



Bright Coffee Shop

SALES PERFORMANCE ANALYSIS

# BRIGHT COFFEE SHOP



Bright Coffee Shop



# Content

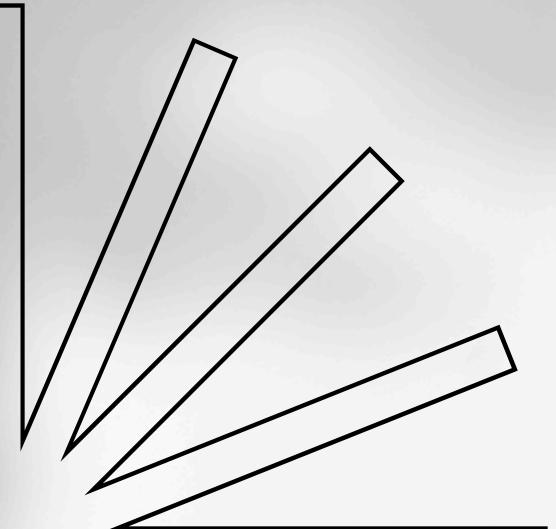
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# OBJECTIVE

Provide data-driven insight into product performance, customer buying behaviour, and store operations to support decision-making for revenue growth.



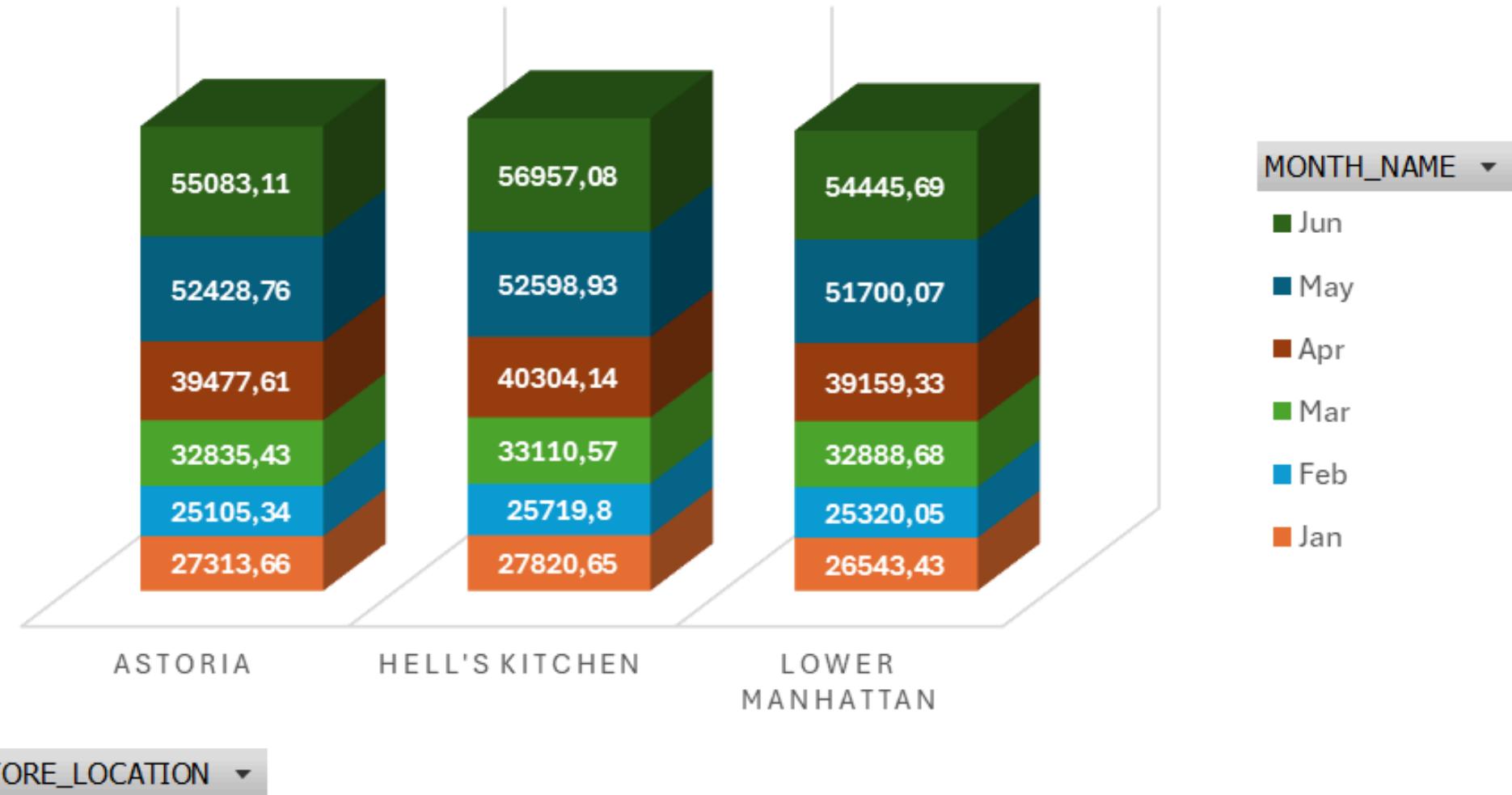


# Revenue by Store Location Over time

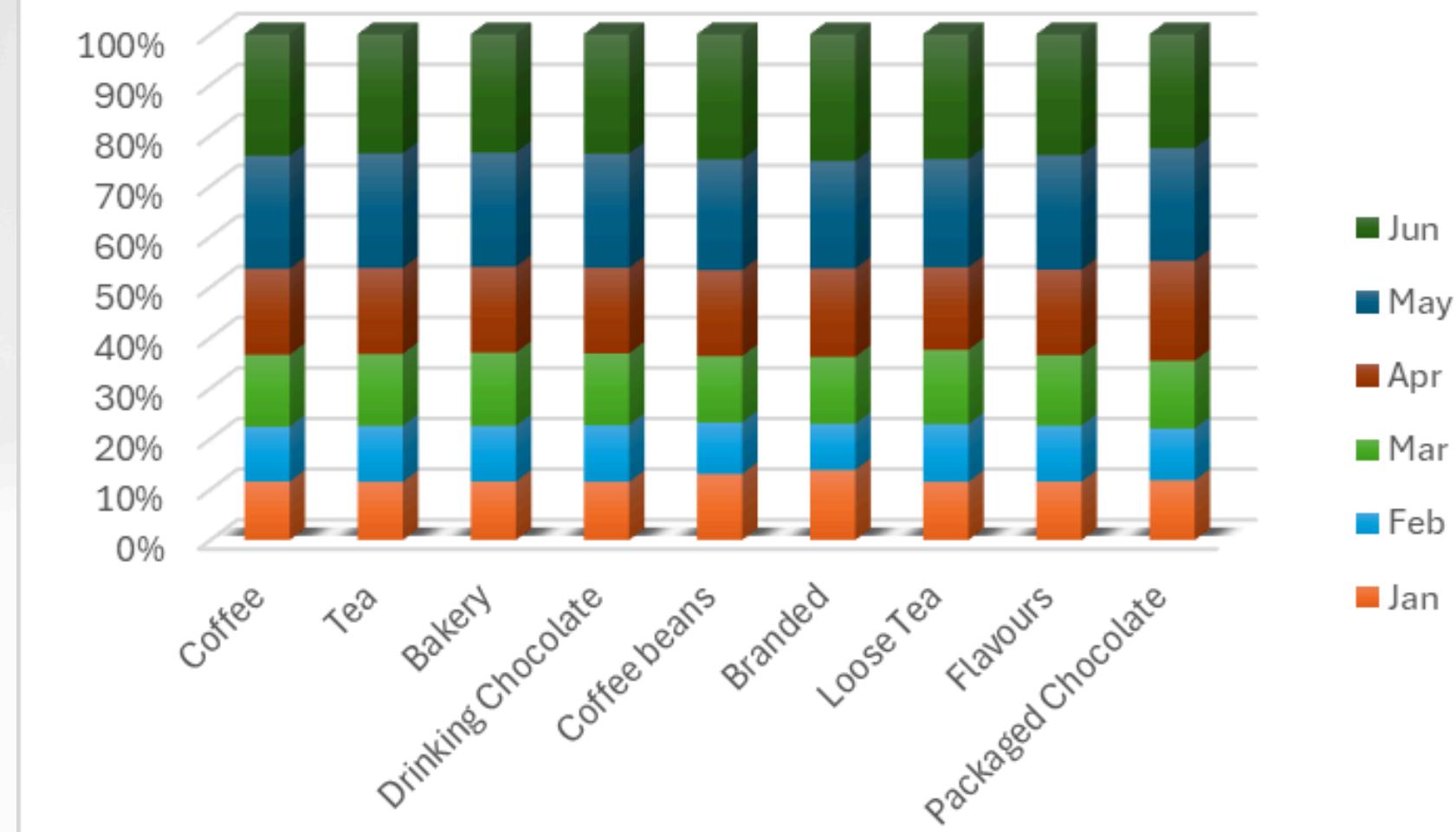
Revenue across all the stores increase by 50% in June comparing to Feb

Coffee contributes 38% of the total revenue generated in the last 6 months while tea contributes 28% as 2nd best.

## REVENUE BY STORE LOCATION



## REVENUE BY PRODUCT CATEGORY

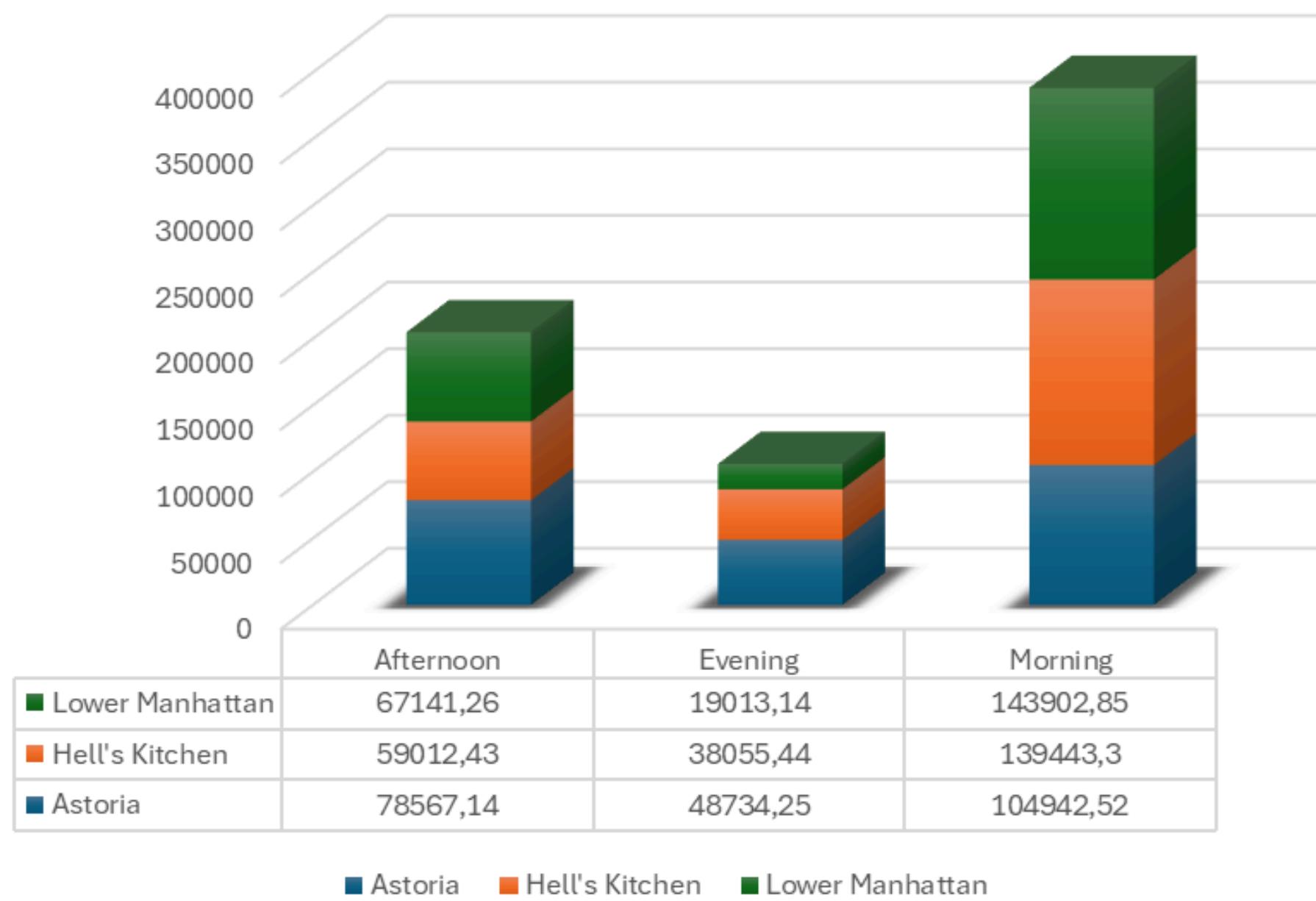




# UNITS SOLD

54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening. Night sales only account for 0.4% of the total sales.

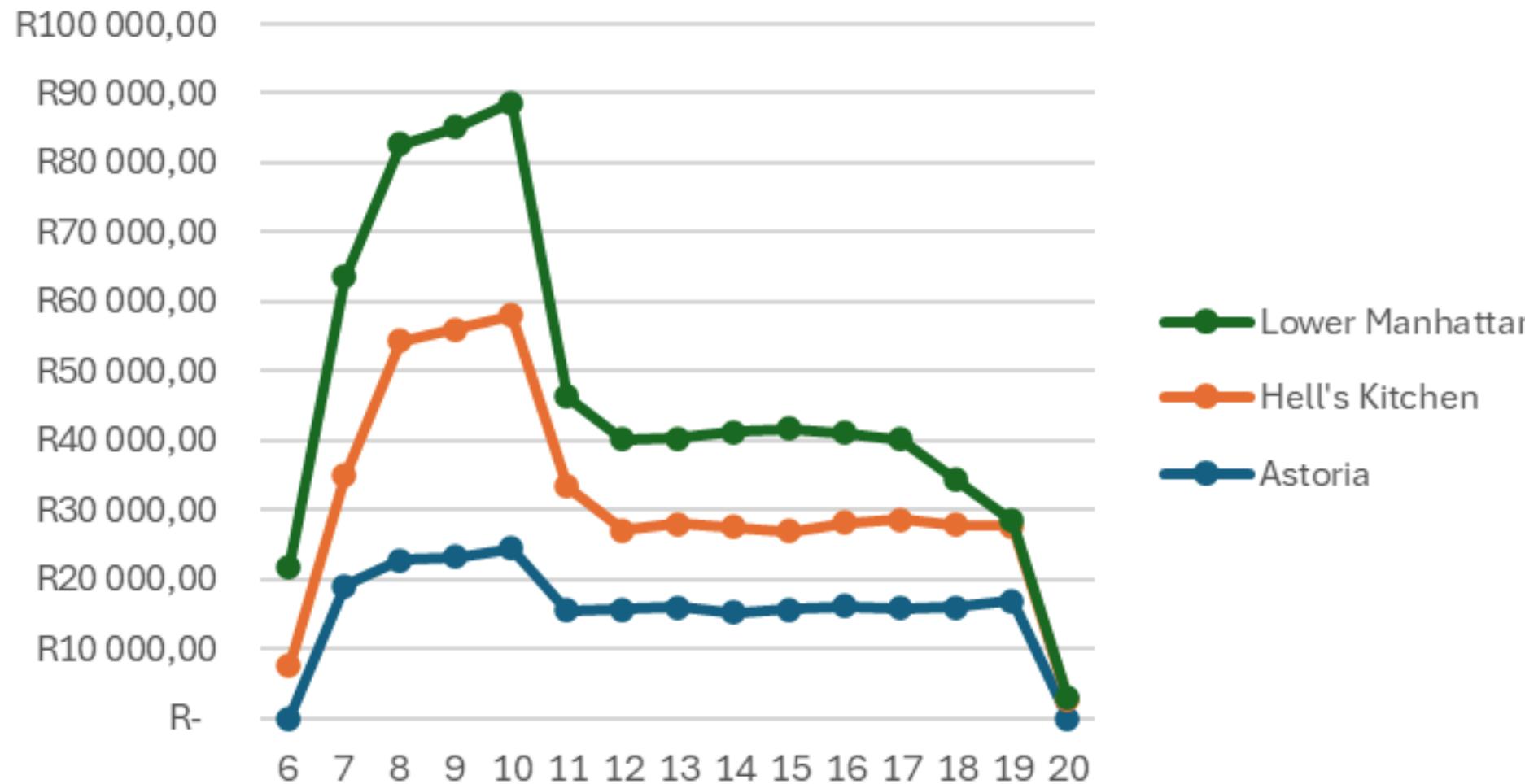
REGIONAL SALES





# Revenue

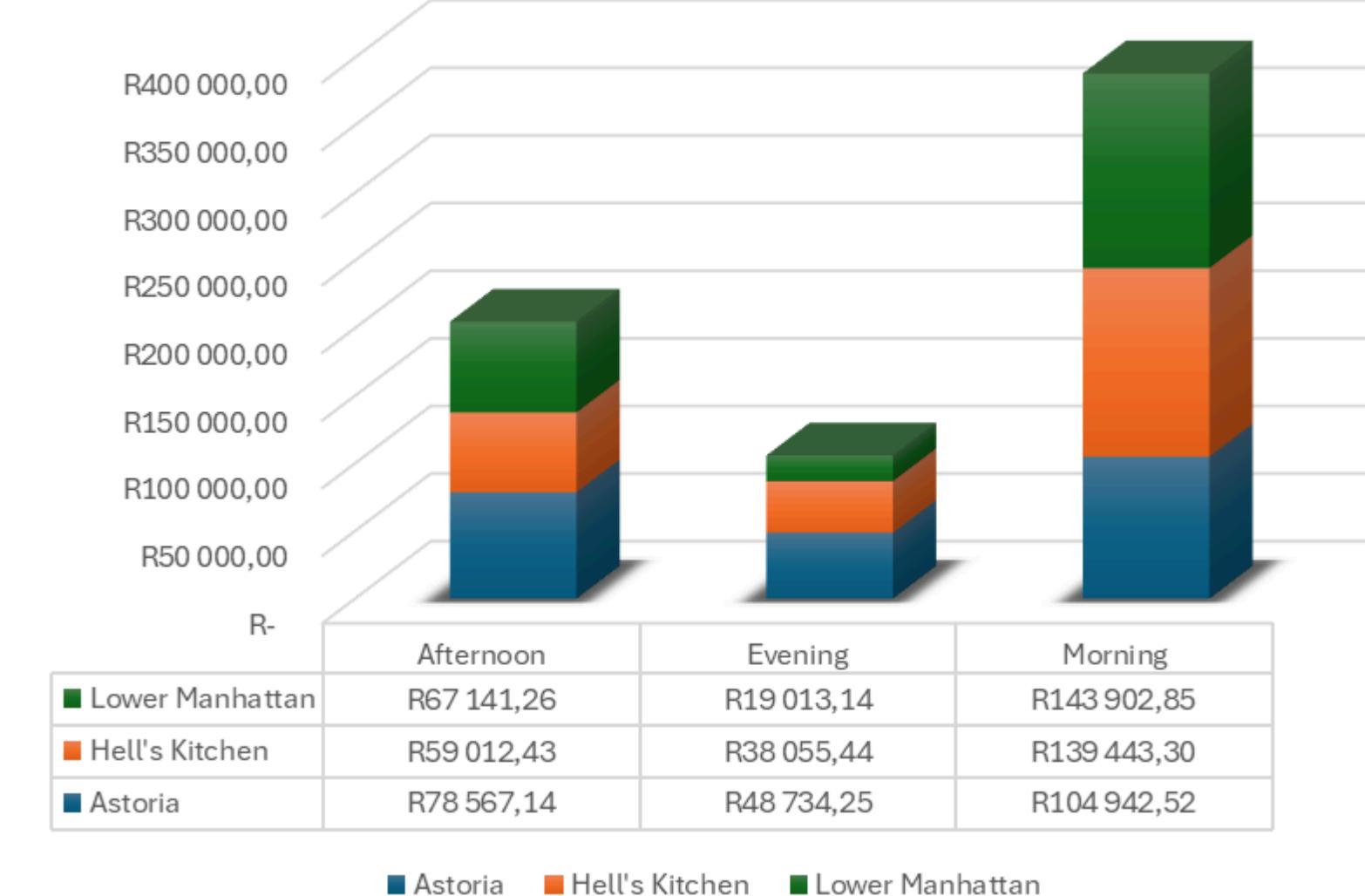
REGIONAL REVENUE BY HOUR OF DAY



54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.  
basobfd

Revenue is consistently accros the shops betten 12pm and 7pm

REGIONAL SALES



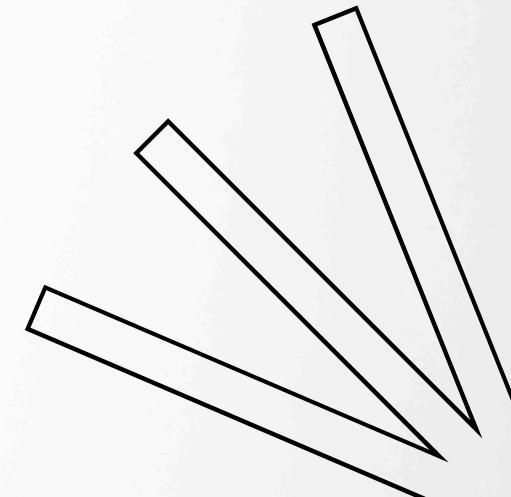
It is worth noting that creating price deep promotion at 10am can dilutae the customer



# Recommendations

Suggested actions to increase revenue and optimize product performance:

- Run targeted marketing campaigns during Evening (slowest) time slots to lift demand.
- Increase stock levels for top-selling items.
- Promote underperforming products via bundle offers, repositioning, and signage.
- Test price promotions in Afternoon to convert mid-day traffic into higher spend.





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# Next Steps

- Implementation roadmap:
  - • Automate daily sales reporting (ETL -> dashboard) for near real-time insights.
  - • Extend reporting to track performance across multiple locations and compare KPIs.
  - • Design loyalty program and targeted offers based on peak time slots and high-value products.
  - • Run A/B tests on marketing campaigns during Evening to measure lift.





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A dark, moody photograph of a coffee shop interior. In the background, a barista is visible, focused on their work. The foreground is dominated by a large, bold, white text overlay that reads "THANK YOU". The text is centered and has a slight shadow effect. There are two small, white, five-pointed starburst symbols flanking the bottom of the "YOU" word.

THANK  
YOU