

RECOMMENDATIONS

PRODUCT SALES PERFORMANCE

- Offer deals that Combine slow moving items with popular ones to maximise exposure and drive sales
EG discount for Medium drink + 1 flavour
- Consider removing underperforming products such as the packaged chocolate

CUSTOMER BEHAVIOR

- Run promotions and offer discounts during off peak times such as sundays and evenings to increase traffic and sales
- eg get 50% off the 2nd coffee when you bring a friend or when you tag us on social media
- Offer drink + pastry combo deals for peak periods at a discounted price
- Encourage bulk orders for office group runs buy giving a drink for free when they order 5+ drinks

BRIGHT COFFEE SHOP BUSINESS INSIGHTS AND PERFORMANCE

PERFOMANCE



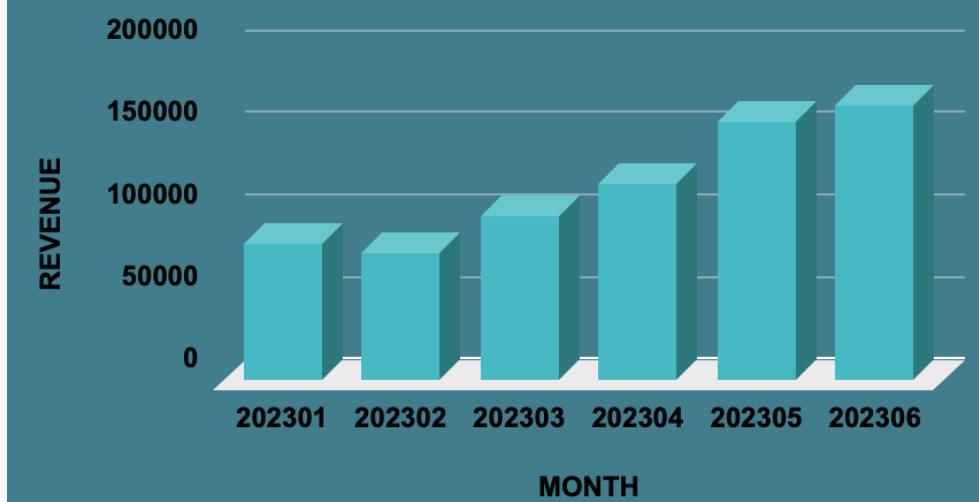
TOP PERFORMER
COFFEE
\$269,952.45

LOW PERFORMER
PACKAGED CHOCOLATE
\$4407.64

TOTAL REVENUE
JAN TO JUNE
\$698,812.33

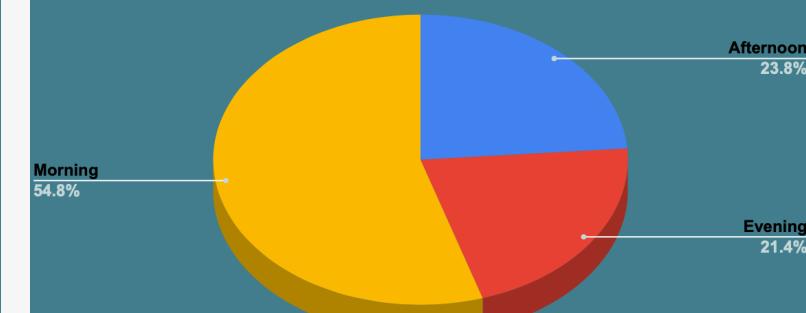


Total_Revenue Per Month



CUSTOMER BEHAVIOR

PEAK TIMES



VISIT PATTERNS DAILY

