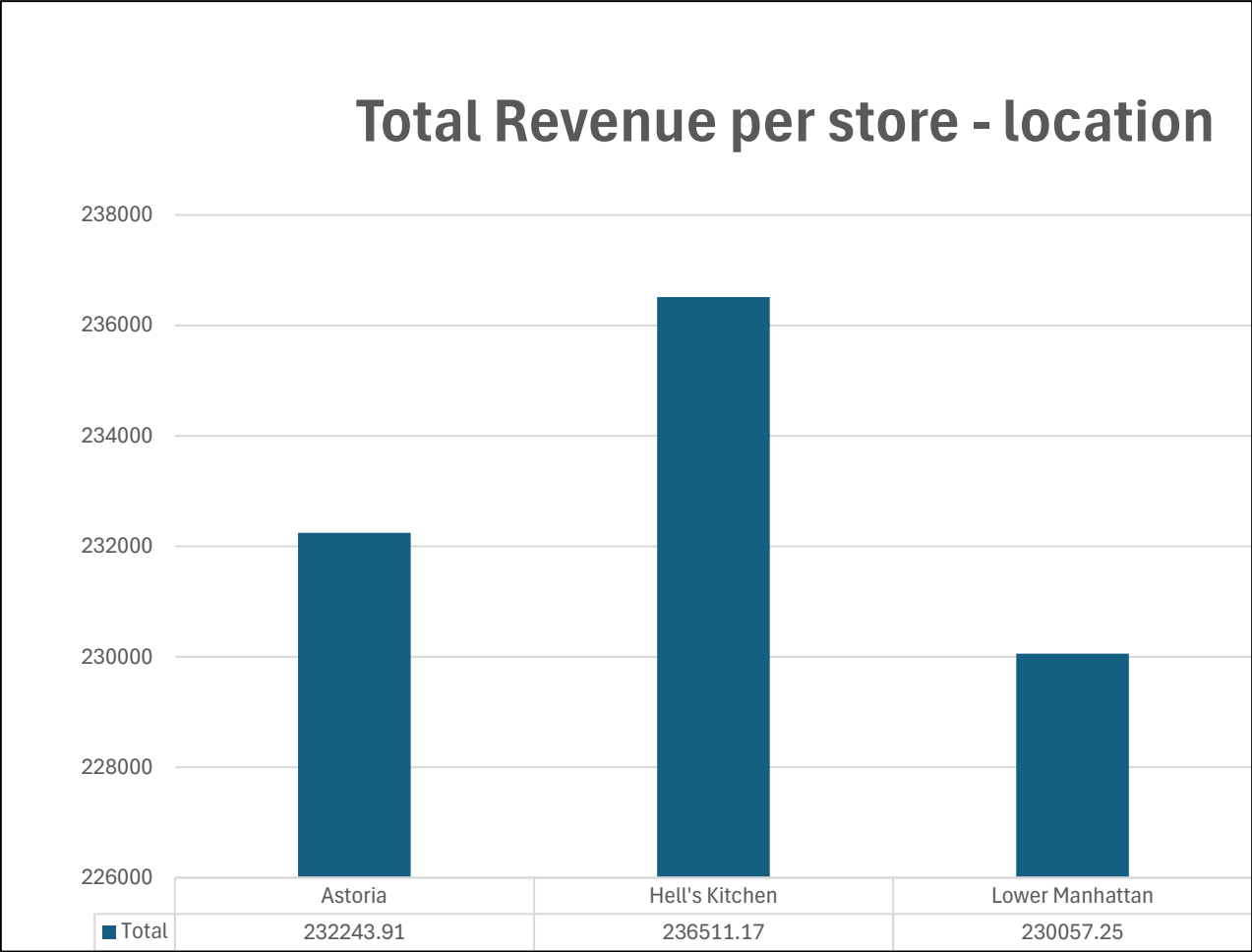# BRIGHT LIGHT COFFEE SHOP

Prepared By: Motaung Faith

AGENDA

1. Total revenue by store location

2. Revenue by Month

3. Revenue by day of the week
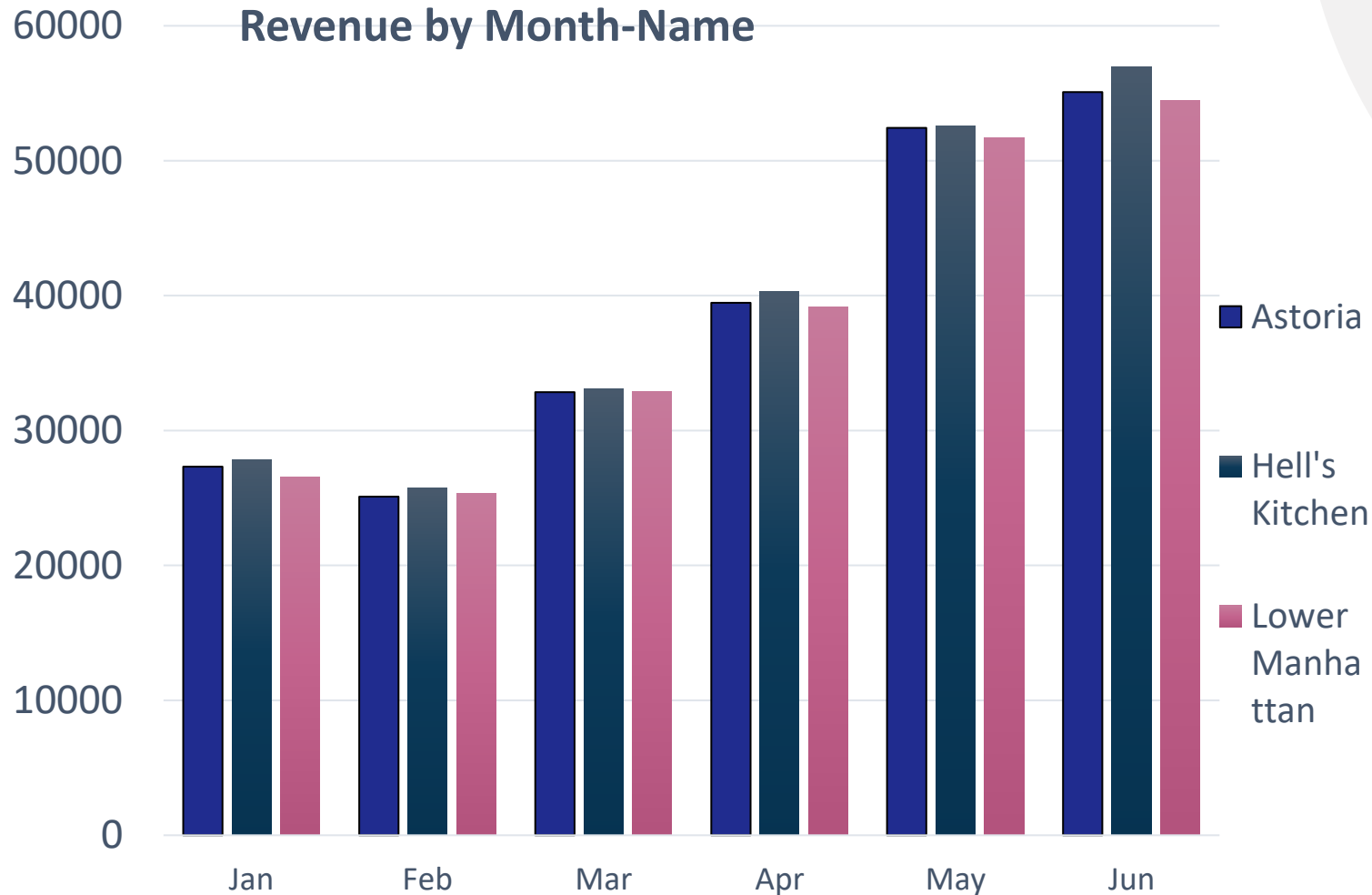
4. Revenue by time-buckets

5. Summary

Contoso

Revenue

Total Revenue per store - location

	Astoria	Hell's Kitchen	Lower Manhattan
Total	232243.91	236511.17	230057.25

THE TOTAL REVENUE FOR THE PERIOD:

2023 01-01 TO 2023-06-30

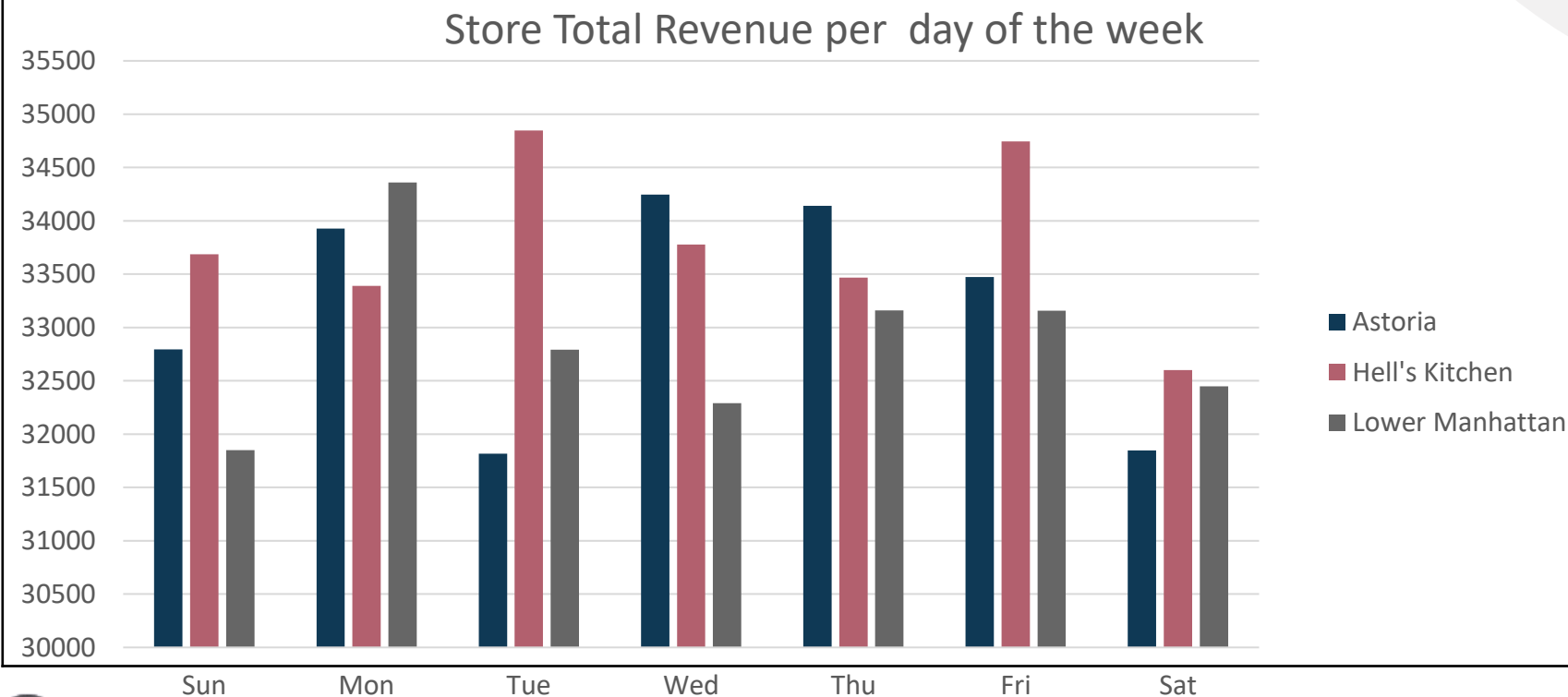| Row Labels	Sum of REVENUE
Astoria	232243.91
Hell's Kitchen	236511.17
Lower Manhattan	230057.25
Grand Total	**698812.33**

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Revenue by Month Name

Revenue by Month-Name

- The revenue chart per month indicates a steady upward growth from March with the highest being in June. This is attributed to seasonal demand.
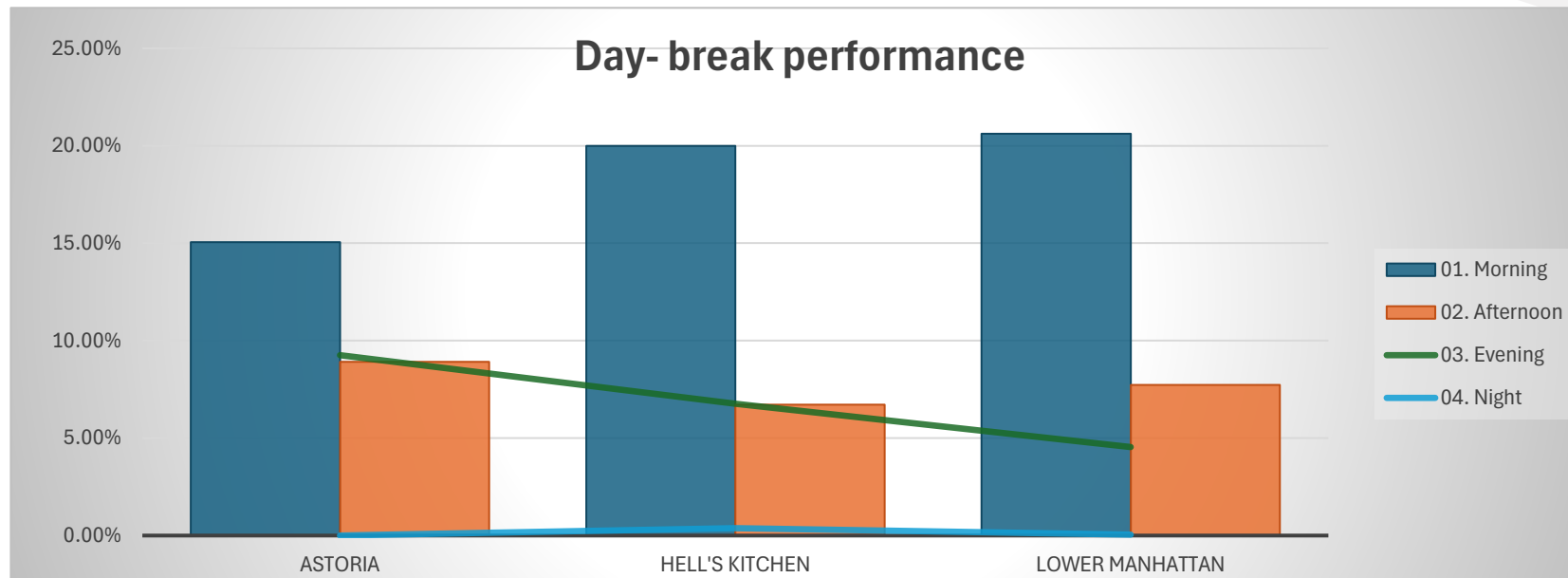
Store revenue per day of week

- Performance of the stores

Store Total Revenue per day of the week
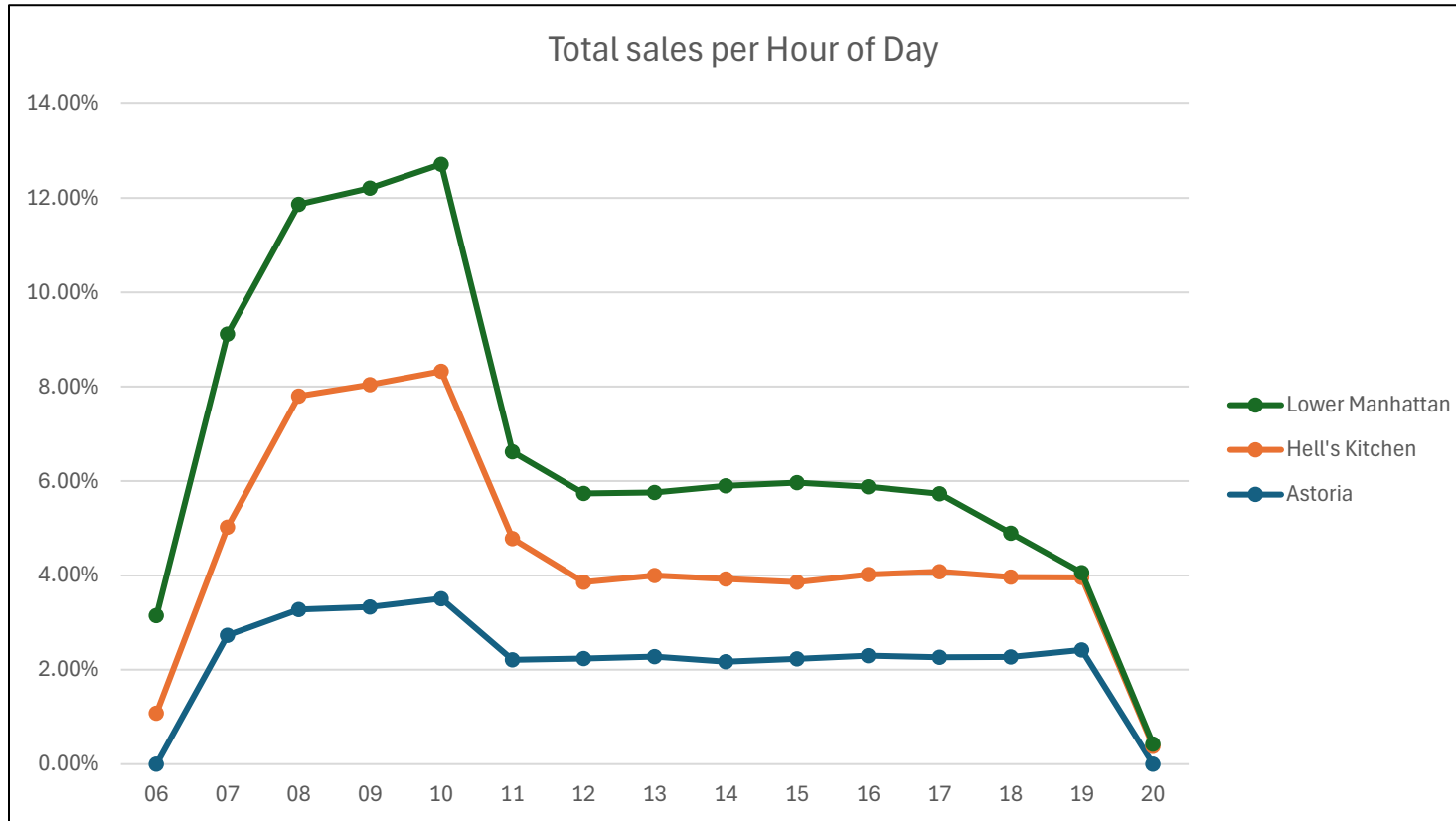

Legend:
- Astoria
- Hell's Kitchen
- Lower Manhattan

- . The performance of the 3 operating locations is positive especially during the week. The weekend shows a decline in sales which can be improved with the introduction of campaigns to bring in more customers which will improve the sales.

Contoso

Store performance

Hell's kitchen and Lower Manhattan have generated about 20% respectively, of the total revenue in the morning time-bucket while the evening and afternoon have also shown a steady growth of about 6% - 9.2% of the total revenue. The night -time bucket has shown very low revenue also of note is that Astoria does not operate in the night time- bucket.
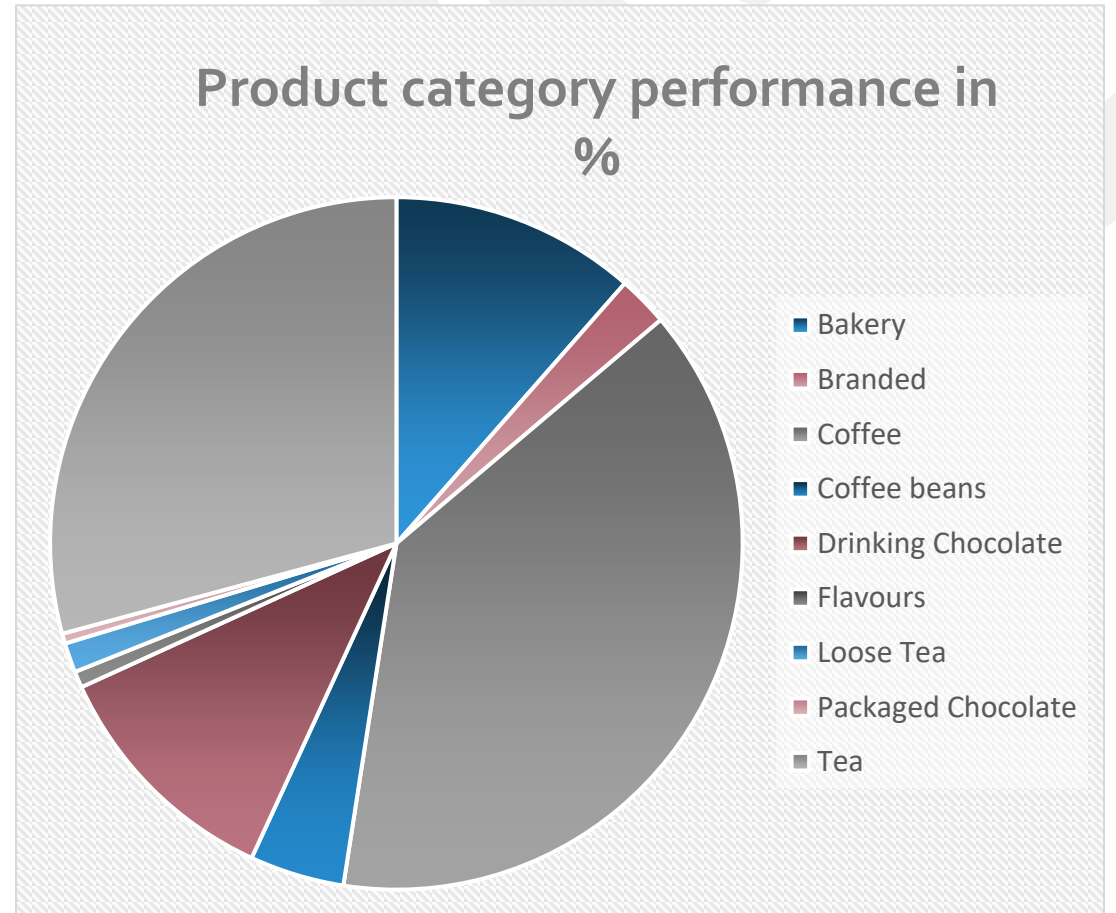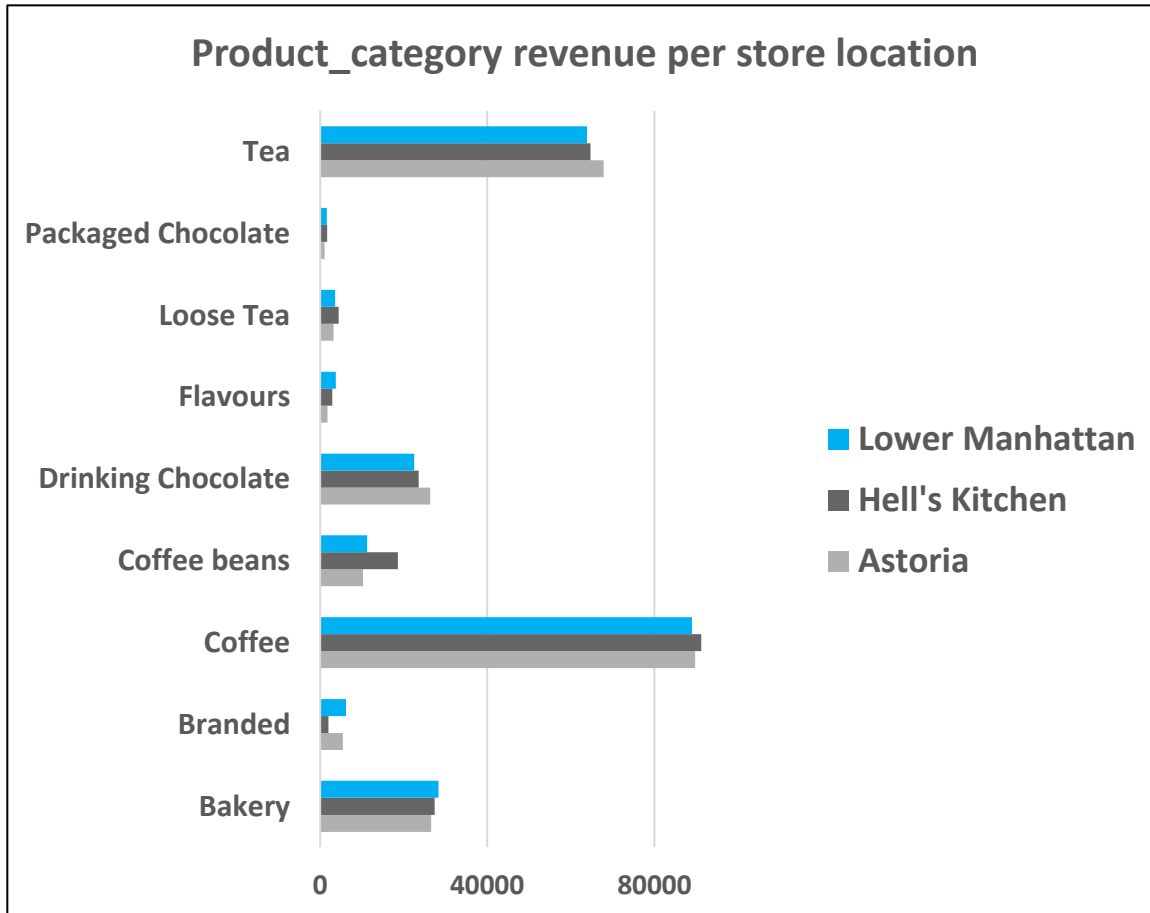
Total sales per hour of day

Total sales per Hour of Day

Legend: Lower Manhattan, Hell's Kitchen, Astoria

The 3 store locations start to operate at 06H00 and close at 20h00. In all stores the sales peak from 06h00 – 10h00 which is the morning period. The sales remain steady throughout the afternoon with another drop after 18h00. The times 19h00 to 20h00 have very low sales which needs a review of operating times.

Contoso

Product category performance

The best performing product categories are coffee at about 38.6% of sales, followed by tea at 28.09% , bakery at 11.79% and drinking chocolate at 10.36%. The less commonly purchased products can be placed on promotion during the campaigns to promote the items.

Product_category revenue per store location

Product category performance in %

Summary of results

The Revenue is on a positive trend with Hell's kitchen leading in revenue, peaking near 236500-00 in 6 months. All 3 locations perform steadily during the week with a decline in sales during the weekend. The Weekend sales can be improved by doing campaigns such as a 'Happy Hour specials and by offering special deals.

Astoria is lacking behind in sales revenue and do not operate in the night- time bucket. Lower Manhattan operates at night - time but the sales are low during that period. It would make business sense to conduct a feasibility study to determine if there is a need to continue operating at Night. The marketing strategy must be intensified.

Even though Coffee and Tea sell best especially during cold season it is advisable to introduce other products which could be a hit for all seasons.

The business has an opportunity for more growth and revenue generation.

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THANK YOU