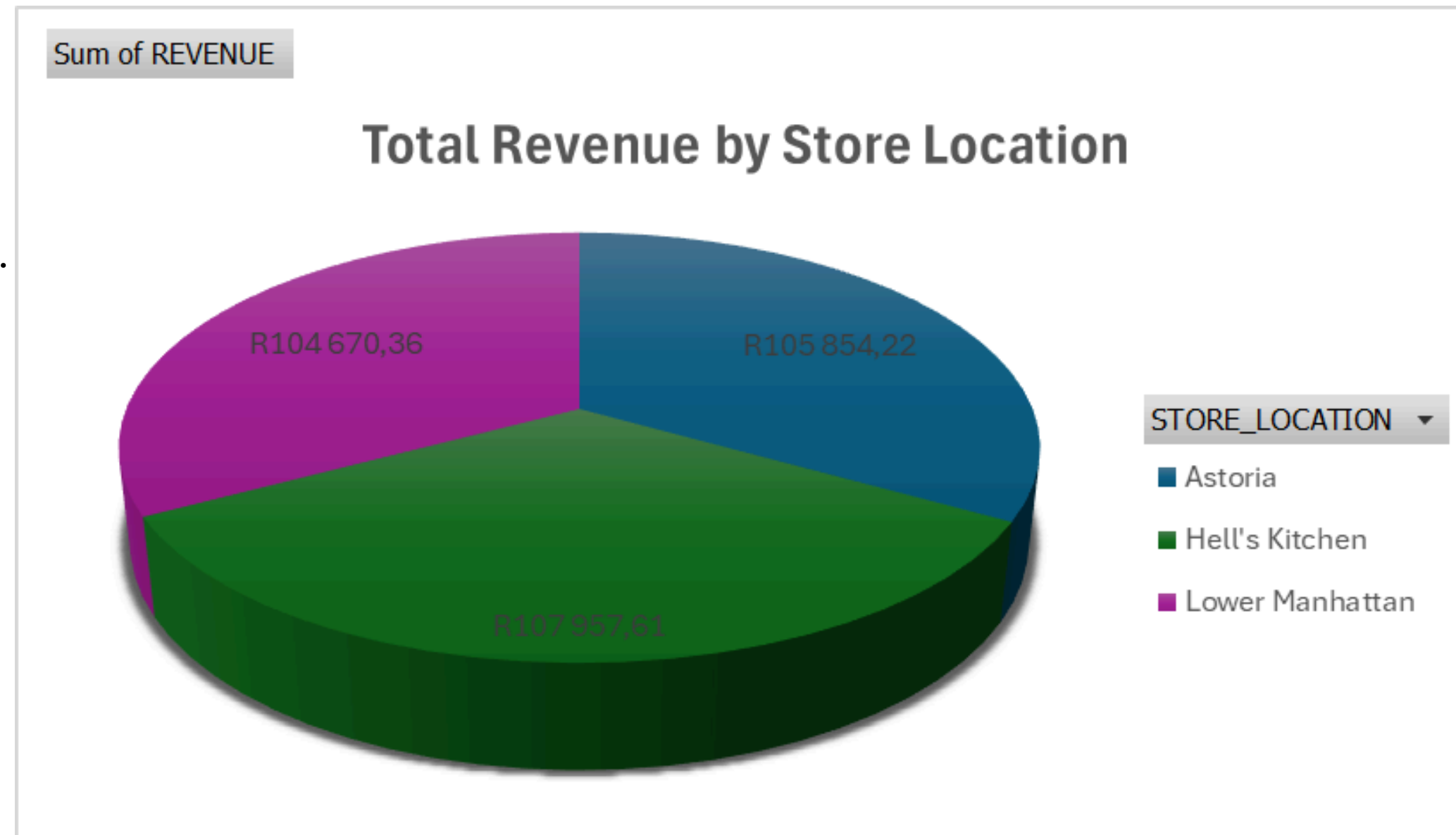
Recommendations

Invest in Hell's Kitchen for growth

- Since it already performs best, consider expanding product offerings or marketing campaigns in this location.

Analyze operational strategies in Astoria and Lower Manhattan

- Identify factors that could help these stores close the small gap with Hell's Kitchen, such as promotions or customer engagement.



Insights

Coffee dominates revenue across all locations

- Coffee is the highest contributor, significantly outperforming other categories like Tea and Drinking Chocolate.

Tea is the second strongest category

- Tea generates substantial revenue, making it a key secondary product to maintain and promote.

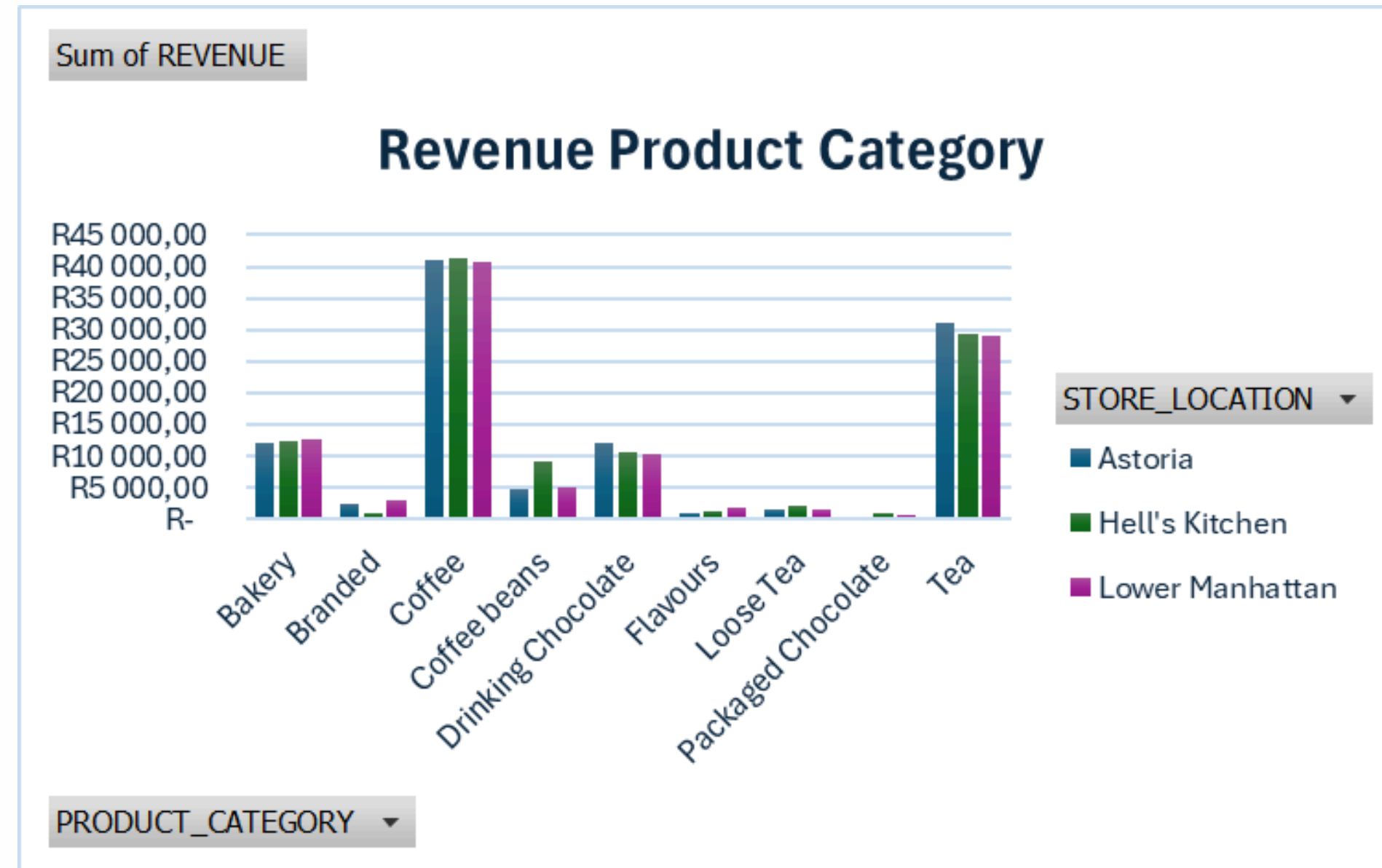
Recommendations

Prioritize coffee in marketing and inventory

- Increase stock and run targeted campaigns for coffee products to maximize revenue.

Leverage tea as a complementary offering

- Bundle tea with coffee or create promotions to boost overall sales and attract diverse customer preferences.



Insights

- Morning is the peak revenue period**
 - All locations generate the highest revenue in the morning, with Lower Manhattan leading at R65,761.09.
- Night sales are negligible**
 - Revenue during night hours is extremely low across all stores, indicating minimal customer activity.

Recommendations

Focus marketing and staffing on mornings

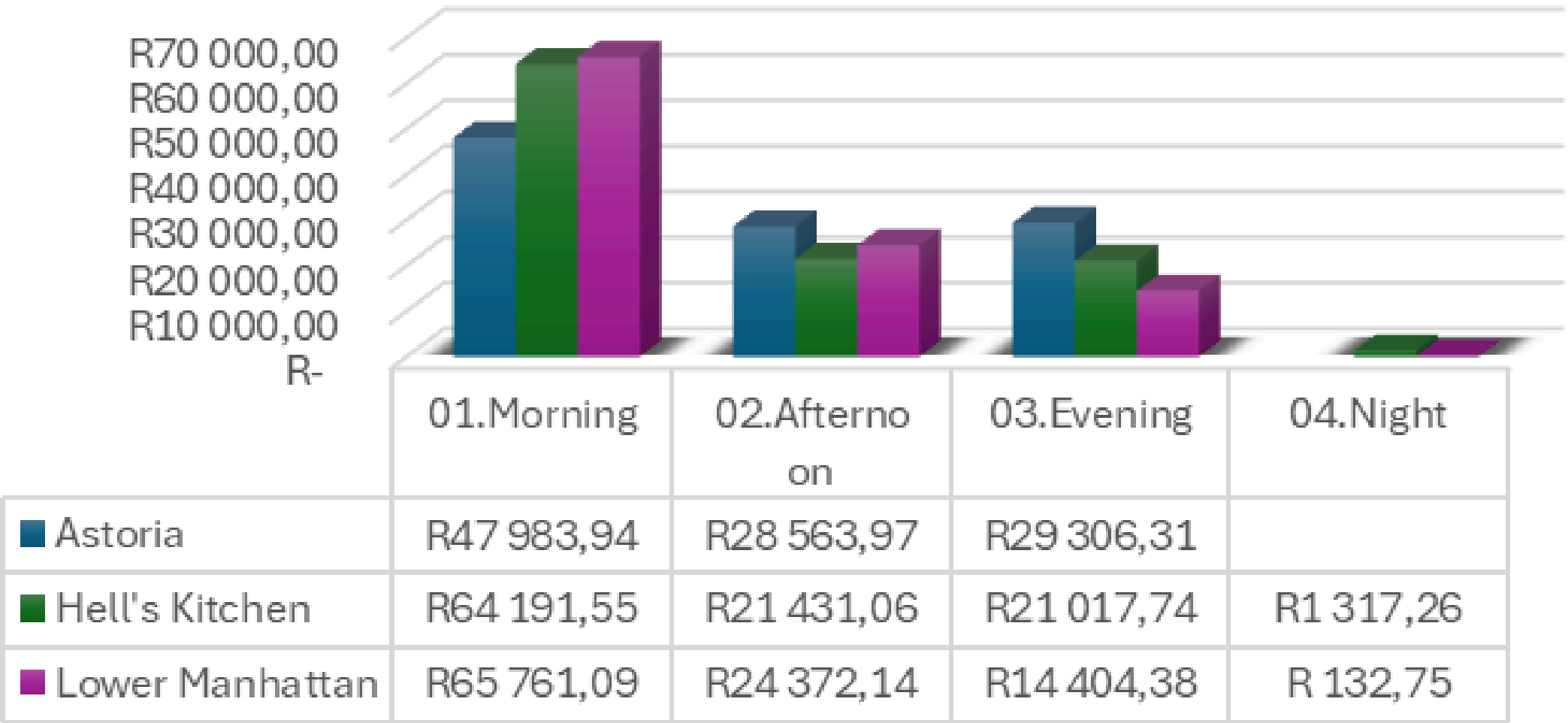
- Allocate more resources and promotions during morning hours to capitalize on peak demand.

Reduce operational costs at night

- Consider limiting late-night operations or introducing targeted offers to improve night-time sales.

Sum of REVENUE

Revenue by Time of Day



TIME_BUCKET ▼

Insights

Peak revenue occurs between 08:00 and 10:00

- Lower Manhattan leads during these hours, reaching close to R40,000, while Hell's Kitchen also performs strongly.

Revenue declines sharply after 11:00

- All locations experience a significant drop post-morning, with steady but lower sales throughout the afternoon.

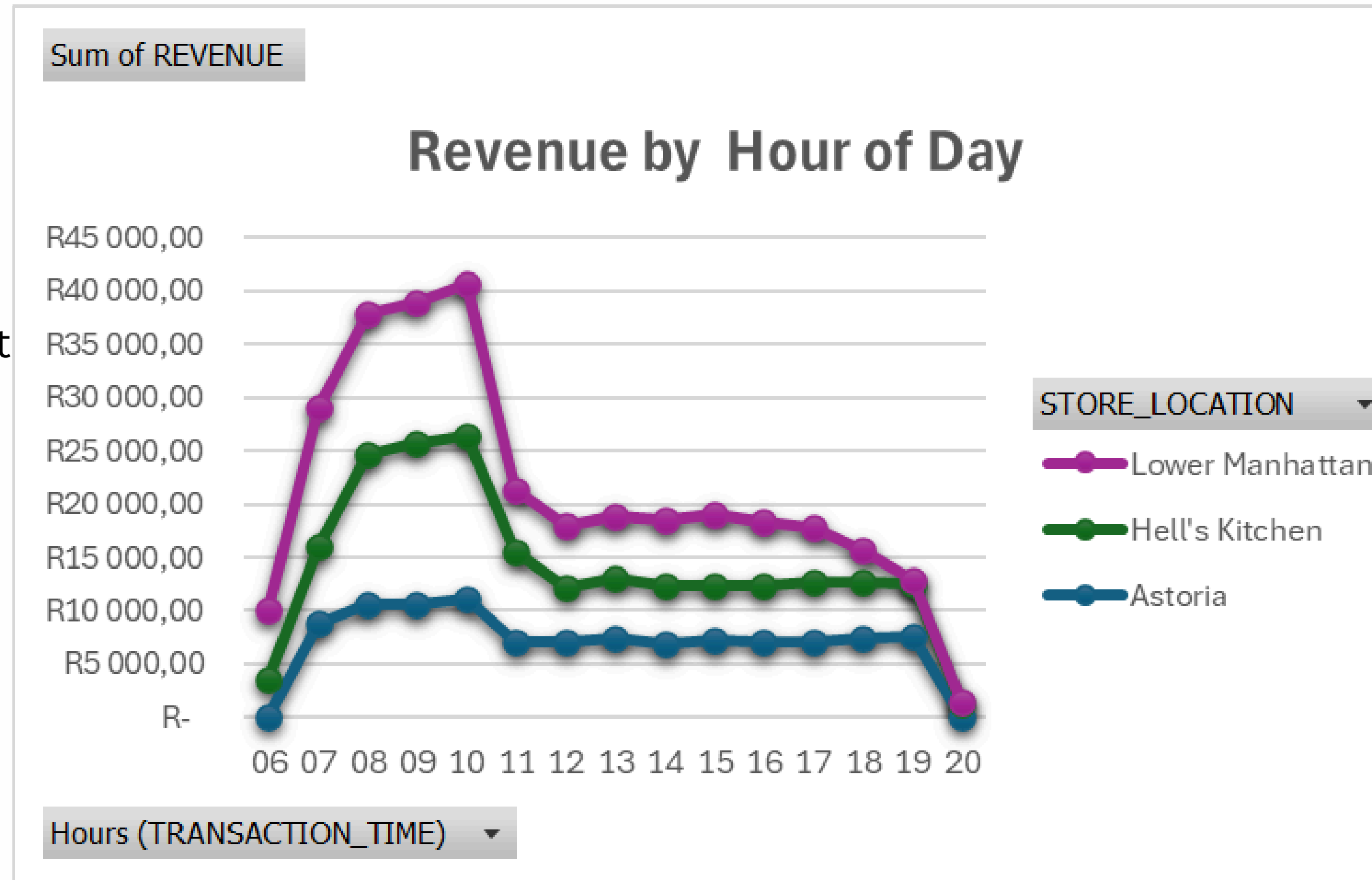
Recommendations

Maximize morning sales opportunities

- Schedule promotions and ensure full staffing during peak hours (08:00–10:00) to capitalize on high demand.

Introduce midday engagement strategies

- Consider lunch-time offers or combo deals to boost sales during the afternoon slump.



Overall Performance Insights

Hell's Kitchen and Lower Manhattan are strong performers

- Both locations consistently generate high revenue across time slots and product categories, with Hell's Kitchen slightly leading overall.

Coffee dominates across all stores and time periods

- Coffee is the top revenue driver, followed by Tea, making these categories critical for business growth.

Morning hours are the most profitable

- Revenue peaks between 08:00 and 10:00, and overall morning sales outperform afternoon and evening significantly.

Weekdays outperform weekends

- Most revenue is generated during weekdays, suggesting higher customer activity during workdays.
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Strategic Recommendations

Double down on coffee and tea promotions

- Increase inventory and run targeted campaigns for these categories, especially during peak hours.

Optimize morning operations

- Ensure full staffing and marketing during 06:00–11:00 to maximize revenue.

Enhance weekday loyalty programs

- Introduce incentives for repeat purchases during weekdays to sustain high performance





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