

## RECOMMENDATIONS

### PRODUCT SALES PERFORMANCE

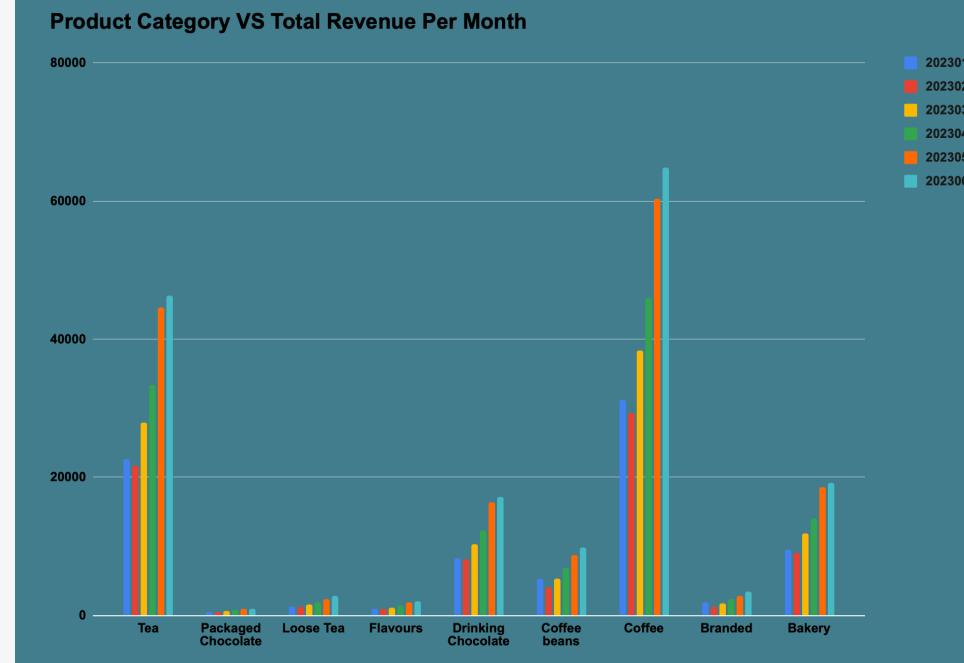
- Offer deals that Combine slow moving items with popular ones to maximise exposure and drive sales  
EG discount for Grande Coffee + 1 flavour
- Consider removing underperforming products such as the packaged chocolate

### CUSTOMER BEHAVIOR

- Run promotions and offer discounts during off peak times such as sundays and evenings to increase traffic and sales
- eg get 20% off the 2<sup>nd</sup> coffee when you bring a friend or when you tag us on social media.
- Offer drink + pastry/sandwich/bakery combo deals for peak periods
- 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



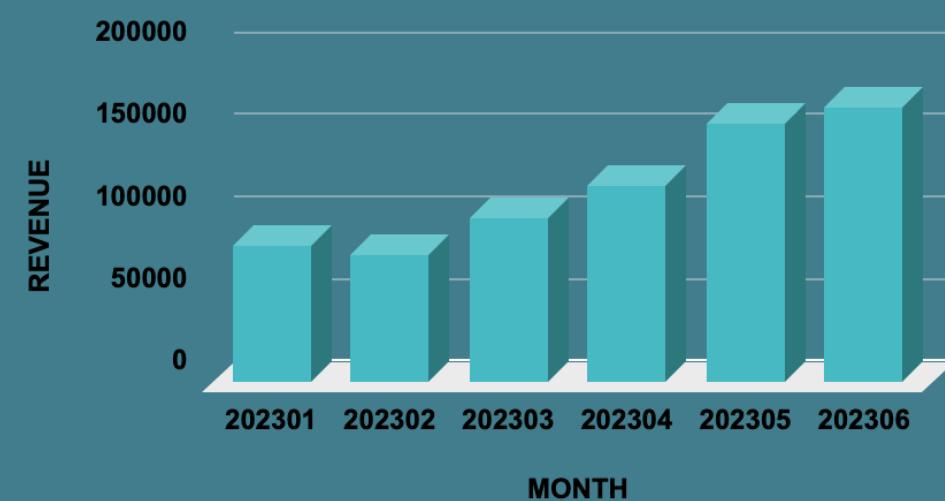
TOP PERFORMER  
COFFEE  
\$269,952.45  
38.63% OF TOTAL REVENUE

TOTAL REVENUE  
JAN TO JUNE  
\$698,812.33

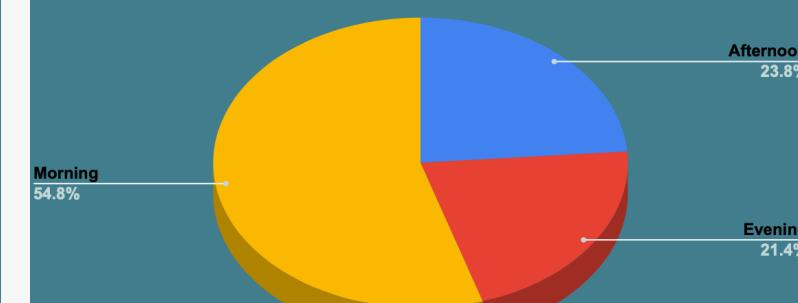
LOW PERFORMER  
PACKAGED CHOCOLATE  
\$4407.64  
0.63% OF TOTAL REVENUE



### Total\_Revenue Per Month



### PEAK TIMES



### CUSTOMER BEHAVIOR

### VISIT PATTERNS DAILY

