BRIGHT
COFFEE SHOP

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Revenue | Store Location

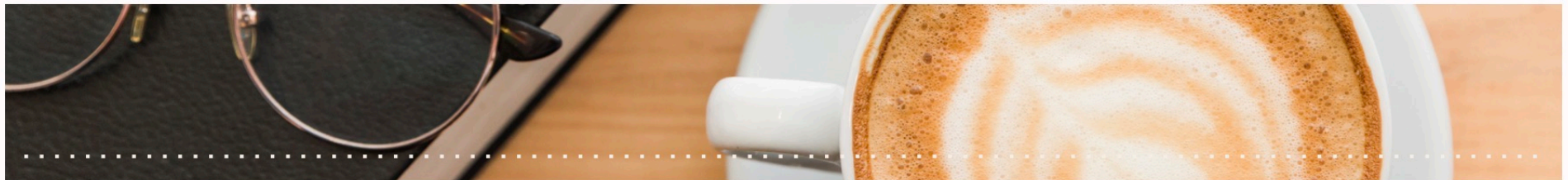## Monthly Revenue by Store location

Legend: Lower Manhattan, Hell's Kitchen, Astoria

Months (y-axis): Jun, May, Apr, Mar, Feb, Jan
x-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000

Product Revenue by Store location

Legend: Astoria, Hell's Kitchen, Lower Manhattan

y-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000
x-axis categories: Bakery, Branded, Coffee, Coffee beans, Drinking Chocolate, Flavours, Loose Tea, Packaged Chocolate, Tea
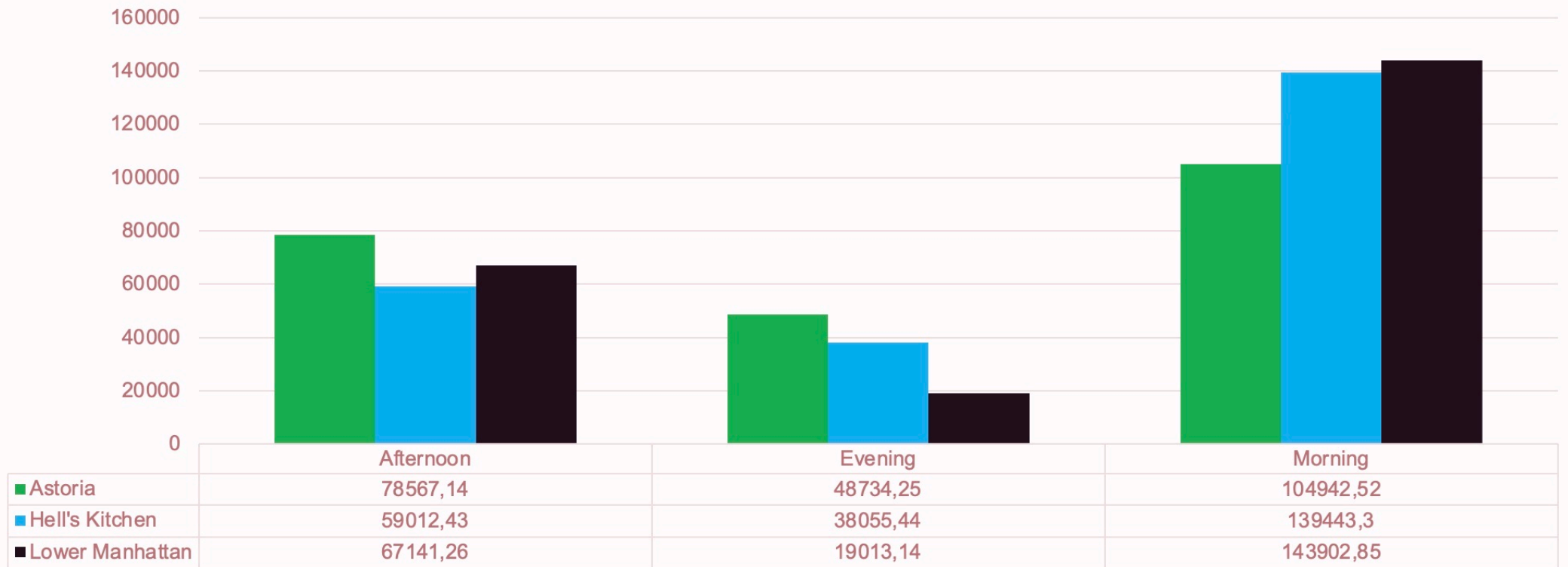
❖ **Revenue across all the stores increased by 50% in June comparing to Feb.**
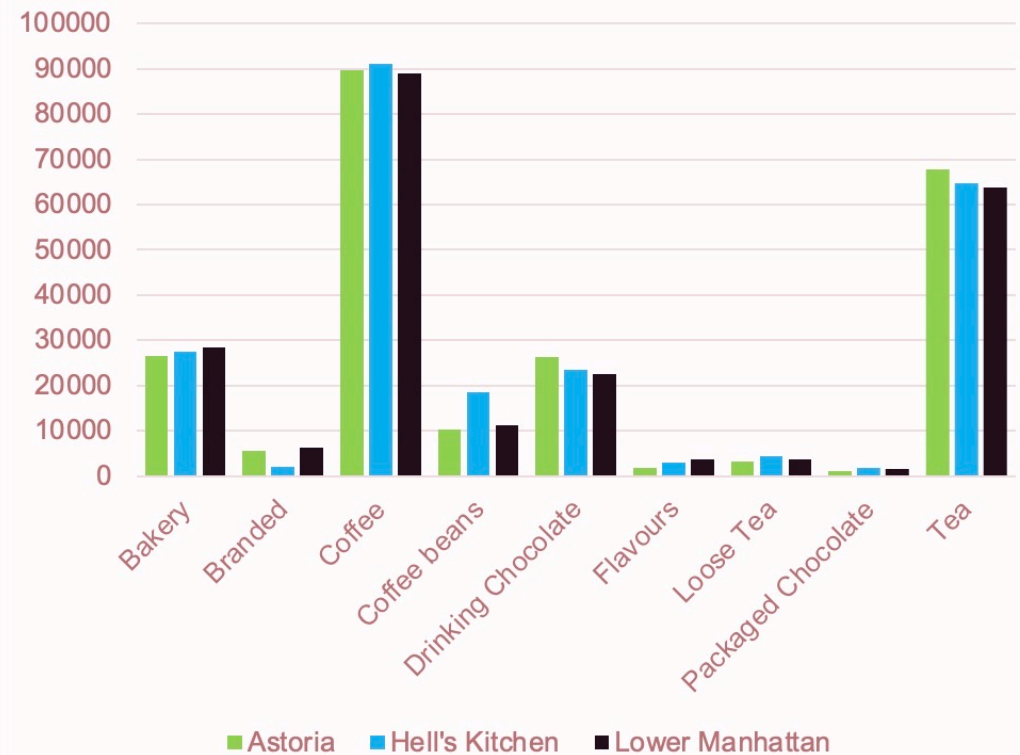
❖ **Coffee contributes 38% of the total revenue generated in the last 6 months while tea contributes 28% as 2nd best.**

Revenue | Store Location & Time Buckets

Time Buckets Revenue by Store location

	Afternoon	Evening	Morning
■ Astoria	78567,14	48734,25	104942,52
■ Hell's Kitchen	59012,43	38055,44	139443,3
■ Lower Manhattan	67141,26	19013,14	143902,85

- ❖ **54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.**
- ❖ **Night sales only accounts for 0.4% of the total sales**

Units sold | Store Location & Time of Day

Regional Revenue By Hour of Day
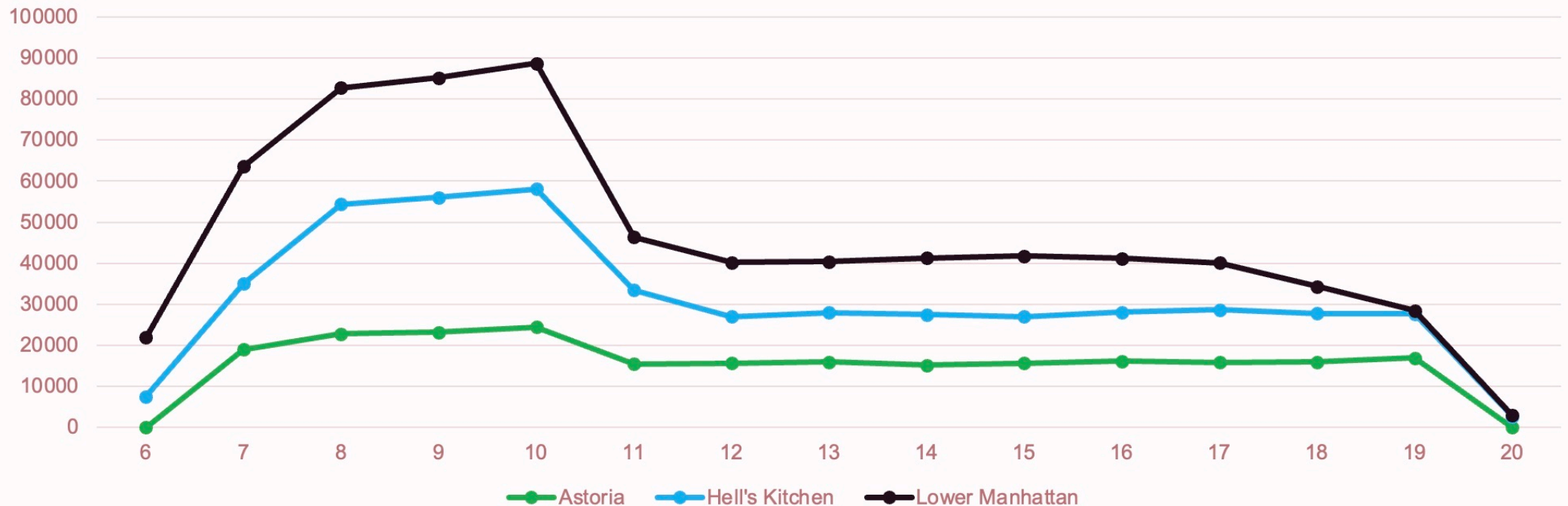
Legend: ● Astoria ● Hell's Kitchen ● Lower Manhattan

❖ **54% of the sales came in the morning across all the stores, while only 15% of the sales are generated in the evening.**

❖ **Revenue is consistence across the shops between 12pm and 7pm**

❖ **It is worth noting that creating price drop promotion at 10am can dilute the customer interest**

Units sold | Store Location & Daily Trend

Daily Revenue Trend by Store location

Legend: Lower Manhattan, Hell's Kitchen, Astoria
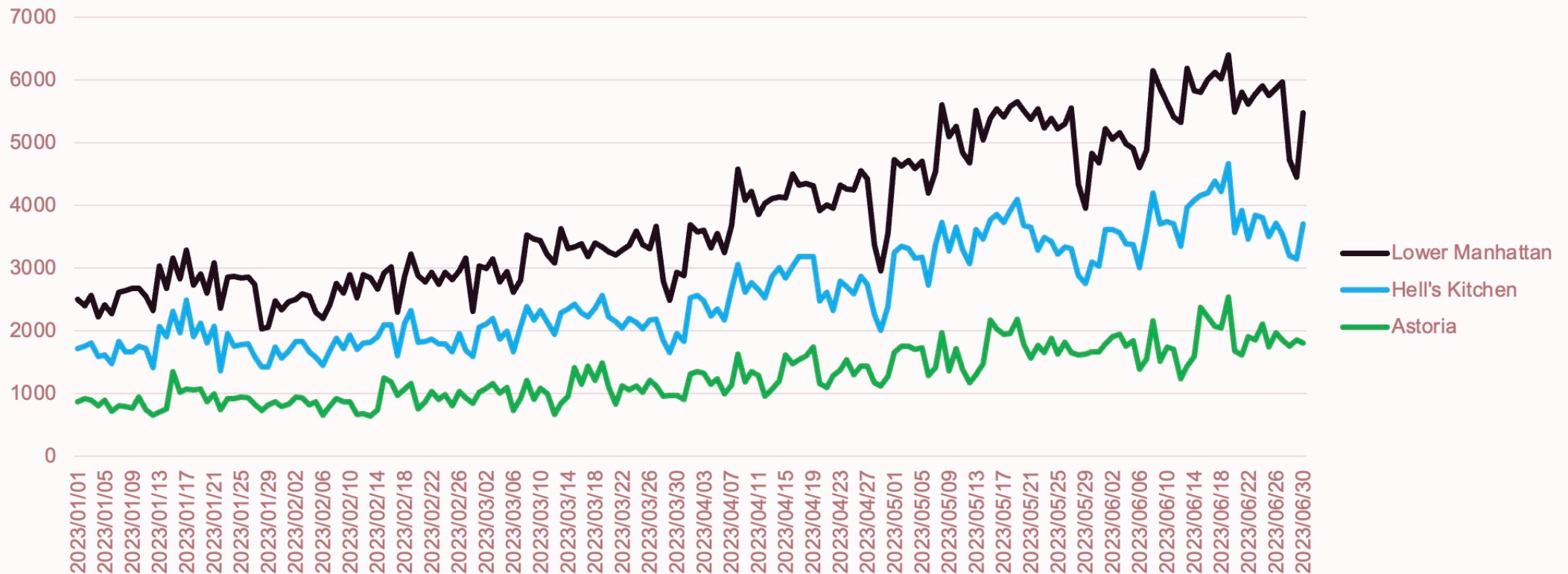
❖ **Lower Manhattan shows strong revenue growth, while Astoria remains stable but lower-performing.**

Recommendations

☕ Focus on Top Sellers

- ❖ Prioritize inventory and marketing for **top-sellers** (Sustainably Grown Organic, Latte, Cappuccino).
- ❖ Promote these items across store menus, social media, and digital ads to leverage their proven popularity.

☀ Strengthen Morning Strategy

- ❖ Continue focusing on the **morning peak (7–11 AM)** with loyalty rewards and express-service promotions.
- ❖ Offer pre-order or subscription-based coffee programs to retain regular morning customers.

🕐 Boost Afternoon Sales

- ❖ Launch **"Afternoon Happy Hour"** campaigns between **2–4 PM** to attract more customers during off-peak hours.
- ❖ Introduce combo deals such as **"Coffee + Pastry"** or **"Buy 2 Get 1 Free"** to encourage higher basket sizes.

🥐 Promote Underperforming Items

- ❖ Highlight **Bakery and Chocolate** items through cross-selling with beverages.
- ❖ Bundle slow-moving products with best-sellers to increase visibility and sales volume.

THANK YOU

Tshifhiwa Tshikosi