



BRIGHT CO COFFEE SHOPS



Sales Analysis



by
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REVENUE

R88. 602

03

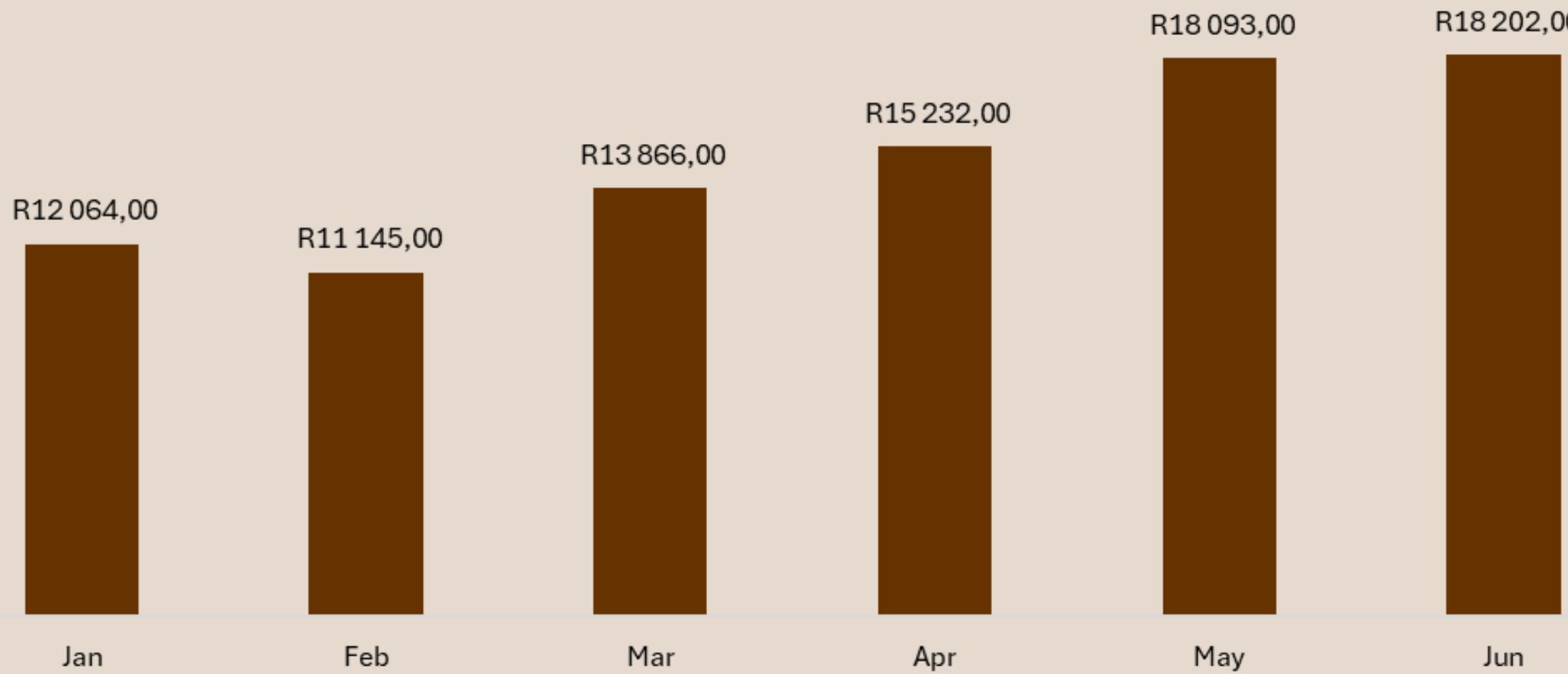


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03

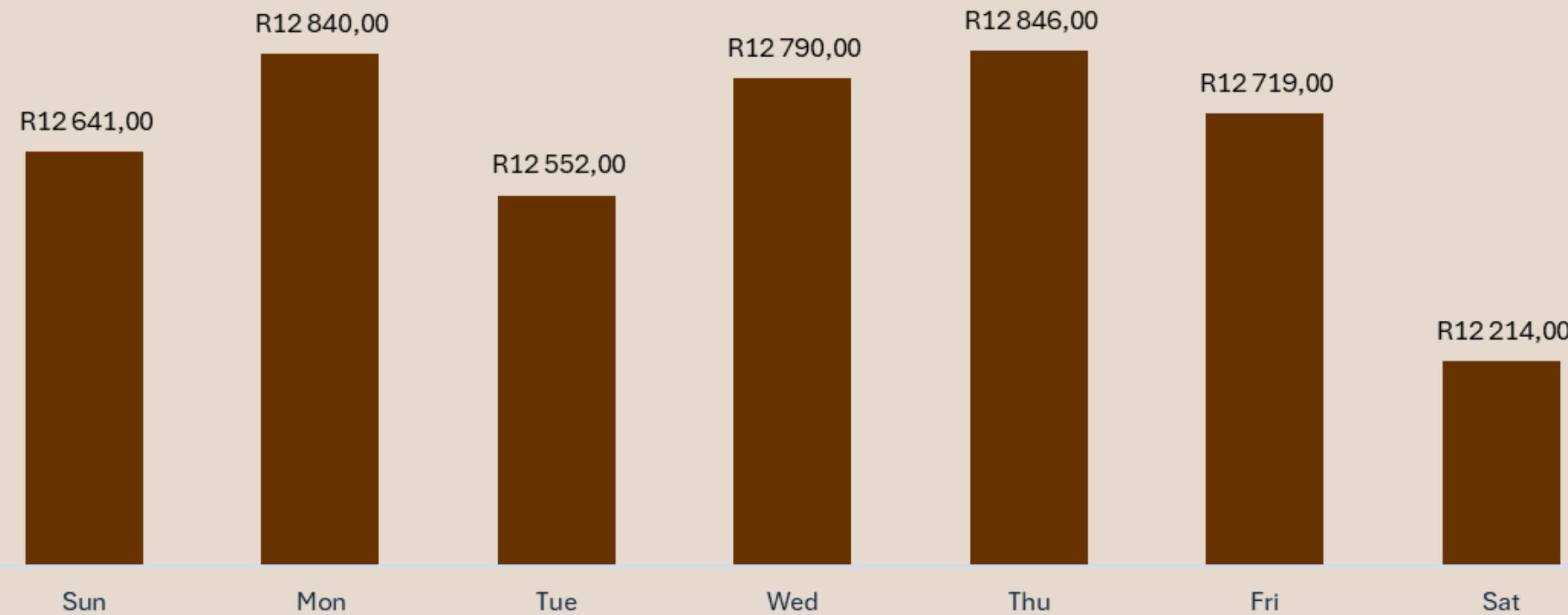


TOTAL REVENUE R88. 602



Total Revenue over the past 6 months: R88. 602
53% of this revenue was generated in the last quarter (April, May and June).
There has been consistent growth in our revenue from March to June.

REVENUE DISTRIBUTION BY WEEKDAY



Mondays, Wednesdays, Thursdays and Fridays are the days where we generate most of our revenue (our busiest days).

REVENUE DISTRIBUTION BY STORE

3 4 %

R29 866,00



Astoria

3 4 %

R30 064,00



Hell's Kitchen

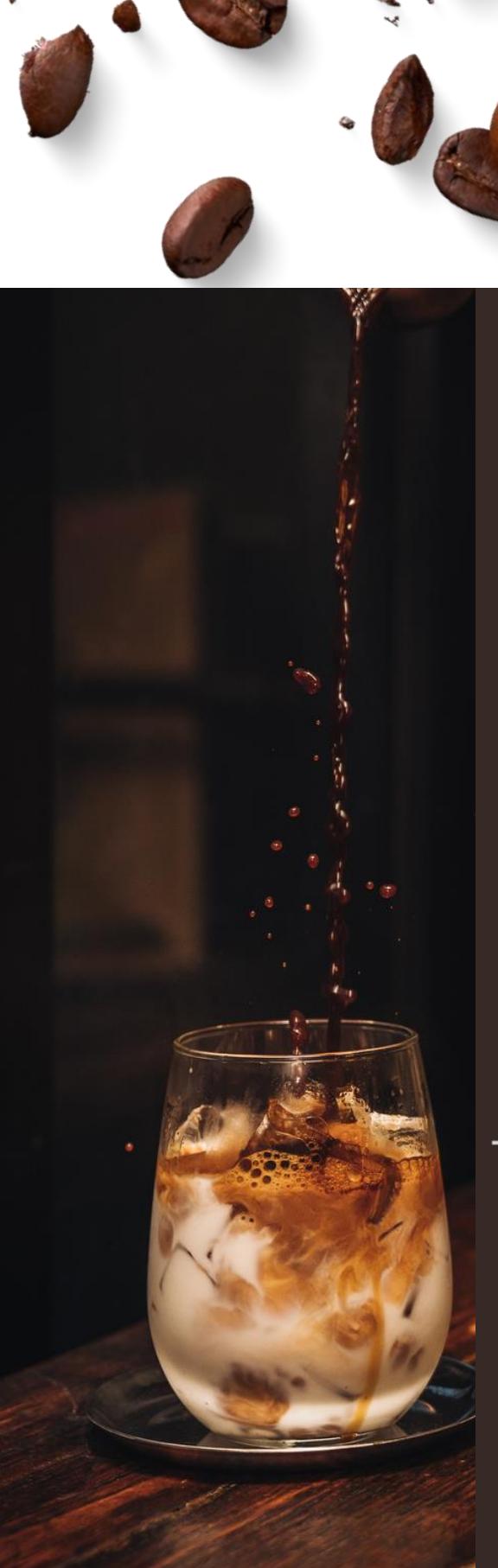
3 2 %

R28 672,00



Lower Manhattan

**Hell's Kitchen and Astoria are our highest revenue-generating stores, bringing in about 34% each of the total revenue of R88. 602
Our Lower Manhattan store, however, does not lag too far behind, at 32%**



SALES

149 116

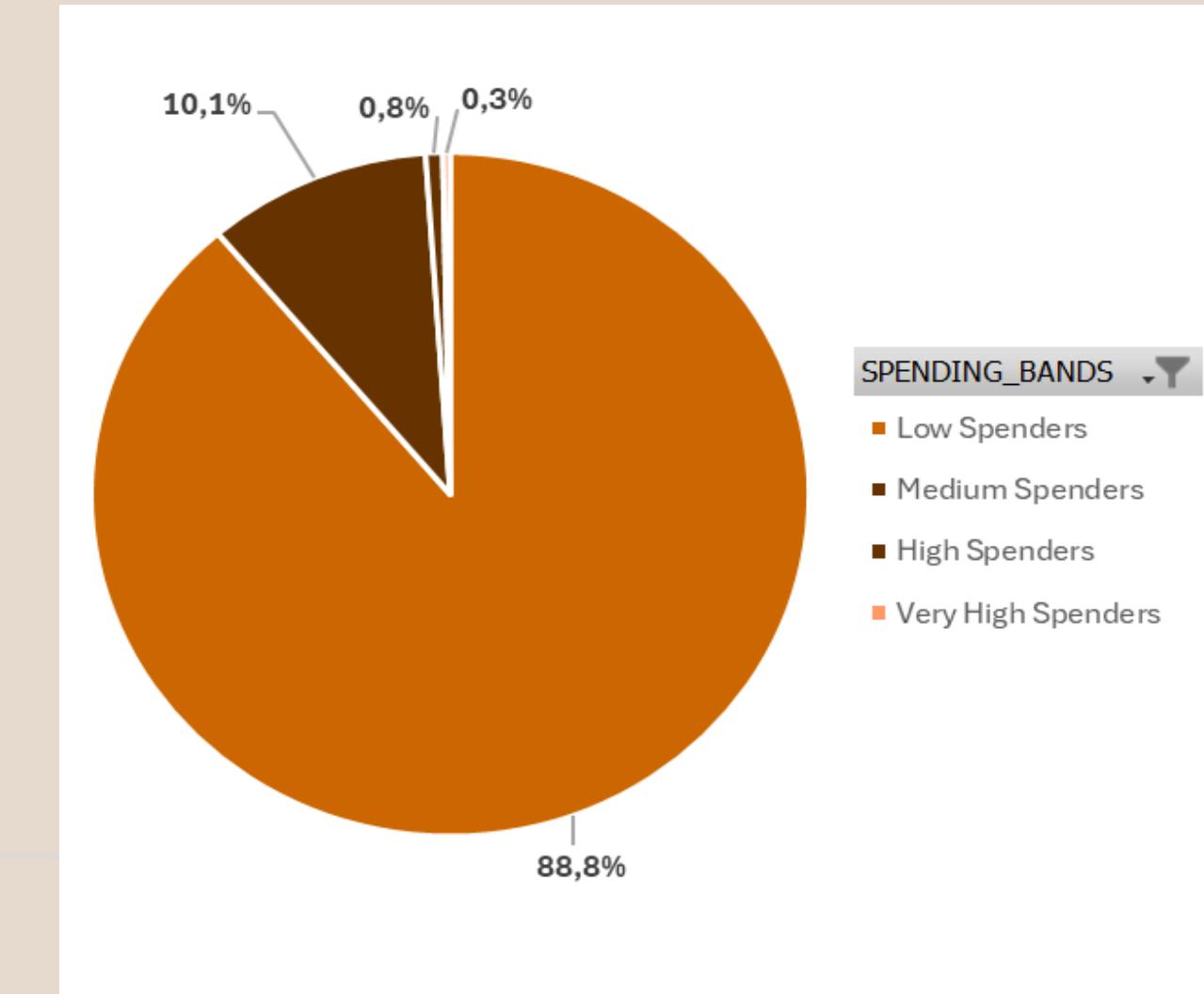
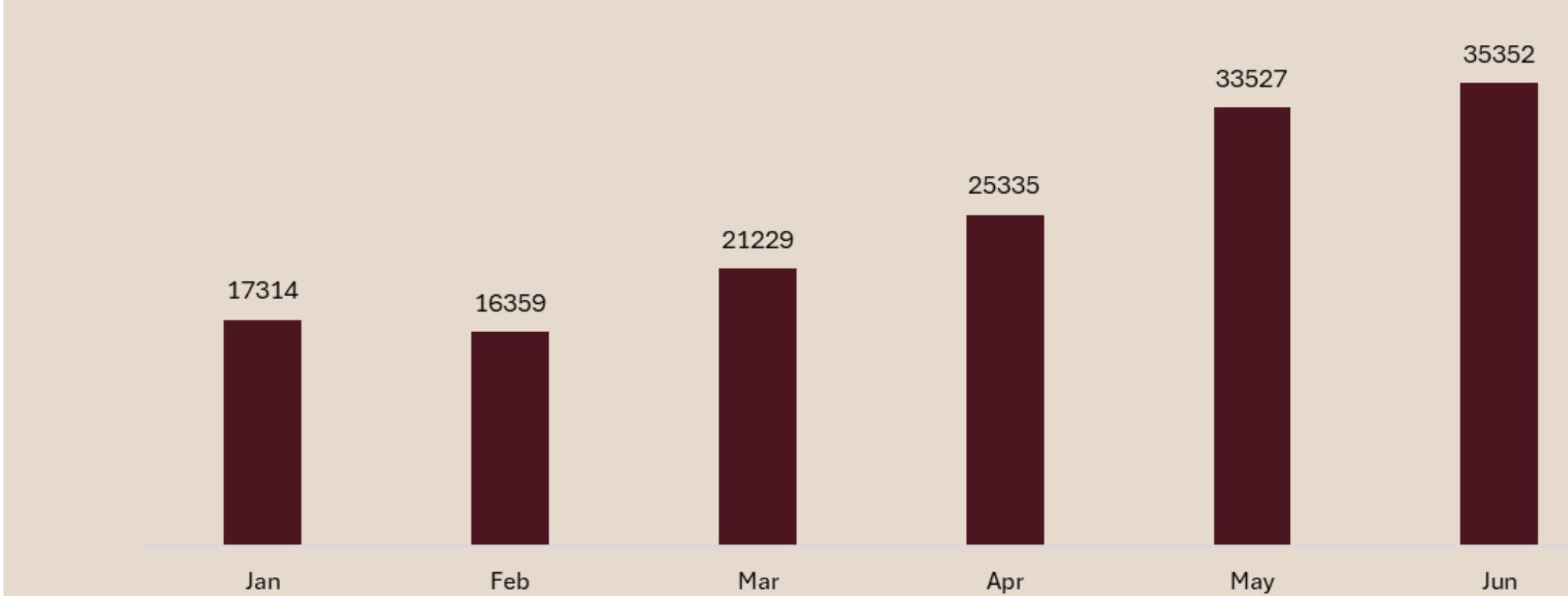
07





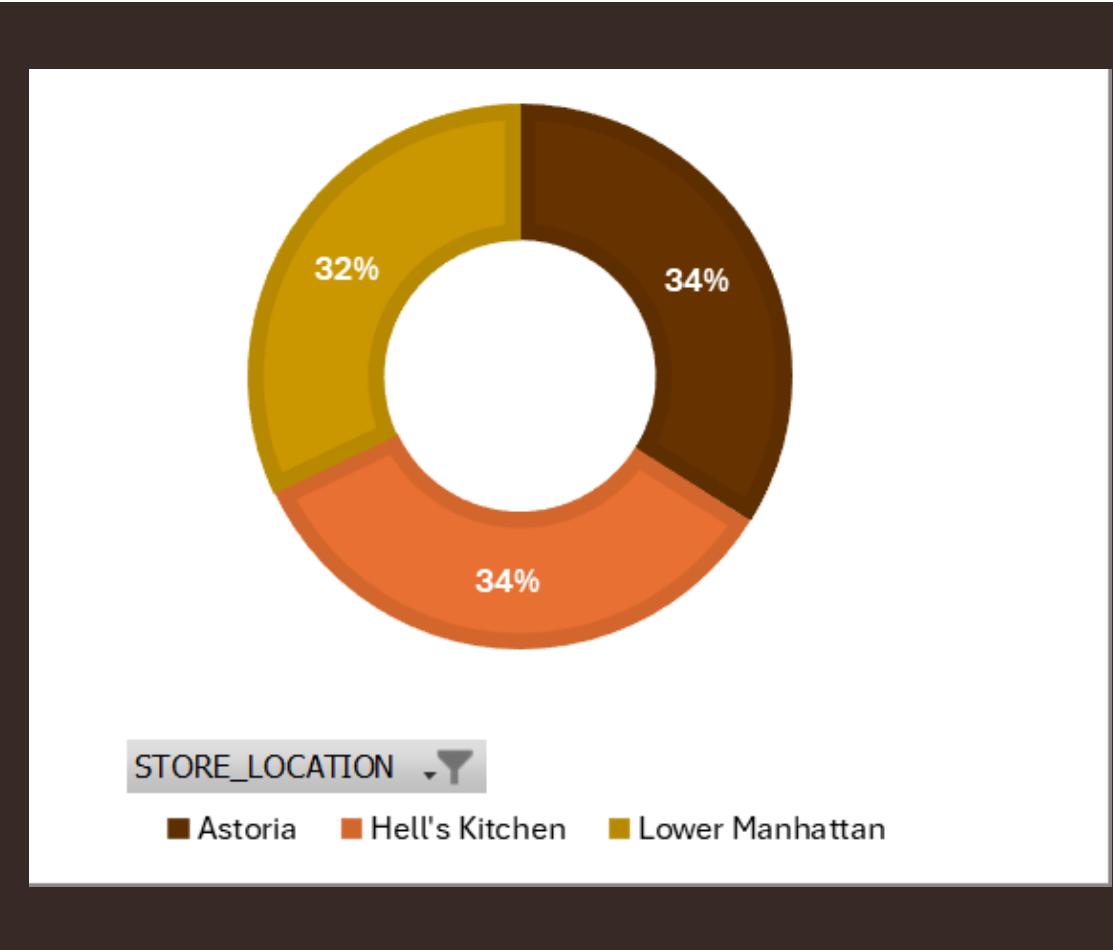
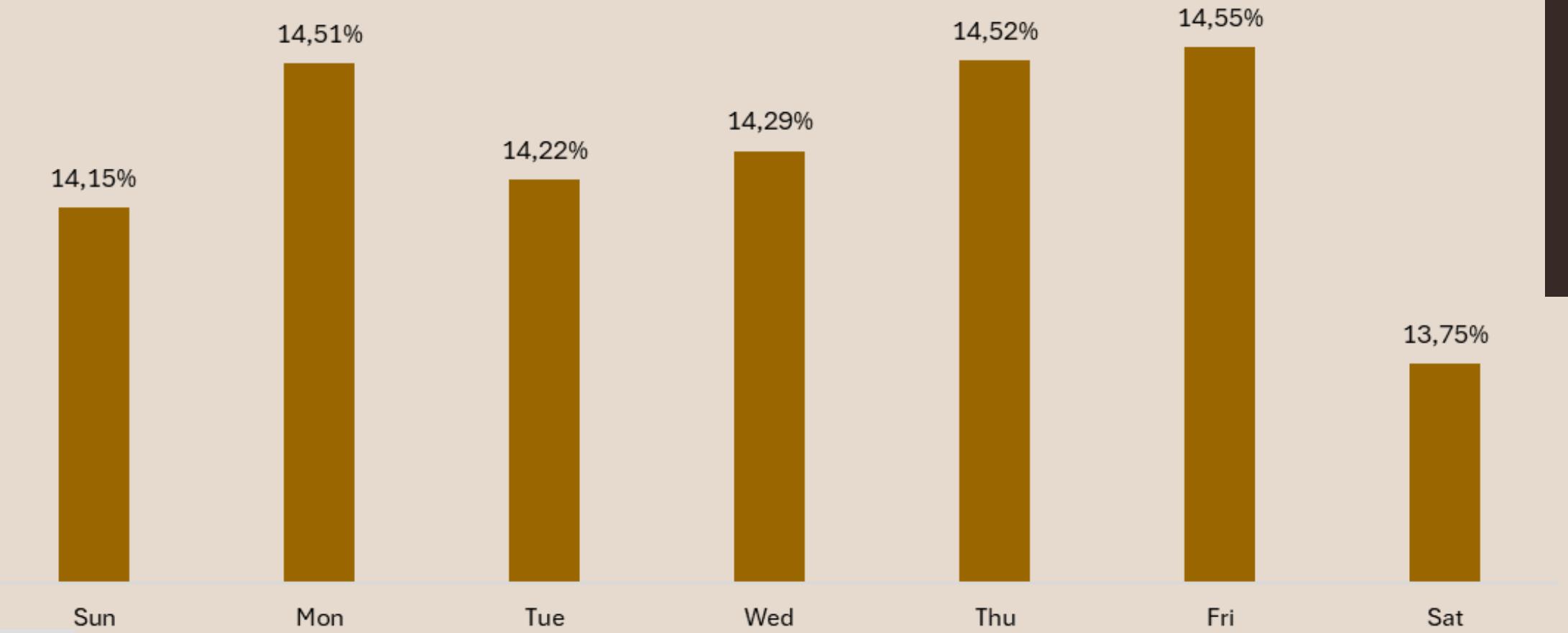
TOTAL SALES

149 116

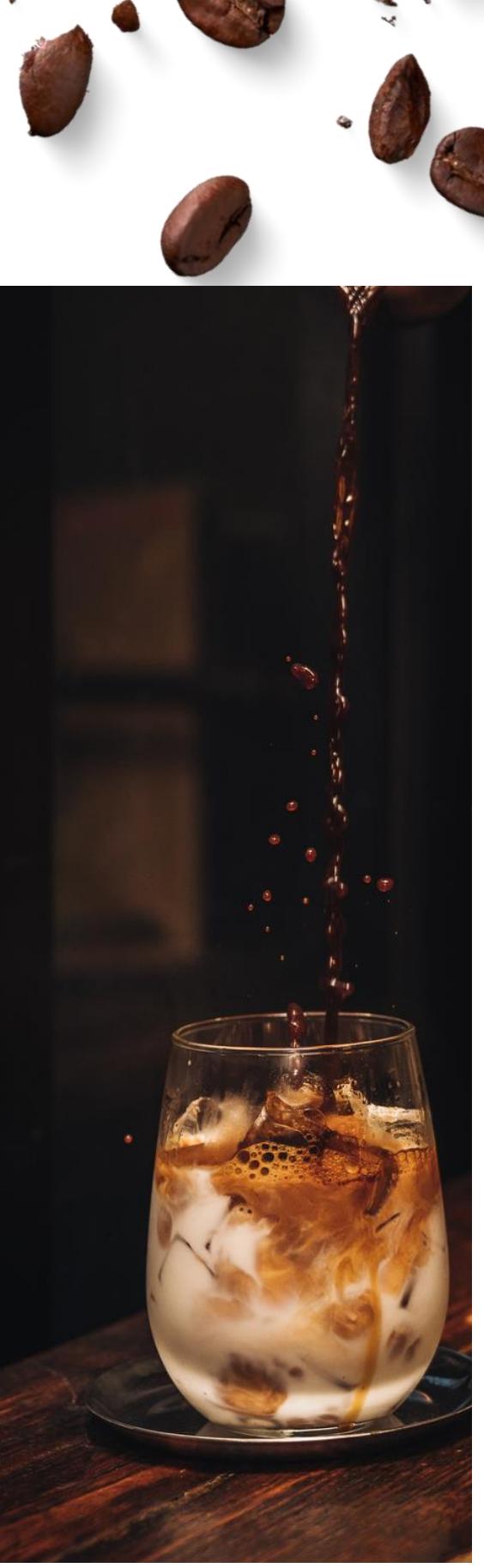


- Mirroring our revenue trend over the past 6 months, more than 50% of our sales were generated during the last quarter (April, May and June).
- Sales has seen a consistent increase from March to June. June was our highest performing month in terms of sales.
- A majority of our sales are from low spenders, followed by medium spenders.

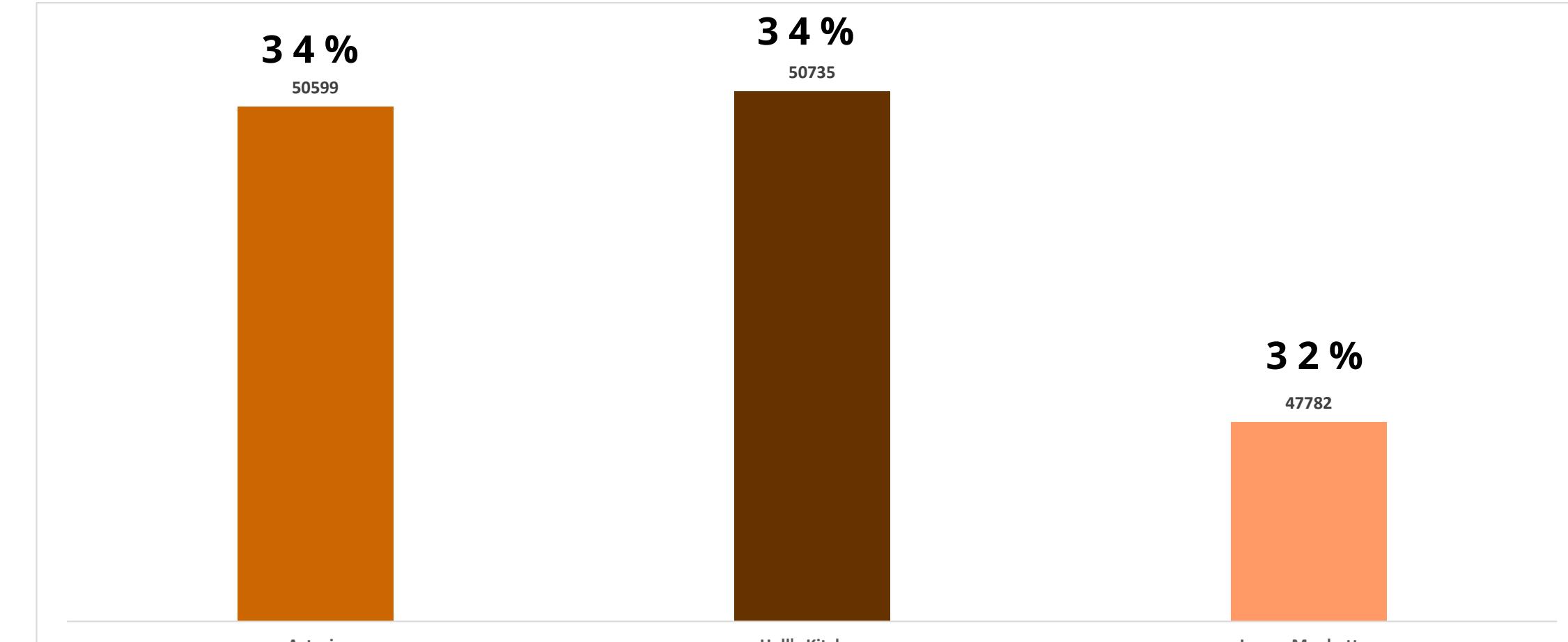
SALES DISTRIBUTION BY WEEKDAY AND STORE



Similarly, Mondays, Wednesdays, Thursdays and Fridays are the days where we generate most of our sales (our busiest days). Hell's Kitchen and Astoria are our highest sales generating stores at 34%, followed by Lower Manhattan at 32%.



SALES DISTRIBUTION BY STORE

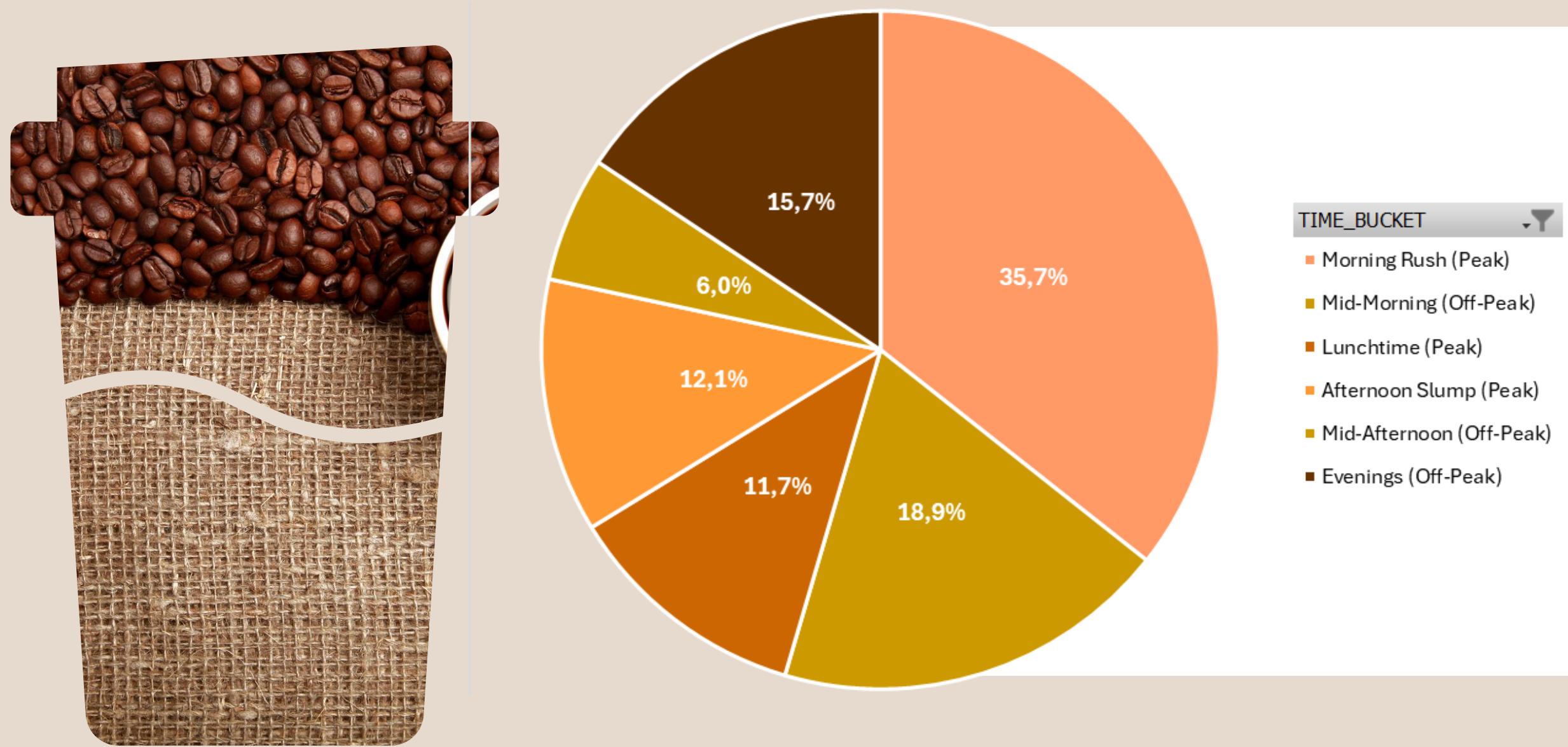


Hell's Kitchen and Astoria are our highest sales-generating stores, bringing in about 34% each of the total sales of 149,116.

Our Lower Manhattan store, however, does not lag too far behind, at 32%.



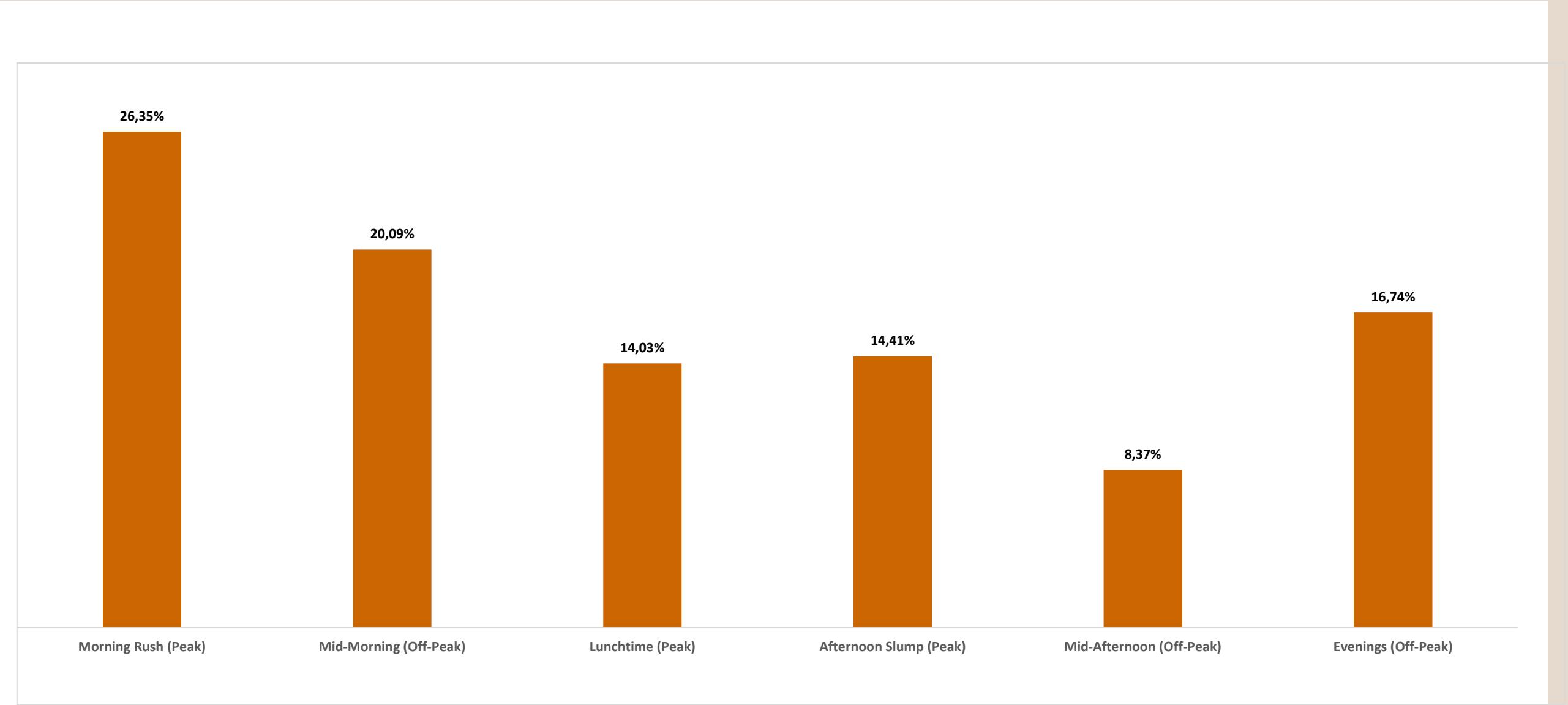
SALES BY TIME DISTRIBUTION



- A majority of our sales are generated during the Morning, Mid-Morning, Lunchtime, Afternoon and Evening Hours.
- The least of our sales comes from our Mid-Afternoon Hours.



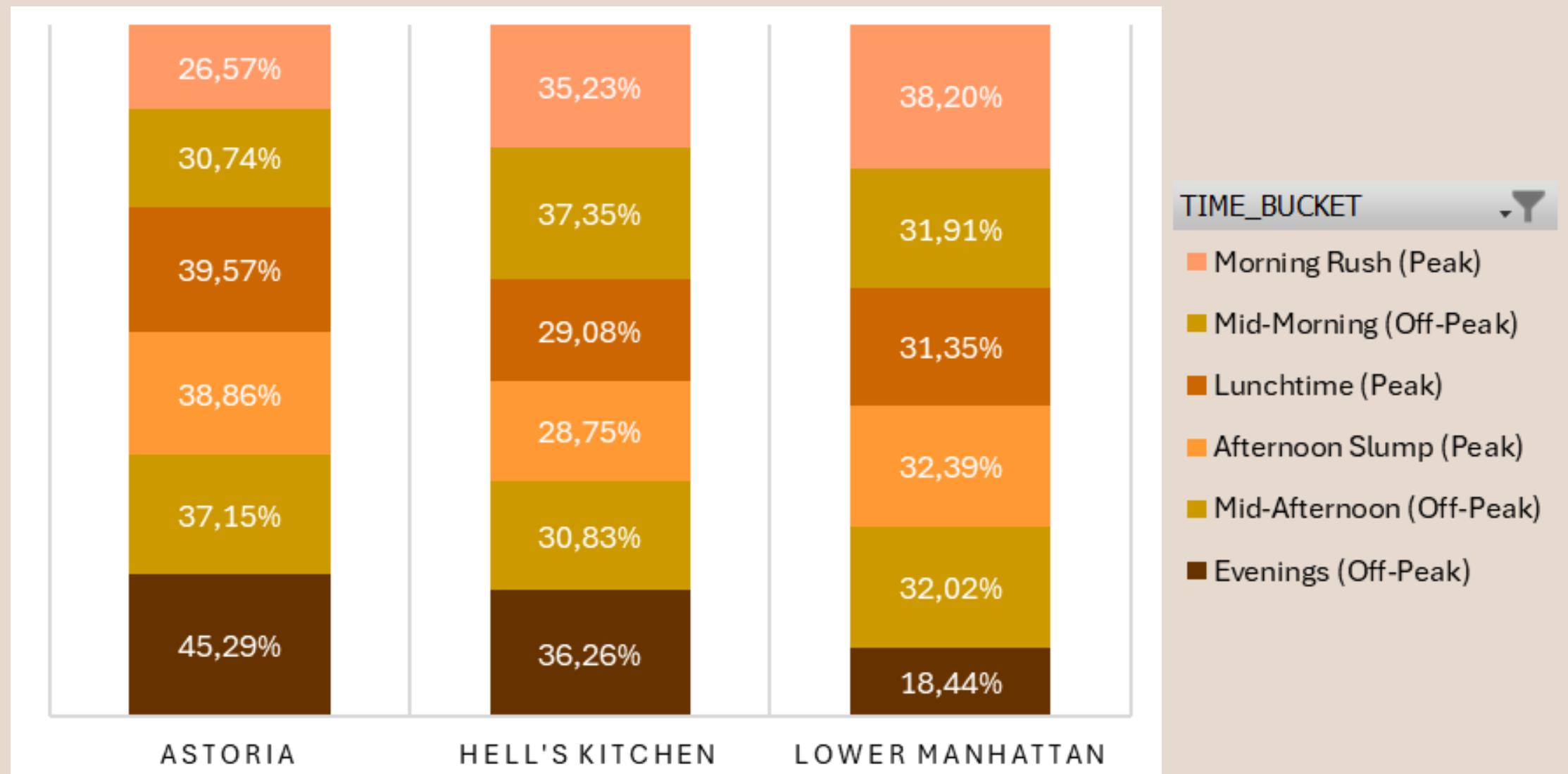
SALES DISTRIBUTION BY TIME



- A majority of our sales are generated during the peak morning rush, off-peak mid-morning and evening hours.
- Our lowest sales are during lunchtime, the afternoon slump, and off-peak mid-afternoon hours.



SALES DISTRIBUTION BY TIME AND STORE



- A majority of Hell's Kitchen and Lower Manhattan's sales are generated during the peak morning rush, off-peak mid-morning hours.
- Astoria's sales are, however, concentrated in the off-peak mid-afternoon, peak lunchtime, and evening hours. Similar to Astoria, Hell's Kitchen has strong off-peak evening sales.
- Lower Manhattan, however, makes most of its sales during the morning and afternoon.



PRODUCTS

149 116

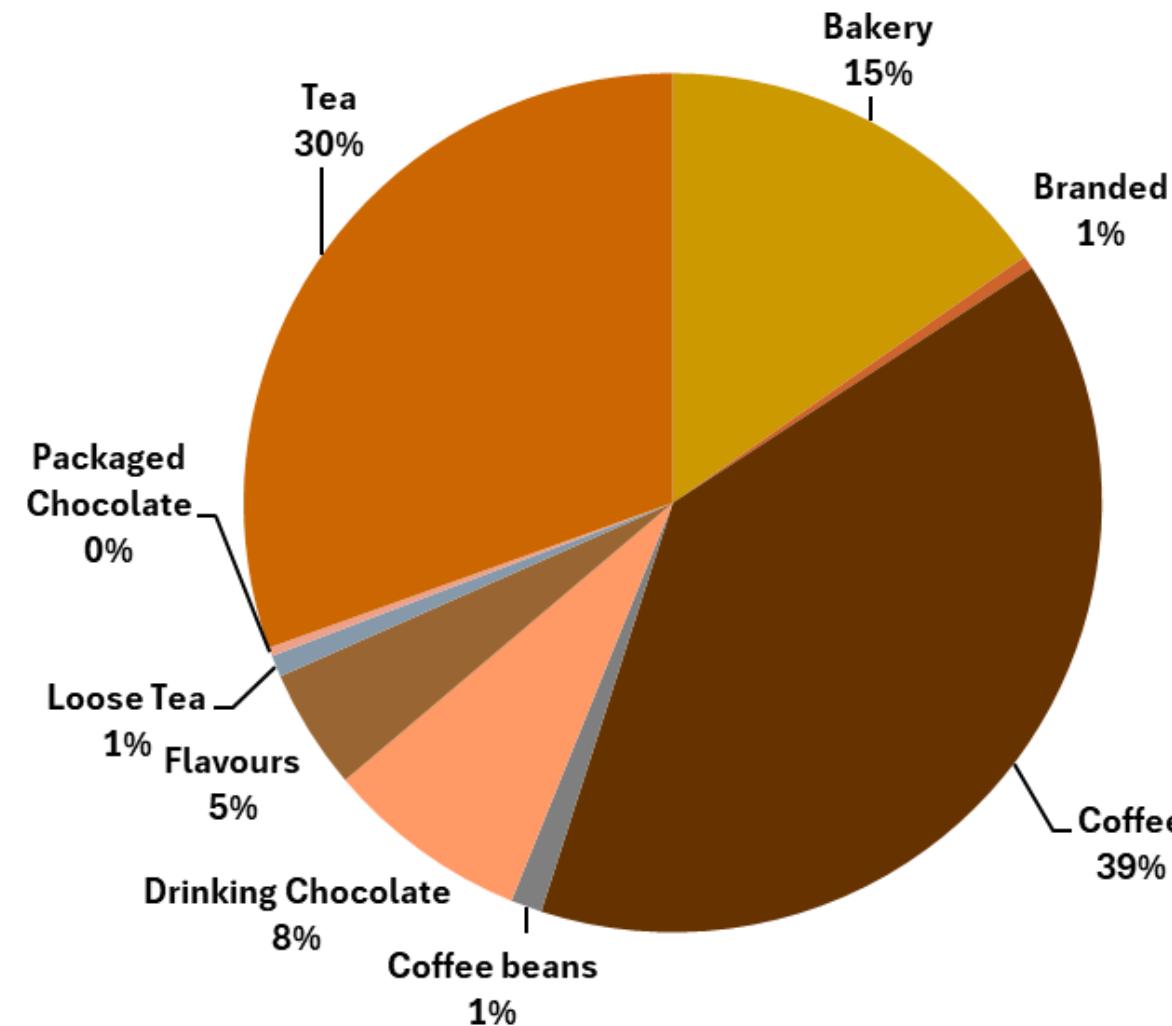
14



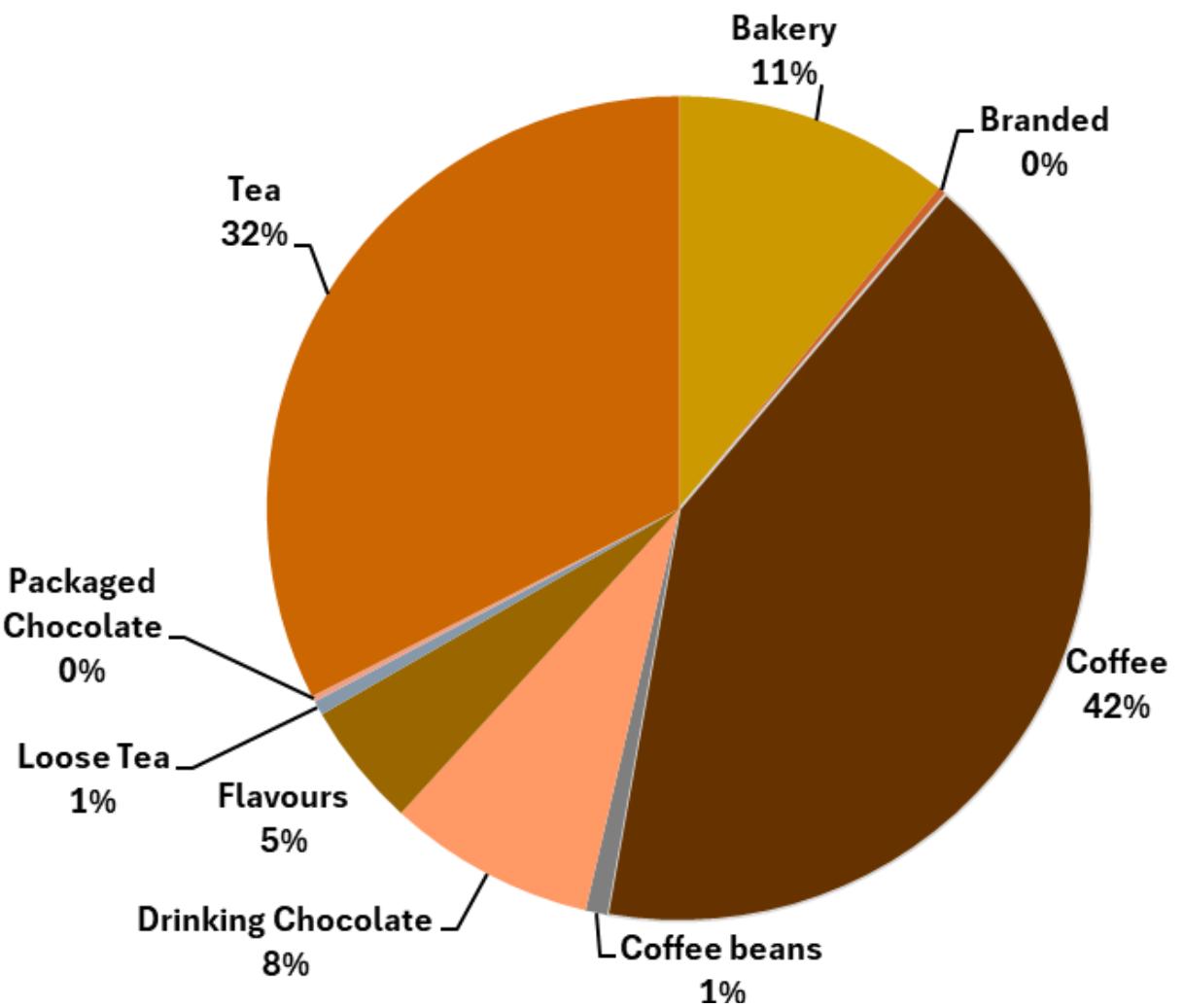
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PRODUCTS BY SALES DISTRIBUTION AND NUMBER OF UNITS SOLD

Products by Sales Distribution

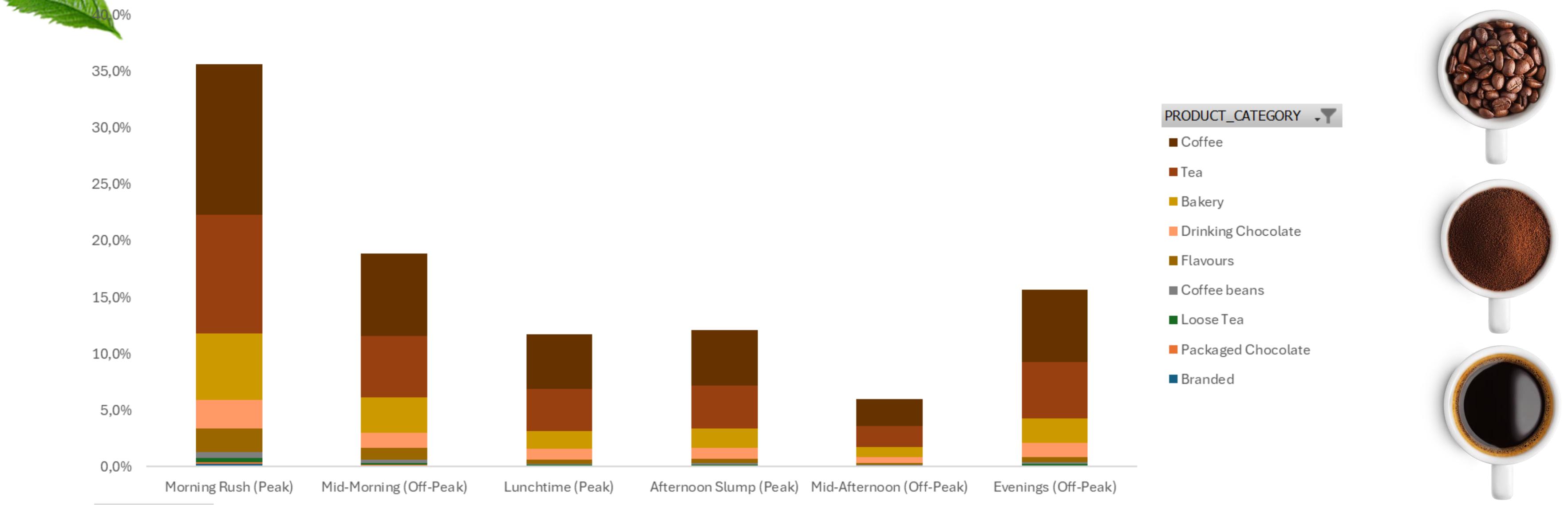


Products by Number of Units Sold



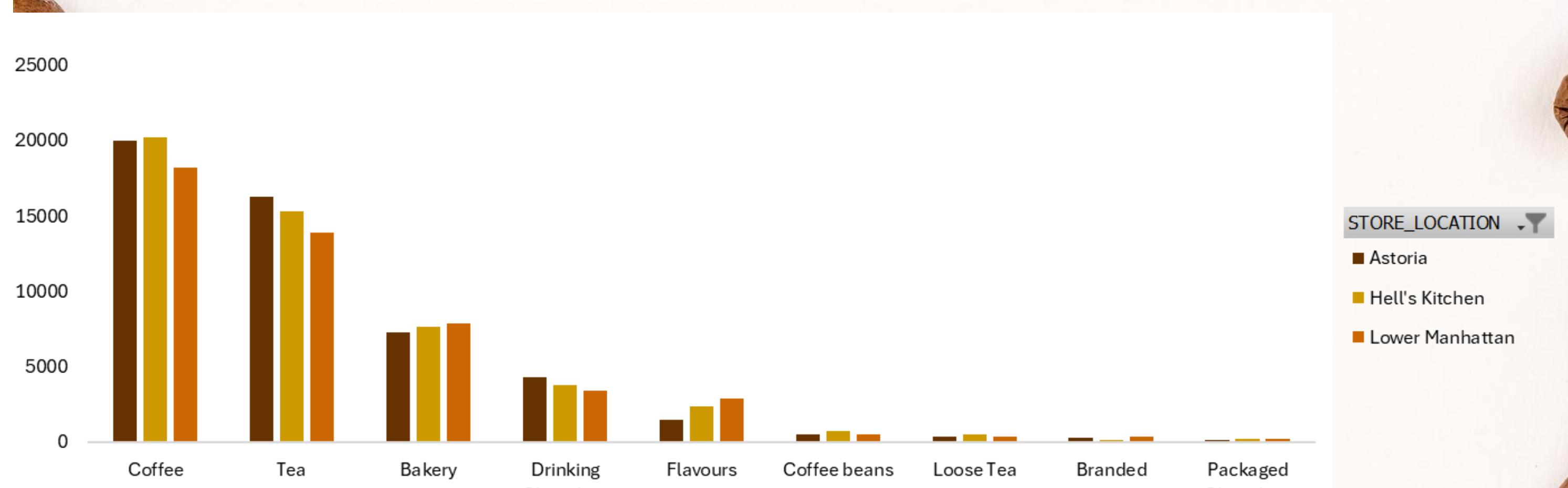
- In terms of the number of Sales, Coffee, Tea, Drinking Chocolate, and Baked Goods are our best sellers.
- This is further confirmed in terms of the number of units sold.
- Coffee beans, loose tea, and packaged chocolate are, however, our lowest-selling product categories.

PRODUCTS BY SALES AND TIME DISTRIBUTION



- In terms of our busiest times (Morning, Mid-Morning, Lunchtime, Afternoon and Evening Hours).
- Coffee, tea and baked goods make up our best-selling product categories. This is also consistent in our least busy times.

SALES DISTRIBUTION BY PRODUCT CATEGORY AND STORE



- Across all three stores, coffee, tea and baked goods are our highest-selling product categories, followed by drinking chocolate and flavours.
- Coffee beans, loose tea, branded and packaged chocolate are our lowest-selling product categories across all stores.
- Barista Espresso, Brewed Chai Tea, and Gourmet Brewed Coffee are our best-selling products.
- Clothing, Organic Chocolate, House Blend Beans, and Green Tea are our lowest-selling products.

RECOMMENDATIONS



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RECOMMENDATIONS

Store Performance



- Make coffee shops more attractive. Enhance store interiors to make stores more comfortable and welcoming to encourage increased visits and longer stays. Add additional features such as Wifi and Charging Stations for phones and digital devices.
- Host special events on slow days such as open-mike nights, poetry readings, live performances or book clubs to increase attract new customers and retain existing customers.

Sales and Revenue Performance



- Implement a loyalty programme to improve sales and revenue during slow days and off-peak hours.
- Increase social media and digital media output during slow days and off-peak hours to encourage customers to visit stores and buy products.
- Use influencer marketing and improve online presence.

Product Performance



- Maximize on our low lunchtime sales by introducing lunchtime meal items.
- Have promotions on slow-moving products during peak hours.
- Have promotions on best-selling products during slow days/ off-peak hours.
- Experiment with new brewing methods.
- Personalize experience by using customer names on products or offering customizable products.

**THANK
YOU**

