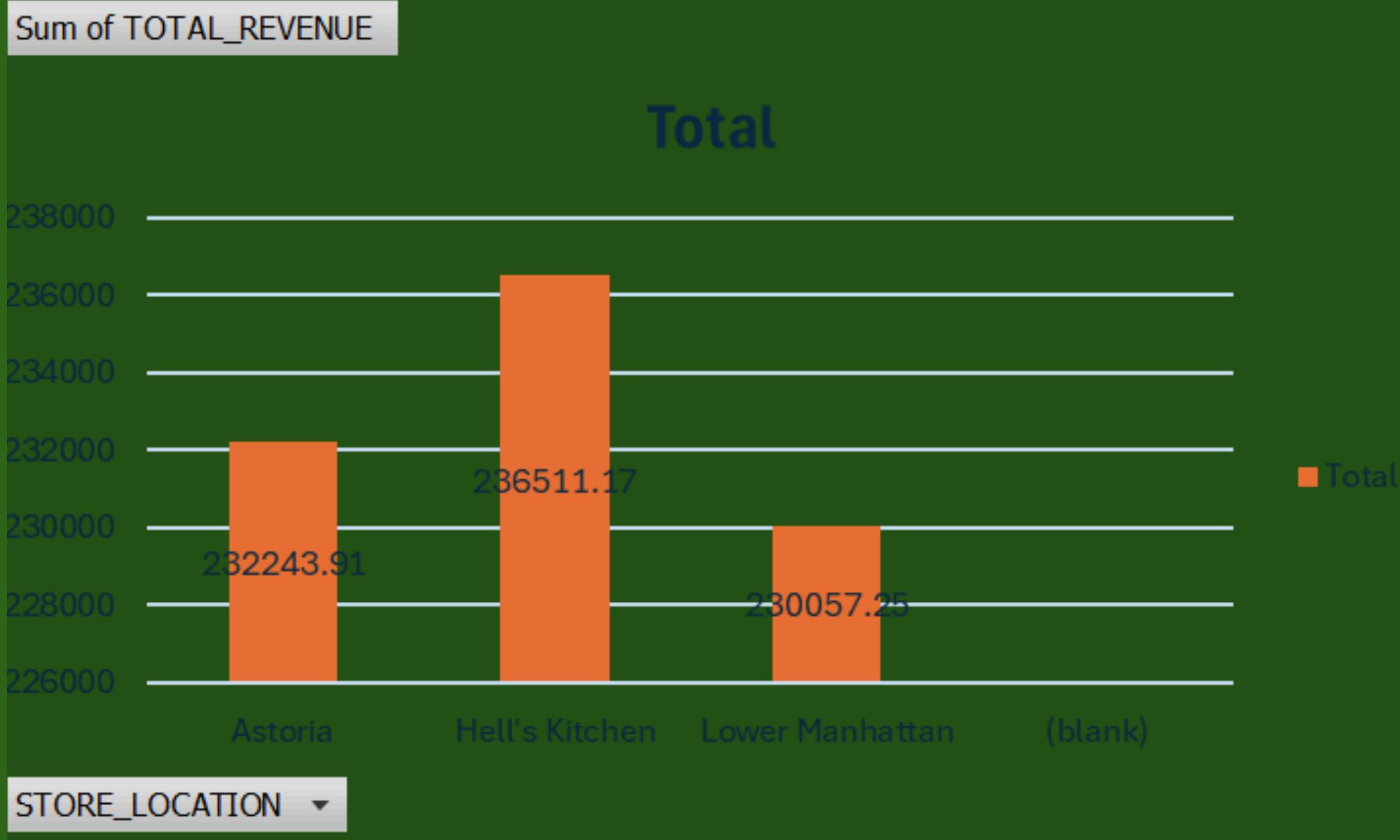




BRIGHT COFFEE SHOP



STORE REVENUE

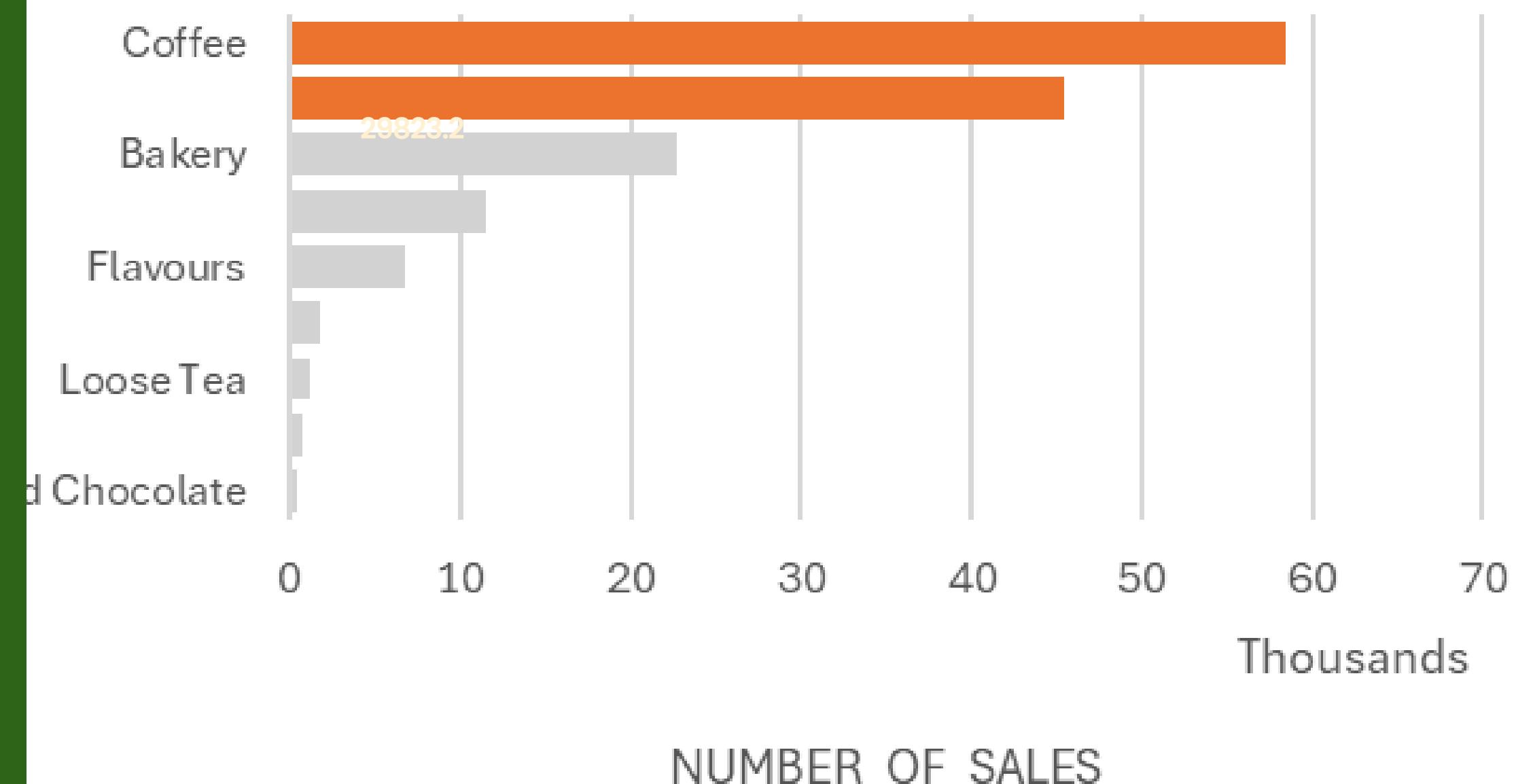


HELL'S kittchen has the highest revenue of all three store locations



PRODUCT SALES

PRODUCT_CATEGORY': Coffee and Tea have noticeably higher 'NUMBER_OF_SALES'.





REVENUE:PRODUCT AND TIME

Coffee 01

Highest revenue throughout the day

Tea 02

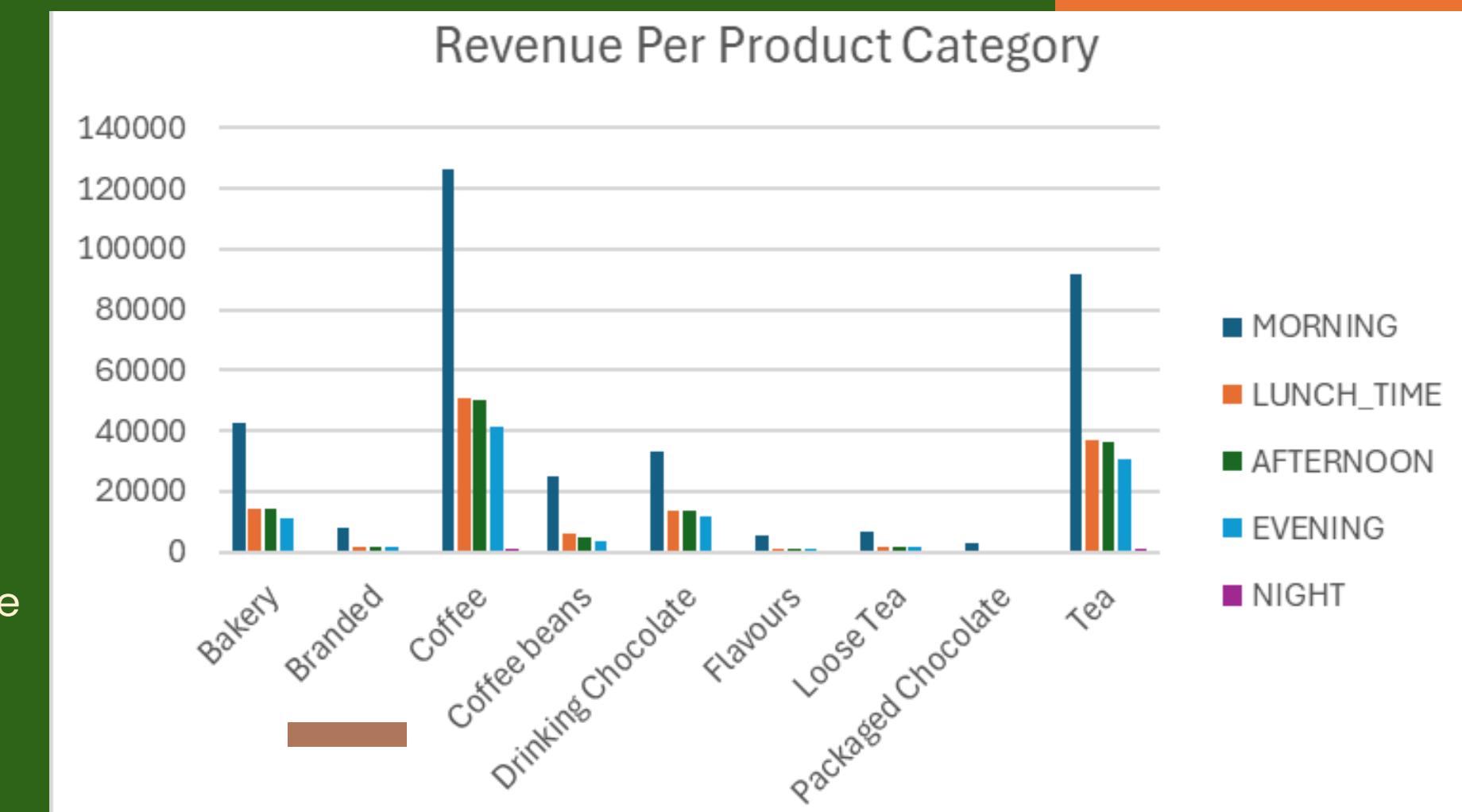
Second highest revenue throughout the day

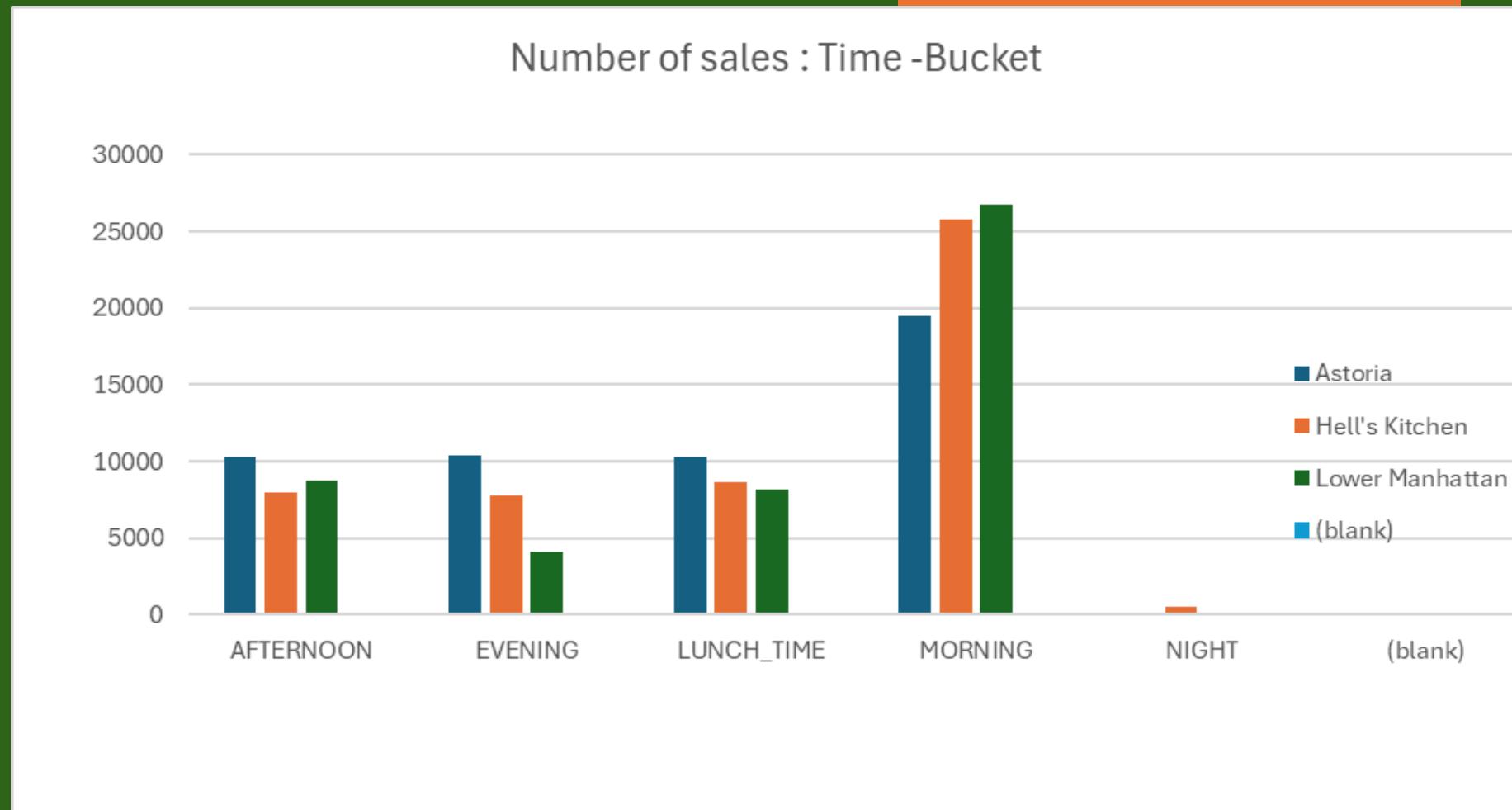
Bakery 03

Adequate performance in the morning

Drinking Chocolate 04

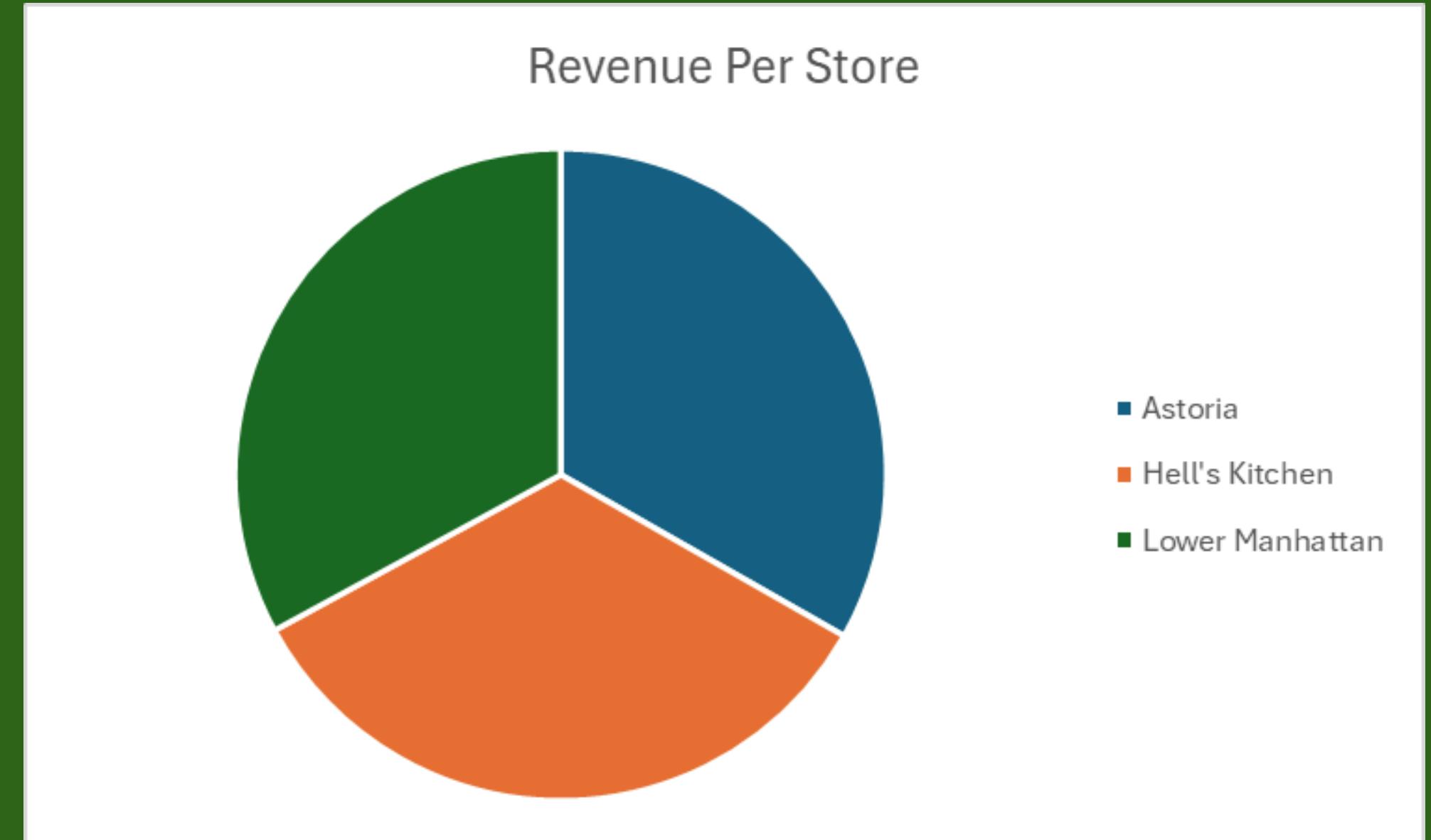
Highest performance in the morning and even performance for the rest of the day





Busiest time is in the morning for all stores and evens out throughout the day although Lower Manhattans performance is particularly low in the evening



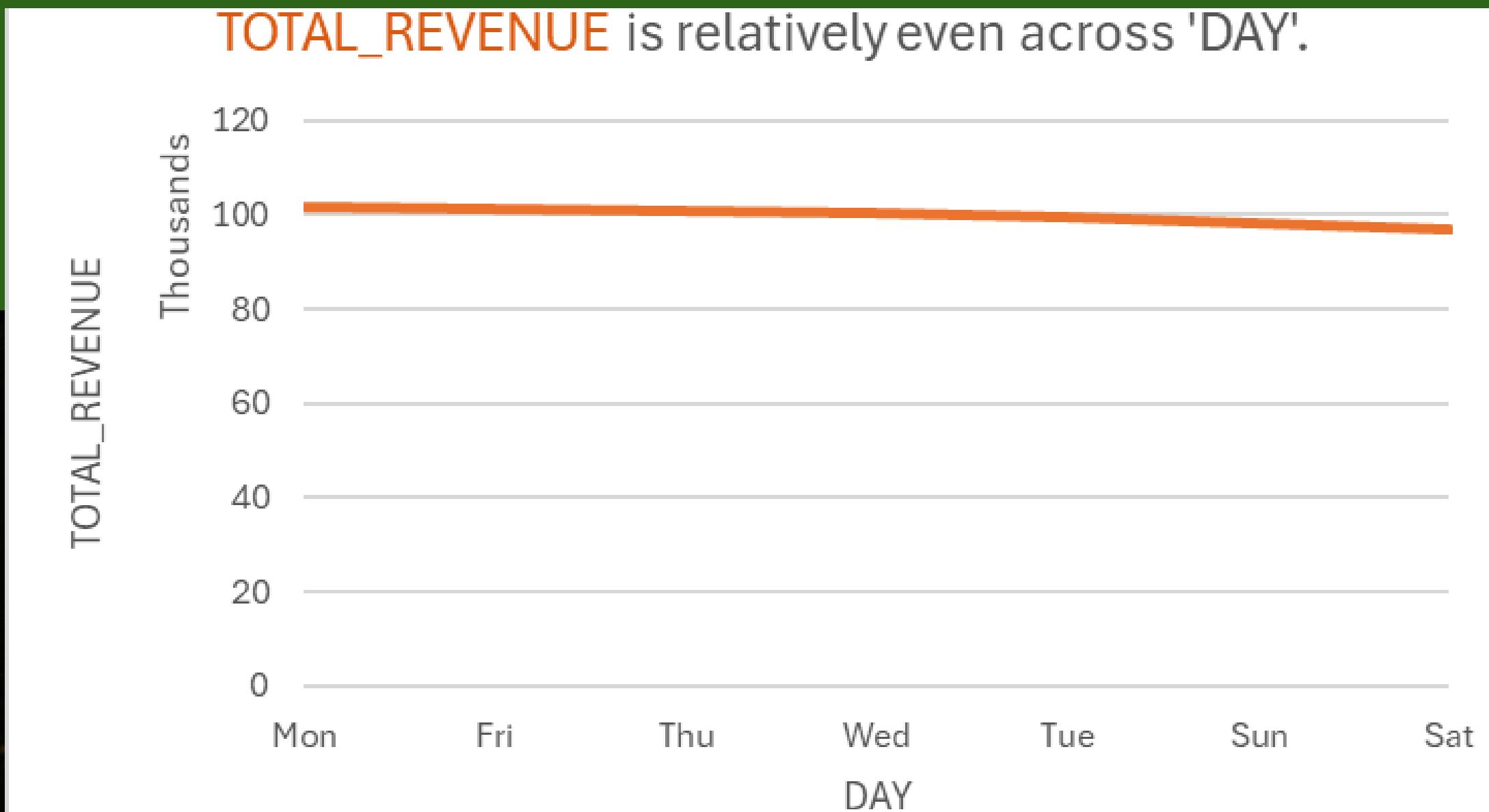


Store performance is similar ,all with a revenue in the R23000's

Astoria	232243.91
Hell's Kitchen	236511.17
Lower Manhattan	230057.25

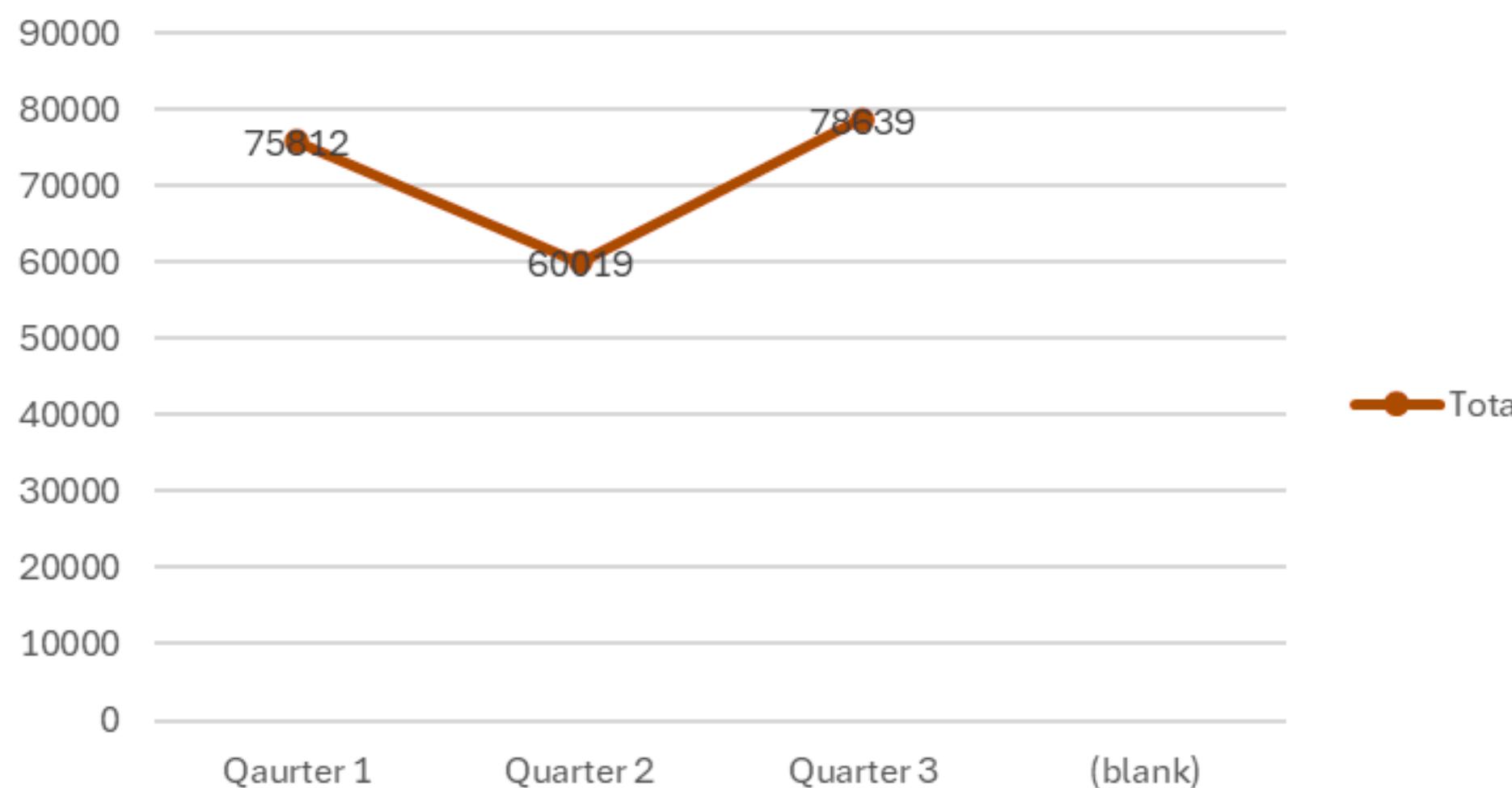


REVENUE ACROSS THE WEEK





Number of sales per quarter



QUATER 3:JUN-SEP

HIGHEST SALES





STRATEGIES TO IMPROVE REVENUE



MARKETING

CREATE SPECIALS FOR LUNCH TIME TO EVENING ,TO BOOST ALL SALES PREFERABLY FOR BAKERY.

IMPLEMENT LOYALTY PROGRAMS THAT GIVE EXTRA POINTS FOR SHOPPING AFTER MORNING.



STAFFING

STORES MUST BE FULLY STAFFED ALL MORNINGS ,ESPECIALLY WEEKDAYS.

LEAVE DAYS SHOULD BE IN QUARTER 2





STRATEGIES TO IMPROVE REVENUE



MENU

HIGHLIGHT STORE SPECIALITIES OTHER THAN COFFEE AND TEA.

INTRODUCE LIMITED EDITION DRINKS AND FOOD ITEMS TO KEEP MENU EXCITING

INTRODUCE KIDDIES DRINKS

SERVICE

CREATE WORK FRIENDLY SPACES THAT WILL ATTRACT REMORE WORKERS .

CONSIDER ONLINE ORDERING AND DELIVERY

CONSIDER ONLINE ORDERING FOR PICKUP OR DELIVERY