



BRIGHT COFFEE SHOP DATA *Presented by Luvhengo* ANALYSIS



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

Row Labels	Astoria	Hell's Kitchen	Lower Manhattan
Jan	5913	5868	5533
Feb	5490	5606	5263
Mar	7180	7267	6782
Apr	8556	8629	8150
May	11475	11294	10758
Jun	11985	12071	11296
Grand Total	50599	50735	47782

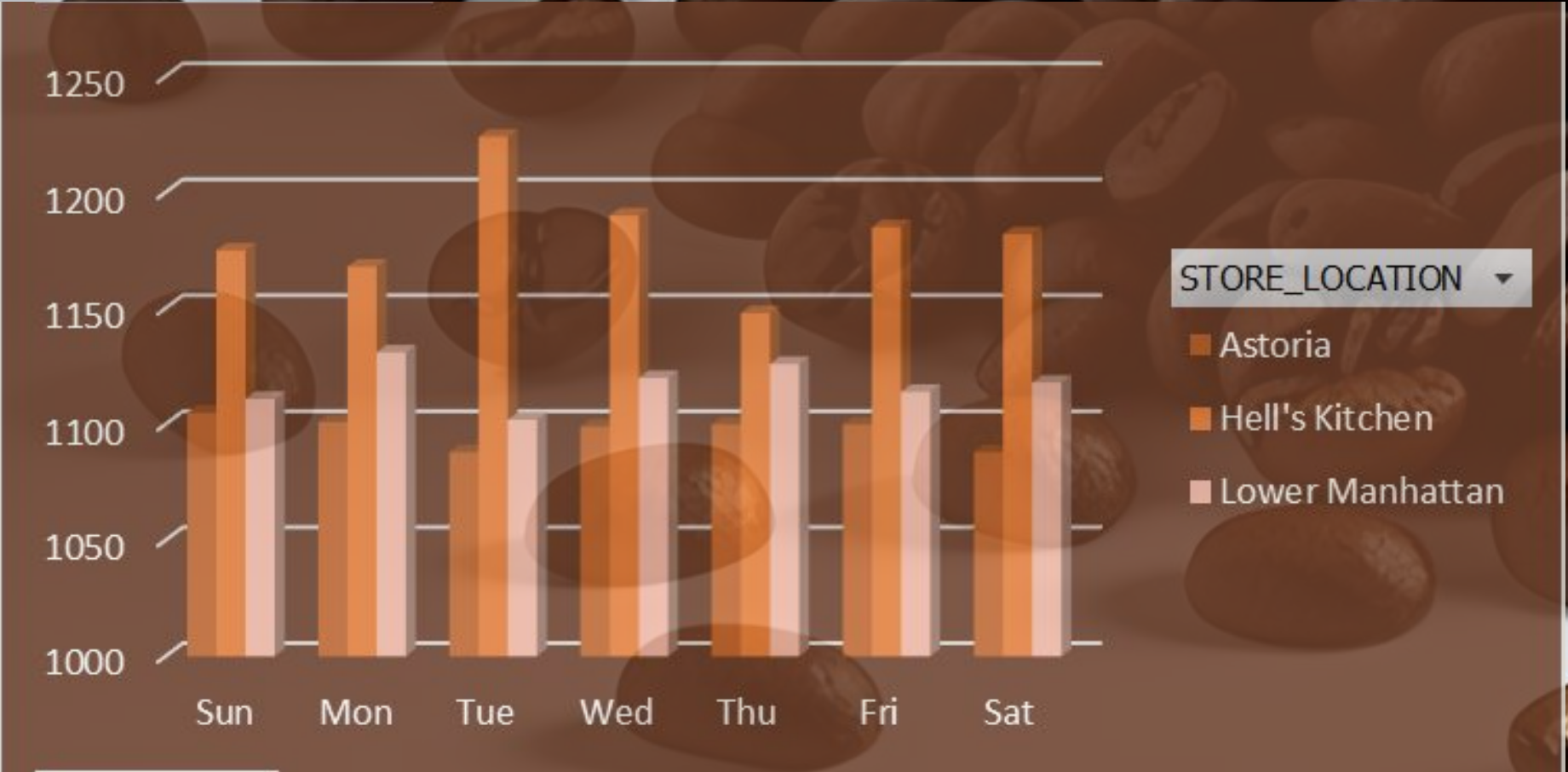
The graph illustrates the total revenue generated by each store. It reveals that the Astoria and Hell’s Kitchen locations are the most profitable. June emerges as the highest-performing month of the year, likely due to the winter season, during which increased coffee consumption is driven by colder temperatures.



TOTAL REVENUE PER STORE DAILY

Row Labels	Astoria	Hell's Kitchen	Lower Manhattan	Columbus
Sun	1105	1175	1111	1100
Mon	1101	1168	1131	1100
Tue	1088	1224	1102	1100
Wed	1099	1190	1120	1100
Thu	1100	1148	1126	1100
Fri	1100	1185	1114	1100
Sat	1088	1182	1118	1100
Grand Total	7681	8272	7822	7700

The graph illustrates the total daily revenue generated per store and identifies the days on which increased staffing may be necessary to accommodate peak demand. Revenue data for the Hell’s Kitchen location indicates that Tuesdays experience a notable surge in customer traffic, potentially reflecting elevated work-related stress following a busy weekend, thereby increasing the demand for coffee.

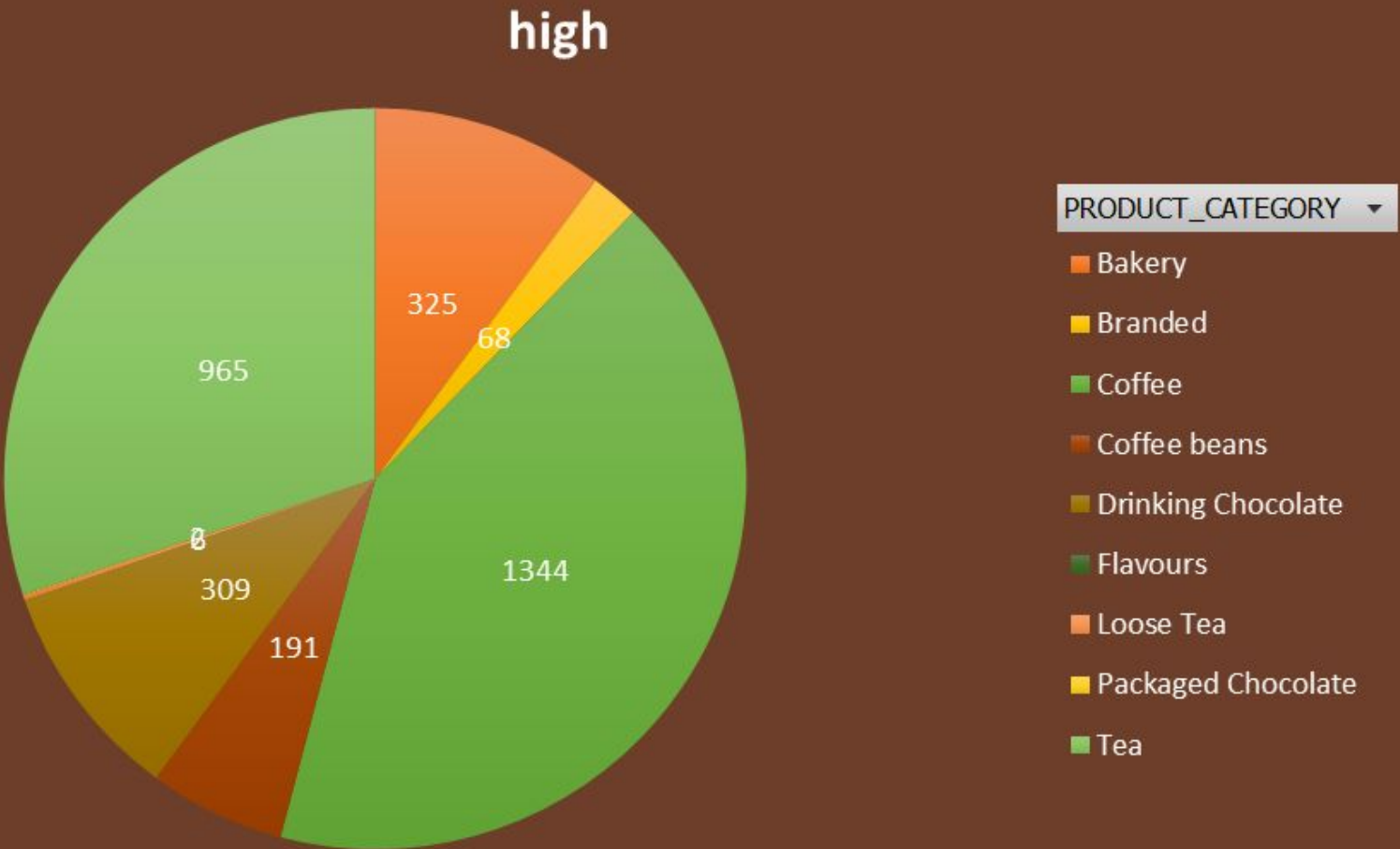


HIGHEST AND LOWEST PERFORMING STORE

Row Labels	high	low	very high	med	Grand Total
Bakery	325	2588	164	947	4024
Branded	68	190	26	173	457
Coffee	1344	2738	1081	2683	7846
Coffee beans	191	497	179	360	1227
Drinking Chocolate	309	329	445	432	1515
Flavours		1289	7	52	1348
Loose Tea	6	832		64	902
Packaged Chocolate	2	323	1	36	362
Tea	965	2219	732	2178	6094
Grand Total	3210	11005	2635	6925	23775

The analysis highlights the highest and lowest performing stores across each product category, covering all products sold in-store. This information is instrumental in determining which items should be prioritized for restocking to meet customer demand effectively.

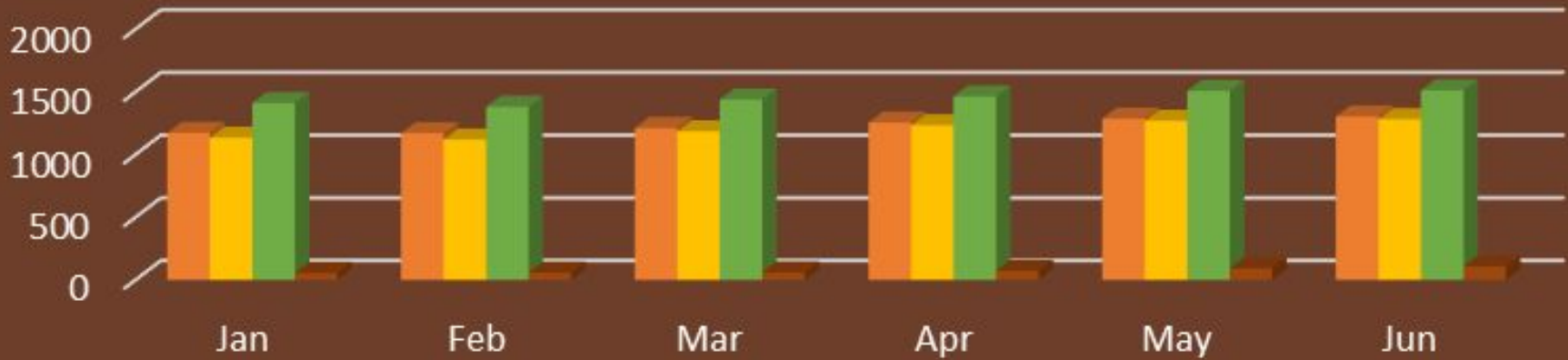
Additionally, the findings support operational planning by informing decisions related to inventory management, staff allocation, and promotional focus. Understanding these performance trends enables data-driven decision-making that enhances efficiency and profitability across store locations.



PRODUCT CATEGORY PER MONTH

Row Labels	afternoon	evening	morning	night	Grand Total
Jan	1171	1134	1411	56	
Feb	1169	1119	1380	58	
Mar	1211	1184	1438	60	
Apr	1254	1234	1463	73	
May	1286	1269	1508	94	
Jun	1302	1281	1512	108	
Grand Total	7393	7221	8712	449	

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 all categories, offering valuable information for inventory planning and strategic decision-making.



TIME_BUCKET ▾

afternoon

evening

morning

night

Months (MONTH_ID) ▾

Days (MONTH_ID) ▾

MONTH_ID ▾

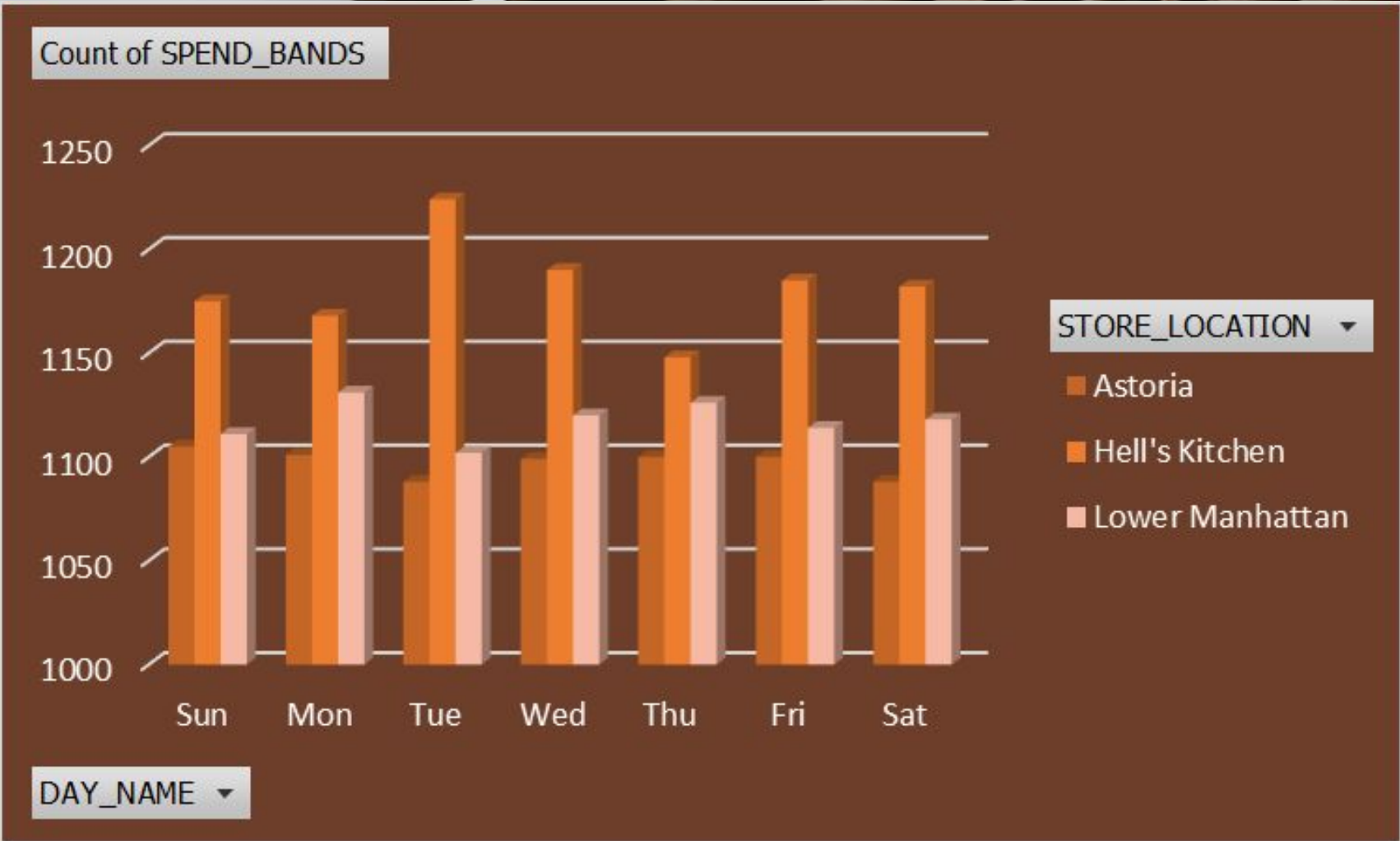
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REVENUE PER STORE

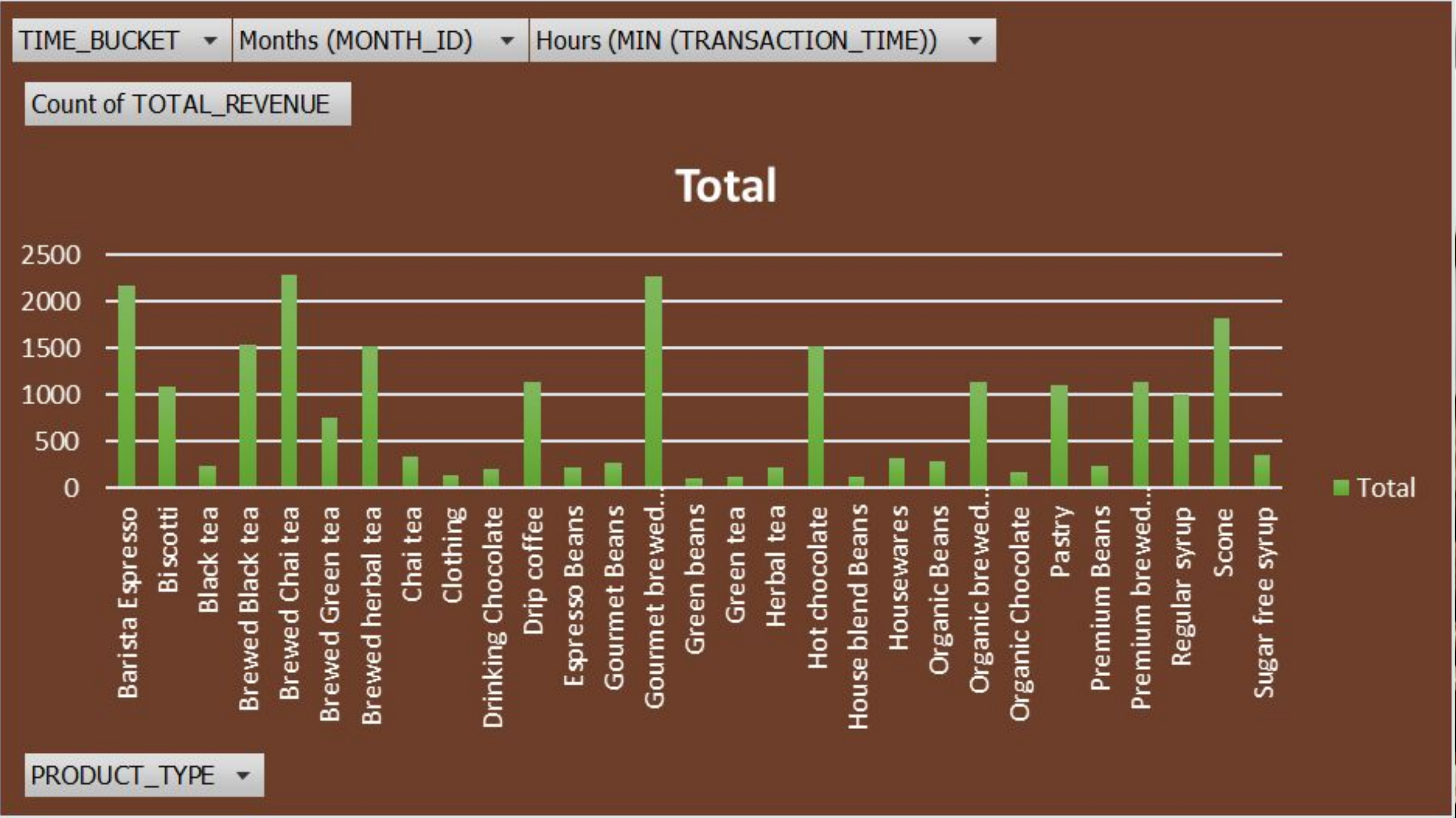
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Grand Total	7681	8272	7822	

The data represents 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

1. Row Labels	1. Count of TOTAL_REVENUE
1. Barista Espresso	
1. Biscotti	
1. Black tea	
1. Brewed Black tea	
1. Brewed Chai tea	
1. Brewed Green tea	
1. Brewed herbal tea	
1. Chai tea	
1. Clothing	
1. Drinking Chocolate	
1. Drip coffee	
1. Espresso Beans	
1. Gourmet Beans	
1. Gourmet brewed coffee	
1. Green beans	
1. Green tea	
1. Herbal tea	
1. Hot chocolate	
1. House blend Beans	
1. Housewares	
1. Organic Beans	
1. Organic brewed coffee	
1. Organic Chocolate	
1. Pastry	
1. Premium Beans	
1. Premium brewed coffee	
1. Regular syrup	
1. Scone	
1. Sugar free syrup	
1. Grand Total	



This analysis enables the owner 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

Store Performance Variability

Revenue data reveals significant variation in performance across different store locations, with Astoria and Hurther Hell’s Kitchen emerging as the most profitable.

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 increase in coffee purchases on Tuesdays may indicate heightened work-related stress following the weekend, particularly at the Hell’s Kitchen location.

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