



LET'S LEARN ABOUT COFFEE

Presented by
Bright Coffee Shop

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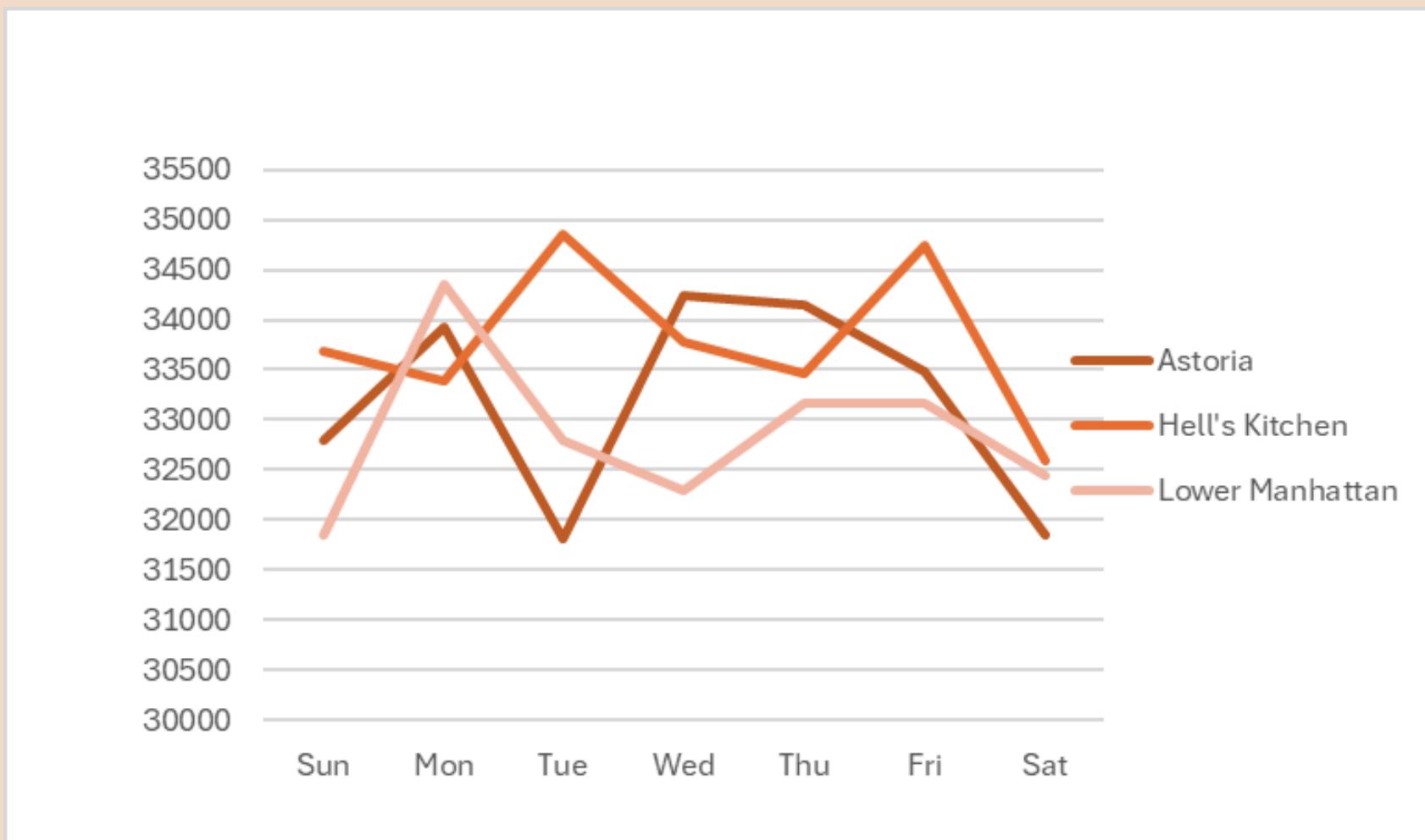
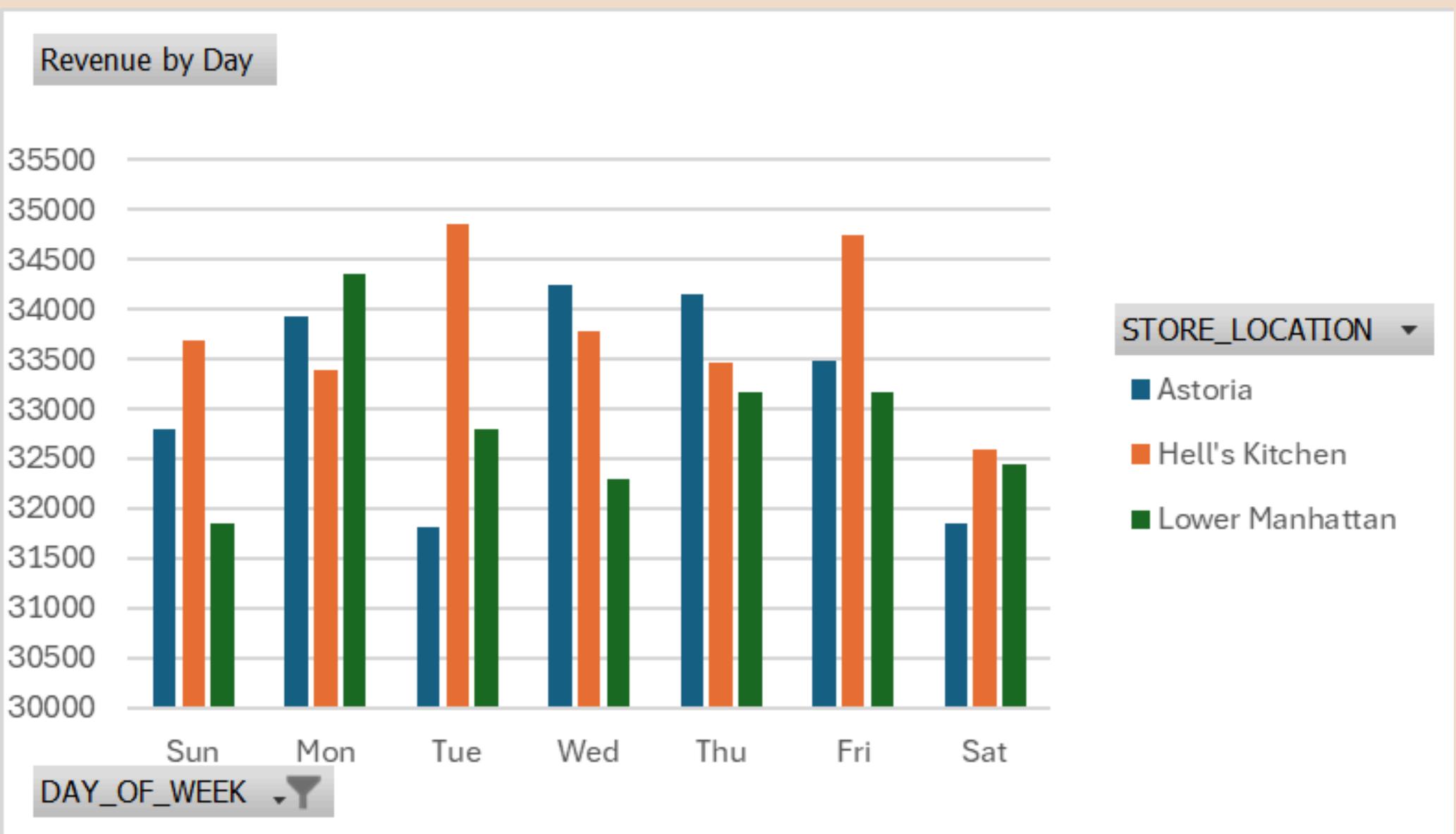
AGENDA

1. Sales Trends
2. Location Distribution
3. Product Performance
4. Recommendation





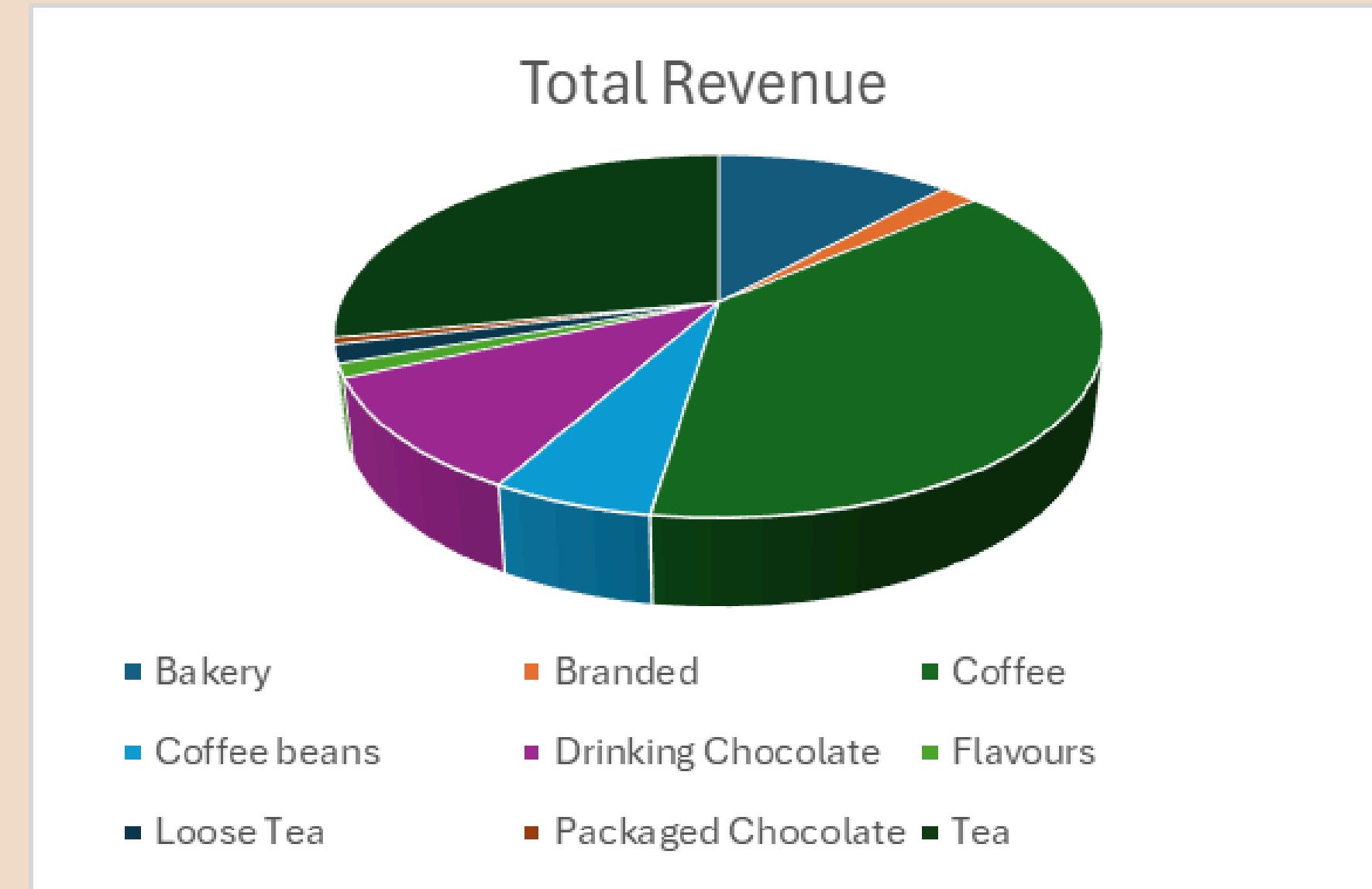
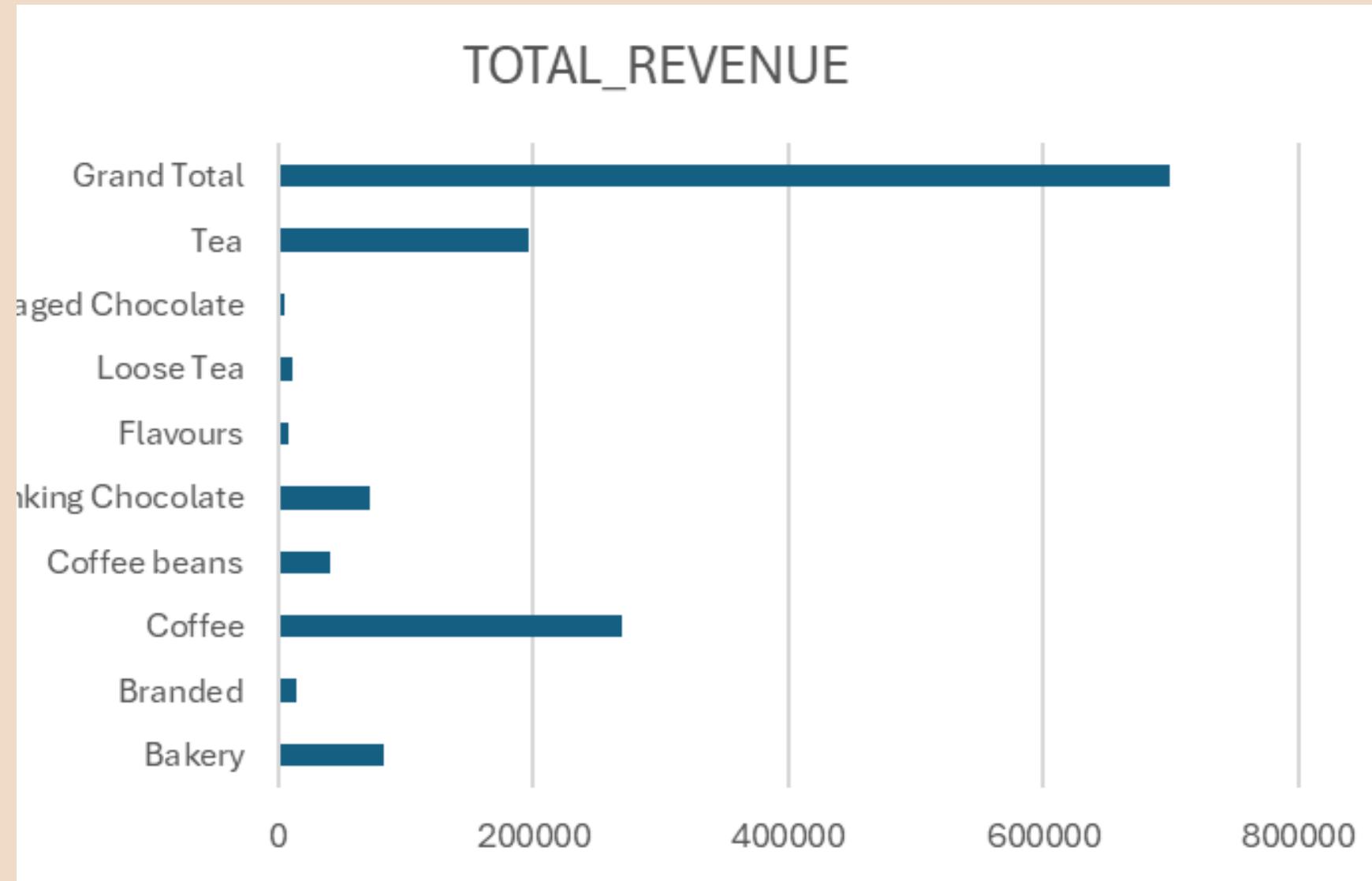
Sales Analysis by day



Hell's Kitchen Accounts for 40% of our total revenue with most of the revenue generated on Tuesday



Top selling product

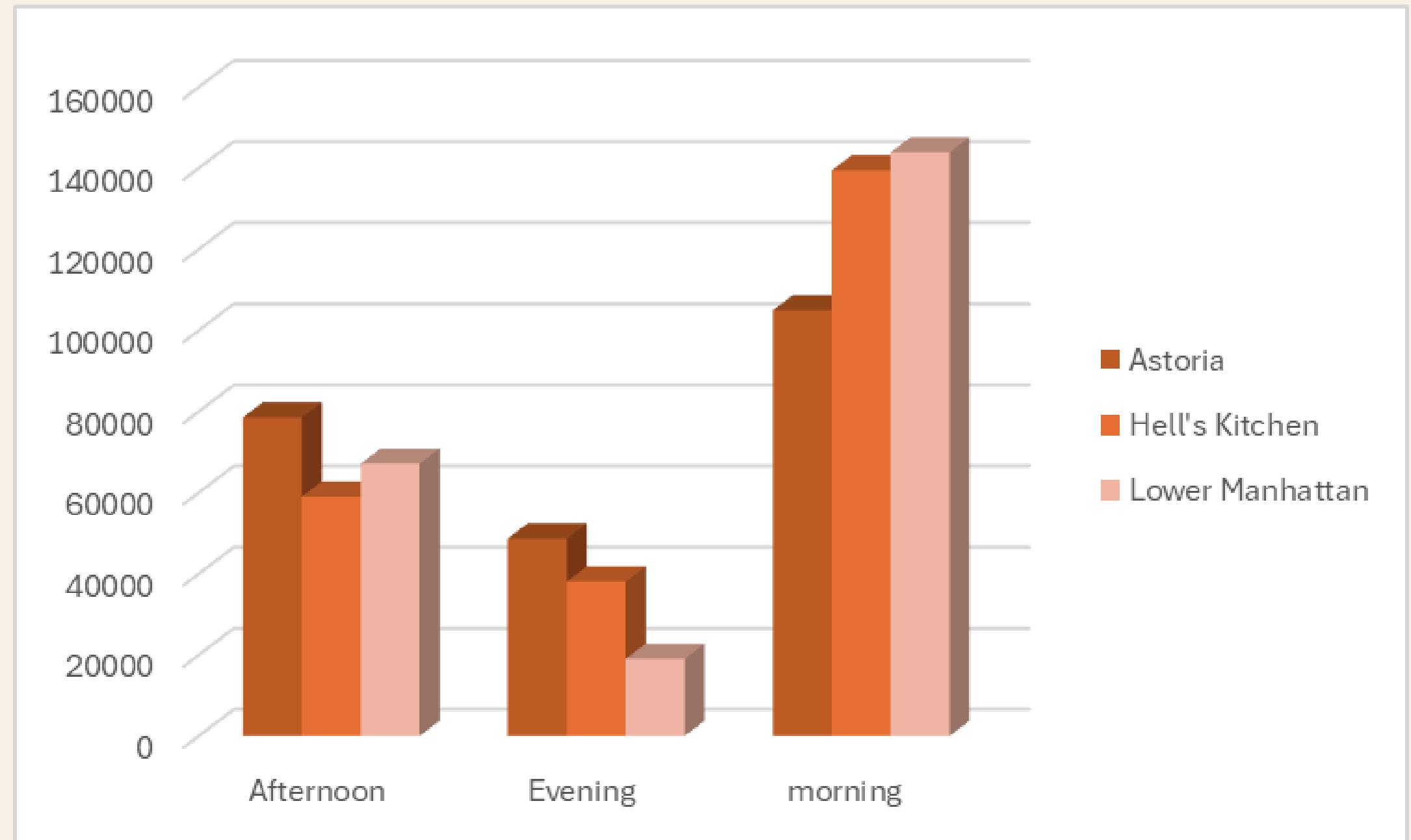


Coffee contributes the largest share at 39% followed by tea with 28%. This indicates that coffee is the strongest revenue driver in our portfolio

However, flavors and chocolate appear to be underperforming, which could indicate that they require more attention in terms of promotions



Peak Time for Sales



Morning hours consistently drive the majority of the sales across all the stores, followed by the afternoon hours. Evening sales seem to be least productive time of day for sales.

Recommendations

- Coffee is our primary revenue driver accounting for 39% of total revenue, indicating that we should focus on further developing and promoting the product line.
 - Digital marketing a powerful tool that can help drive sales of the underperforming drinking and packaged chocolate.
 - Partnering with social media influencers can help drive awareness and interest



THANK YOU

