



Brightlight
coffee
Shop sales Analysis





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Archived Percentage per store



Hell's kitchen

The sales started very slow in Q1 then gradually started to pick up in Q2 contributing 33,9%



Astoria

The sales started very slow in Q1 then gradually started to pick up in Q2 contributing 33,23%



Low Manhattan

The sales started very slow in Q1 then gradually started to pick up in Q2 contributing 32,97%

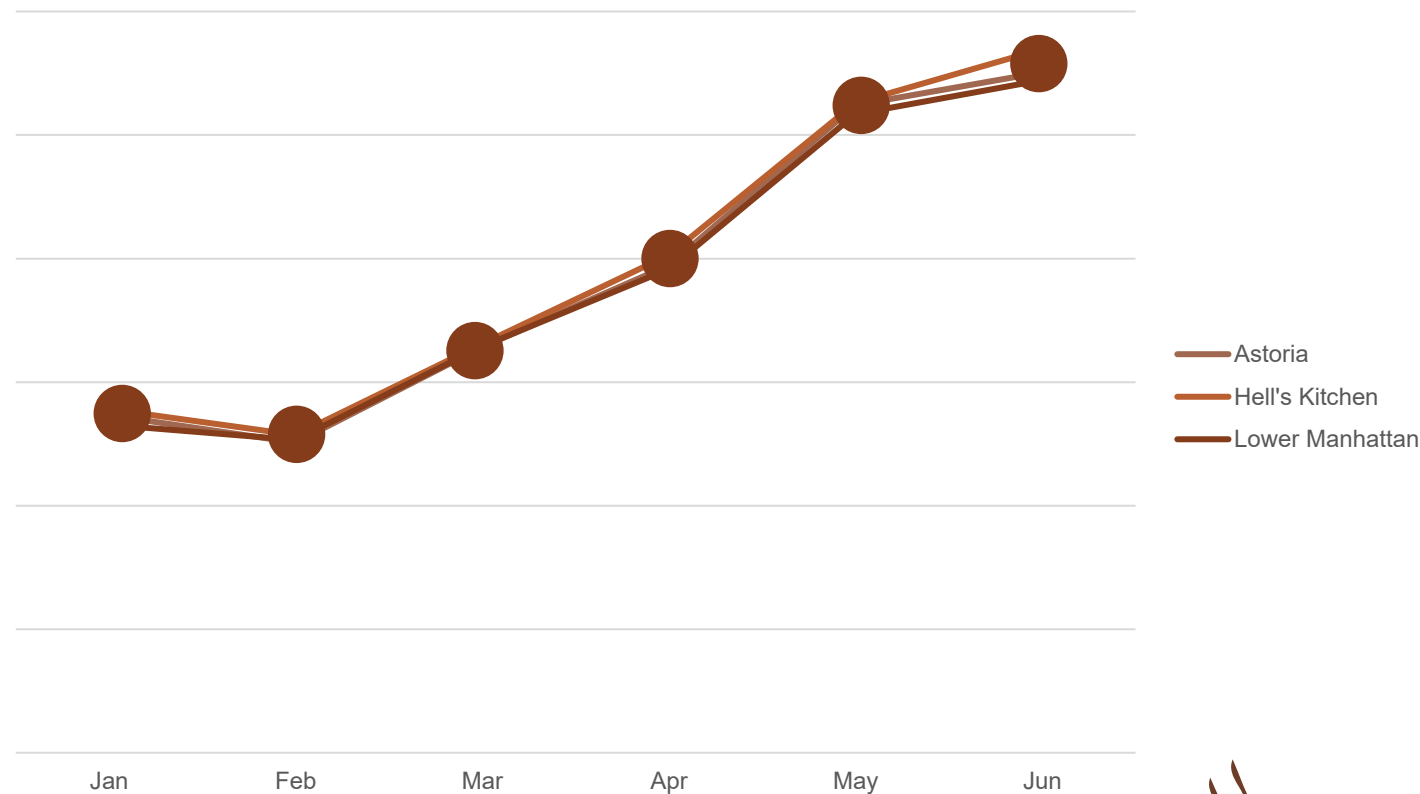


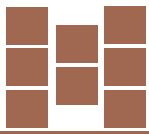


Overall Performance



Our Q1 journey was one of resilience. While we started strong in January, we faced a significant challenge in February that impacted our performance. However, through the team's focused efforts, we not only recovered but achieved our strongest month in March, demonstrating our ability to adapt and grow.



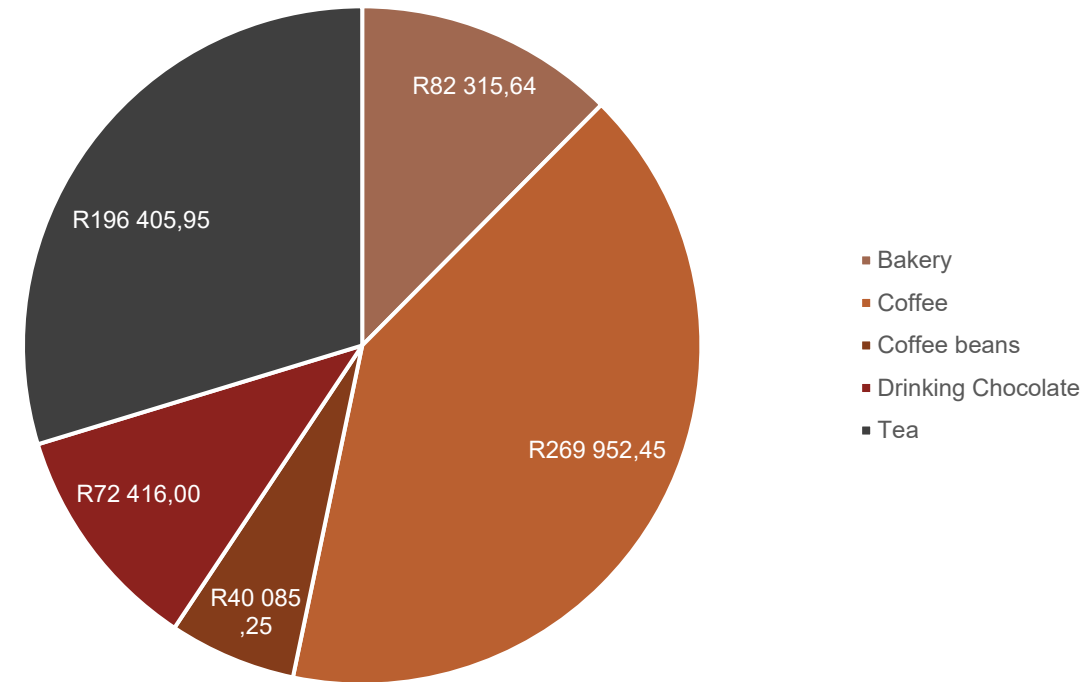


What's drive our revenue



Coffee is the heart of our business, contributing 39% of our total revenue. This is followed by our Bakery and Tea offerings. This chart clearly shows where our core business lies, and which categories have room for growth

TOP 5 TOTAL PERFORMANCE REVENUE



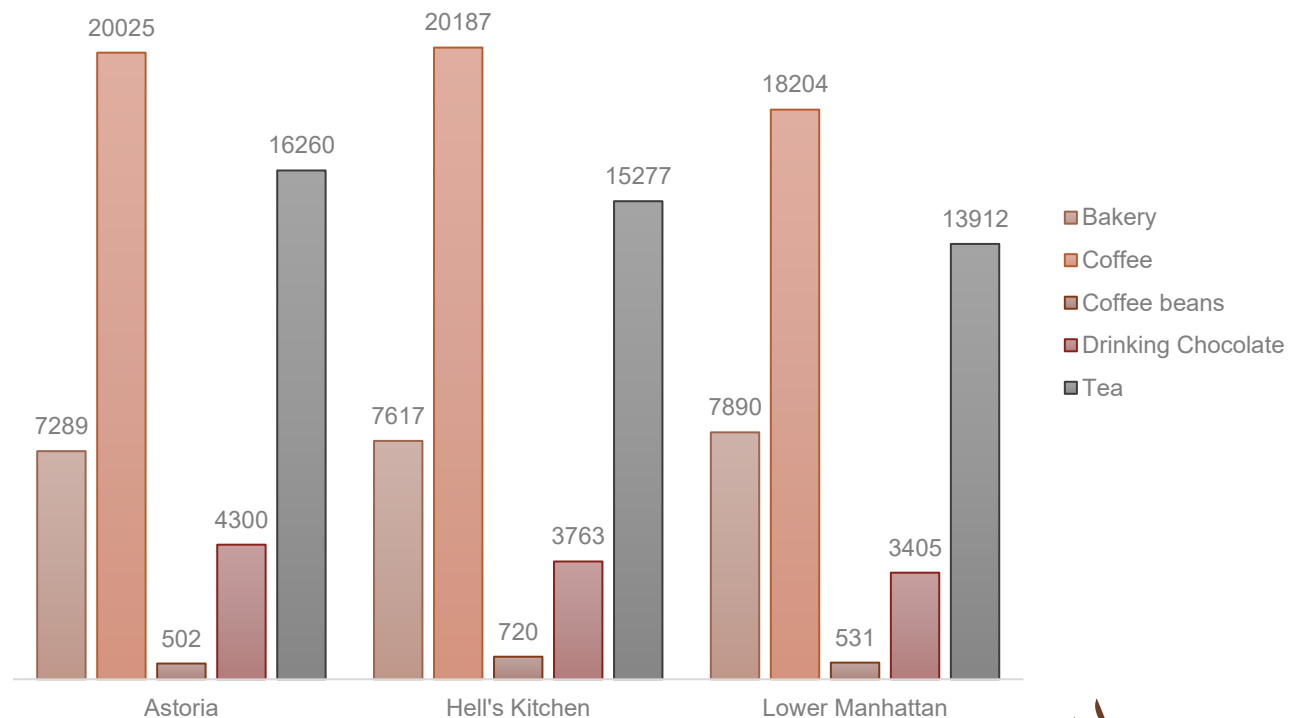


Product performs better



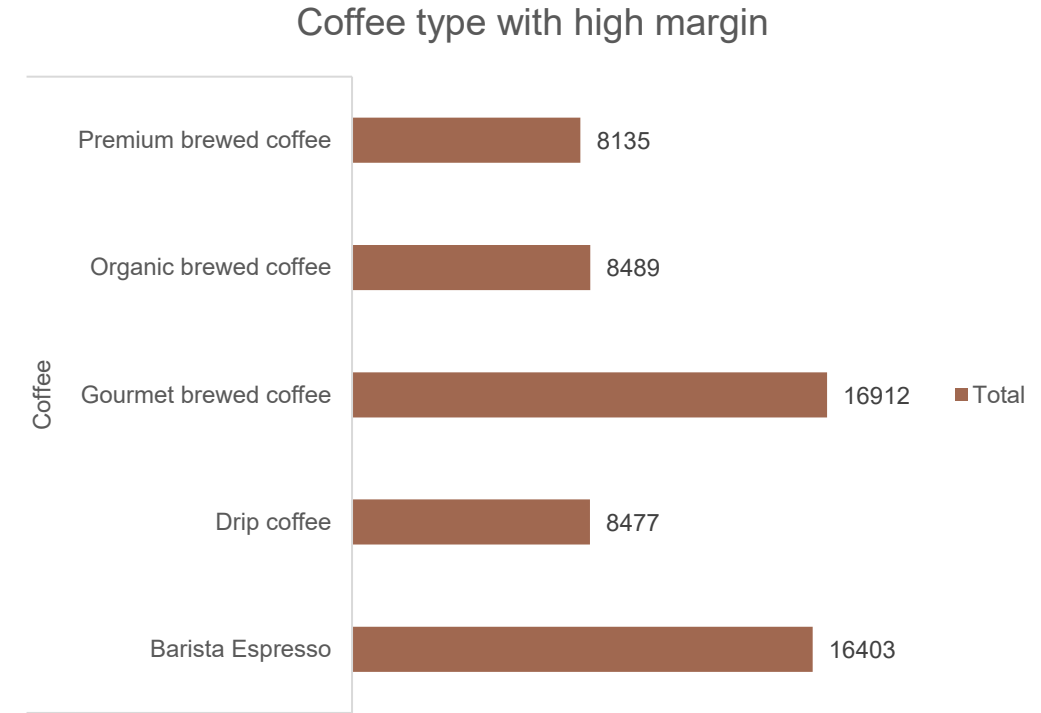
All three store locations performed well. Generating the highest revenue. Interestingly, while Coffee leads everywhere, the best-selling specific product varies by location.

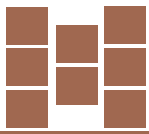
TOP 5 PRODUCT PERFORMANCE



What's product type preforms better

Within coffee, high-margin Barista Espresso drinks are our biggest revenue generators, followed by our Premium and Gourmet brewed coffees. This highlights the value of our skilled baristas and premium offerings



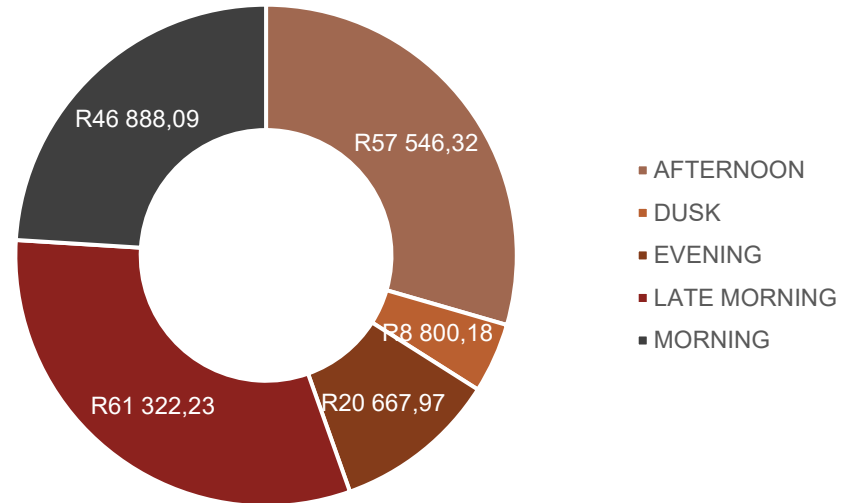


Weekends vs Weekdays

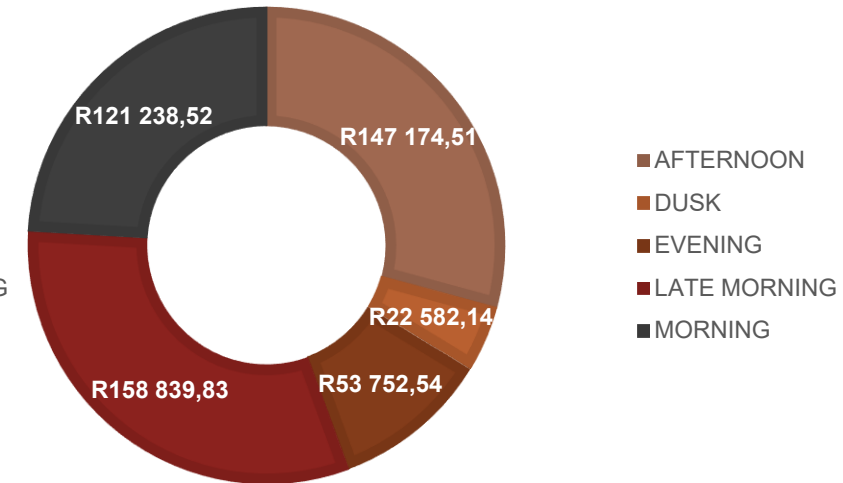


Our customers love their late morning pick-me-up, making it our most profitable time category. While weekdays bring consistent volume, weekends generate a significant portion of our revenue in fewer days, indicating higher transaction values or more leisure visits.

WEEKEND TOTAL REVENUE



WEEKDAYS TOTAL REVENUE



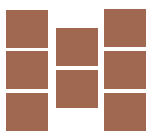


Total Revenue



698,81K



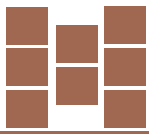


Key Insight and summary



- Strength: Coffee, specifically Barista Espresso drinks, is our powerhouse.
- Strength: Late Morning daypart is critical to our success.
- Opportunity: Weekend sales for Tea and Bakery show there's latent demand we can unlock on weekdays.
- Opportunity: Store-level best-sellers differ, suggesting potential for localized marketing and menu highlights





Strategic Recommendations



1. Amplify the Core: Launch a seasonal "Espresso Specials" menu to further boost our highest-margin category.
2. Boost Secondary Categories: Create and promote "Afternoon Tea & Pastry" bundles for weekdays between 2-4 PM.
3. Localize Marketing: Allow store managers to feature their top 3 local best-sellers on a highlighted menu board.
4. Optimize Labor: Ensure adequate barista staffing during the high-volume Late Morning rush across all locations.





Thank You

- Do you have any questions?