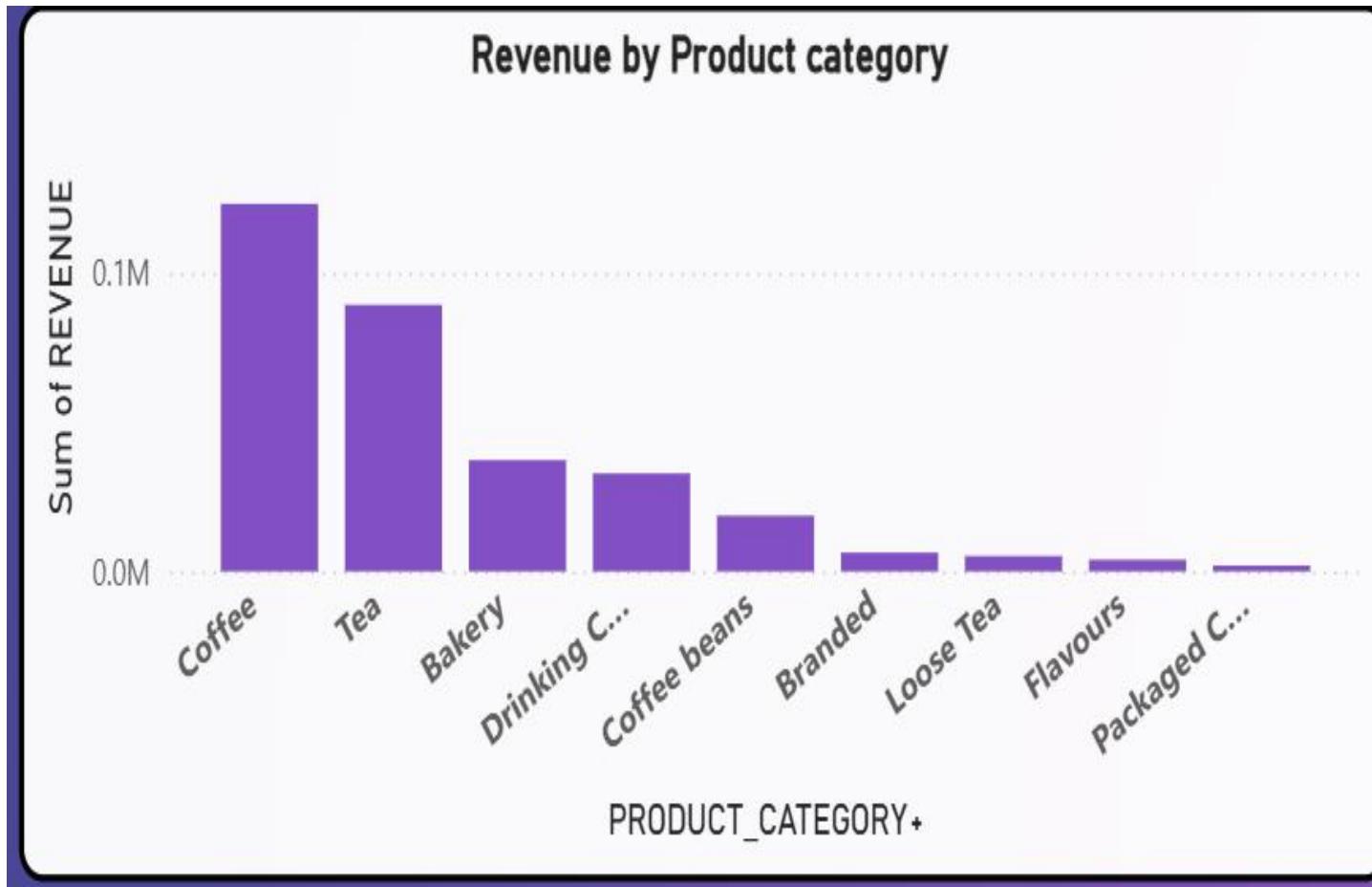


# Bright Coffee Shop Analysis

Business insight for strategic growth

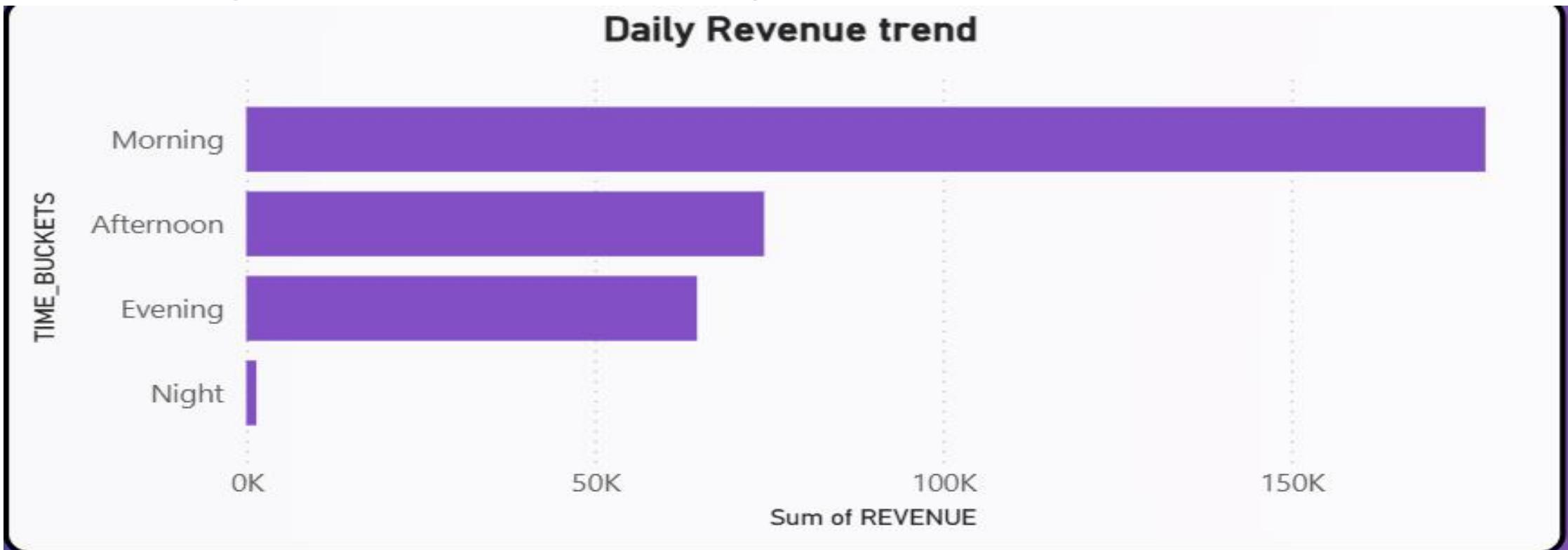
Pesented by: Gugulethu Dlamini

# Revenue breakdown by product category



- Coffee is the top revenue driver with a total of **R123 083.45**
- The bakery has a moderate contribution, there is potential if sold as a combo e.g + Coffee/Tea
- Sugessting introducing Promotions for increased sales.

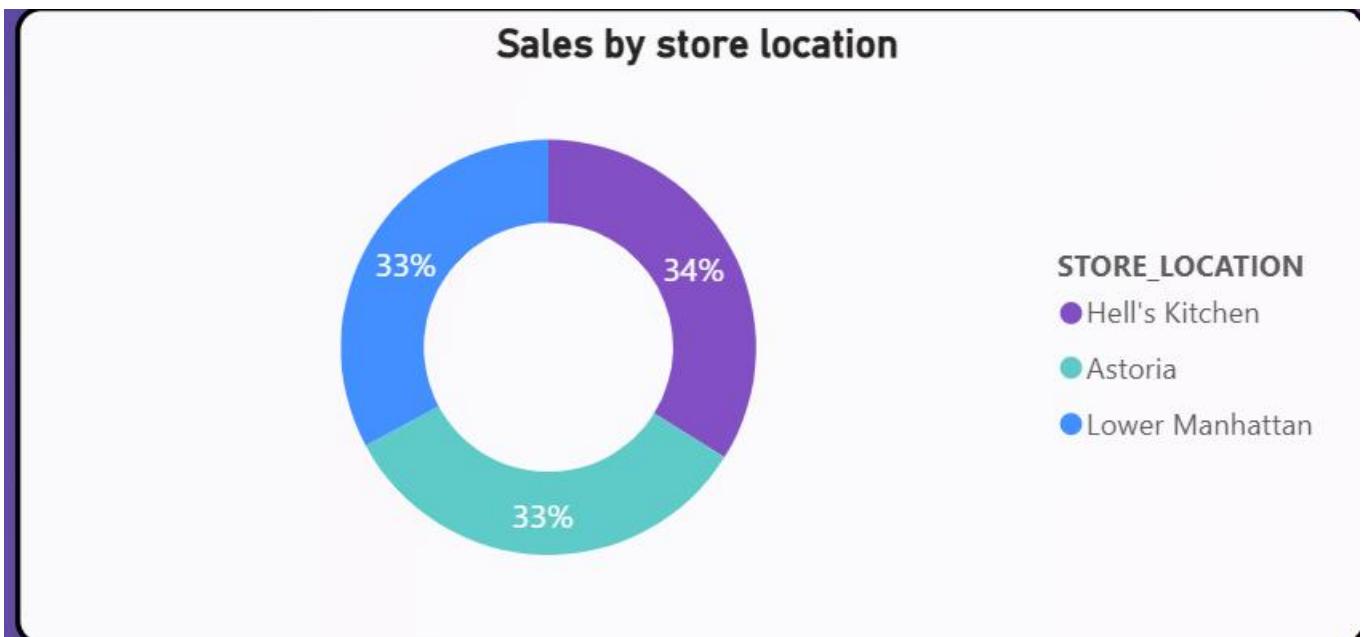
# Sales by time of the day



- Morning hours (06:00–11:59) consistently generate the highest revenue, followed by Afternoon. Sales drop significantly after 8 PM, indicating an opportunity for evening campaigns or loyalty programs

# Analysis on Store Location

- One store consistently outperforms the others in total revenue, likely due to higher foot traffic or better product mix.
- The second location shows moderate performance, with steady weekday sales but lower weekend spikes.
- The third location underperforms, suggesting issues with customer volume, product appeal, or operational efficiency.



# Strategic Recommendations

- Boost marketing in underperforming locations during peak hours of other stores.
- Consider menu localization—tailoring offerings to match customer preferences by location.
- Use cross-location comparisons to identify best practices and replicate success.

Thank you.