

2025

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# BRIGHT COFFEE SALES REPORT

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SISANDA GCEBE



# INTRODUCTION

This overview captures sale performance across the last six months with a focus on revenue trends, products which generate the most revenue and daily monthly transaction volumes. The data presented reflects both operational consistency and patterns which help identify peak sales intervals, best selling products and category level performance



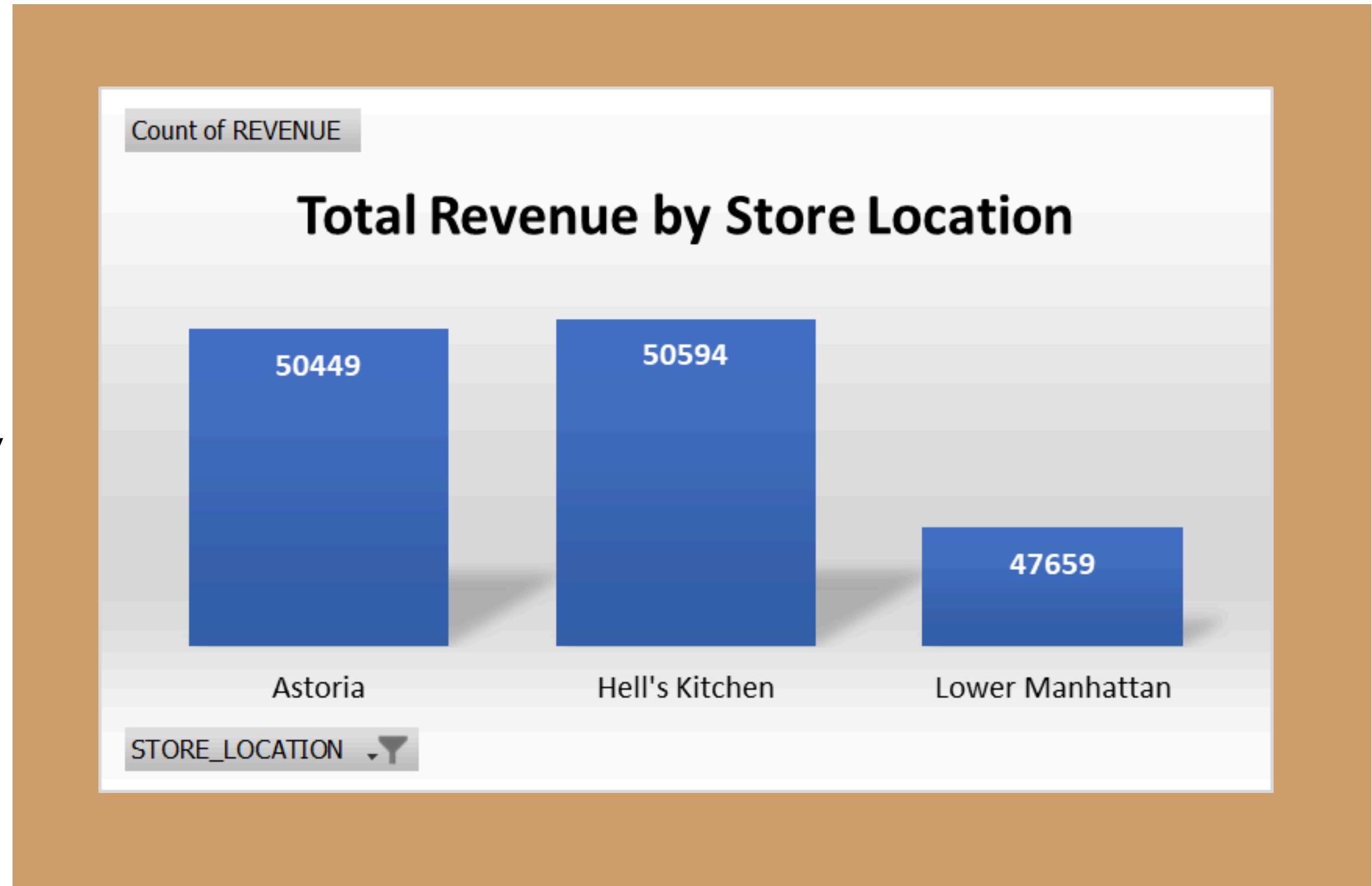
# Total Sales by Product Category

Coffee leads as the top-selling category, followed by tea in second place. Bakery items rank third, showing solid performance but trailing significantly behind tea.

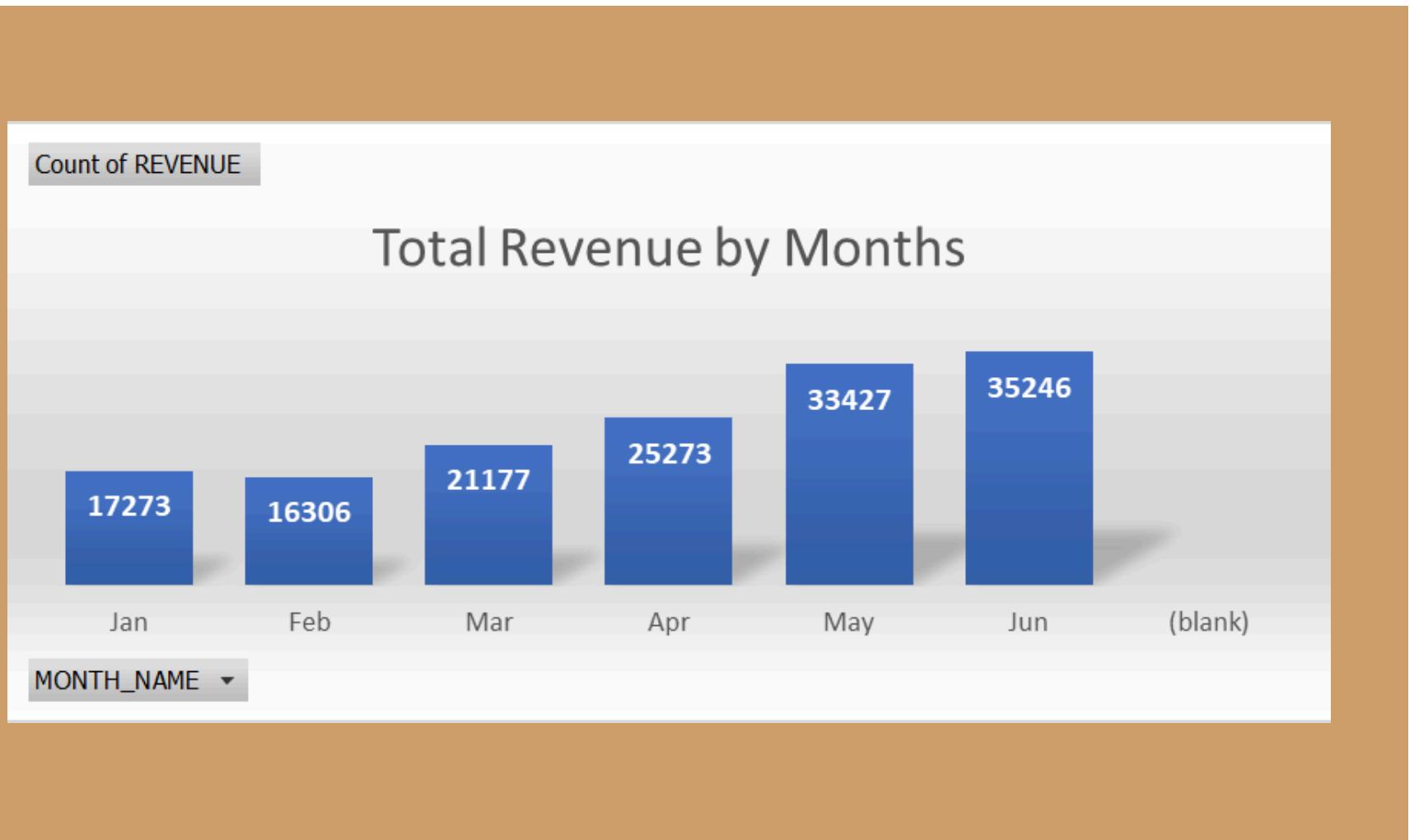


# Total Revenue by Store Location

**Store Revenue Overview:** Astoria leads in total revenue with R50,449, closely followed by Hell's Kitchen at R50,594. Lower Manhattan ranks third, generating R47,659 in sales.



# Total Revenue by Months



**Monthly Revenue Highlights:** January and February marked the lowest revenue periods for the coffee shop, reflecting a seasonal dip in customer activity. In contrast, May and June delivered peak performance, with strong sales momentum driven by warmer weather and increased foot traffic.



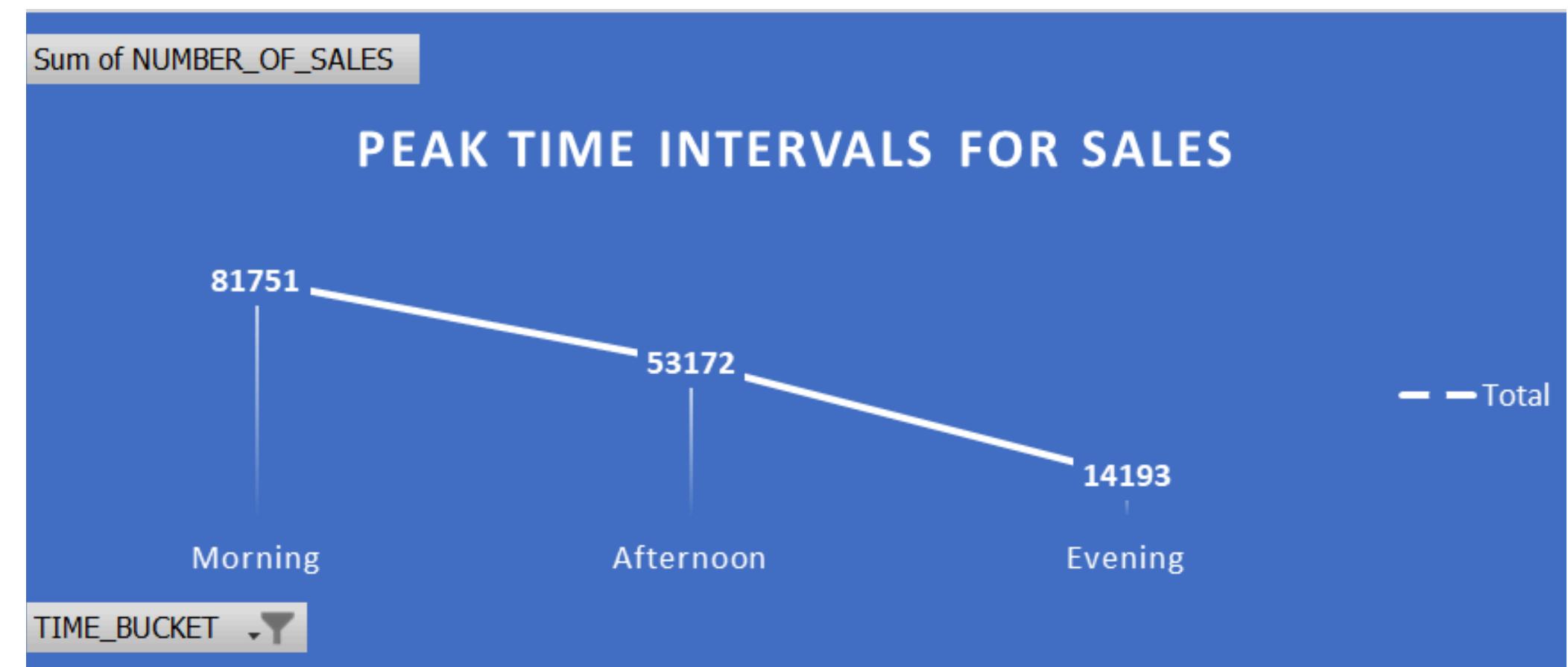
# Best Selling Product Type



Gourmet brewed coffee leads as the best-selling item, consistently generating the highest sales figures. Brewed chai tea follows in second place, showing strong customer preference, while biscotti secures third, often paired with hot beverages to boost its popularity.



# Peak Time Intervals for Sales

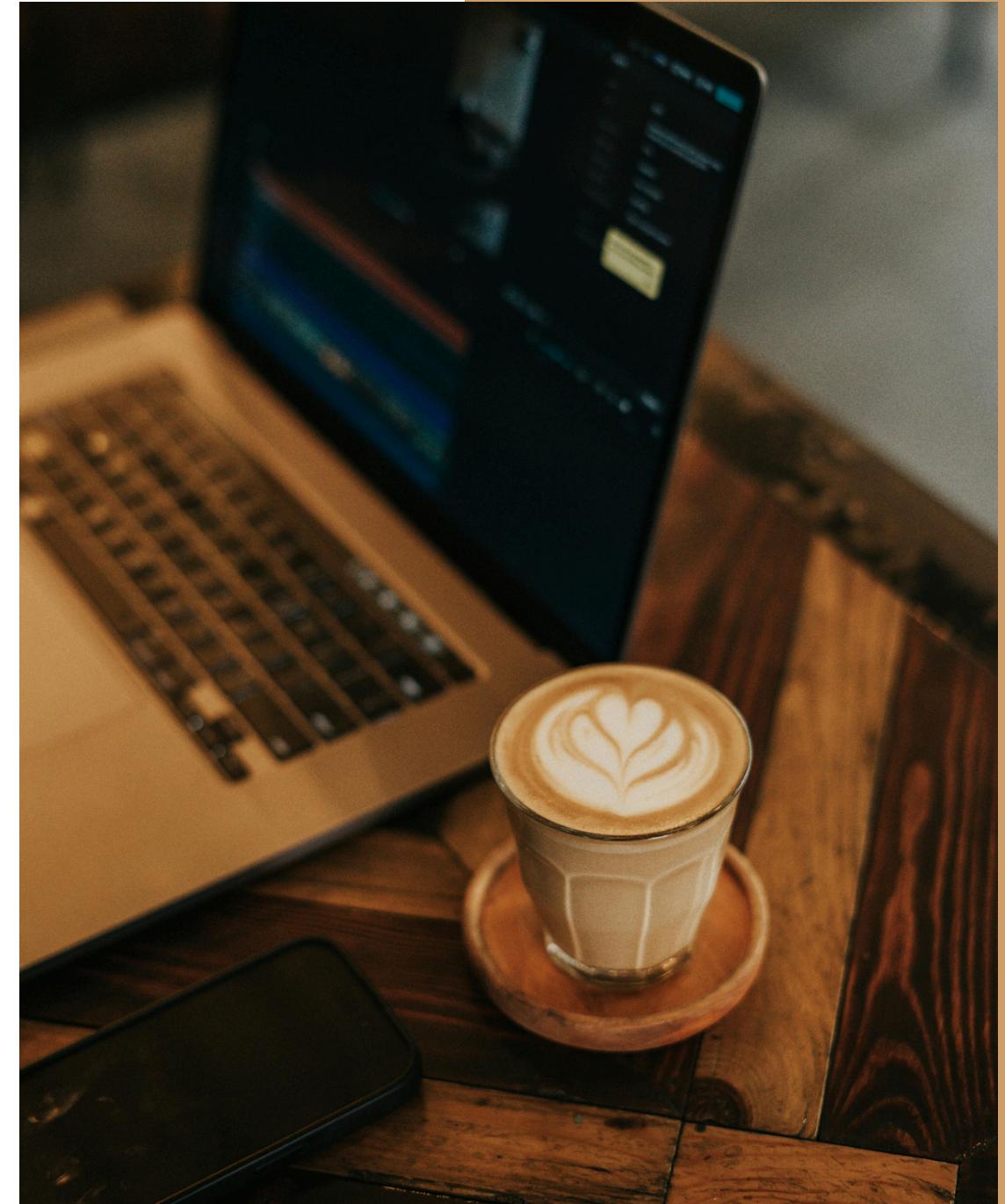


**Sales by Time of Day:** Morning hours generated the highest revenue at R81,751, followed by the afternoon with R53,172. Evening sales were significantly lower, totaling R14,193—highlighting the morning as the most profitable period for the coffee shop.



# Conclusion

This reporting period highlights strong performance across key product categories, with gourmet brewed coffee leading in sales, followed by brewed chai tea and biscotti. Continued focus on high-demand items and customer preferences will be essential for sustaining growth and identifying future opportunities.



A collage of coffee-related images including two white ceramic mugs filled with coffee, a dark coffee grinder, and several cups of coffee on a wooden surface. Scattered throughout the collage are numerous coffee beans.

**THANK YOU**