

# Bright Coffee Shop

H1 Performance Evaluation

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# Introduction

Bright Coffee Shop is positioned for strategic growth, driven by its diverse product portfolio and expanding customer base. Our diverse range of products include freshly brewed coffees, specialty drinks, teas, pastries, and light meals, we cater to a wide range of consumer preferences throughout the day. Operating from multiple locations, our business caters for early-morning commuters, afternoon leisure customers and evening diners, ensuring consistent demand across time periods.

Our sales data reveals strong revenue potential, with coffee beverages and bakery items driving the highest performance. By analysing product trends, sales volumes, and peak hours, we can optimize our product mix, enhance underperforming categories, and unlock new revenue opportunities. Through data driven strategies, targeted marketing, and operational efficiency, Bright Coffee Shop is well positioned to expand its market presence and maximize revenue.



**Tea**



**Coffee**

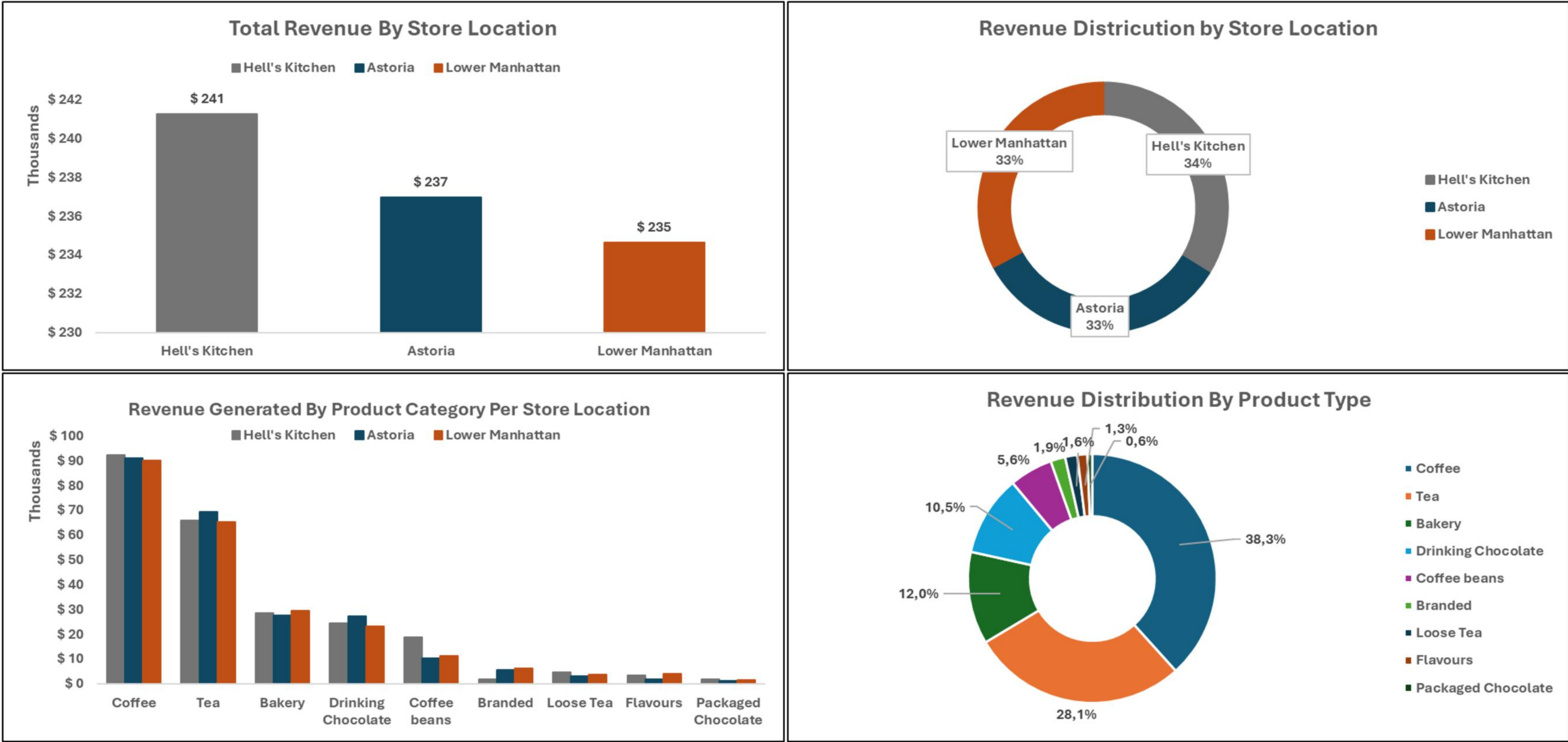


**Bakery**



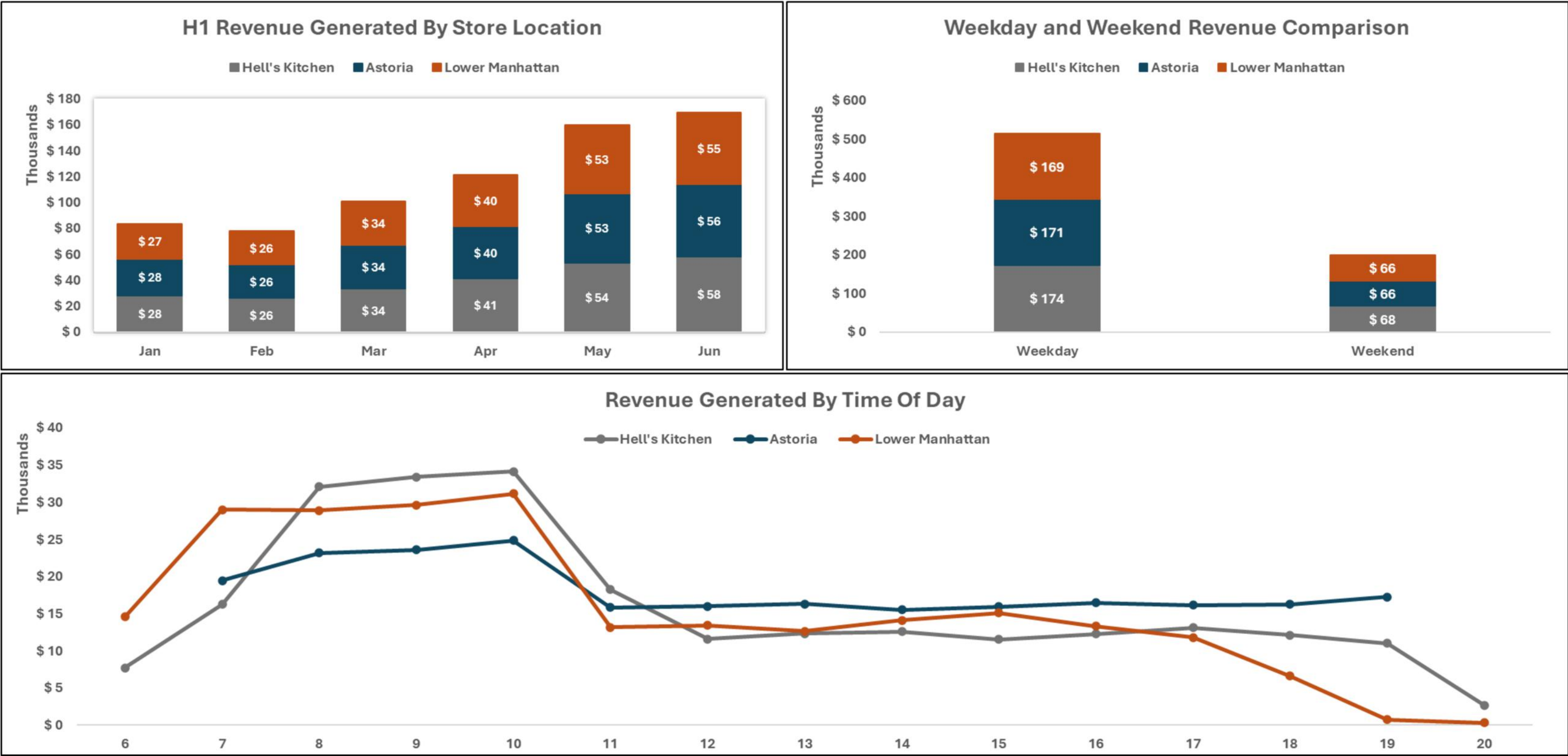
# Revenue Analysis | Store Location

- Hell's Kitchen generated the most revenue, contributing 34% to the total revenue.
- Coffee is the highest-performing product across all the stores, contributing 38.3% to the total revenue



# Revenue Analysis | H1 and Datetime performance

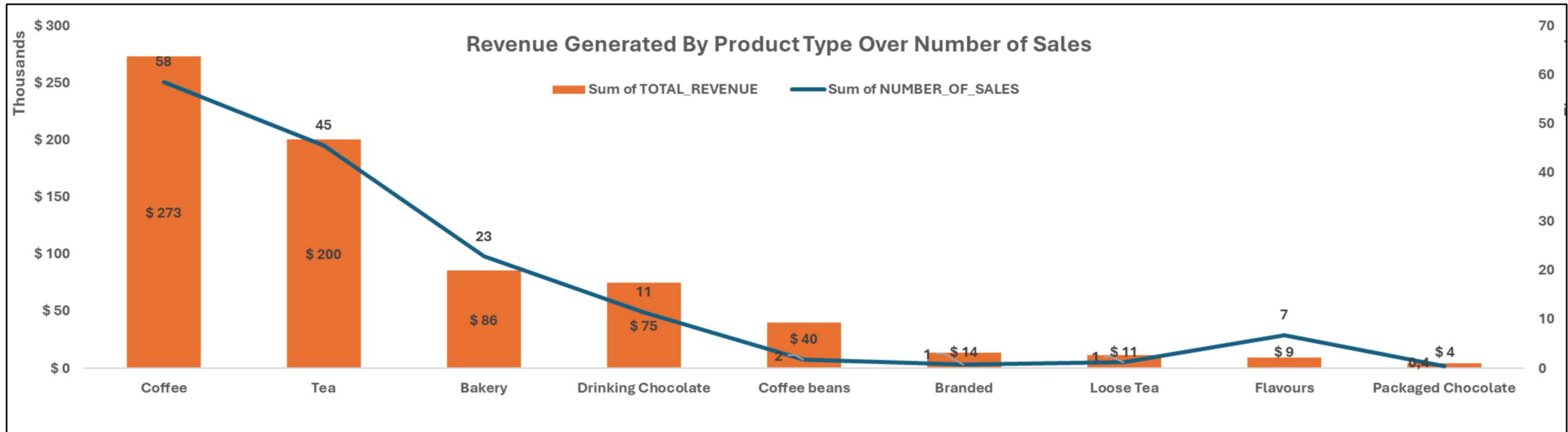
- Sales doubled from January to June, with June being the best-performing month. Weekday and weekend sales are consistent.
- Mornings from 7am to 10am drive the highest daily revenue.



# Revenue Analysis | Product type per sales volume



- Coffee and Tea are the main revenue drivers, with strong unit sales and generating the most revenue.
- Bakery and Chocolate and other categories serve as complementary products, generating lower revenue per unit sold.





# what this means to us

Bright Coffee Shop is driven primarily by Coffee and Tea, which together generate the majority of revenue, while Bakery, Chocolate and other categories play a supportive role. Hell's Kitchen is the strongest performing store, overall sales across the stores have doubled from January to June, showing strong growth momentum.

Bright Coffee Shop continues to uphold its strong reputation through the consistent delivery of high-quality products and exceptional customer service across all its stores. This commitment is reflected in the consistent performance observed throughout the operating days, demonstrating the brand's ability to meet customer expectations consistently, with mornings between 7–10 AM being the most profitable period, highlighting both stability and clear opportunities.

These insights mean we can focus on strengthening our core products, replicating best practices from top performing stores, and maximizing peak hours with targeted promotions. This positions the business not only for sustained growth but also for strategic expansion and greater market impact.



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