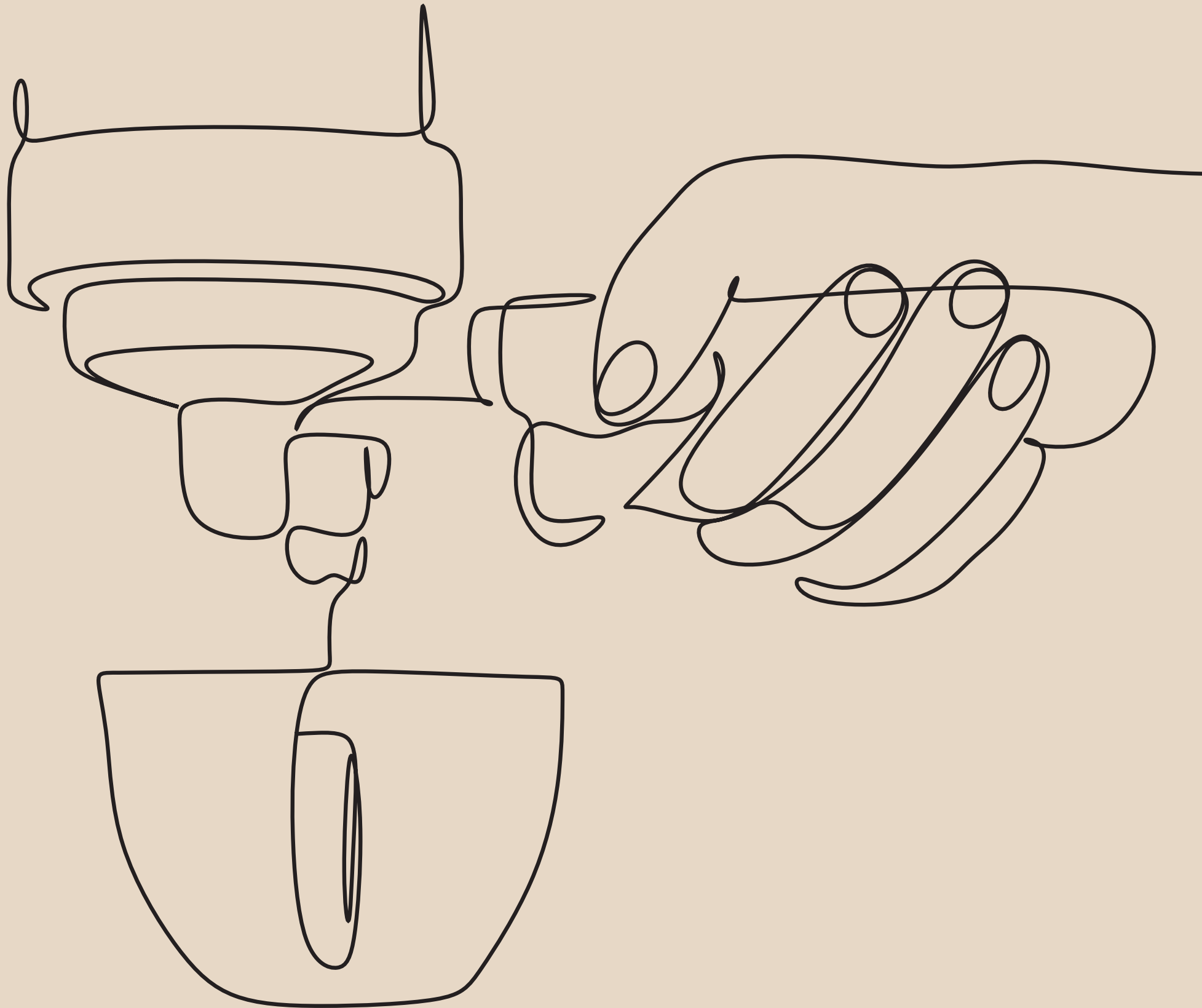# BRIGHT COFFEE SHOP ANALYSIS

PRESENTED BY:
RIALIVHUWA NEVHUNGONI
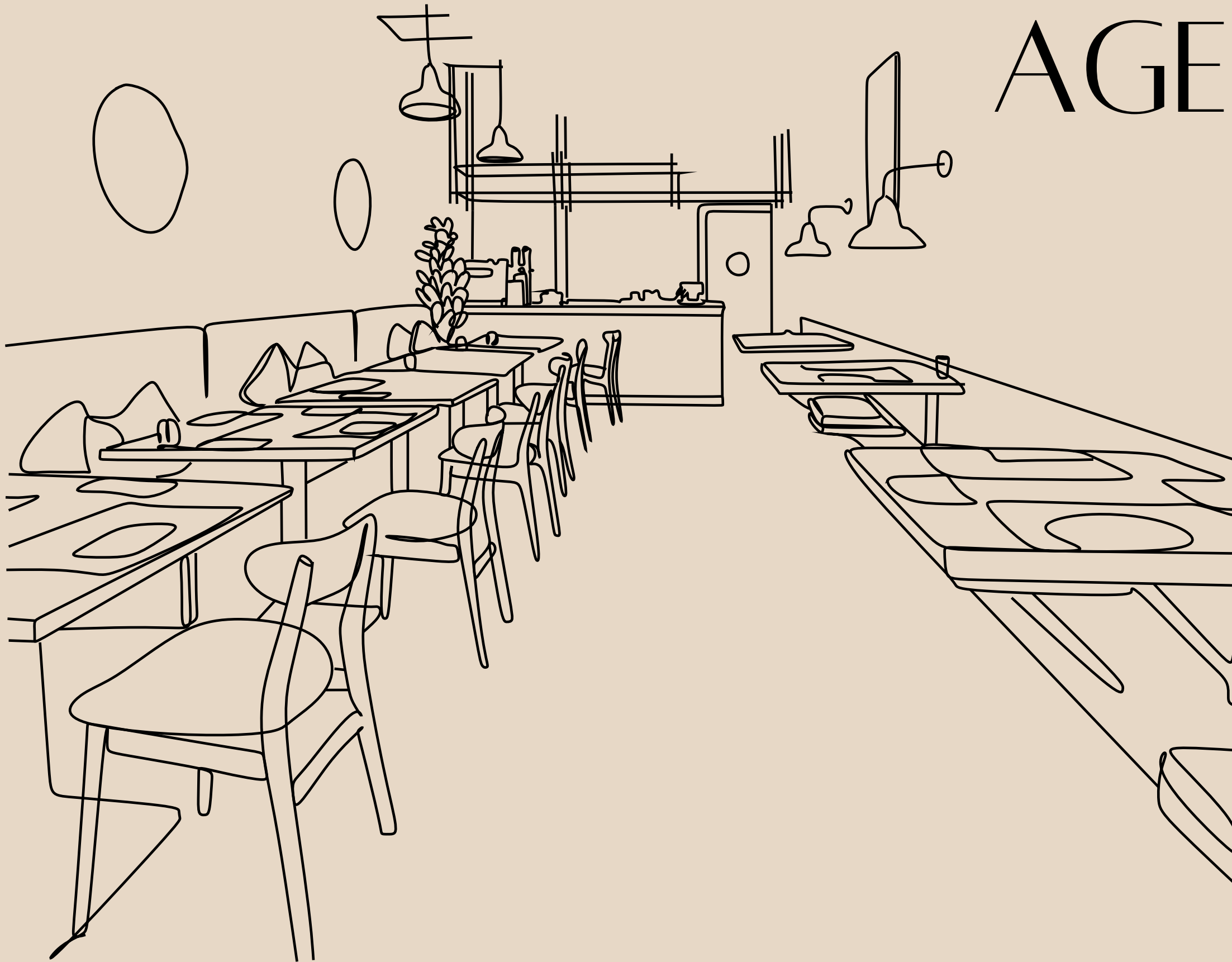
OUR SLOGAN

Good ideas start with coffee
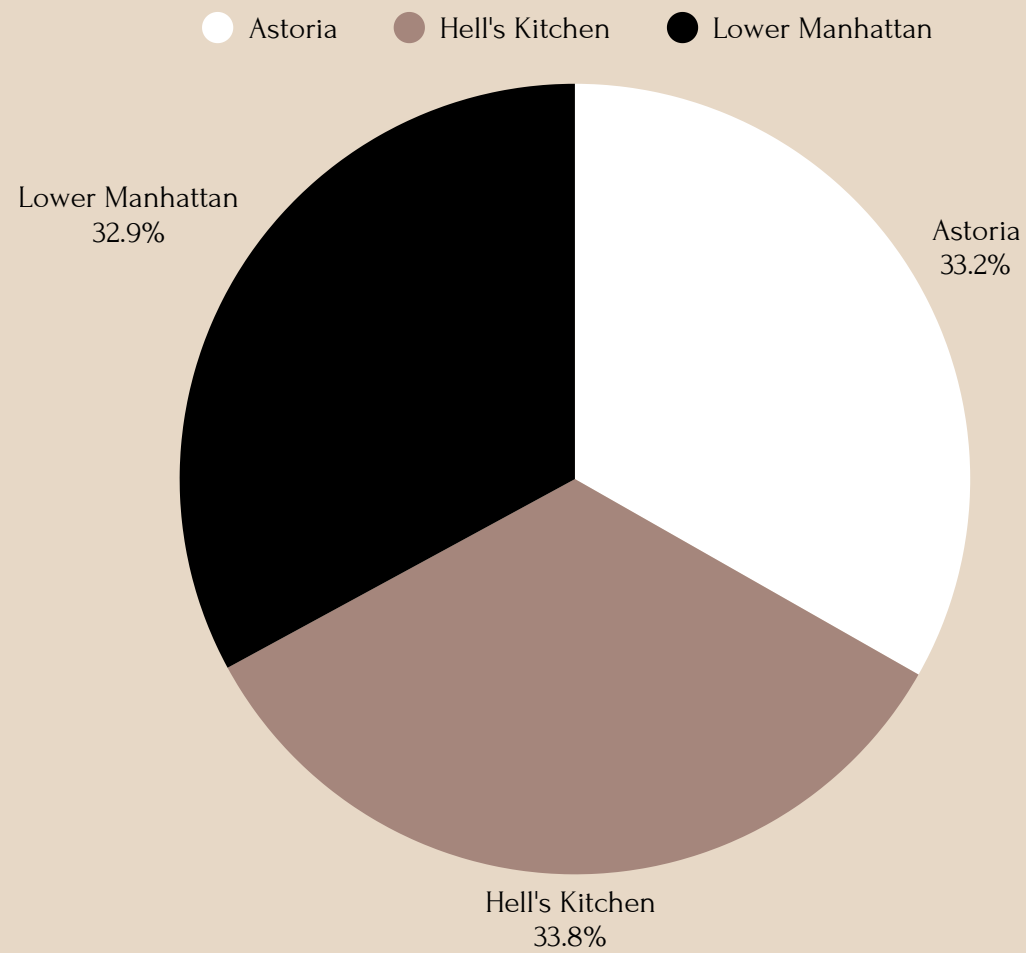
AGENDA

1. Sales Trend

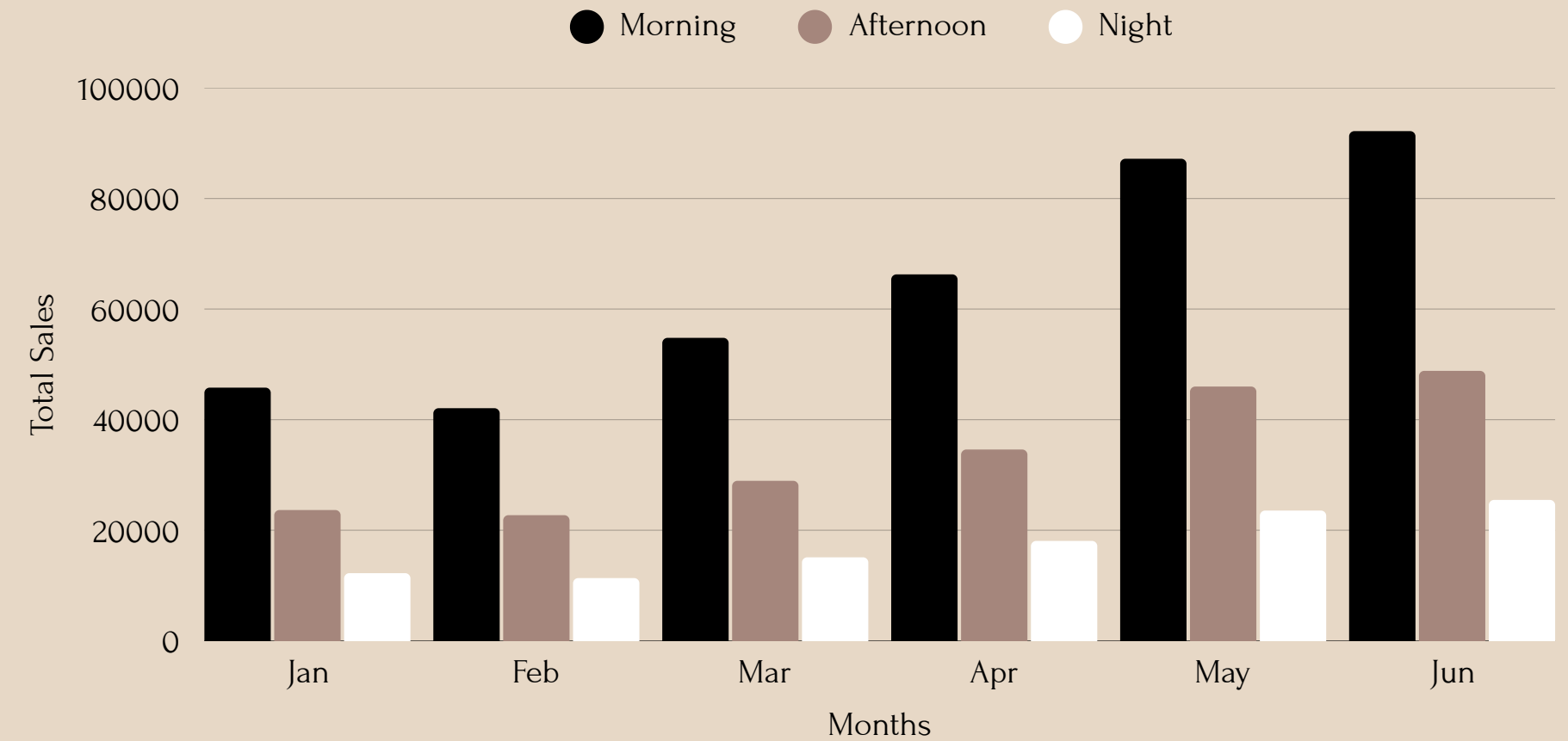2. Revenue by product category

3. Recommendation

SALES TRENDS

Total Sales by Location

● Astoria   ● Hell's Kitchen   ● Lower Manhattan

Lower Manhattan
32.9%

Astoria
33.2%

Hell's Kitchen
33.8%

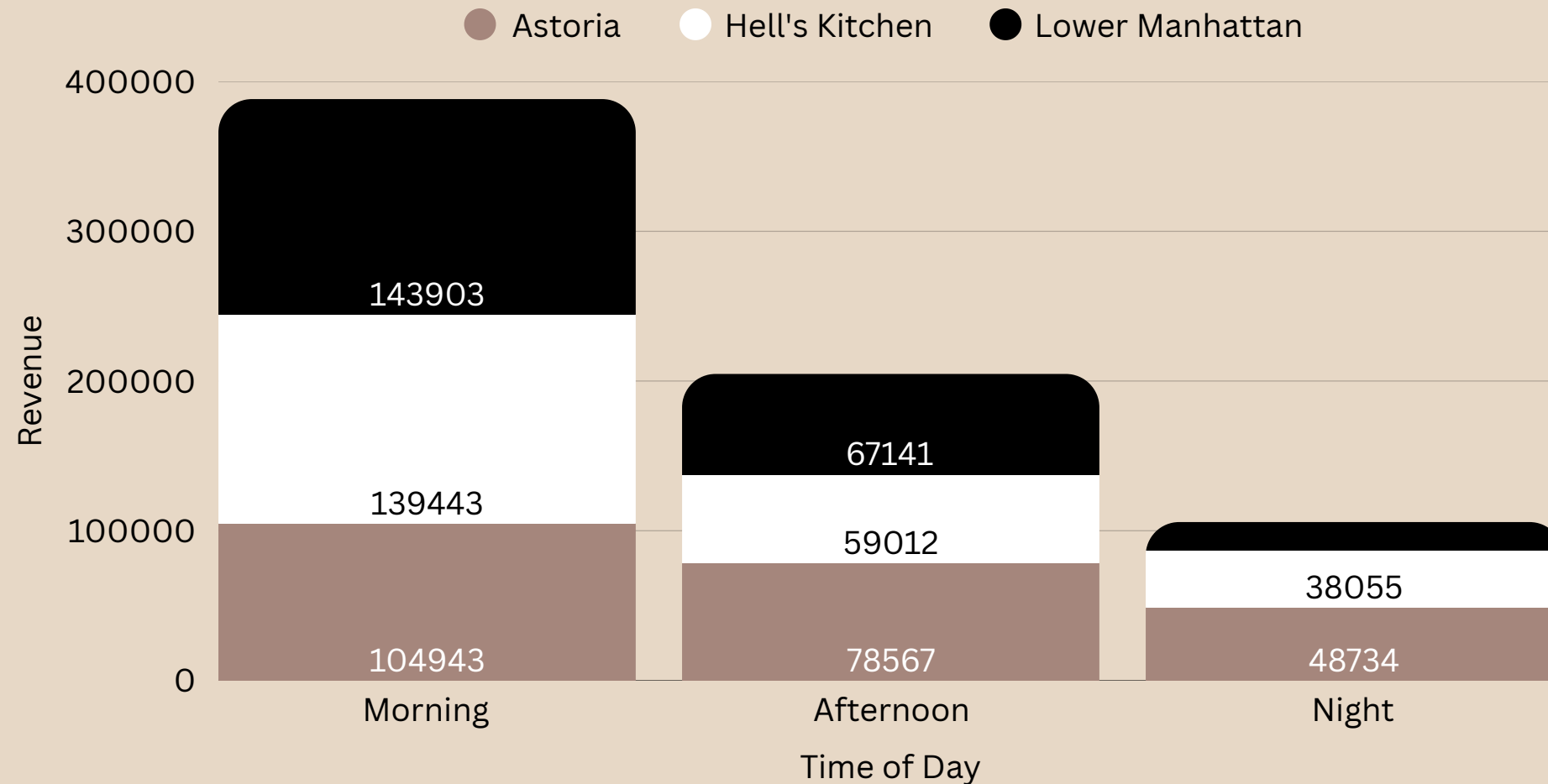## Total Sales by Month and Time buckets

● Morning   ● Afternoon   ● Night

Insights:

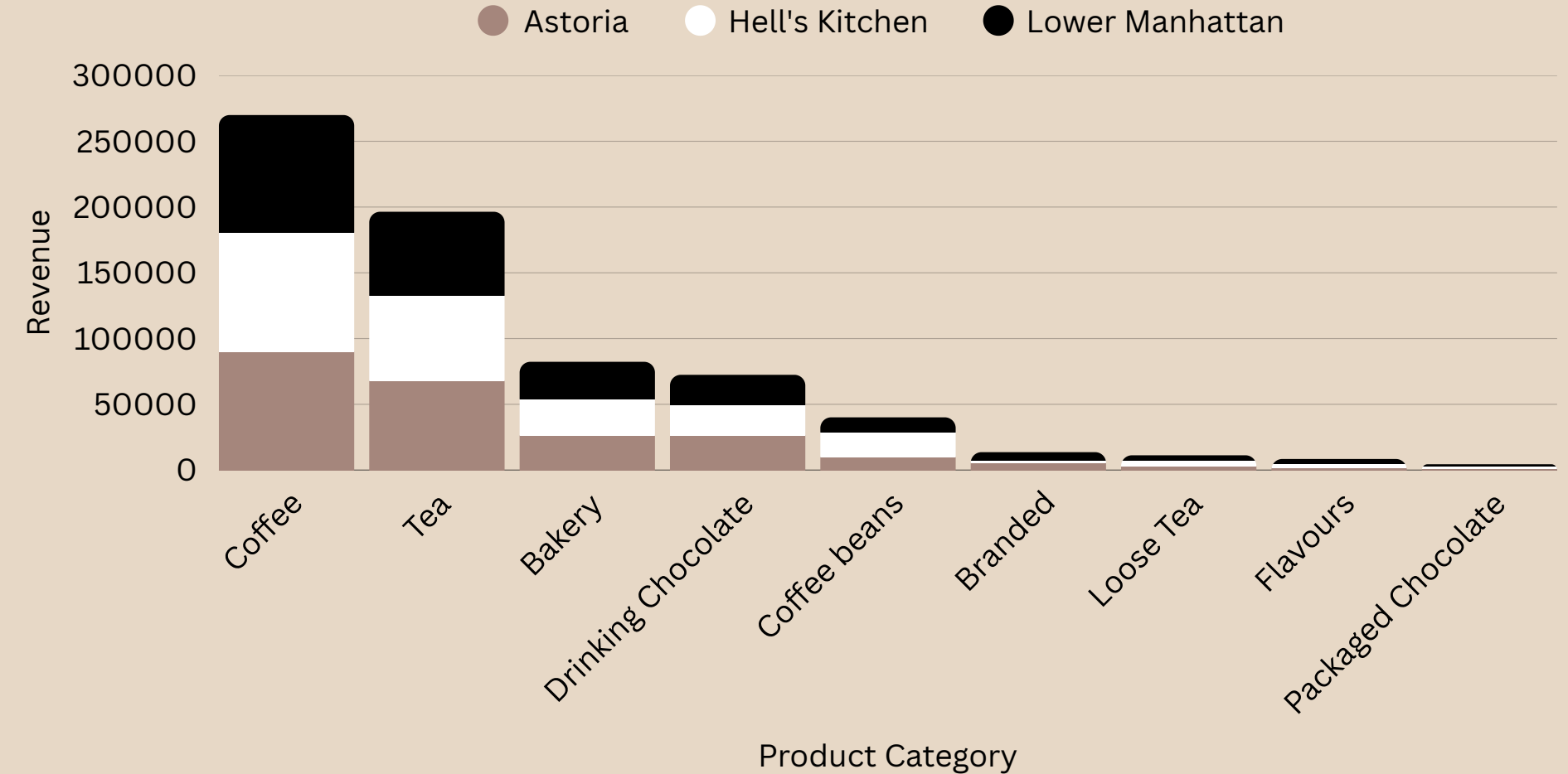. Sales performance across locations is well balanced, showing consistent demand across all three branches.

· Sales growth is steady and healthy, and performance is consistent across branches.

· The main opportunity lies in increasing non-peak (morning/afternoon) sales while maintaining strong night sales.

· Overall, this data suggests the business is expanding successfully with strong customer engagement.

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REVENUE BY PRODUCT CATEGORY

Regional Revenue by Time of Day

Legend: ● Astoria ○ Hell's Kitchen ● Lower Manhattan

Morning: Lower Manhattan 143903, Hell's Kitchen 139443, Astoria 104943
Afternoon: Lower Manhattan 67141, Hell's Kitchen 59012, Astoria 78567
Night: Hell's Kitchen 38055, Astoria 48734

Revenue by Product Category

Legend: ● Astoria ○ Hell's Kitchen ● Lower Manhattan

Product Categories: Coffee, Tea, Bakery, Drinking Chocolate, Coffee beans, Branded, Loose Tea, Flavours, Packaged Chocolate

Insights:

.From this analysis, we can see that our revenue peaks in the morning, largely driven by coffee and tea sales, especially in Lower Manhattan.

. The trend shows strong breakfast-time traffic and a consistent performance across locations.

. However, afternoon and night sales remain lower, presenting opportunities to grow revenue through promotions or extended offerings during these periods.

Additionally, while beverages dominate, expanding marketing around bakery and packaged items could help diversify revenue streams.

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RECOMMENDATIONS

. Focus marketing campaigns or loyalty programs equally, but analyze what's working well in Astoria to replicate in the other branches.

. Analyze what drives night sales — promotions, menu, or timing — to sustain and scale that success.

. Consider ways to boost morning and afternoon sales, like breakfast offers or lunchtime combos.

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THANK YOU