

Bright Coffee Shop

S a l e s A n a l y s i s

June 2025

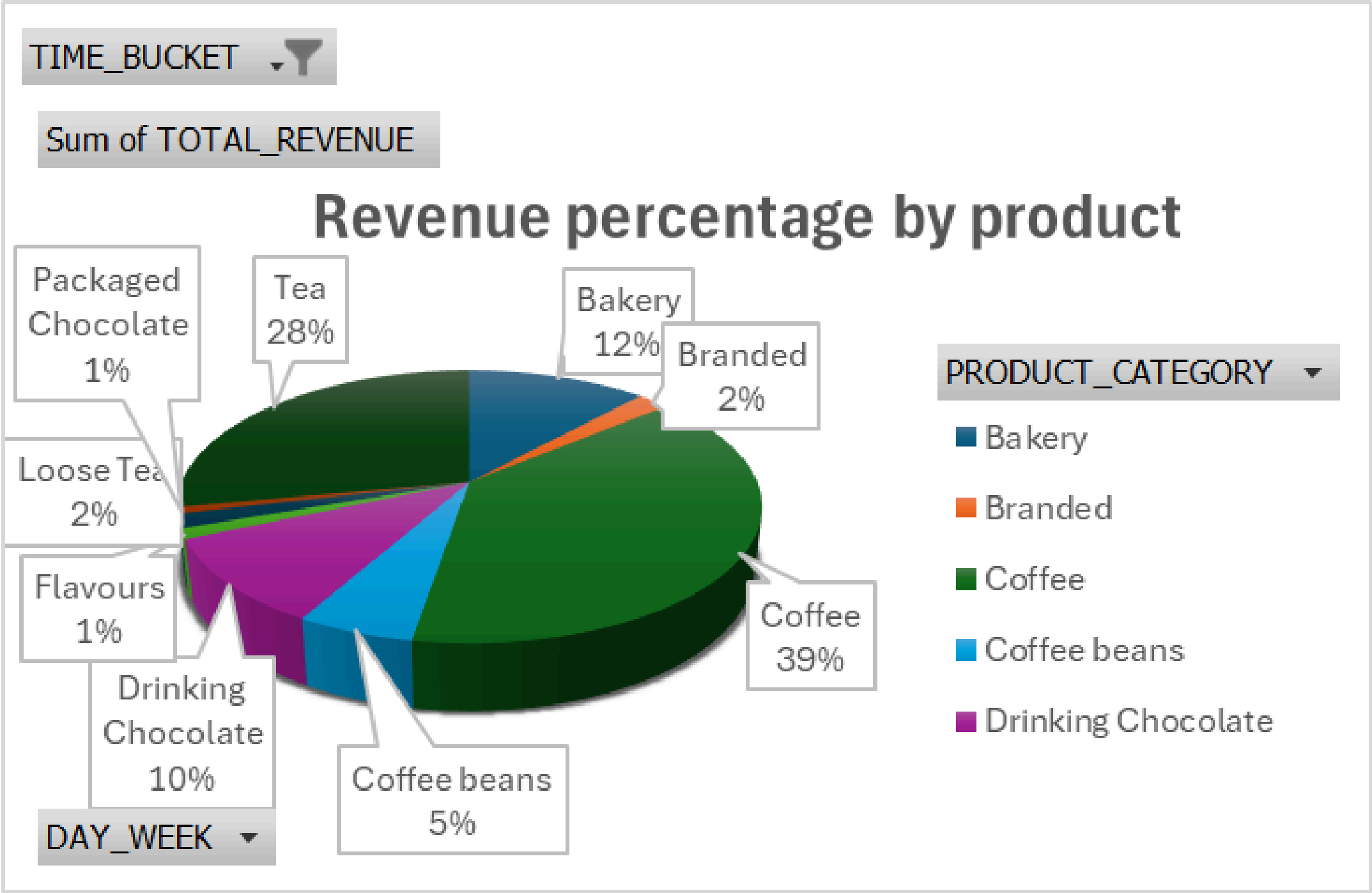




Analysis Report

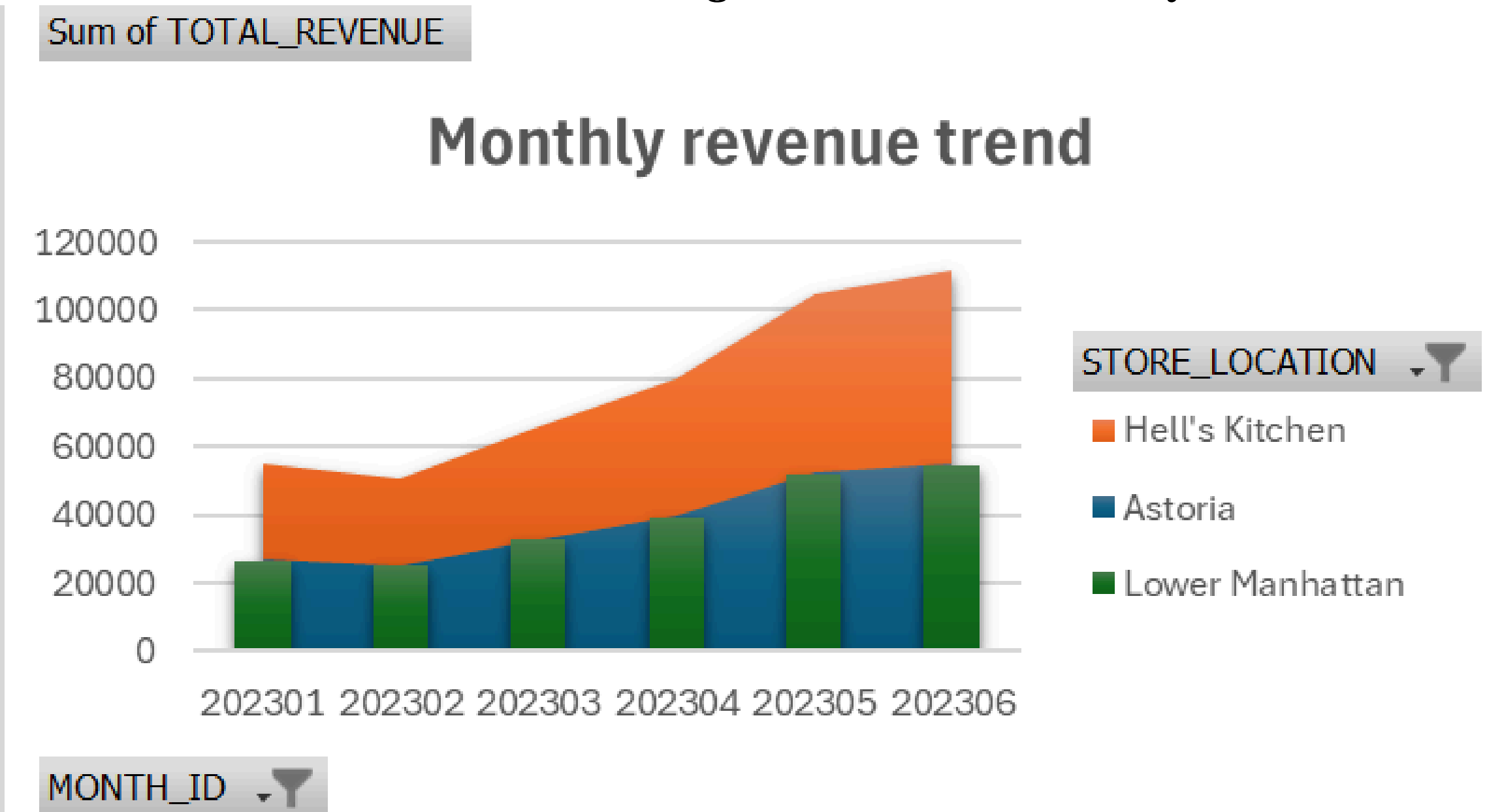
- 1 Revenue by Product
- 2 Monthly Trends
- 3 Monthly Revenue by time duration
- 4 Recommendation

Coffee generates more revenue, followed by tea, bakery and drinking chocolate. This revenue is for the week including weekends.



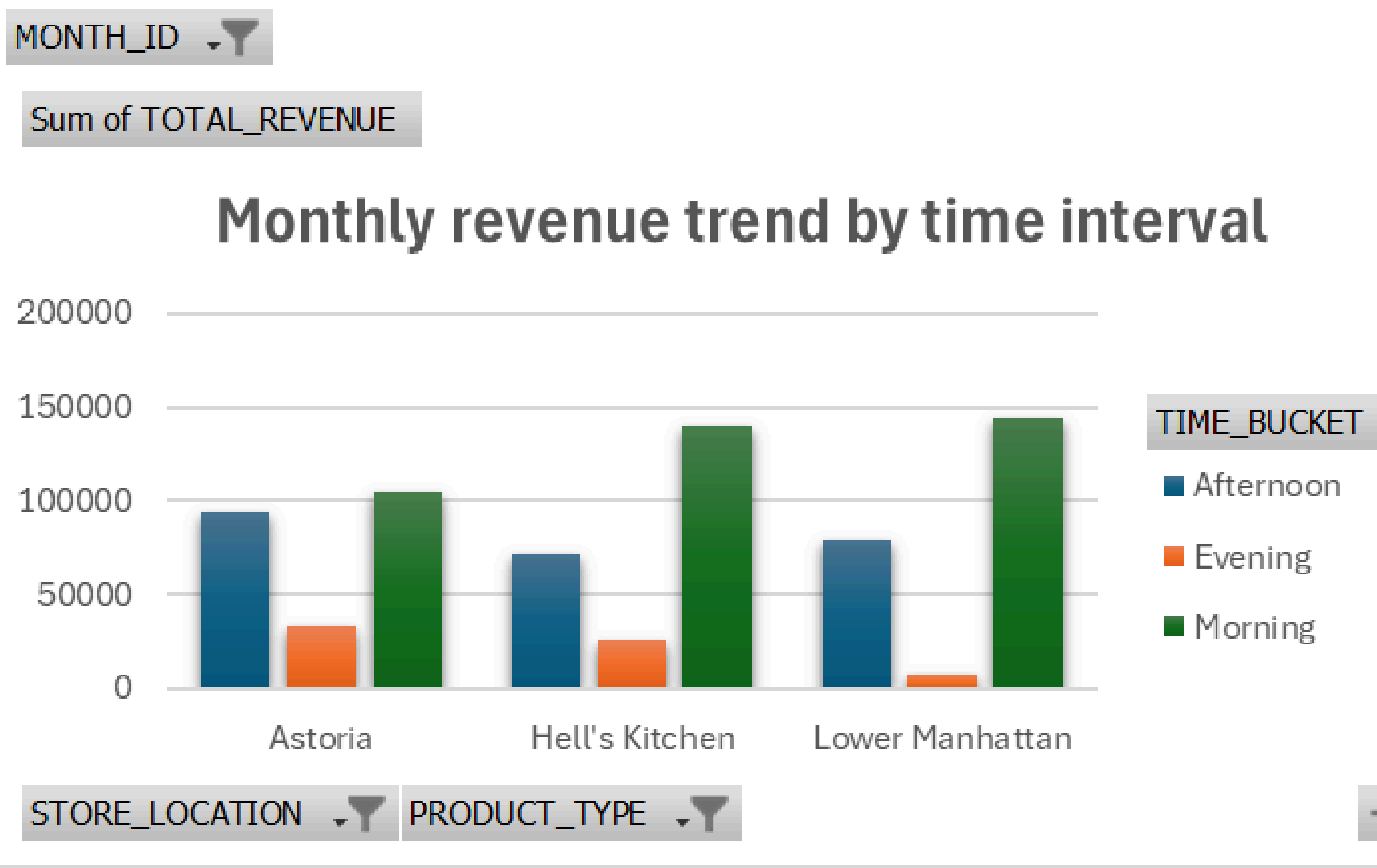
Packaged chocolate, loose tea, flavours and branded are the least performing brands with a total revenue of about 5%.

Sales are generally low in January for all stores but Hell's kitchen has a much higher and steady revenue growth on a monthly basis compared to the other 2 stores. The highest revenue is about \$115000 for Hell's kitchen and the lowest is about \$20000 for Lower manhattan during the month of February.



The growth is noticeable from the start of January, then slows down a bit towards month end then steadily picks up in February and remains consistent and steady while Astoria and Lower Manhattan is lacking behind with slight revenue growth.

The stores have similar revenue on a month to month basis however Lower Manhattan and Hell's Kitchen have a higher revenue growth in a 6 months period, most revenue for all stores is generated in the morning.



Recommendations

1. All stores need to make sure staff members are mostly available during morning and afternoon shifts.
2. More marketing is required for non performing brands, more social media presence, TV and digital advertising is required.
3. Do more customer surveys for the 2 low performing stores to get customer feedback into what can be done to improve the service and product offerings.
4. Look into employee satisfaction for all the stores, research the management styles at all the locations and compare why Hell's kitchen is performing much better than the rest.



Thank You