

# BRIGHT COFFEE

Case Study

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Xolani Annakie



# BRIGHT COFFEE SHOPS

- Introduction: Coffee Shop Network Overview
- This case study examines three coffee shops across different locations, each with unique customer demographics and purchasing behaviors. By analyzing transactional data, we uncover sales trends, peak hours, and product performance, providing insights to optimize operations and strengthen brand positioning.



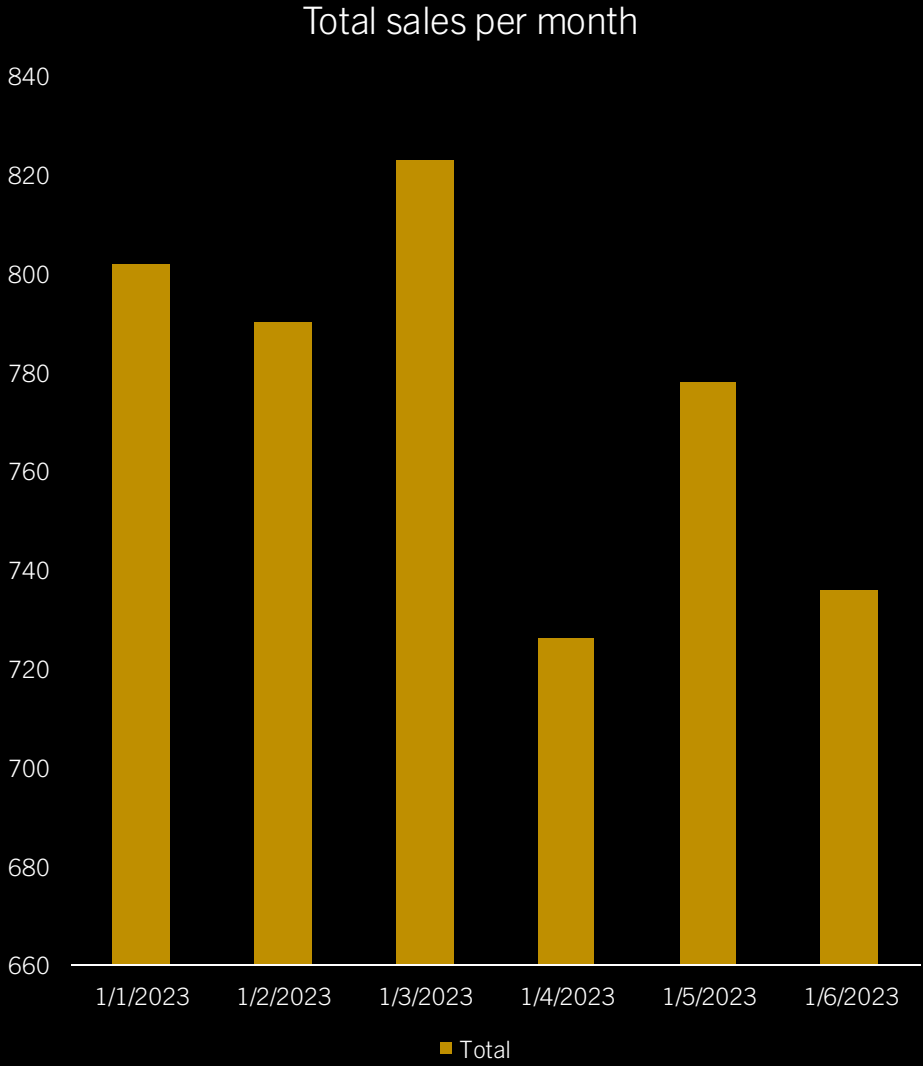
# DATA OVERVIEW

KEY METRICS ANALYZED: TOTAL SALES, PEAK HOURS, PRODUCT PERFORMANCE.

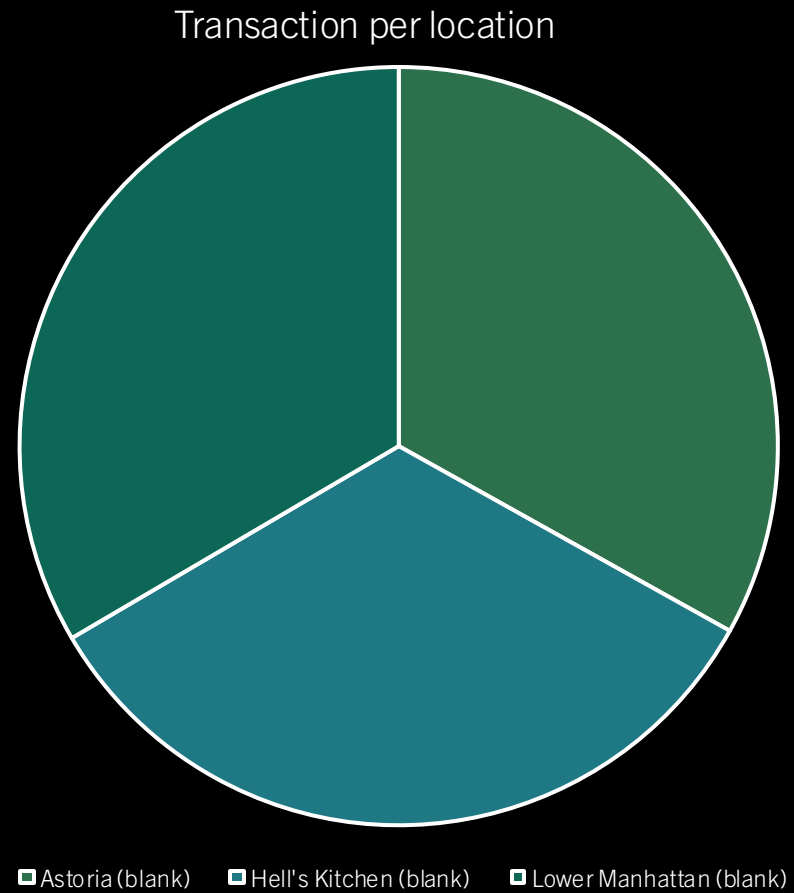


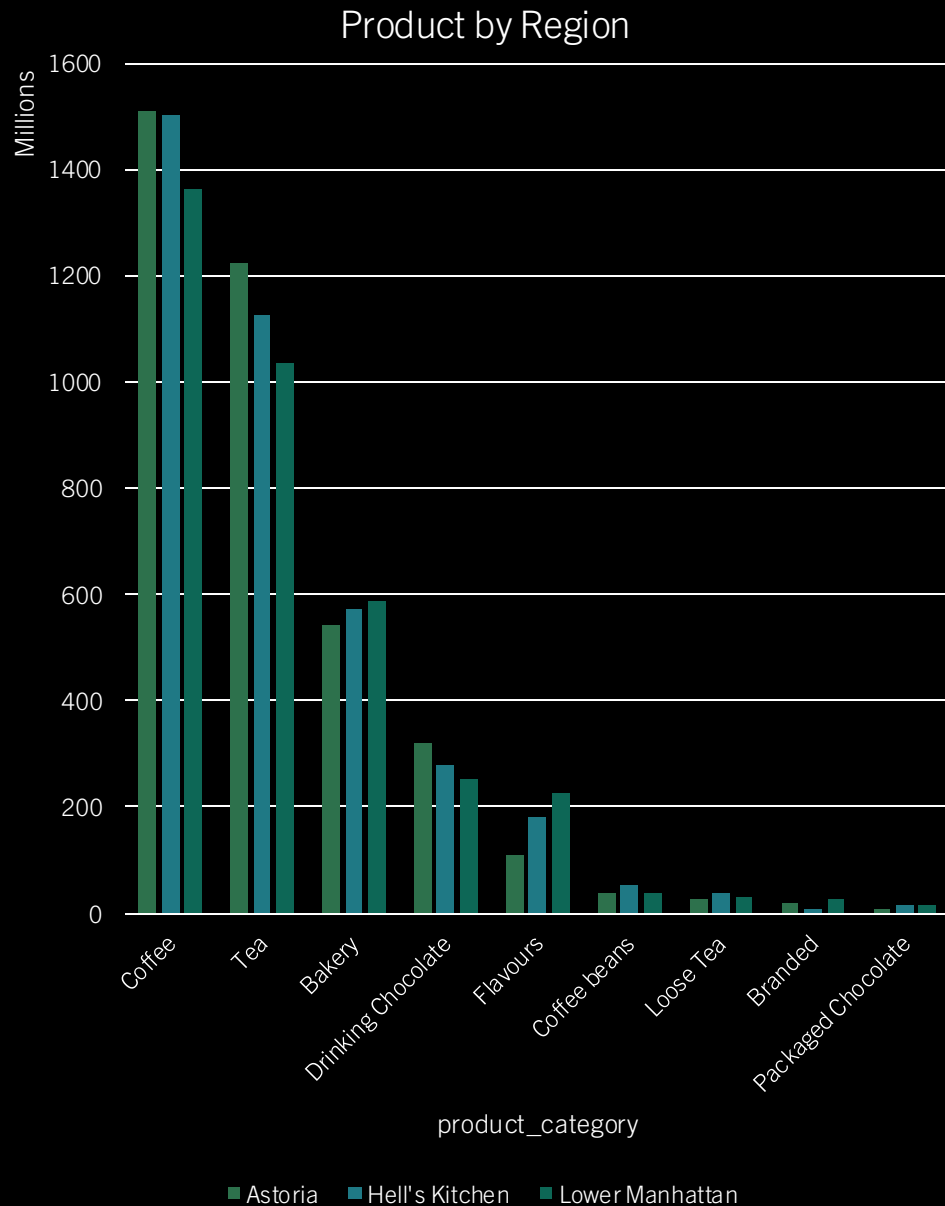
**MONTHLY TOTAL SALES**

- JANUARY 81677.75
- FEBRUARY 76145.19
- MARCH 98843.68
- APRIL 118941.08
- MAY 156727.76
- JUNE 166485.88



# TOTAL REVENUE PER STORE

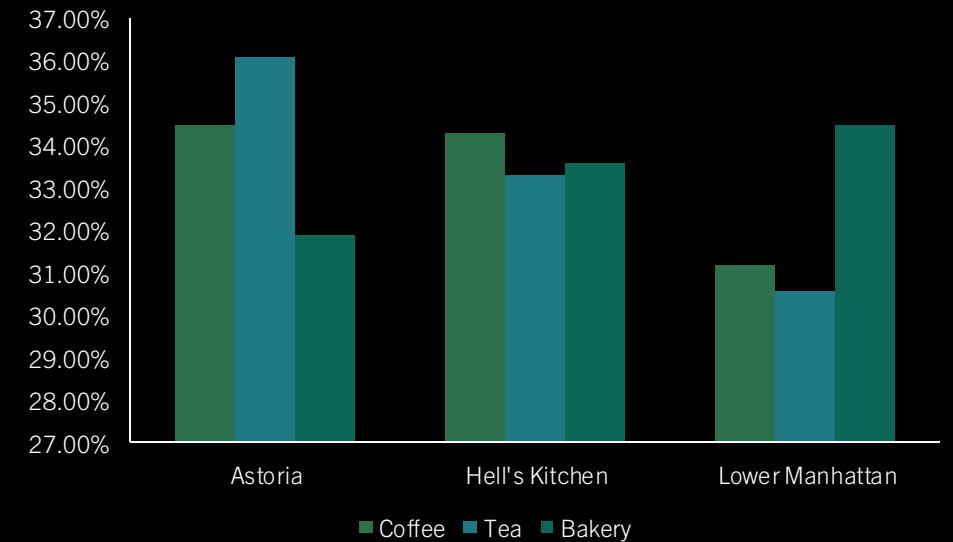




# SALES TRENDS

## TOP 3 SELLERS

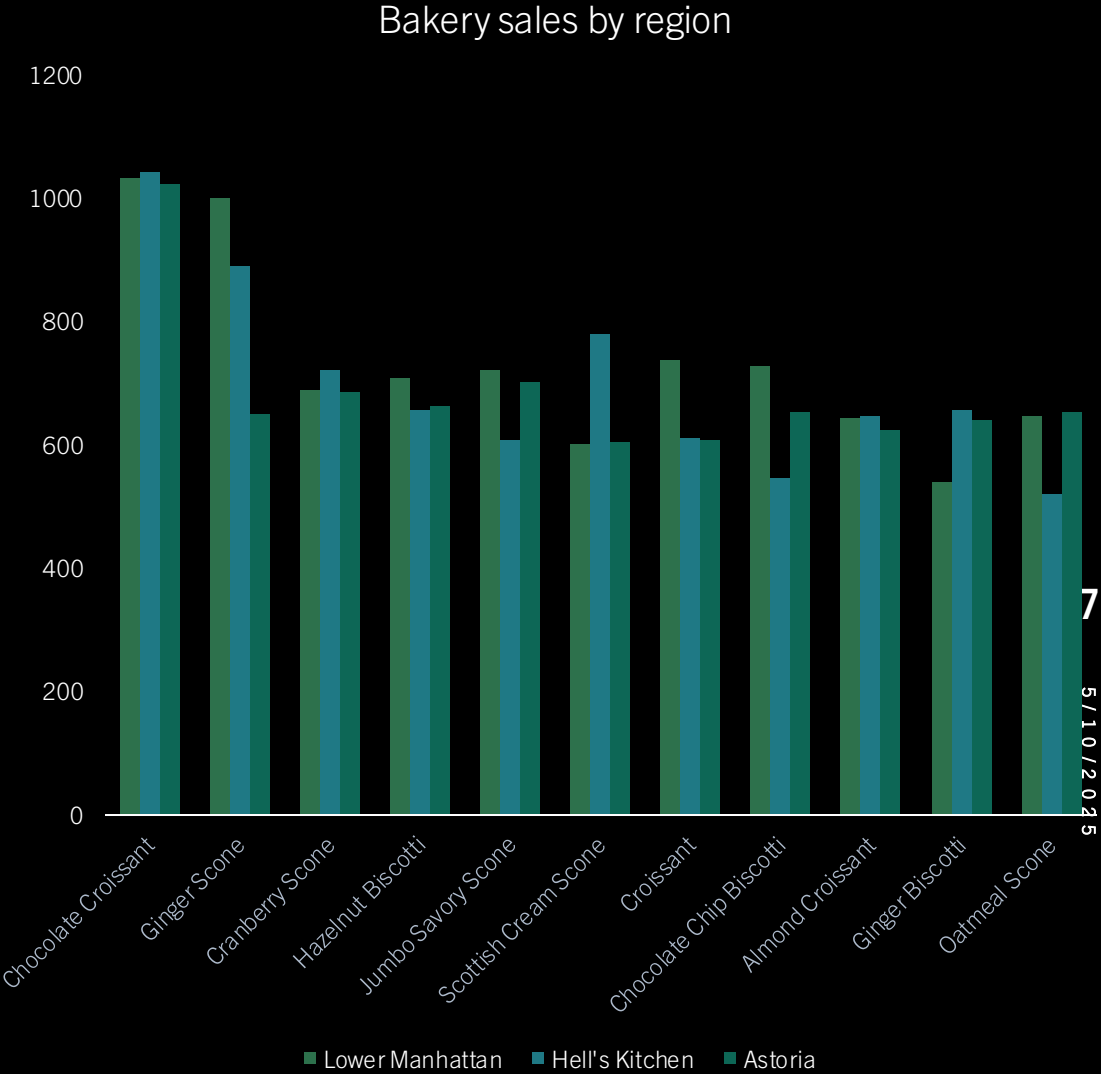
- COFFEE
- TEA
- BAKERY



Bakery sales data

SALES DATA ACROSS LOWER MANHATTAN, HELL'S KITCHEN, AND ASTORIA HIGHLIGHTS KEY CUSTOMER PREFERENCES. CHOCOLATE CROISSANTS LEAD WITH 3,096 UNITS, WHILE GINGER AND CRANBERRY SCONES FOLLOW CLOSELY. BISCOTTI VARIETIES MAINTAIN STEADY DEMAND, WITH BOTH CHOCOLATE CHIP AND HAZELNUT BISCOTTI SURPASSING 1,900 UNITS

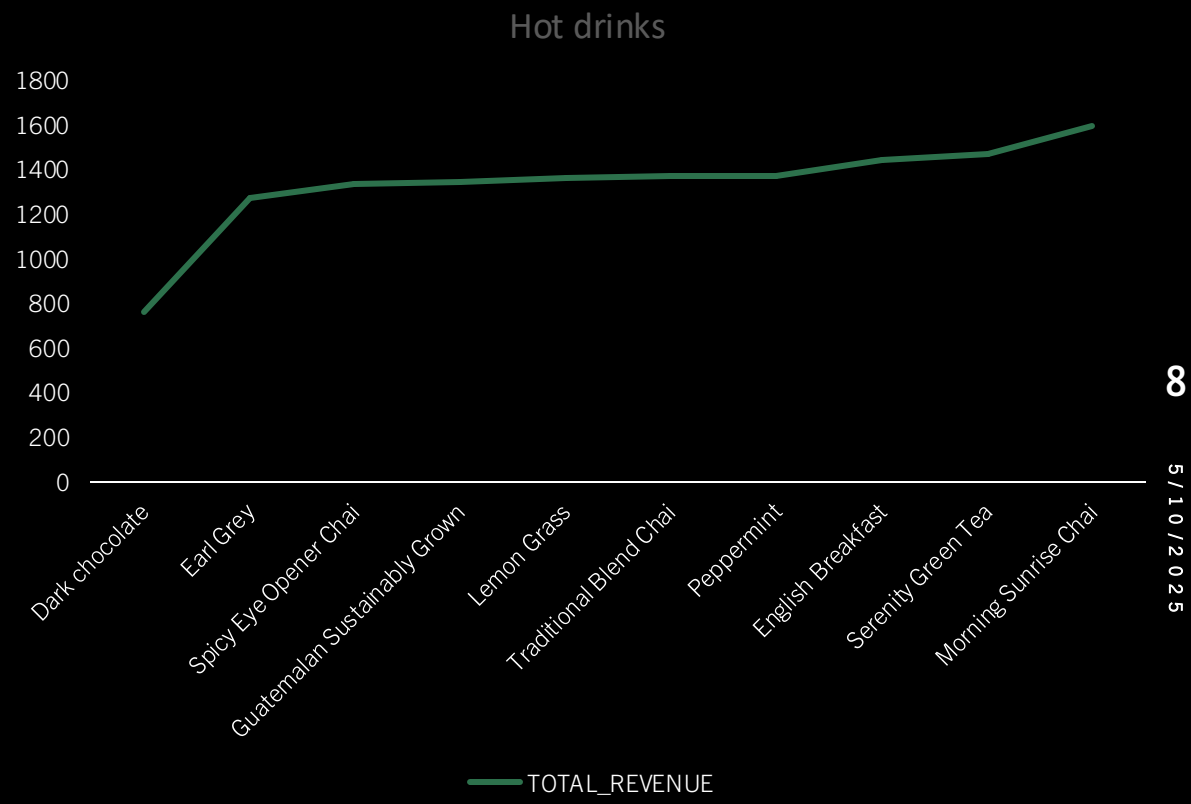
LOWER MANHATTAN RECORDS THE HIGHEST SALES AT 8,040 UNITS, FOLLOWED BY HELL'S KITCHEN (7,678) AND ASTORIA (7,496). THESE INSIGHTS SUGGEST STRONG CROISSANT AND SCONE DEMAND, WITH BALANCED BISCOTTI SALES AIDING INVENTORY AND MARKETING DECISIONS.



Best-Selling Beverages & Consumer Preferences

Key Points:

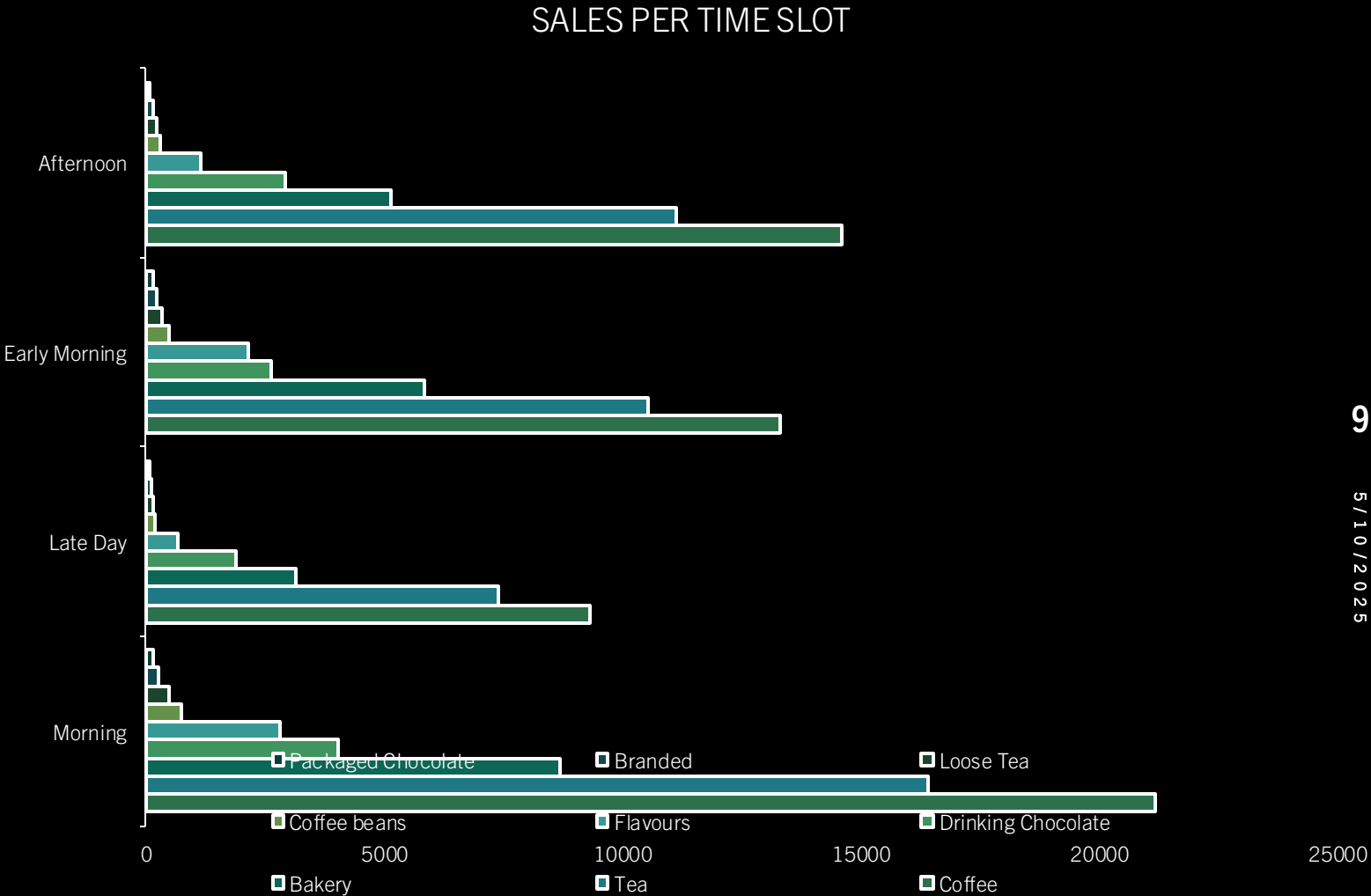
- Morning Sunrise Chai leads with \$1,596, reinforcing its popularity.
- Classic teas like English Breakfast & Earl Grey remain staples.
- Herbal blends like Peppermint & Lemon Grass gain traction.
- Indulgent options like Dark Chocolate serve a niche audience.





Sales Peak Hours Breakdown

- Early Morning (6-8 AM): Strong demand for coffee and croissants, catering to commuters.
- Morning (9-12 PM): Peak sales, with high transactions for tea, bakery items, and chai blends.
- Afternoon (1-4 PM): Moderate demand, driven by lighter snacks and specialty teas.
- Late Day (5-8 PM): Increased sales of drinking chocolate and premium tea selections.



## SUMMARY OF INSIGHTS & NEXT STEPS



1. SALES TRENDS: COFFEE LEADS IN REVENUE, FOLLOWED BY TEA AND BAKERY ITEMS.
2. PEAK HOURS: MORNING RUSH DRIVES THE HIGHEST TRANSACTIONS.
3. PRODUCT PERFORMANCE: CHAI VARIETIES AND CROISSANTS DOMINATE SALES.
4. STORE COMPARISON: LOWER MANHATTAN LEADS TOTAL BAKERY SALES; TEA SALES ARE STRONG IN ASTORIA.
5. RECOMMENDATIONS: OPTIMIZE INVENTORY, ADJUST STAFFING FOR PEAK TIMES, LAUNCH TARGETED PROMOTIONS, AND REFINE PRICING FOR PROFITABILITY.

**THANK YOU**