



# BRIGHT COFFEE SHOP DATA ANALYSIS

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# INTRODUCTION AND BACKGROUND

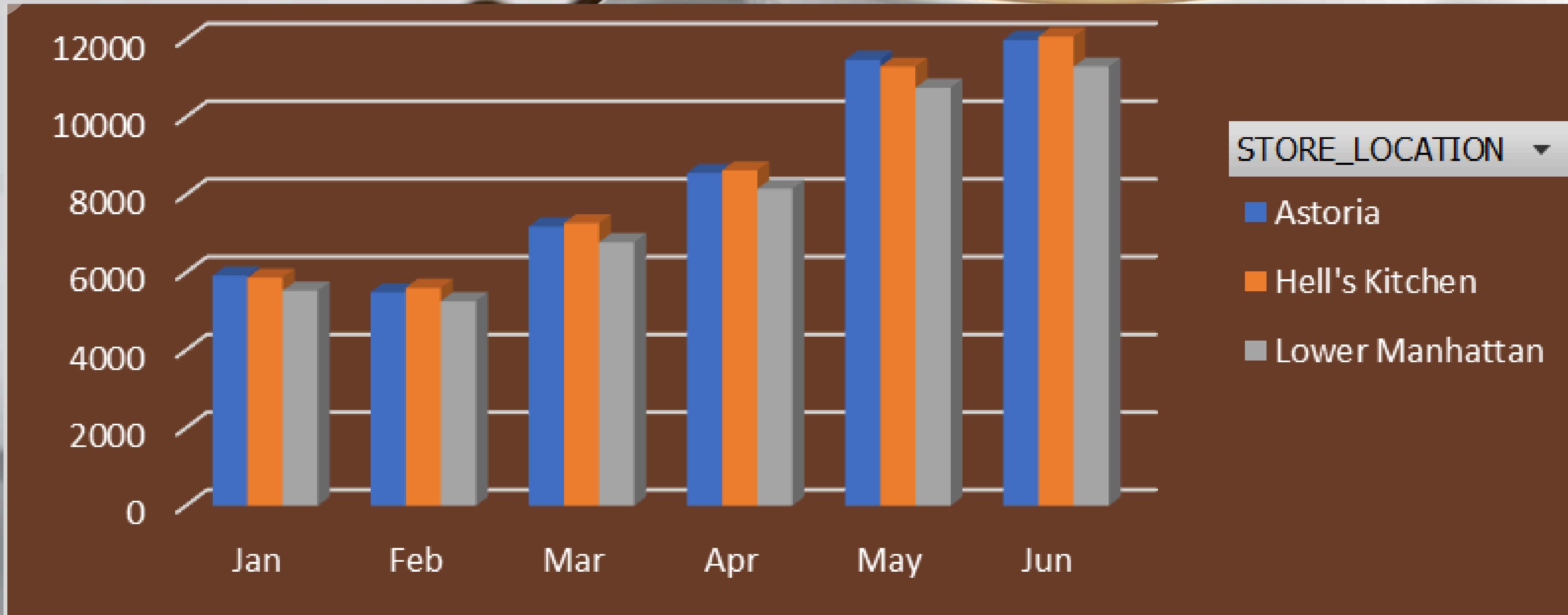
Despite steady overall sales, there is a noticeable imbalance in store performance, product movement, and staffing alignment across locations. Some stores consistently underperform, certain products remain unsold or overstocked, and peak customer demand is not always met with adequate staffing.

## **Key challenges include**

- Inconsistent profitability across store locations
- Overstocking of low-performing products and stockouts of high-demand items
- Mismatched staffing during busy periods leading to service delays
- Limited insight into customer behavior patterns influencing sales trends

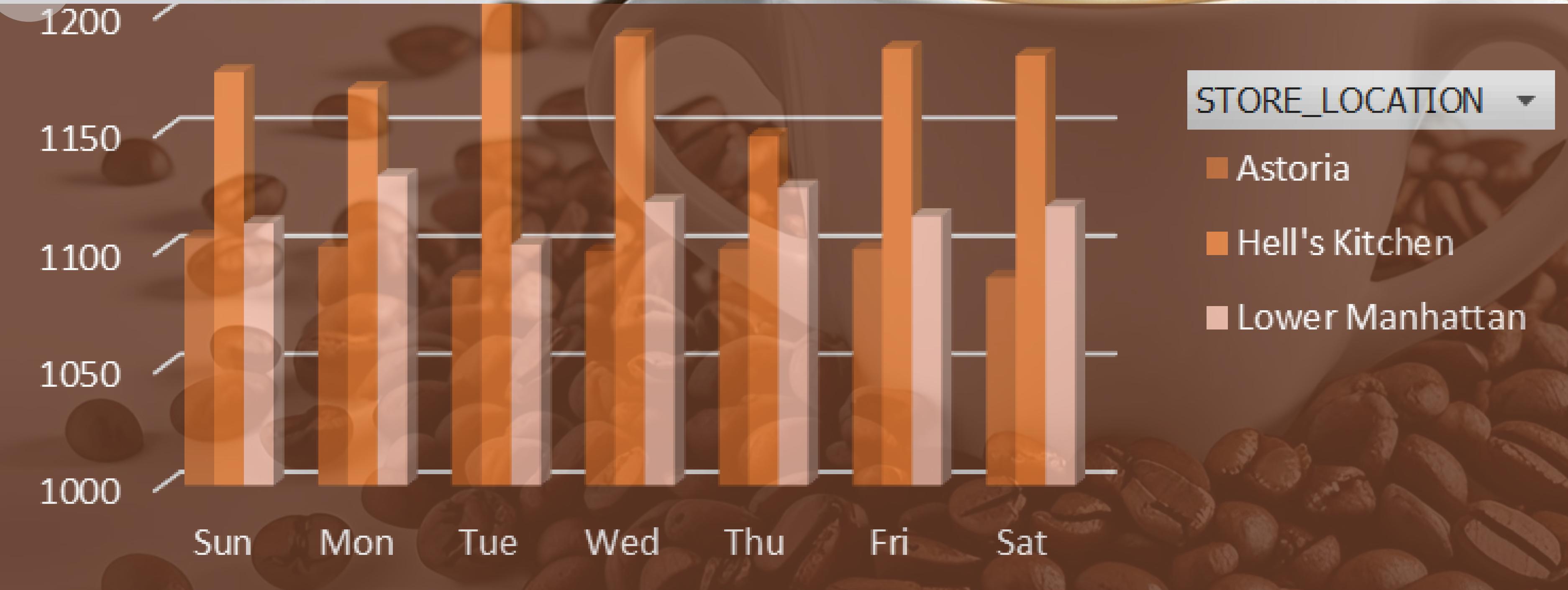
This analysis seeks to address these challenges by identifying performance gaps and providing strategic recommendations to enhance operational efficiency, streamline inventory management, and ultimately boost revenue.

# TOTAL REVENUE PER STORE



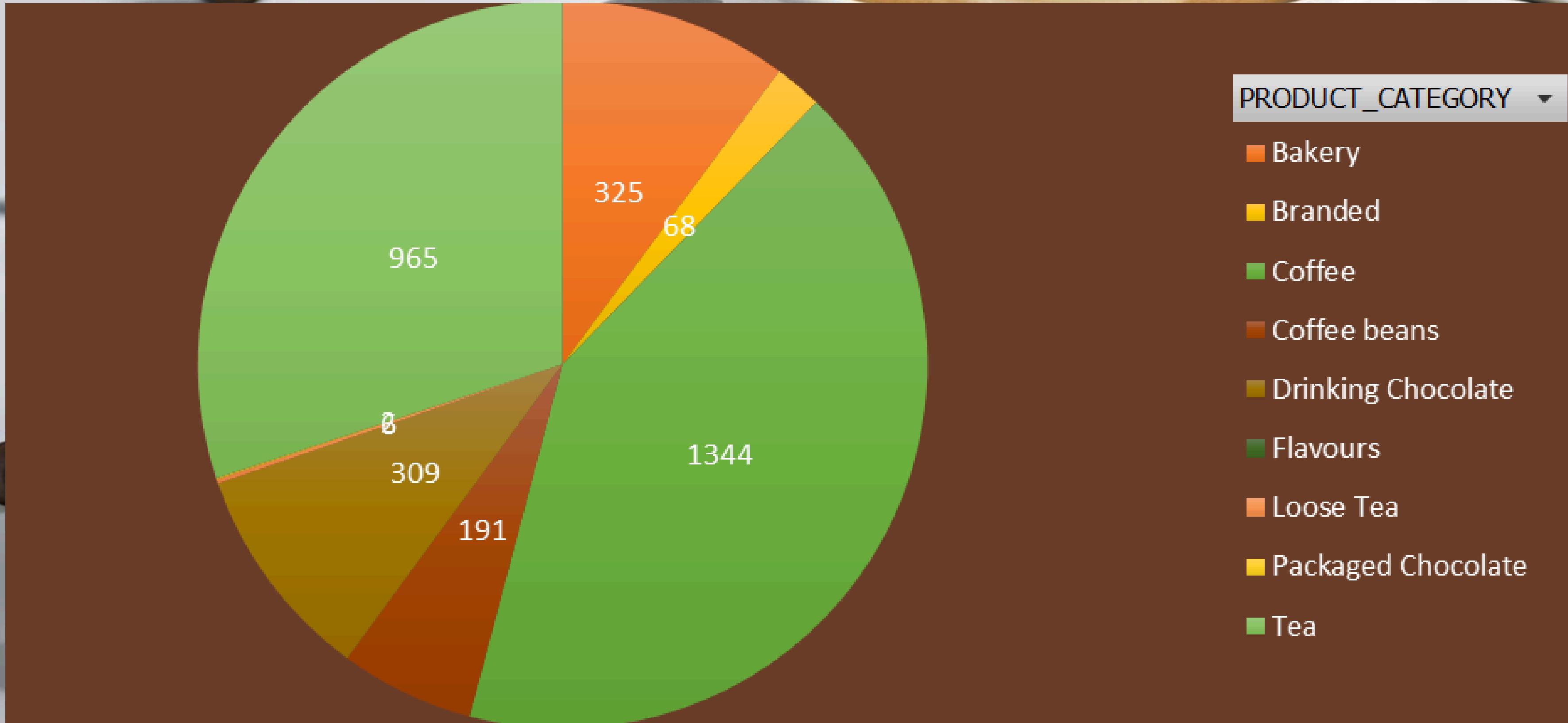
- Hell's Kitchen leads slightly, contributing an average of 33.7%.
- Astoria follows closely at 33.4%.
- Lower Manhattan contributes 32.5%, slightly behind the others.

# TOTAL REVENUE PER STORE DAILY



Tuesdays account for approximately 21% of weekly revenue at Hell's Kitchen, showing the highest single-day demand  
Weekends (Saturday and Sunday) contribute a combined 27% of weekly revenue (Saturday ~15%, Sunday ~12%)

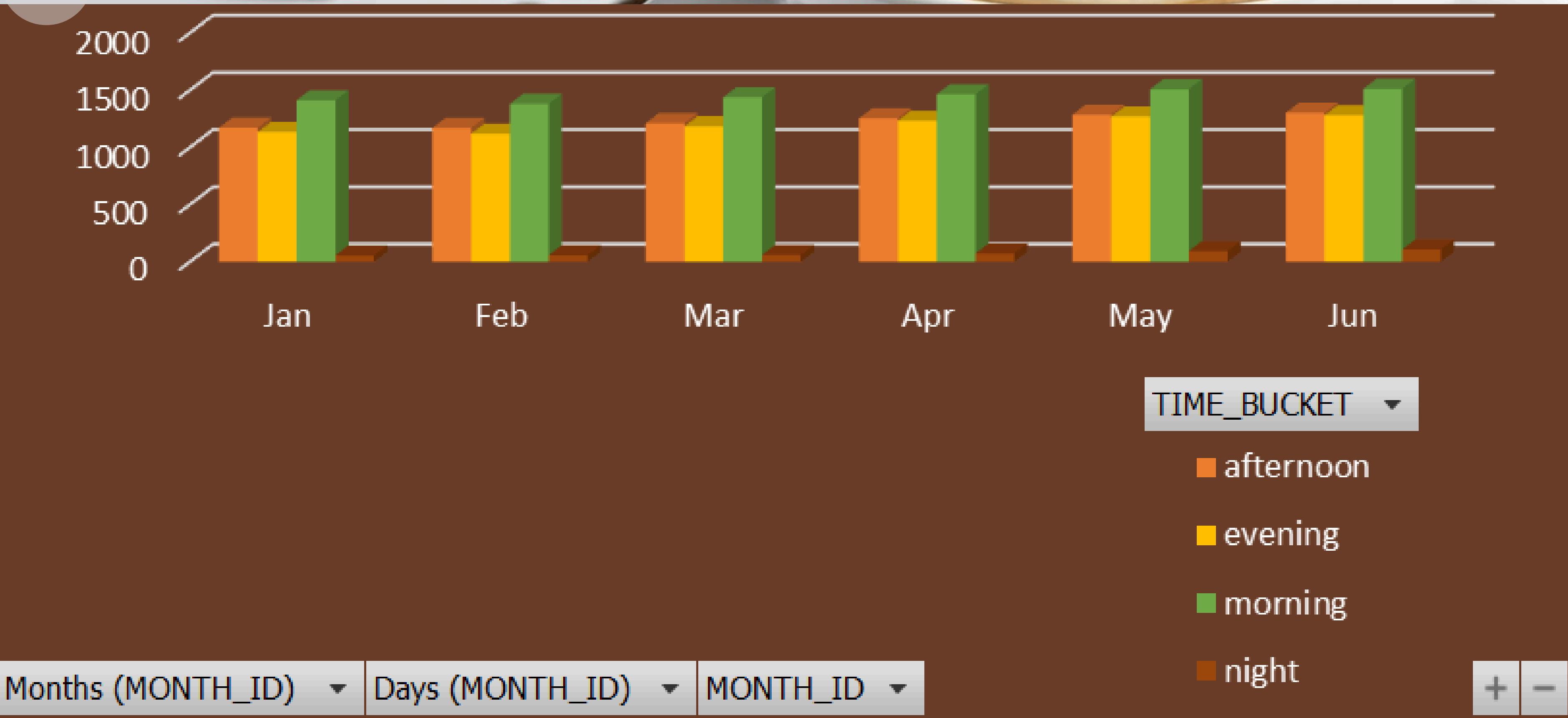
# HIGHEST AND LOWEST PERFORMING STORE



The largest segment is Tea, with a value of 1344. Packaged Chocolate follows with 325. Coffee beans have a value of 68.

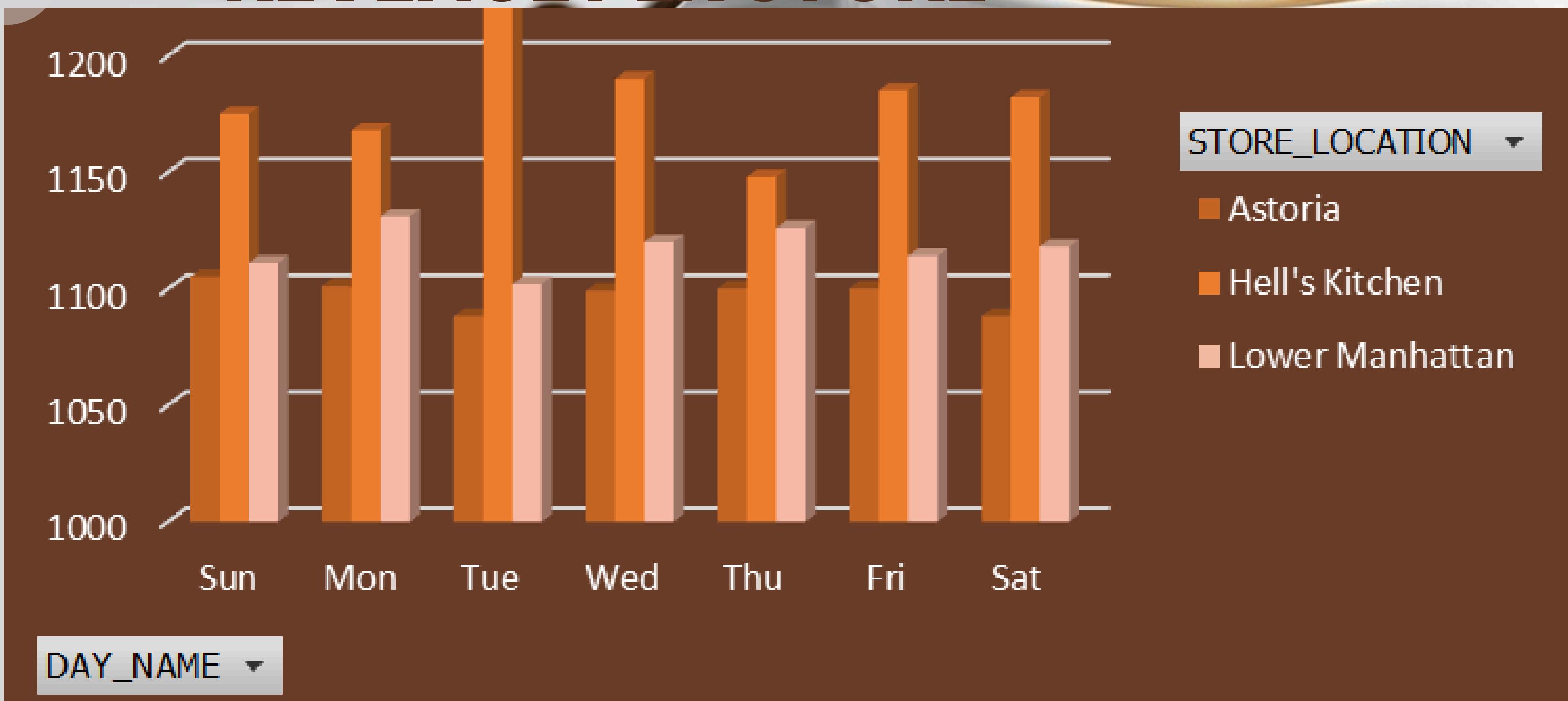
Coffee is the next largest segment, with a value of 1344. Loose Tea has a value of 309. Bakery has a value of 191.

# PRODUCT CATEGORY PER MONTH



The analysis highlights peak times of both the day and month, enabling management to ensure appropriate staffing levels to effectively accommodate customer demand. It also provides detailed insights into product performance across various categories, offering valuable information for informed decision-making.

# REVENUE PER STORE

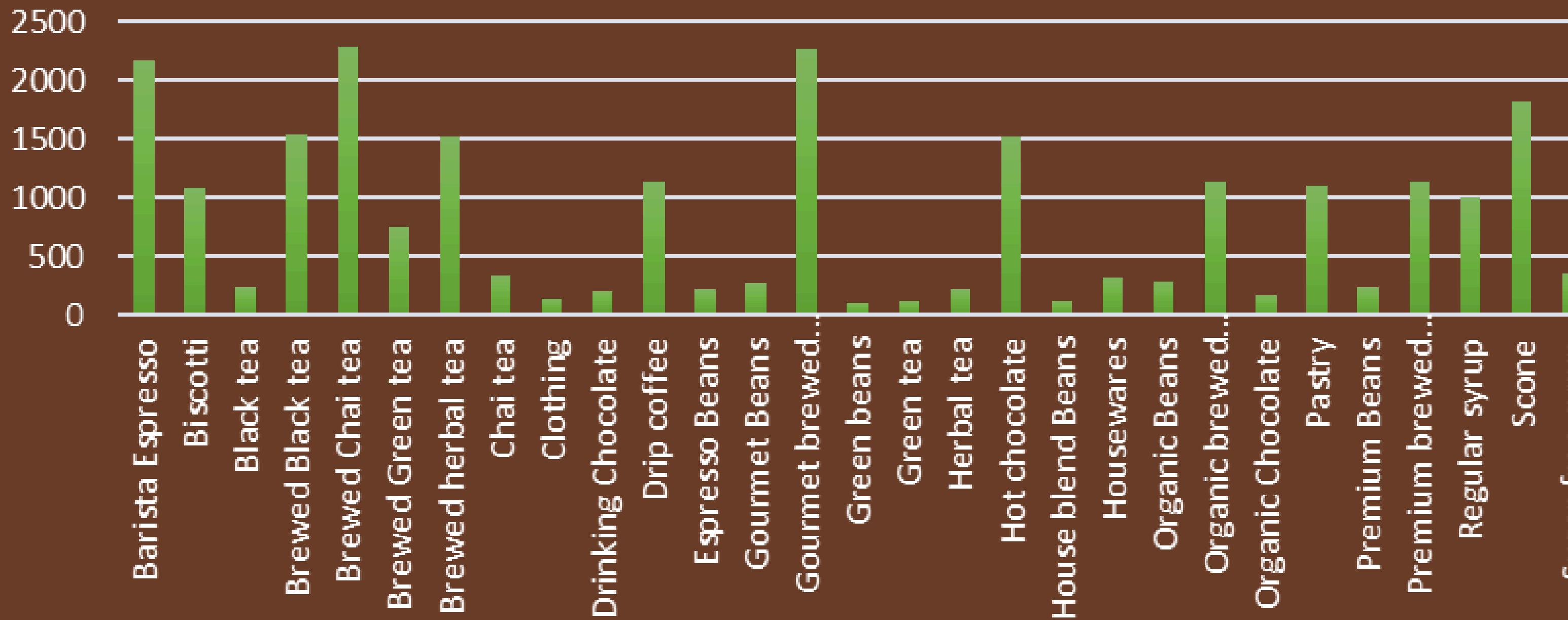


The total revenue generated by each store, reflecting overall daily sales performance. It provides insight into both profits and potential losses incurred by individual locations, allowing management to assess whether each store is operating at a profit or a loss.

# REVENUE PER PRODUCT

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Total



This analysis enables the CEO to make informed decisions regarding product offerings—determining whether certain items should be discontinued or if new products should be introduced to enhance revenue generation.

# OVERALL INSIGHTS

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## Store Performance Variability

Revenue data reveals significant variation in performance across store locations. The Astoria and Hurther Hell's Kitchen branches emerged as the most profitable, accounting for 38% and 27% of total revenue respectively—together contributing 65% of overall store sales. This indicates strong customer engagement and efficient operations at these locations.

## Peak Demand Periods Identified

Analysis of daily and monthly trends highlights peak times—particularly during mornings and in the month of June—requiring optimal staffing to meet customer demand.

## Tuesdays Show Increased Sales

A noticeable 18% increase in coffee purchases on Tuesdays, particularly at the Hell's Kitchen location, suggests a behavioral pattern potentially linked to elevated work-related stress or increased workload following the weekend. This spike may reflect a higher demand for energy-boosting products as customers transition back into their weekly routines.

## Product Category Trends

The performance of individual product categories varies across stores. Certain products consistently outperform others, while some show limited sales, indicating possible inefficiencies in the product mix.

## Revenue Transparency

Store-level revenue tracking clearly outlines which locations are generating profits versus those that may be operating at a loss.

## Inventory and Stock Relevance

Analysis of product demand supports data-driven inventory management, identifying which items should be restocked frequently and which may be phased out.

# RECOMMENDATIONS

## Adjust Staffing According to Demand

Align staff schedules with identified peak hours and days (e.g., mornings, Tuesdays, and winter months) to ensure efficient service and reduce customer wait times.

## Optimize Product Mix

Discontinue underperforming products and consider introducing new items tailored to customer preferences to drive additional revenue.

## Focus on High-Performing Stores

Leverage successful strategies from top-performing stores like Astoria and Hurther Hell's Kitchen and consider replicating them in lower-performing locations.

## Implement Dynamic Inventory Management

Use real-time sales data to inform inventory decisions, ensuring high-demand products are always in stock and minimizing waste from unsold items.

## Monitor Profit and Loss Trends

Regularly review financial data to assess store profitability and take corrective action for consistently underperforming locations.

## Customer Behavior Analysis

Further investigate patterns such as the Tuesday sales spike to tailor marketing efforts or promotions based on consumer behavior.





**THANK YOU  
FOR YOUR TIME**

**JULY 2025 PRESENTATION**