

BRIGHT COFFEE SHOP

SALES INSIGHTS AND GROWTH OPPORTUNITIES

BY AYANDA DLADLA



AGENDA

OVERVIEW

TOTAL UNITS SOLD PER PRODUCT CATEGORY

5 TIMES BUCKETS WITH LOWEST REVENUE

TOP 5 PEAK SESSIONS IN A DAY BY REVENUE

TOTAL REVENUE PER PRODUCT TYPE

BEST SELLING PRODUCT

THANK YOU!!!

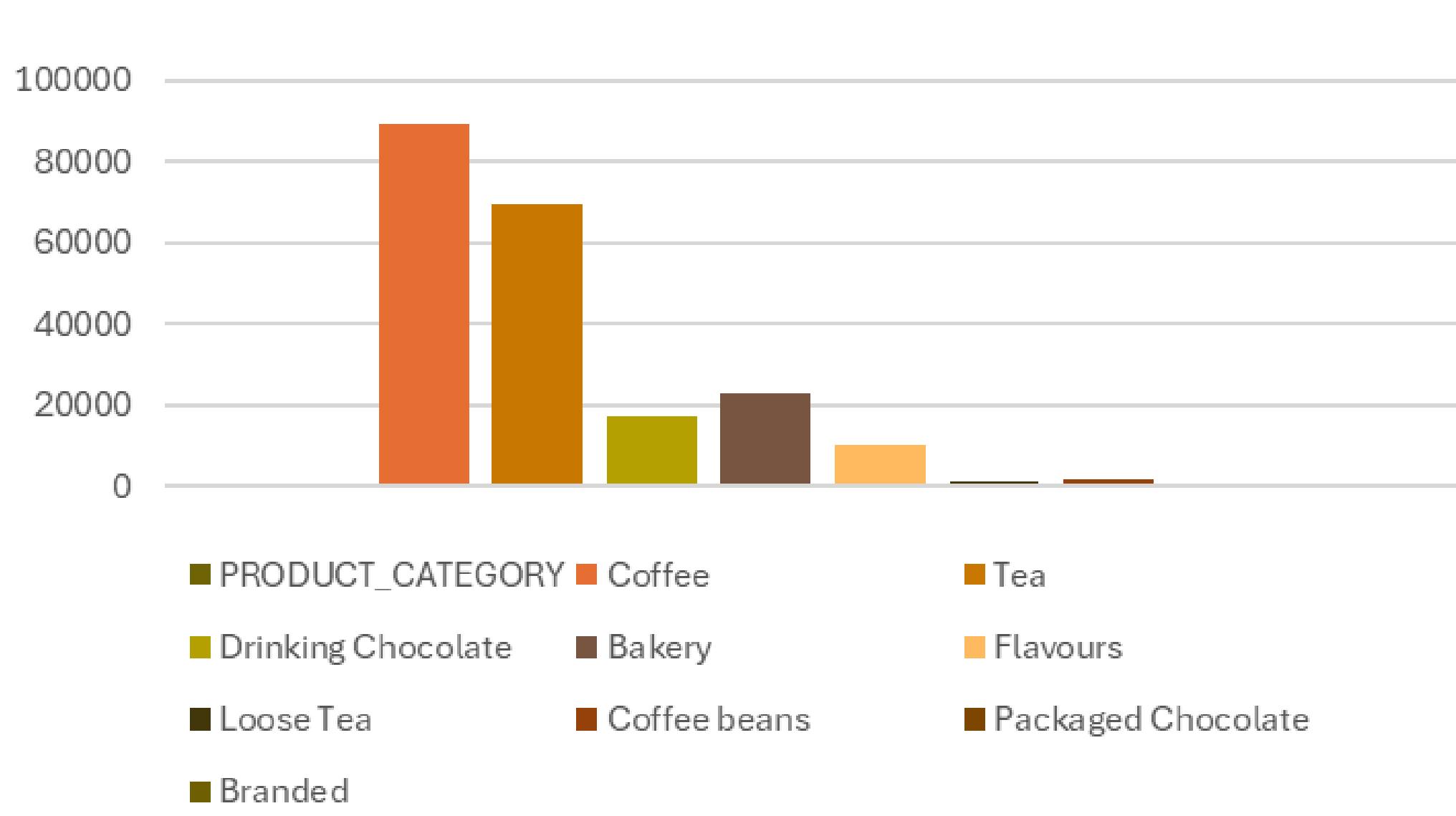


OVERVIEW

TO PROVIDE ACTIONABLE BUSINESS INSIGHTS
TO THE NEW CEO OF BRIGHT COFFEE SHOP
USING HISTORICAL SALES DATA, WITH THE
GOAL OF INCREASING REVENUE AND
IMPROVING PRODUCT PERFORMANCE.



TOTAL UNITS SOLD PER PRODUCT CATEGORY

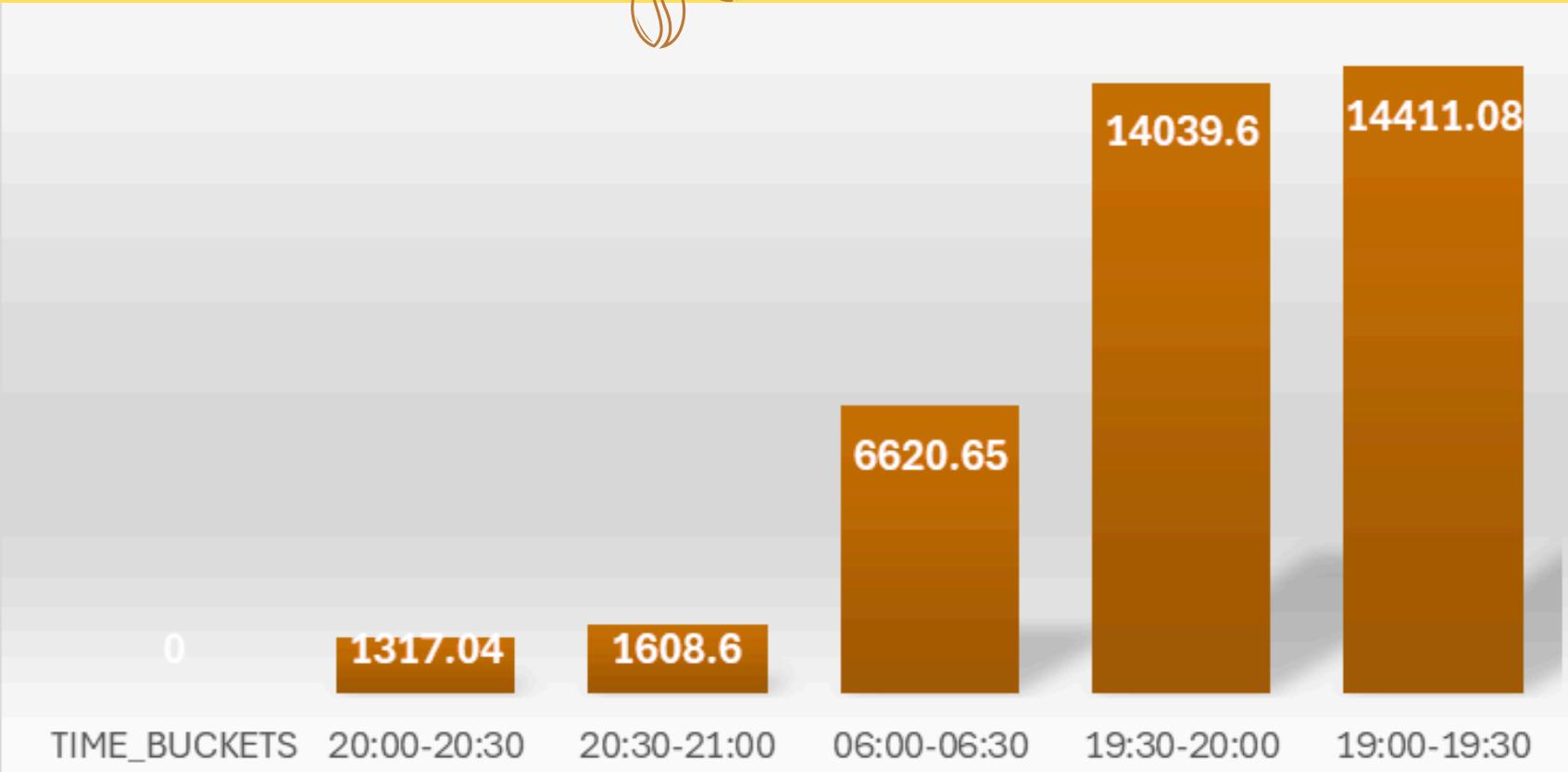


INSIGHTS

1. TOP SELLER: COFFEE DOMINATES WITH 89,250 UNITS SOLD – CORE PRODUCT LINE.
2. STRONG SUPPORT: TEA FOLLOWS WITH 69,737 UNITS, SHOWING WIDE APPEAL.
3. BAKERY & DRINKING CHOCOLATE PERFORM WELL – GREAT FOR COMBO OFFERS.
4. LOW VOLUME ITEMS: PACKAGED CHOCOLATE, LOOSE TEA, AND BRANDED ITEMS SOLD UNDER 1,300 UNITS – REVIEW STOCKING OR MARKETING.
5. OPPORTUNITY: PROMOTE SLOW-MOVING ITEMS THROUGH BUNDLES OR SEASONAL DEALS.



TIMES BUCKET WITH THE LOWEST REVENUE



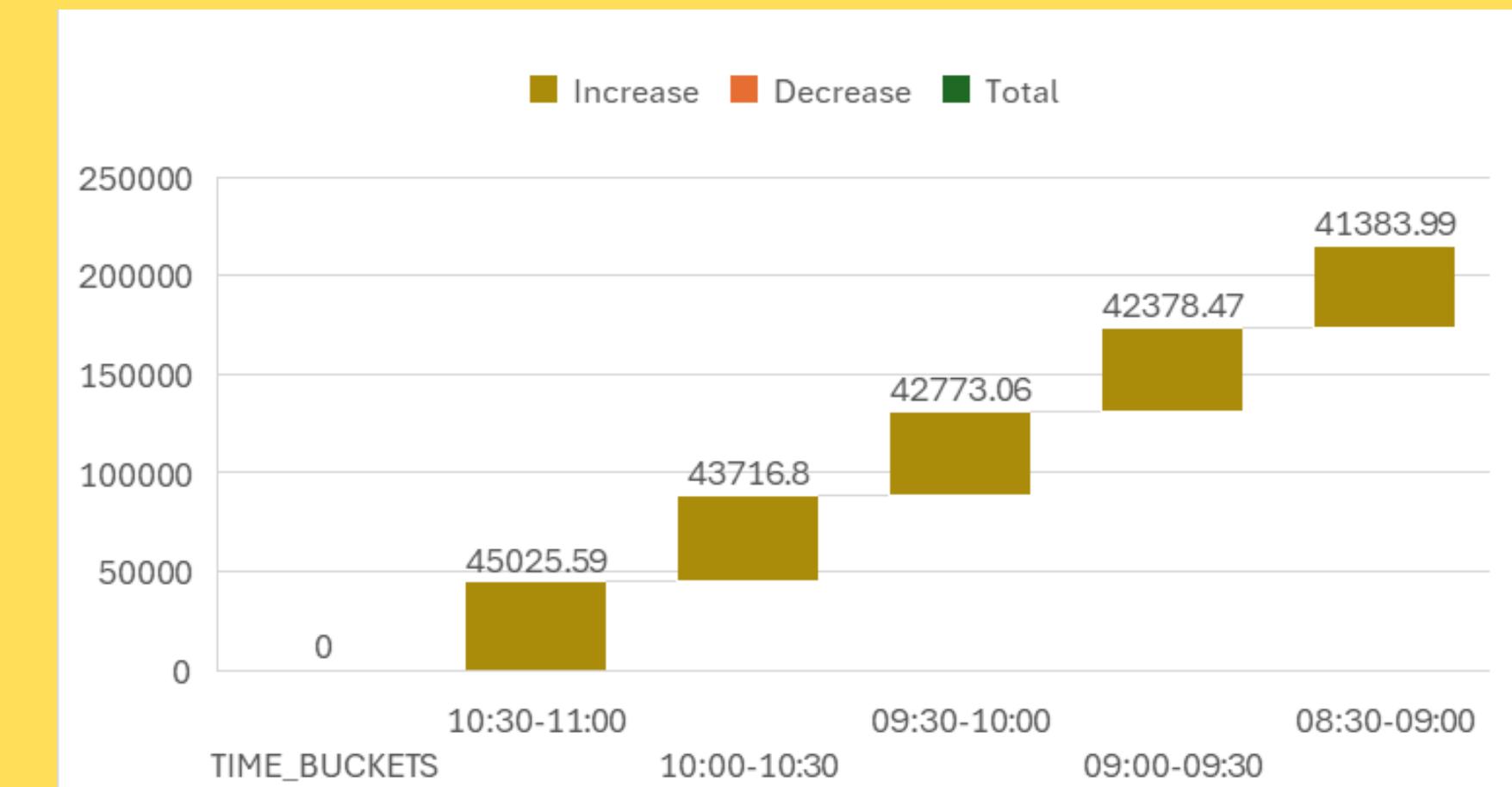
INSIGHTS

- 20:00-20:30 HAS THE LOWEST REVENUE (R1,317.04) – VERY FEW LATE-NIGHT CUSTOMERS.
- EVENING SLUMP (19:00-21:00) – LOW PERFORMANCE ACROSS THREE TIME SLOTS.
- EARLY MORNING (06:00-06:30) UNDERPERFORMS – MISSED OPPORTUNITY FOR COMMUTERS.
- SALES DROP SHARPLY AFTER 18:30 – CONSIDER REDUCING HOURS OR BOOSTING PROMOS.
- OFF-PEAK HOURS NEED ATTENTION – EXPLORE “HAPPY HOUR” OR LOYALTY OFFERS.

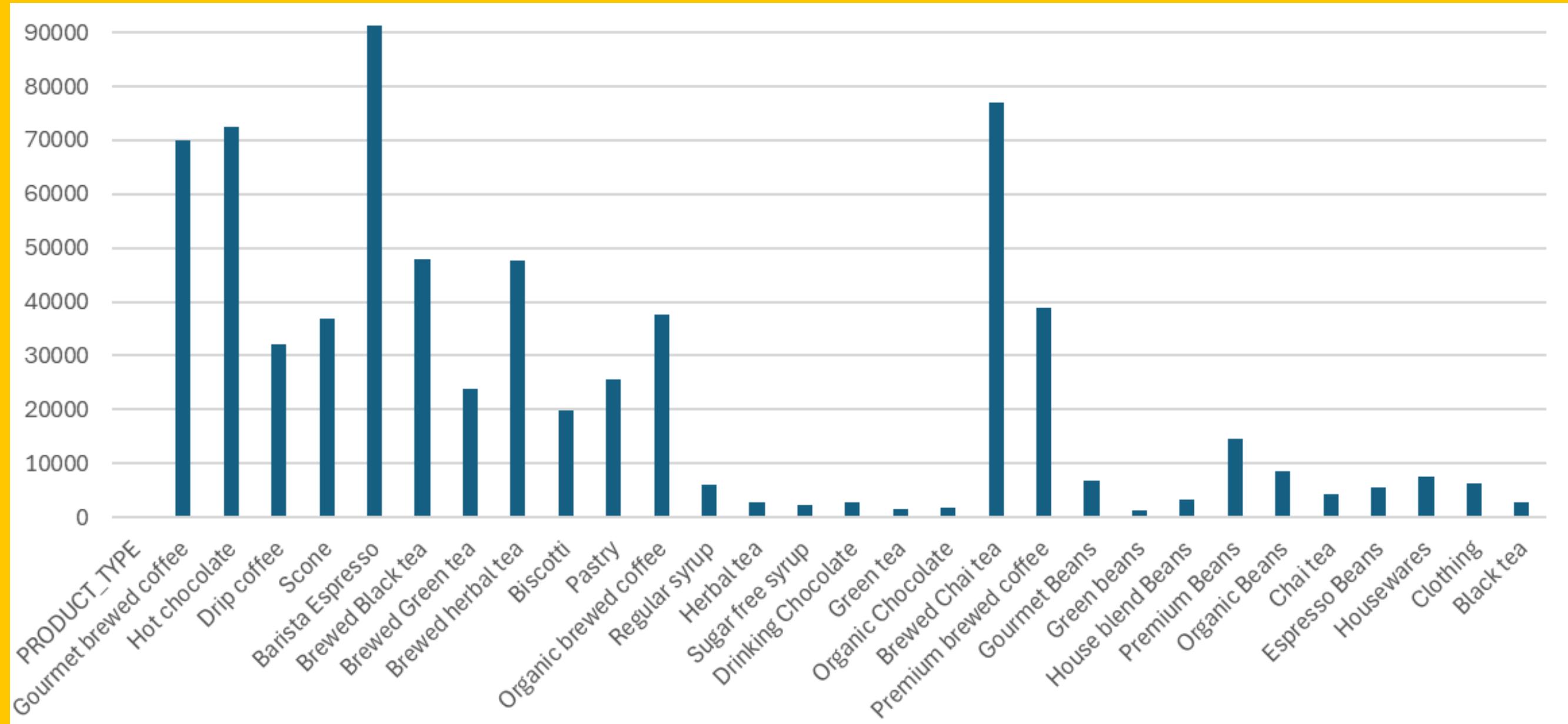
TOP 5 PEAK SESSIONS IN A DAY

INSIGHTS

- MORNING RUSH DRIVES REVENUE – ALL TOP 5 SLOTS ARE BETWEEN 08:30 AND 11:00.
- HIGHEST-EARNING SLOT – 10:30-11:00 LEADS WITH R45,025.59.
- CONSISTENT CLIMB – REVENUE STEADILY RISES FROM 08:30 ONWARDS, PEAKING MID-MORNING.
- KEY CUSTOMER WINDOW – THIS 2.5-HOUR BLOCK IS PRIME FOR PROMOTIONS AND STAFFING.
- OPPORTUNITY – MAXIMIZE UPSELLING AND LOYALTY REWARDS DURING THIS PEAK PERIOD.

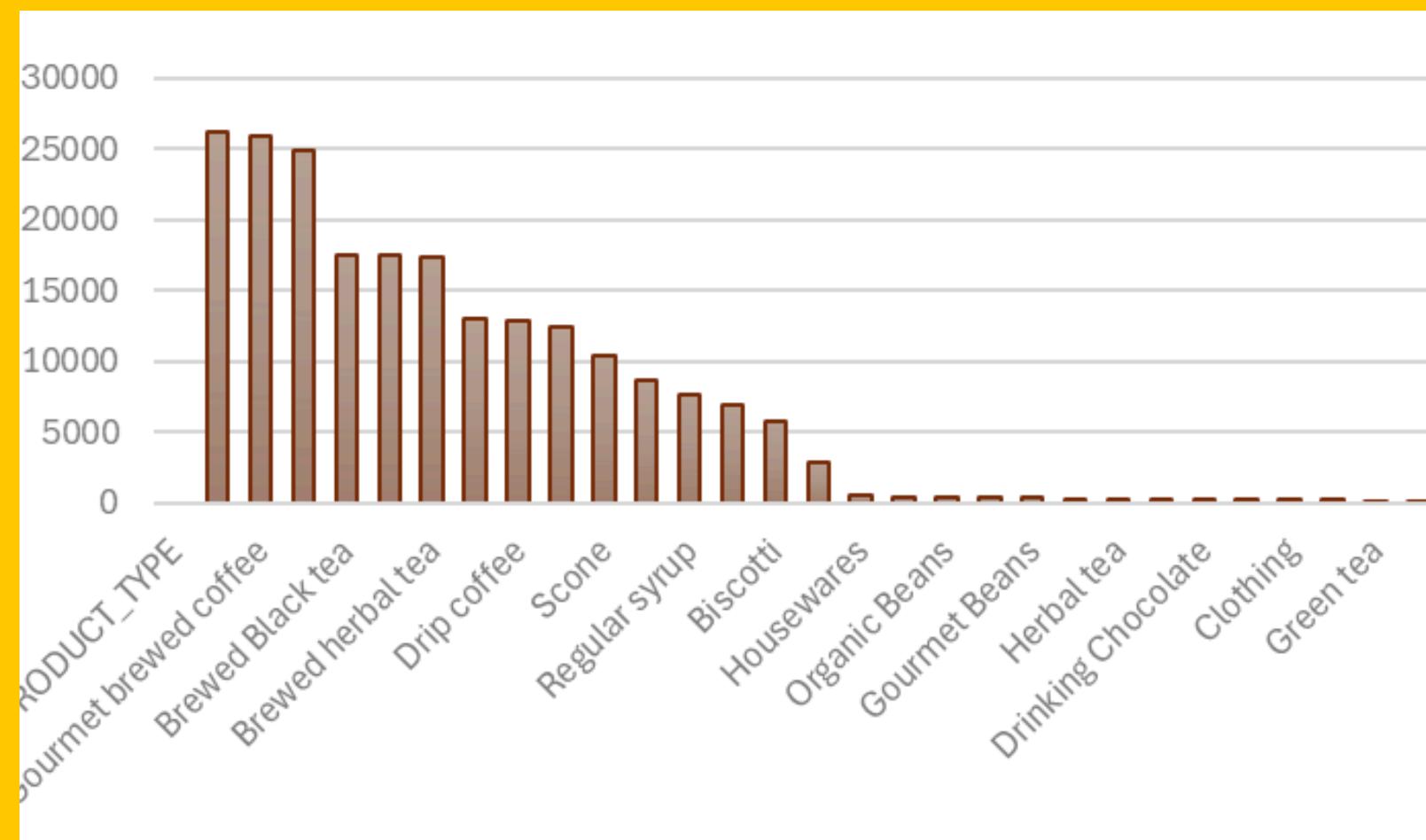


TOTAL REVENUE PER PRODUCT TYPE



- **TOP PERFORMER:** BARISTA ESPRESSO LEADS WITH R91,406.20, MAKING IT THE HIGHEST-EARNING PRODUCT TYPE.
- **STRONG SELLERS:** HOT CHOCOLATE, BREWED CHAI TEA, AND GOURMET BREWED COFFEE ALSO GENERATE HIGH REVENUE (ALL ABOVE R70,000).
- **TEAS ARE CONSISTENT:** BREWED BLACK, HERBAL, AND CHAI TEAS PERFORM WELL – STEADY CONTRIBUTORS.
- **LOW REVENUE PRODUCTS:** ITEMS LIKE GREEN TEA, SUGAR-FREE SYRUP, AND ORGANIC CHOCOLATE EARNED UNDER R2,500 – POSSIBLY OVERSTOCKED OR UNDER-MARKETED.
- **MERCHANDISE & BEANS:** BEANS AND HOUSEWARES CONTRIBUTE MODESTLY – CONSIDER BUNDLING OR MARKETING PUSH.

BEST SELLING PRODUCT TYPE



INSIGHTS

- **TOP SELLER:** BREWED CHAI TEA LEADS WITH 26,250 UNITS SOLD – MOST POPULAR ITEM.
- **CLOSE CONTENDERS:** GOURMET BREWED COFFEE AND BARISTA ESPRESSO FOLLOW CLOSELY – CUSTOMER FAVORITES.
- **TEA VS COFFEE:** TOP 6 INCLUDE BOTH – SHOWS STRONG DEMAND FOR VARIETY IN HOT BEVERAGES.
- **FOOD ITEMS TRAIL BEHIND:** SCONE IS THE TOP-SELLING FOOD ITEM BUT LAGS BEHIND DRINKS.
- **VERY LOW SELLERS:** BEANS, TEA BAGS, AND HOUSEWARES SOLD UNDER 600 UNITS – LOW PRIORITY OR NEED BETTER MARKETING.



THANK YOU!!

