

Bright Coffee Shop Sales Analysis

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Introduction

This presentation provides an overview of the sales performance at Bright Coffee Shop.

Objectives:

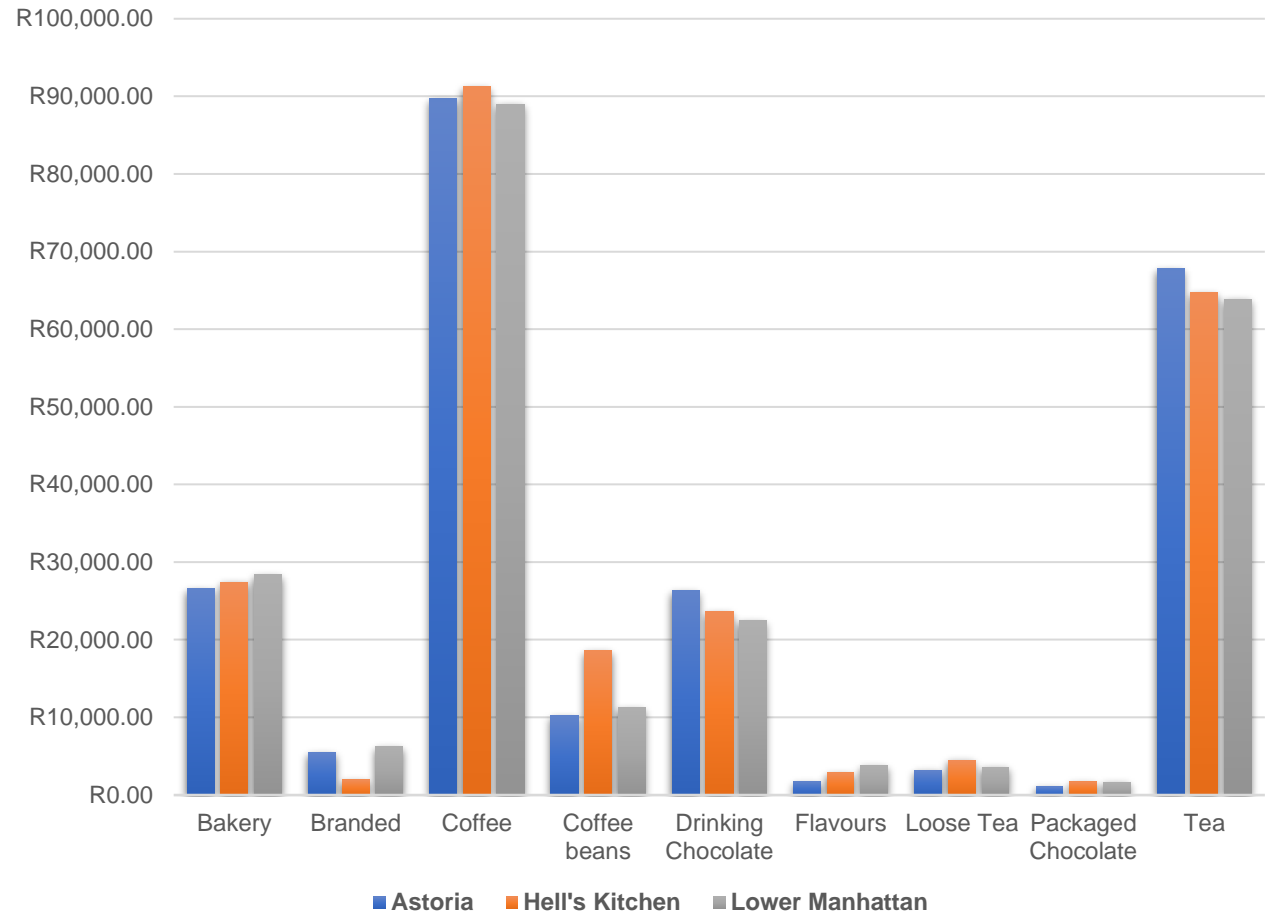
- Which products generate the most revenue
- What time of day the store performs best
- Sales trends across products and time intervals
- Recommendations for improving sales performance

Analysis:

- Revenue per product category by store
- % total revenue per store
- Revenue by time of the day
- Daily and monthly transaction quantity per store location
- Daily and monthly revenue by store location
- Breakdown of weekday and weekend revenue
- % change in monthly transaction quantity

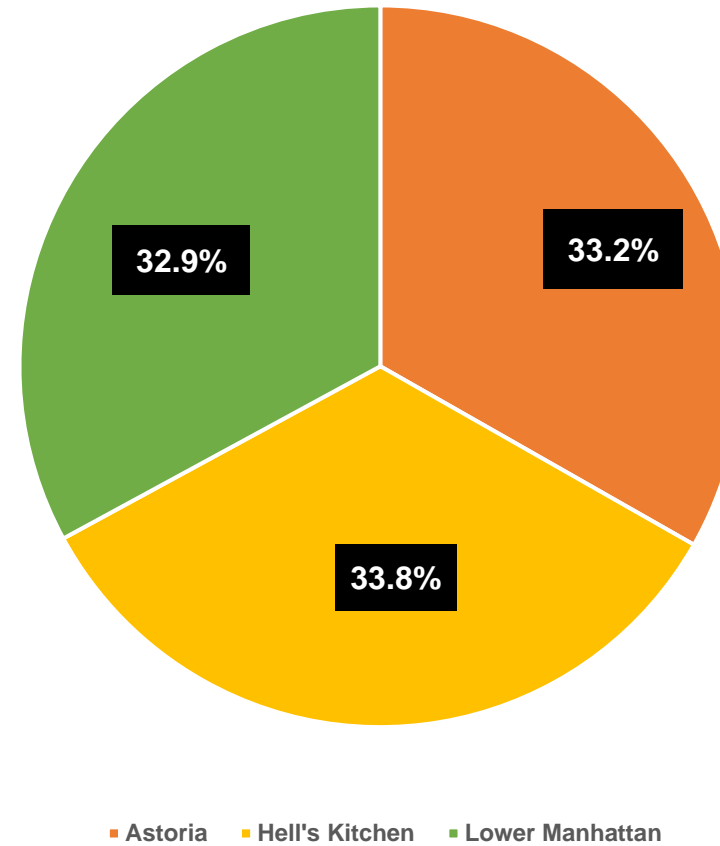
- Most of the revenue is generated from coffee followed by tea.
- Products that generate the least revenue are packaged chocolate followed by flavours.

Revenue per product category by store location



The percentage of total revenue per store indicate that there is a slight difference in the total revenue of the stores.

% total revenue per store location



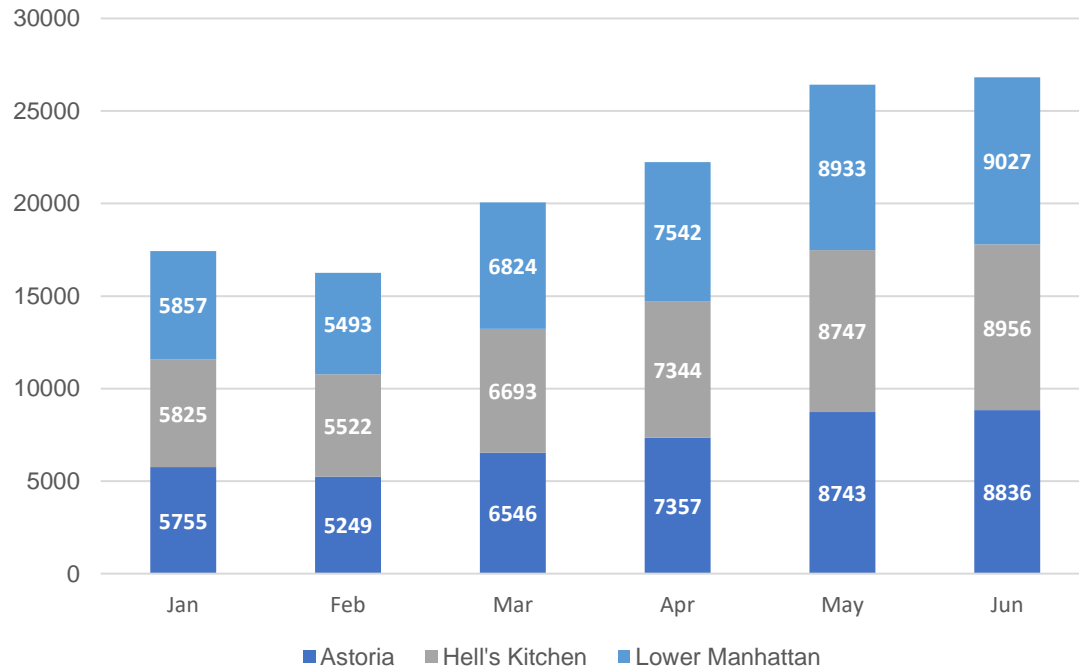
Revenue by time of the day

	Store Location			
	Astoria	Hell's Kitchen	Lower Manhattan	
Time of the day	Astoria	Hell's Kitchen	Lower Manhattan	Grand Total
Afternoon	R78,322.89	R58,761.78	R66,892.41	R203,977.08
Evening	R31,796.60	R24,652.71	R17,977.20	R74,426.51
Morning	R104,762.62	R139,317.45	R143,687.75	R387,767.82
Night	R17,361.80	R13,779.23	R1,499.89	R32,640.92
Grand Total	R232,243.91	R236,511.17	R230,057.25	R698,812.33

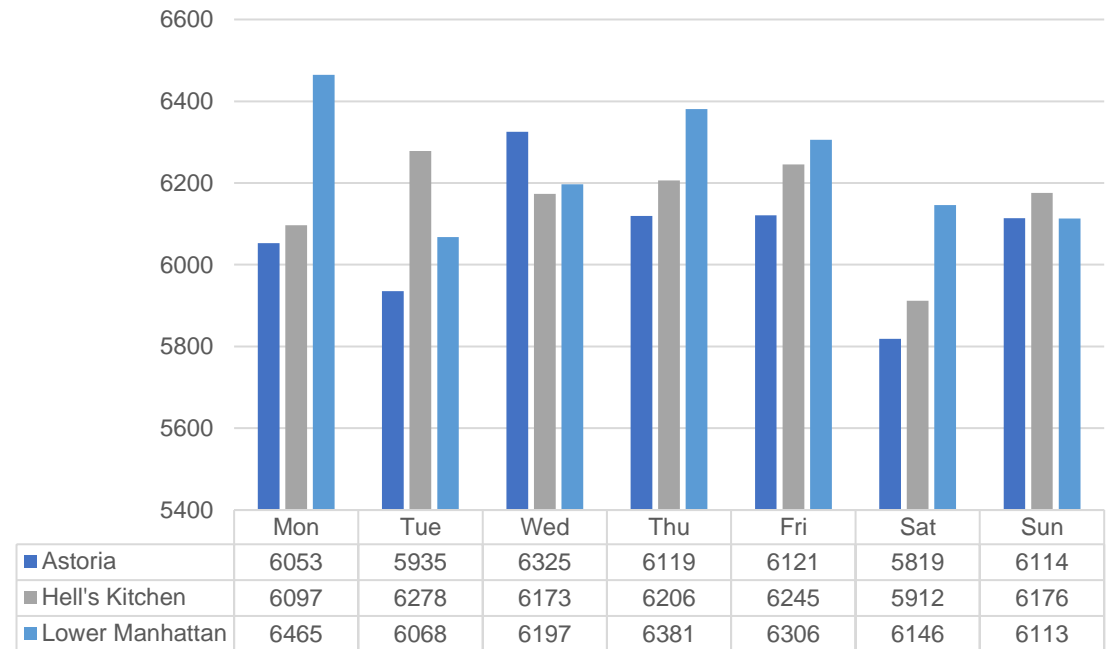
- The highest revenue is generated in the mornings across all the stores, followed by afternoons and evenings.
- Night time generate low revenue across all stores, with Lower Manhattan generating the lowest revenue compared to other stores.
- Hell's Kitchen generate the highest revenue followed by Astoria.

Daily and monthly transaction quantity per store location

Monthly transaction Qty by store location

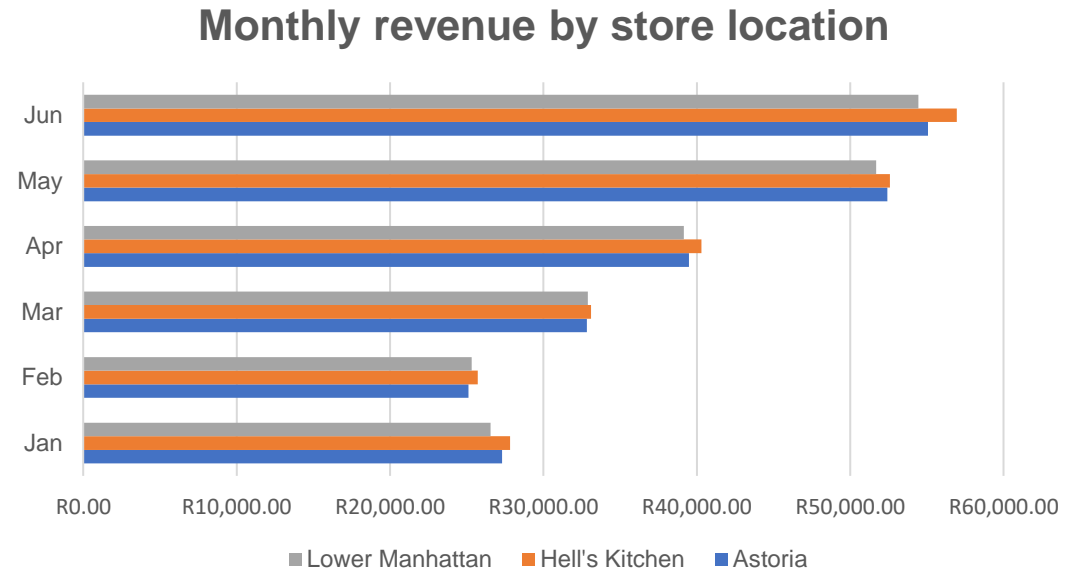
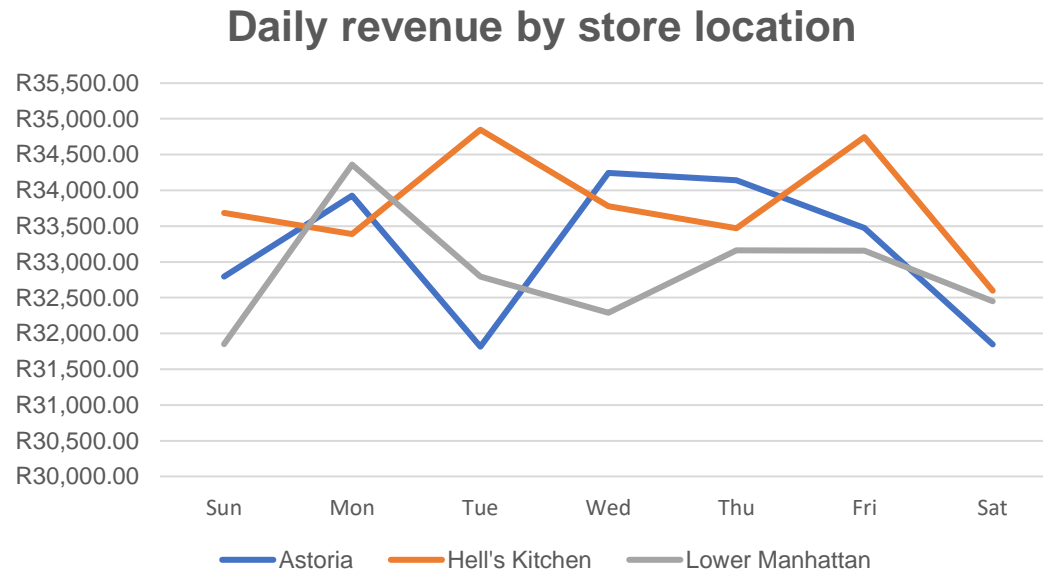


Daily transaction Qty by store location



- Lower Manhattan sell high number of products on Mondays, Thursdays Fridays and Saturdays.
- Hell's kitchen sell high number of products on Tuesdays and Sundays.
- Astonia sell high number of products on Wednesdays. In terms of monthly sales, the highest number of sales were in June followed by May and April.

Daily and monthly revenue by store location



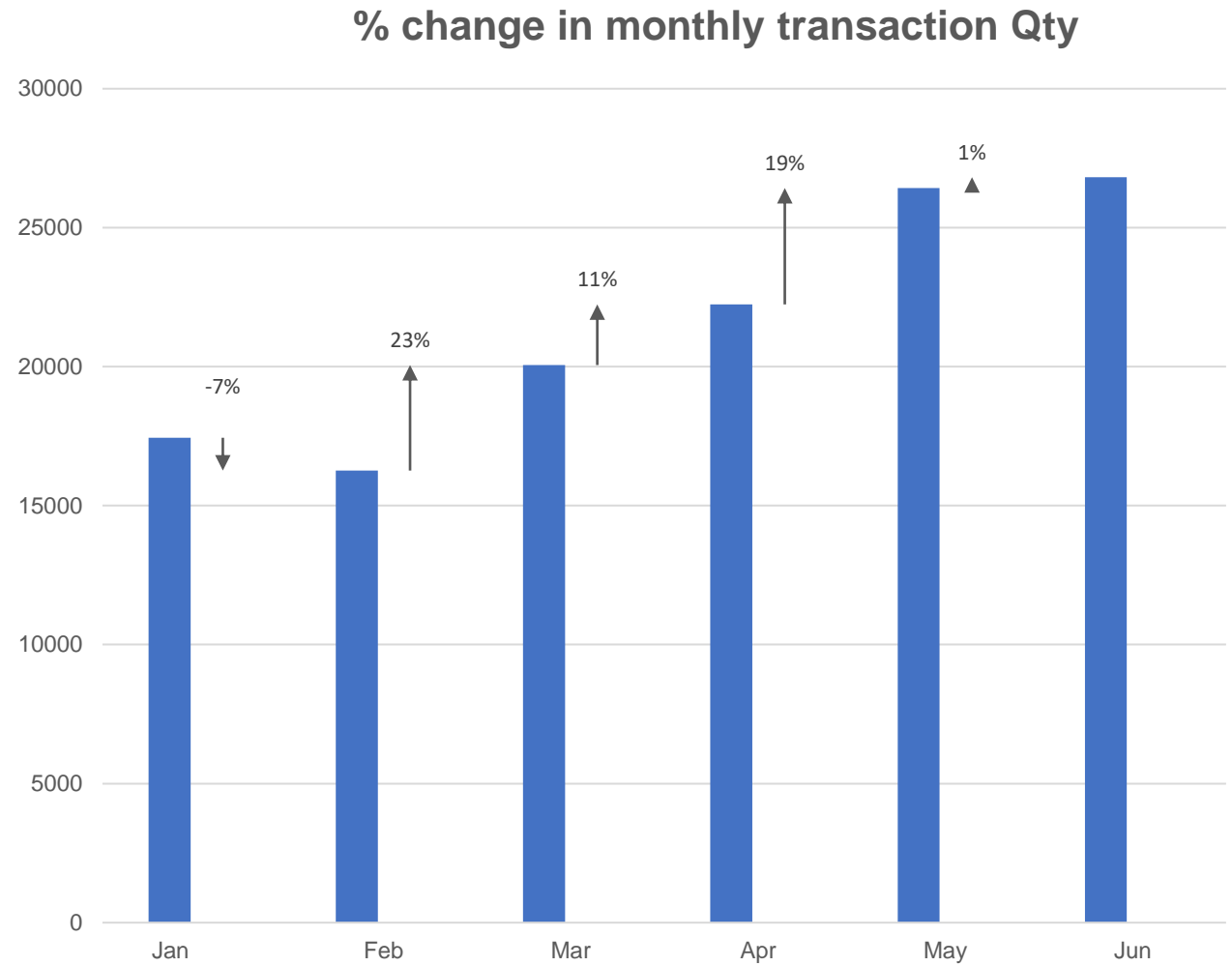
Hell's Kitchen generated the highest revenue in all the months. This store generated the highest revenue on Tuesdays and Fridays. The lowest revenue for Hell's Kitchen is generated on Saturdays.

Breakdown of weekday and weekend revenue

Store Location	Weekday	Weekend	Grand Total
Astoria	R167,602.80	R64,641.11	R232,243.91
Hell's Kitchen	R170,226.31	R66,284.86	R236,511.17
Lower Manhattan	R165,758.43	R64,298.82	R230,057.25
Grand Total	R503,587.54	R195,224.79	R698,812.33

- During weekdays and weekends, Hell's Kitchen generate most of the revenue.
- The second largest revenue generator on both weekdays and weekends is Astoria.

- The transaction quantity decreased by 7% in February compared to January.
- There has been a monthly increase in transaction sales from March-June.



Recommendations

- Since most of the Bright Coffee shop revenue is generated from coffee, tea and baked goods in all the store locations, these products must always be available. The packaged chocolates generate the least revenue, the CEO can make a promotion of a free chocolate when one buys the coffee or tea so that customers can taste it and they may be interested in buying more.
- All the stores sell most of their quantities daily (i.e Mon-Sun), these stores can open daily.
- Sales went up in winter time since it is colder and people prefer tea/coffee in winter. To attract more customers in summer, the shops can start selling things like ice-coffees/teas in summer to attract more customers.
- Since revenue generated on weekends is much lower compared to weekdays, the shops can reduce opening hours on weekends. They should still open because when looking at the quantity of products sold they still sell a lot.
- It should be reconsidered to keep Lower Manhattan open at night because the revenue generated at this time does not make business sense. The business will run at a loss when we can keep the labour, utilities and other aspects of running a business in mind.

Thank you