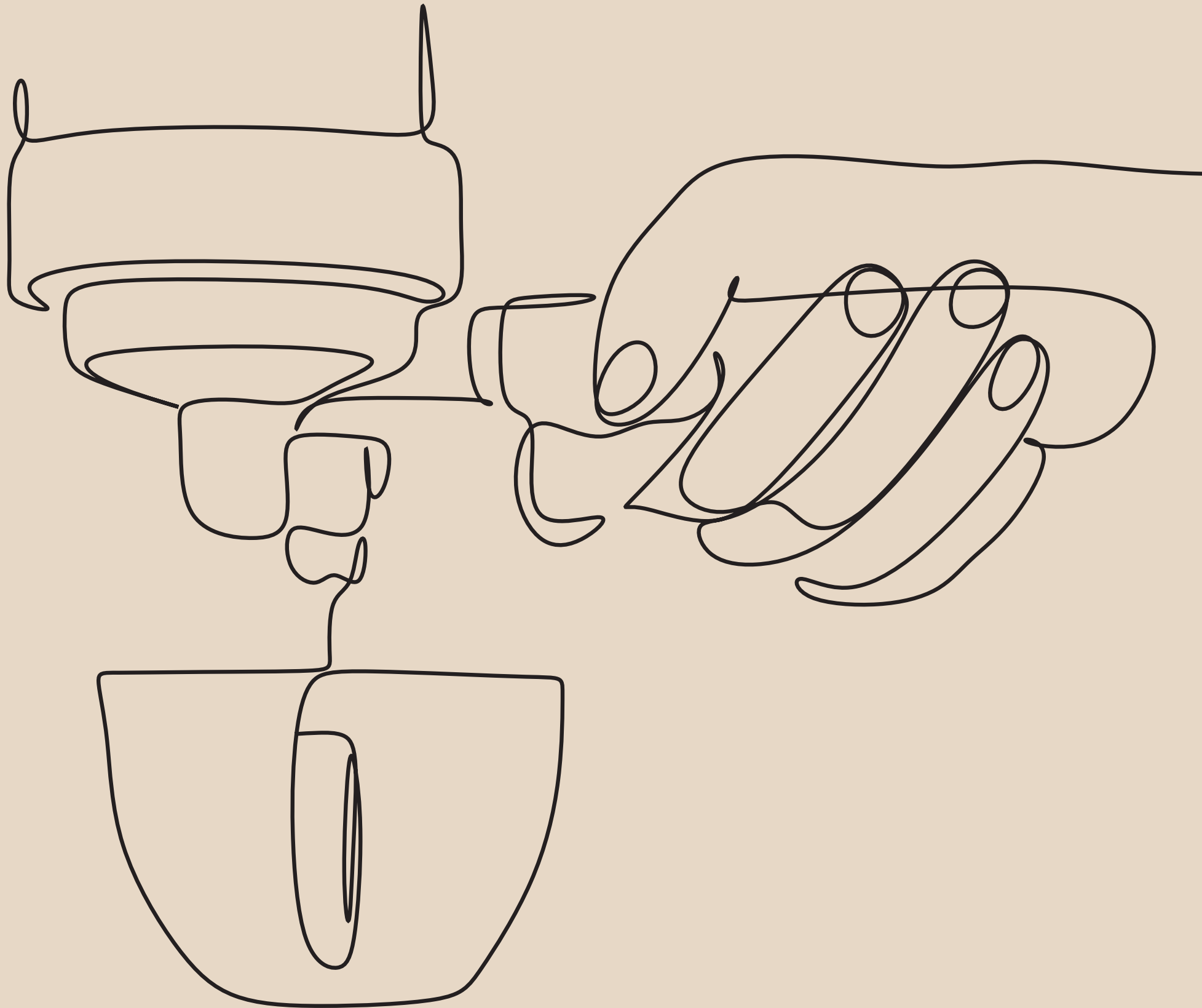# BRIGHT COFFEE SHOP
ANALYSIS

PRESENTED BY:
RIALIVHUWA NEVHUNGONI

INTRODUCTION

Aim

- To provide a full picture of our performance in the last 6 months

Focus

- Product performance
- Store Performance
- Marketing strategy Analysis

CONTENT

Introduction

Problem statement:

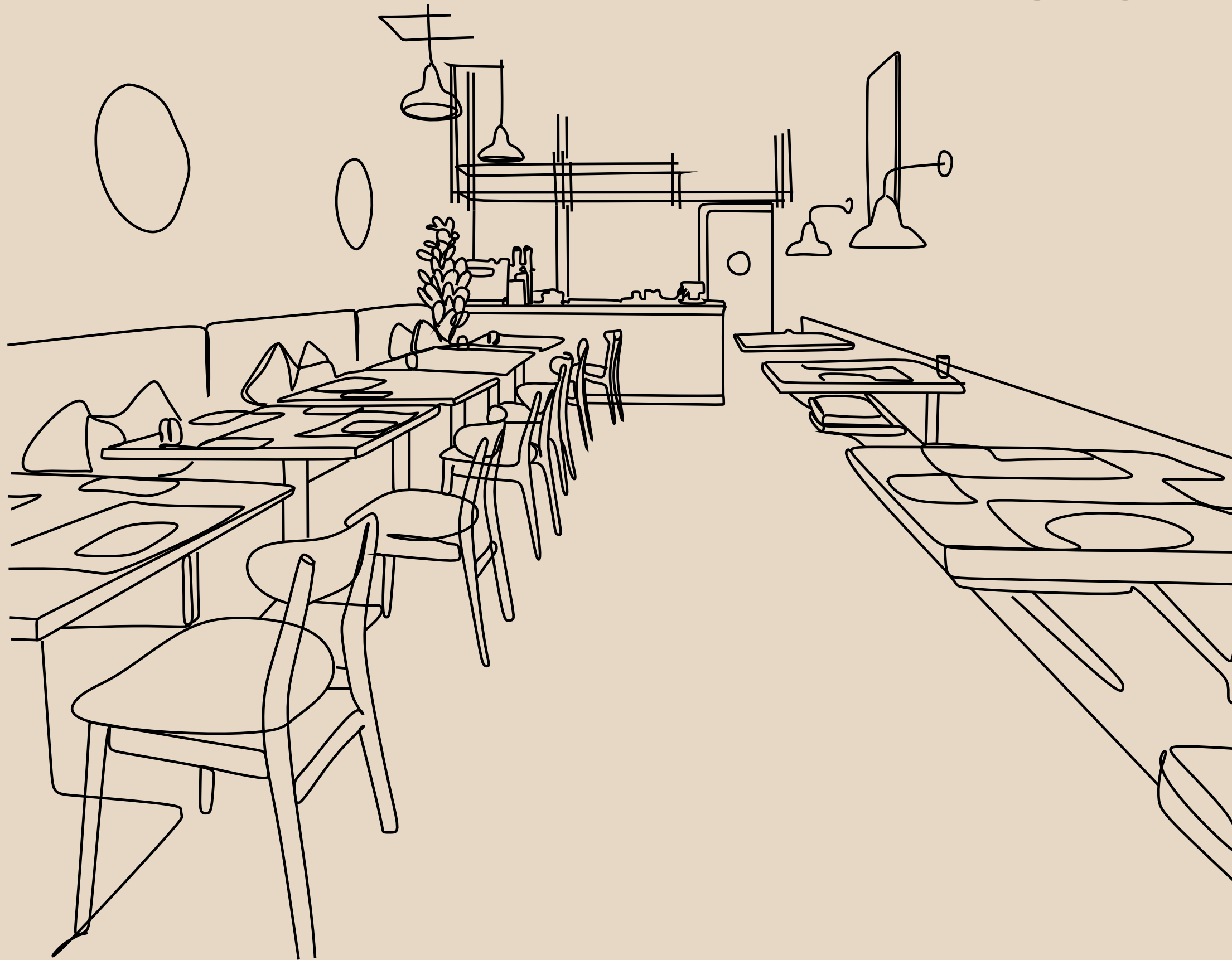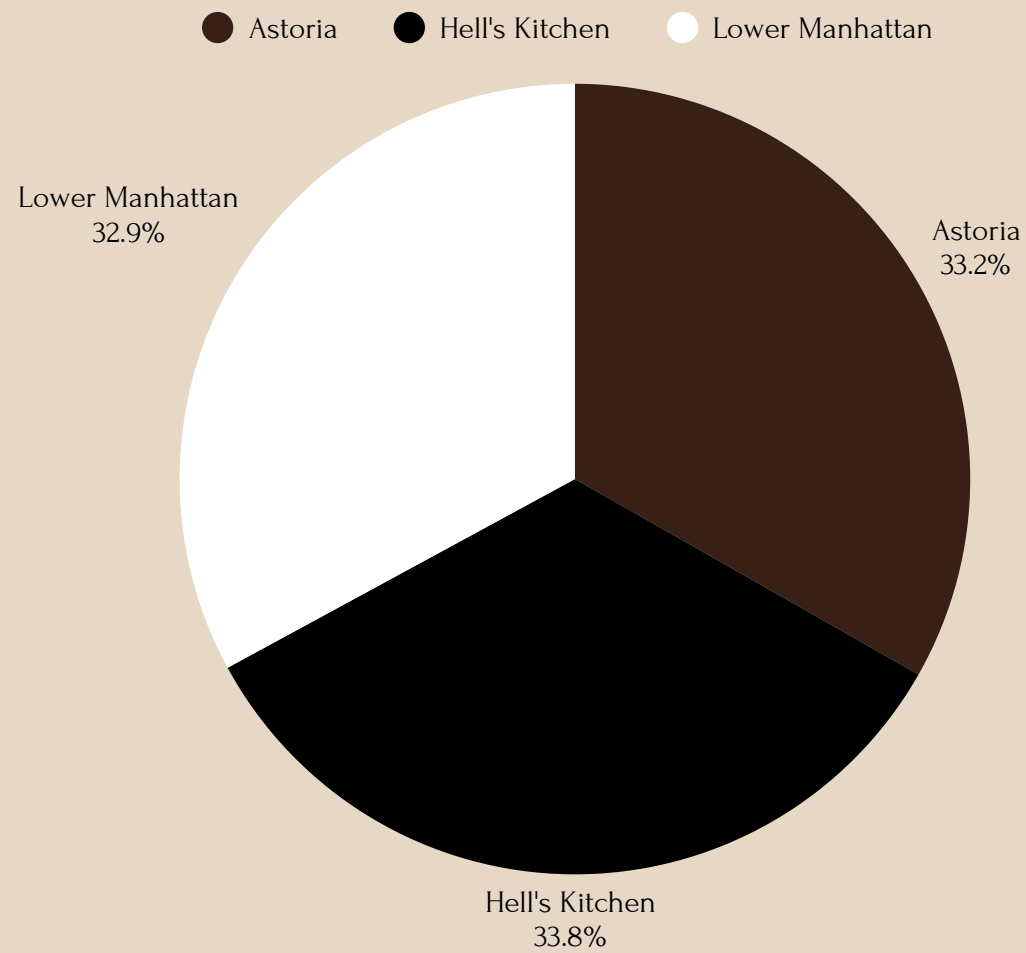- Sales declining & competition increasing

Aim:

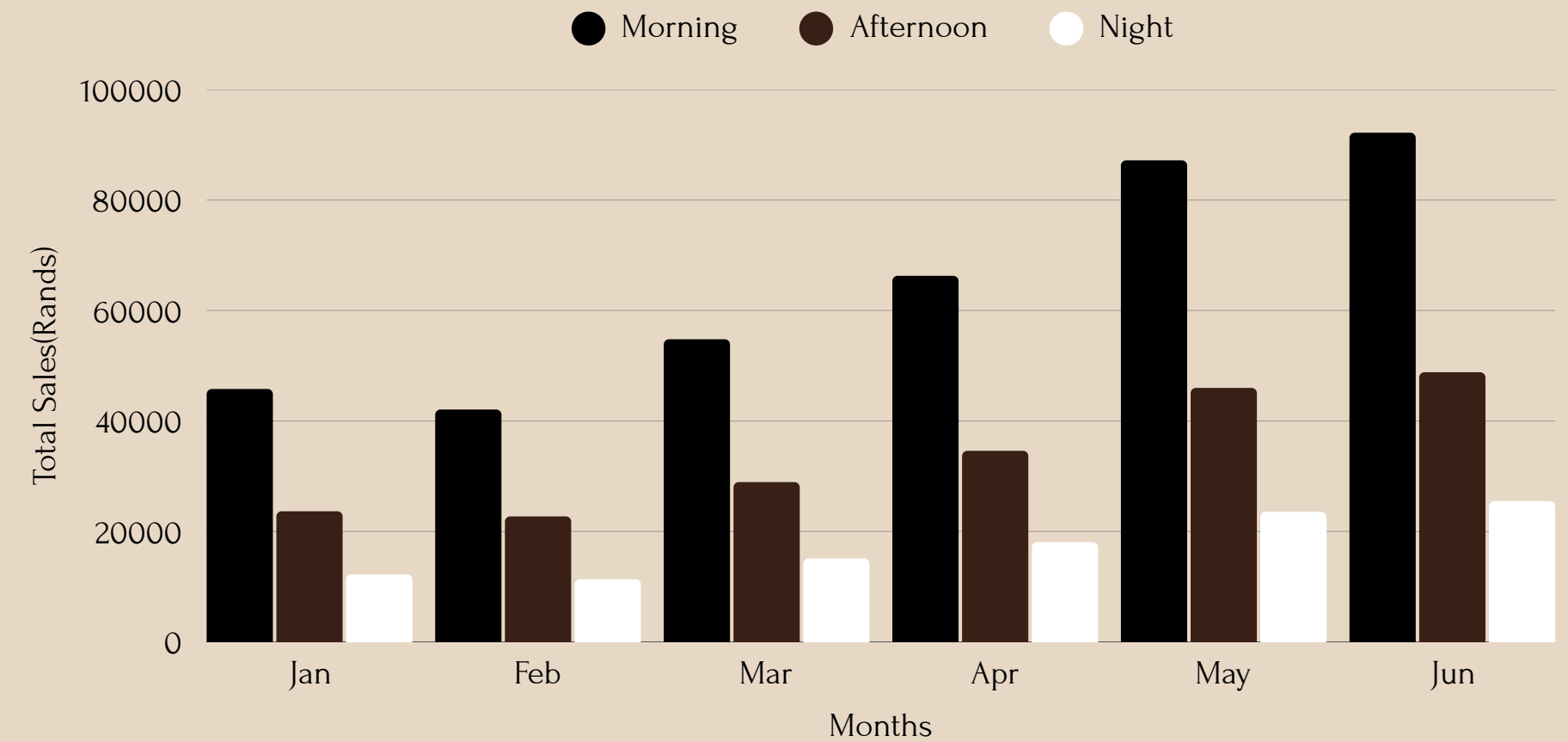- to provide a full picture of our performance in the last 6 months

Focus:

- Product performance
- Store performance
- Marketing Strategy Analysis

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

Total Sales(Rands)

100000

80000

60000

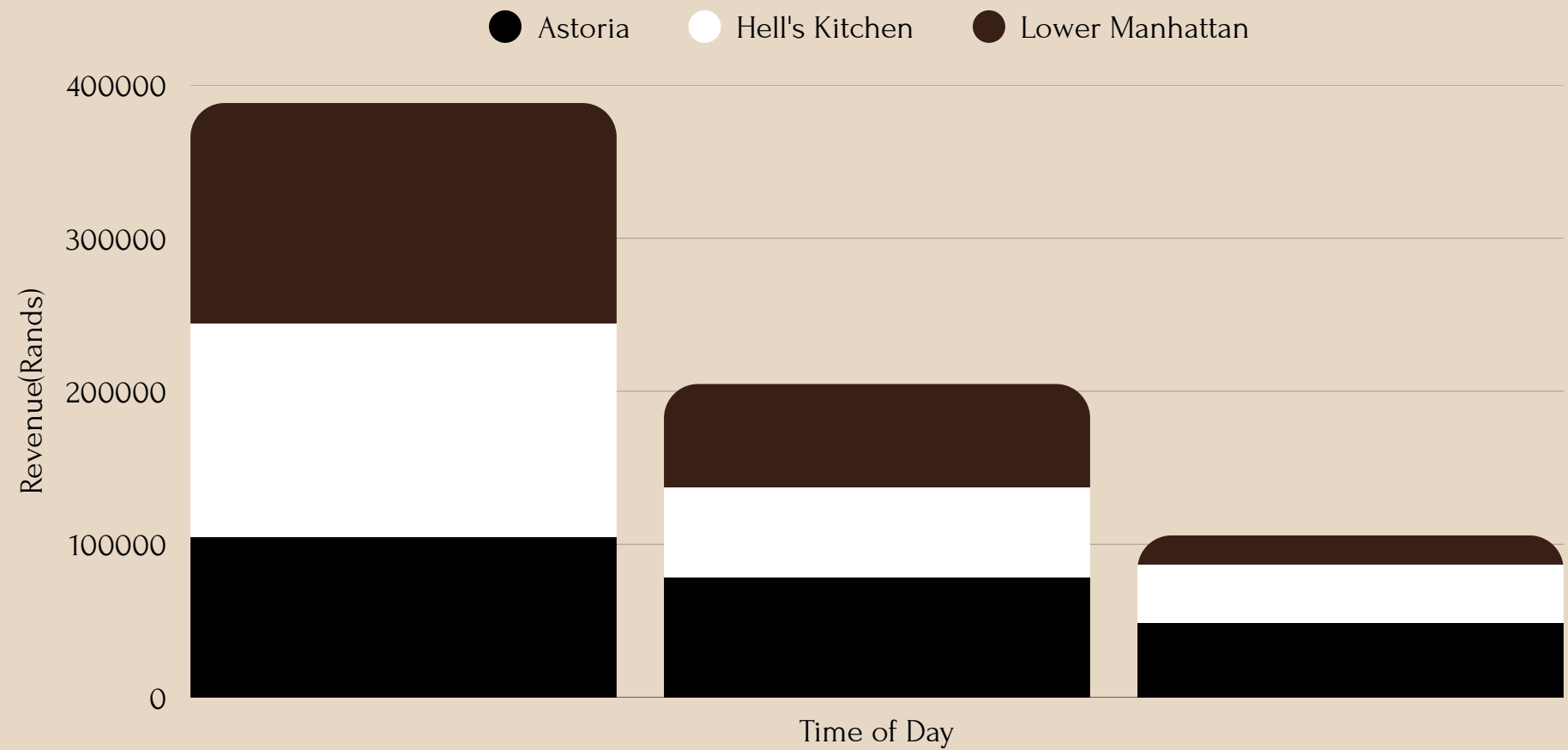40000

20000

0

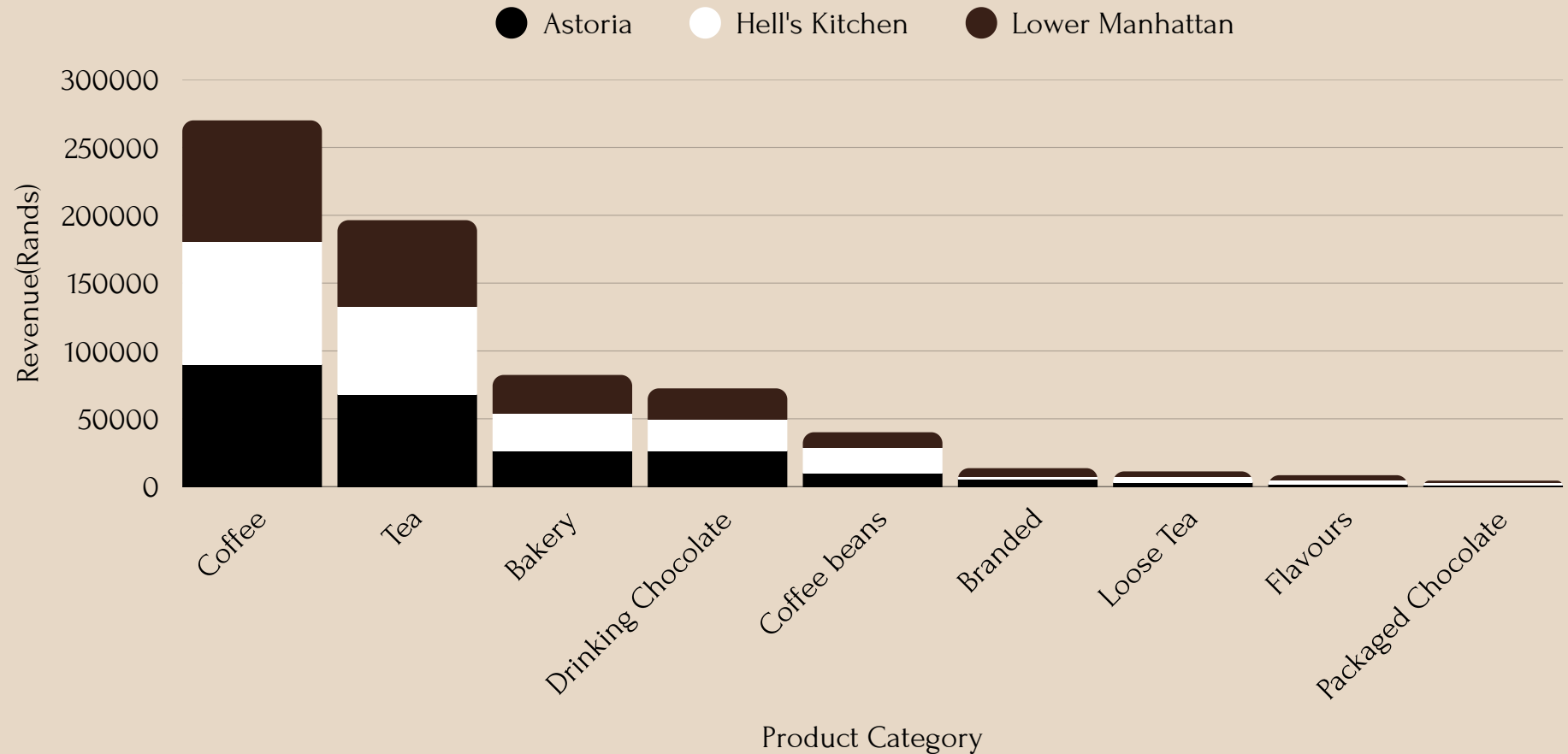Jan   Feb   Mar   Apr   May   Jun

Months

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.

REVENUE BY PRODUCT CATEGORY

Regional Revenue by Time of Day

● Astoria   ○ Hell's Kitchen   ● Lower Manhattan

Revenue by Product Category

● Astoria   ○ Hell's Kitchen   ● Lower Manhattan

Apply page animations and transitions to your Canva presentation to emphasize ideas and make them even more memorable.

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.

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.

THANK YOU