



# **SALES ANALYSIS FOR BRIGHT COFFEE SHOP**

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# **PRESENTATION** **OUTLINE**



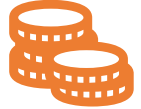
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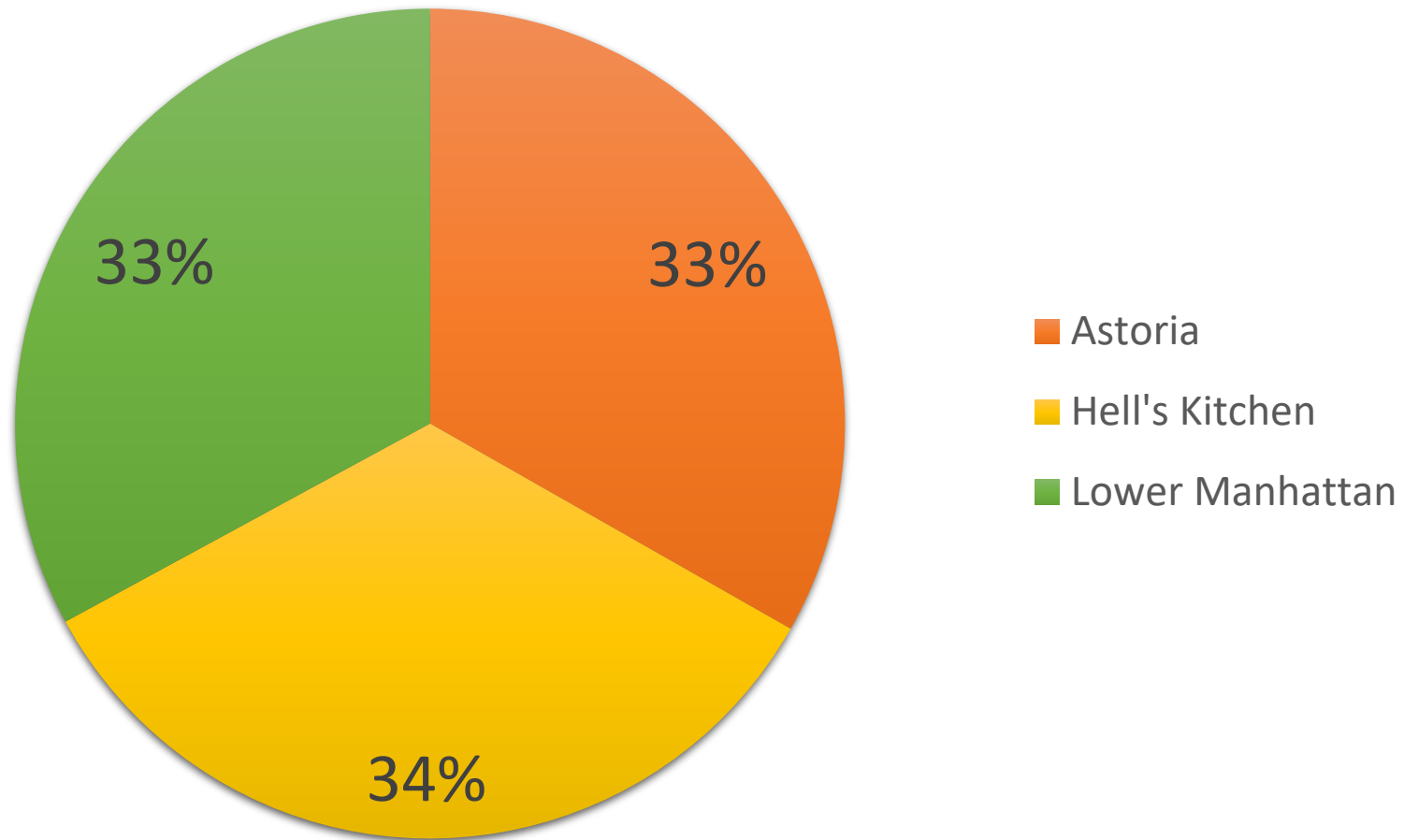
# 01 Introduction

- As part of the company's new strategic direction under the leadership of the recently appointed CEO, our goal is to grow overall revenue and enhance product performance across all coffee shop locations.
- This presentation will help support that mission by transforming our historical sales data into actionable insights. We will walk you through a data-driven analysis of our recent sales performance — highlighting key trends, identifying our top- and under-performing products, and uncovering opportunities to drive growth and efficiency.
- By the end, we'll have a clearer understanding of where the business stands today and what strategic actions can help us reach our revenue goals moving forward.



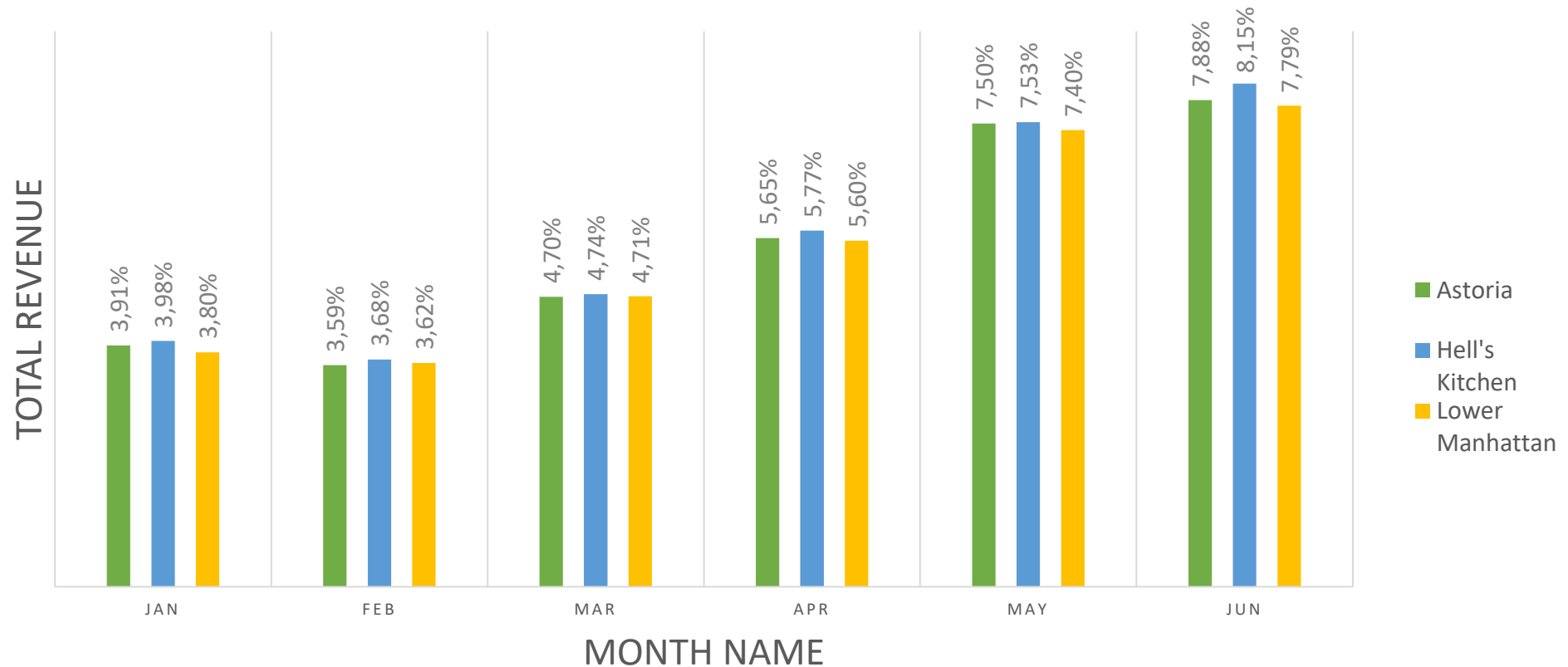
# 02 Total revenue by store location

- Each location contributes roughly one third of total sales showing a balanced performance across branches. However, Hell's Kitchen generates a higher share (34%), suggesting a higher customer volume.



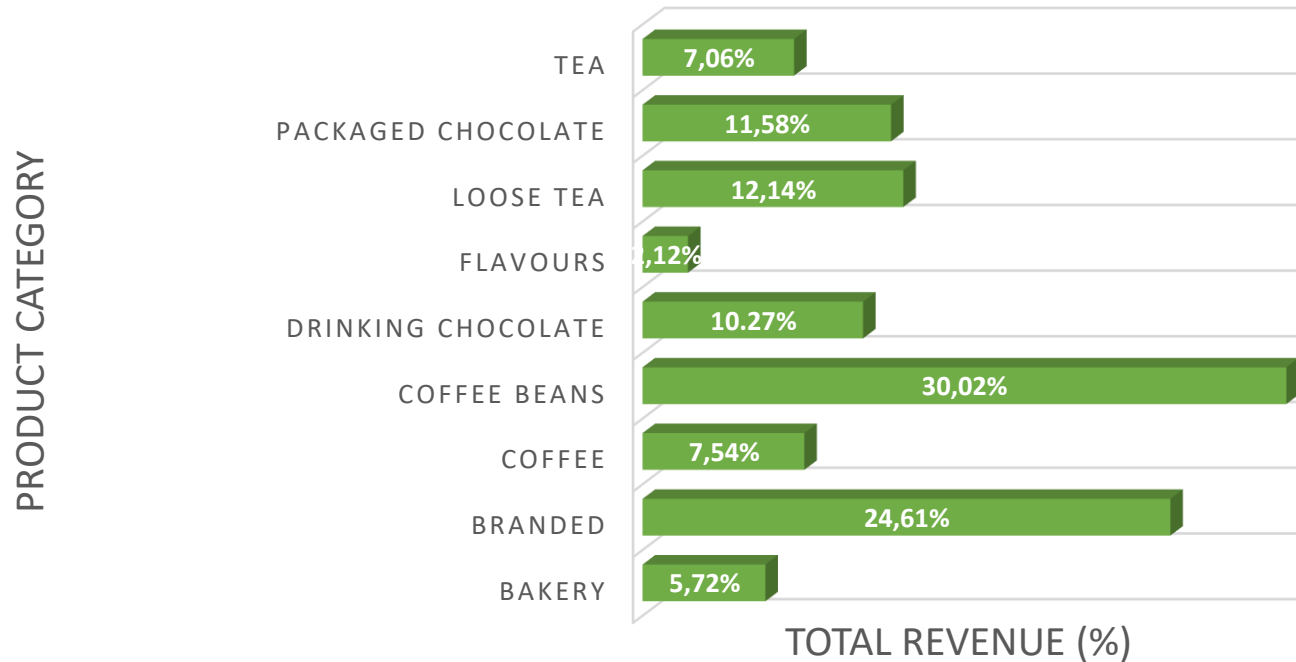
# 03 Monthly store performance

- June recorded the highest revenue at R56,957 (100%). While January was the lowest at R27,821 – only 49% of June's sales.
- Possible cause: post-holiday slowdown in January and increased demand in June since it is winter.



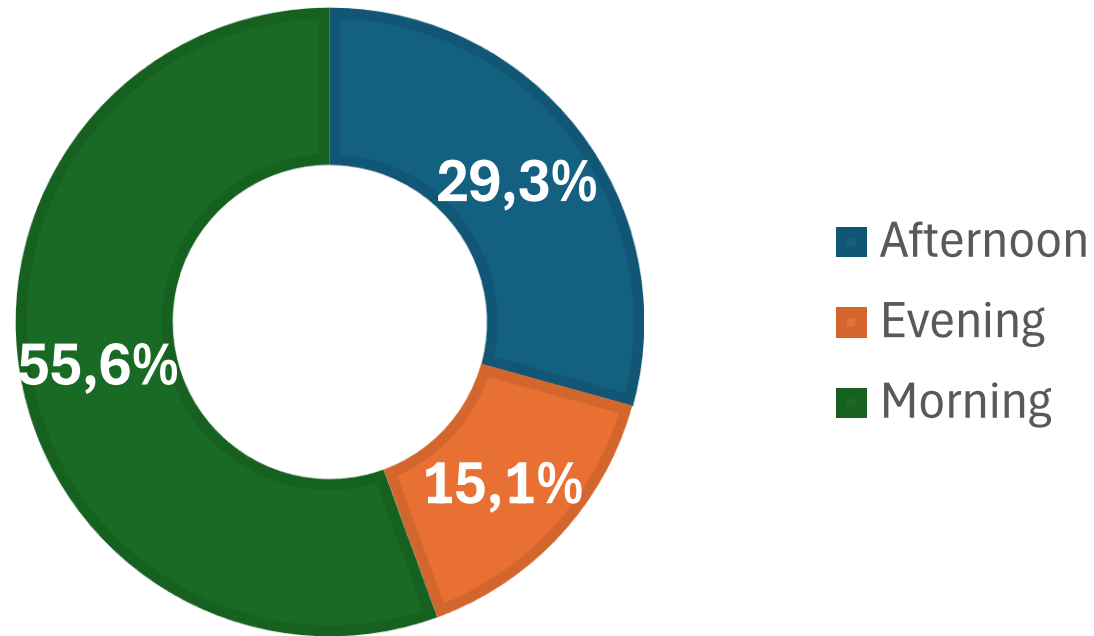
# 04 Total revenue by product category

- Coffee beans (30%) and Branded products (25%) are the top-performing categories, together contributing over half of total sales.
- Flavours (2%) and Bakery (6%) underperform, highlighting opportunities for improvement in lower-selling categories.



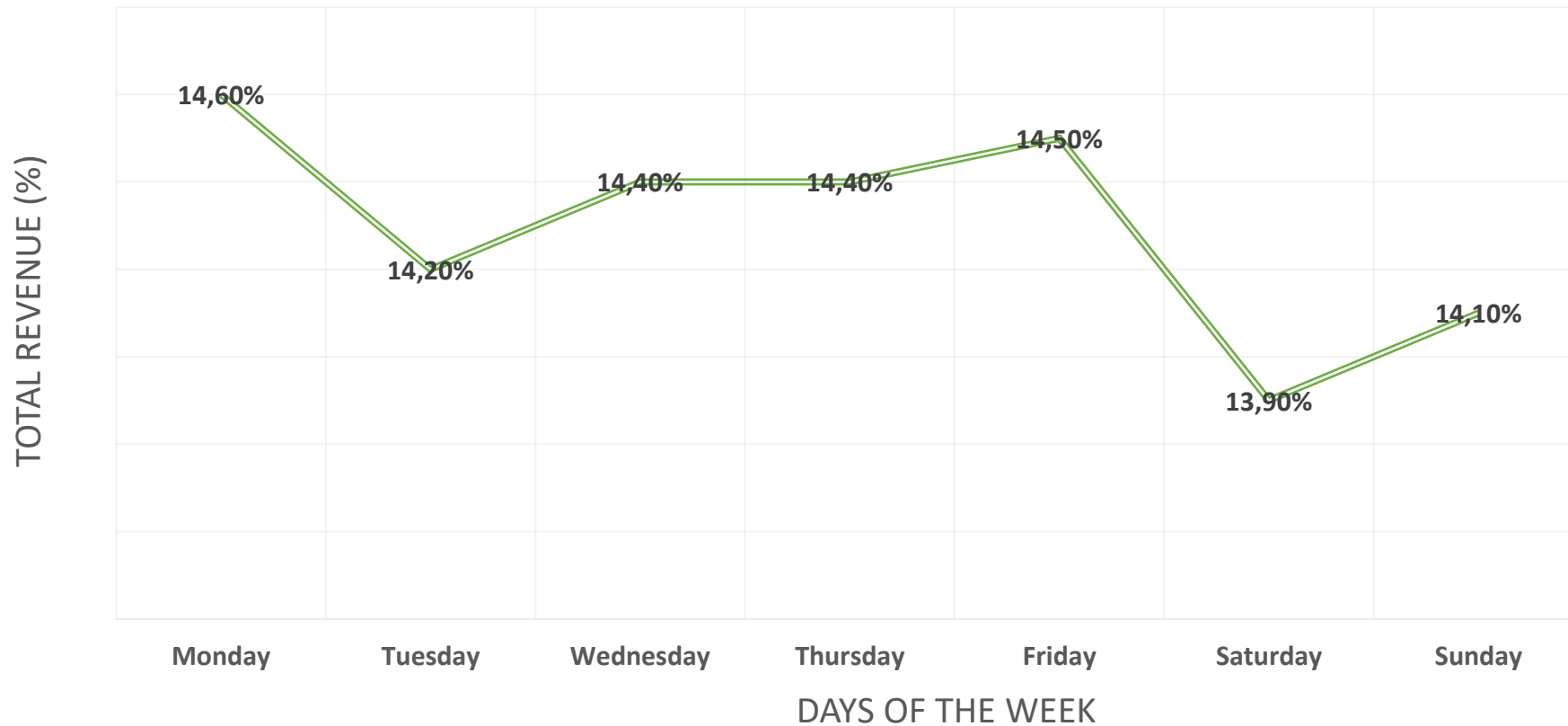
# 05 Total revenue by time buckets

- Morning (06:00–11:59) generates 55,6% confirming it as the strongest performing period of the day.
  - Afternoon (12:00–16:59) generates 29,3% showing consistent mid-day activity.
- Evening (17:00–23:59) generates 15,1% revenue indicating reduced customer engagement later in the day.
  - The trend suggests a clear morning peak, likely driven by coffee and breakfast product demand.



# 06 Total revenue by weekday

- Friday (14.5%) records the highest revenue, suggesting slightly stronger end-of-week sales, while Saturday (13.9%) is the lowest, possibly due to reduced weekday purchasing patterns. The consistent spread—from Monday (14.6%) to Sunday (14.1%).
- This shows that sales stay steady and don't rely much on any particular day of the week.





# 07 INSIGHTS

- Revenue Growth: Sales show a steady rise from January (R81K) to June (R166K) — an increase of over 100%, indicating strong mid-year momentum.
- Top Locations: Revenue is well-balanced across stores — Hell's Kitchen (34%), Astoria (33%), and Lower Manhattan (33%) — showing consistent performance.
- Product category: Coffee (40%) and Tea (31%) dominate total revenue, together driving over 70% of sales.
- Time of Day: Morning hours (56%) are the most profitable, while evening sales (15%) are lowest, aligning with strong morning coffee demand.



# 08 RECOMMENDATIONS

- Introduce Seasonal Specials: Limited-time drinks (e.g., pumpkin spice in autumn, iced matcha in summer) create urgency and excitement.
- Localized Promotions: Run neighbourhood-specific campaigns (e.g., “Astoria Appreciation Week”) to deepen community ties and drive repeat visits.
- Referral Incentives: Reward customers who bring friends with discounts or free drinks.
- Social Media Challenges: Run Instagram or TikTok campaigns like “Best Latte Art” or “Tea Time Trivia” to boost engagement.
- Customer Feedback Loop: Use surveys or QR-code feedback forms to learn what customers want more of.





THANK YOU