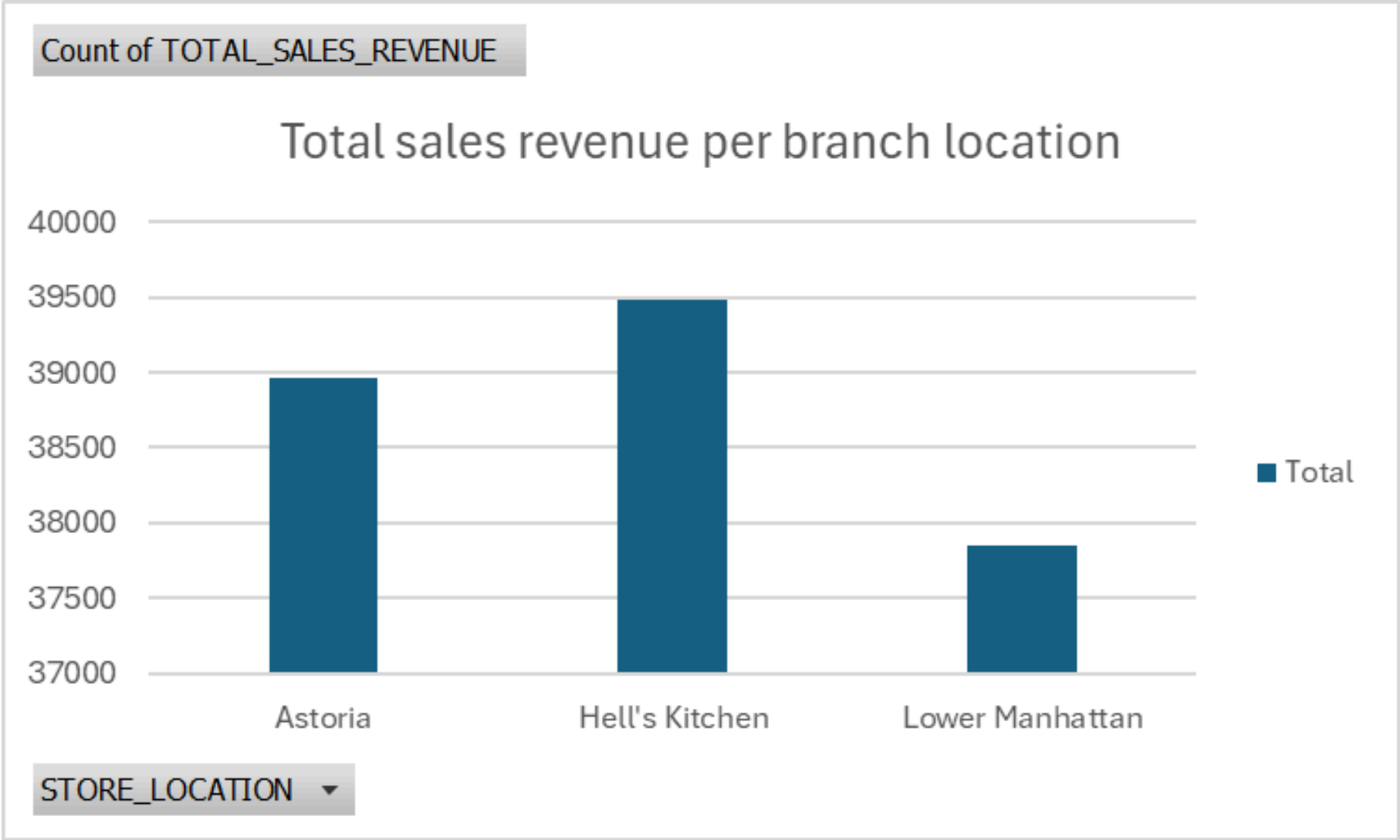Data-Driven Business Insights for:

AEON BREW COFFEE SHOP

Presentation by Thato Dintoe
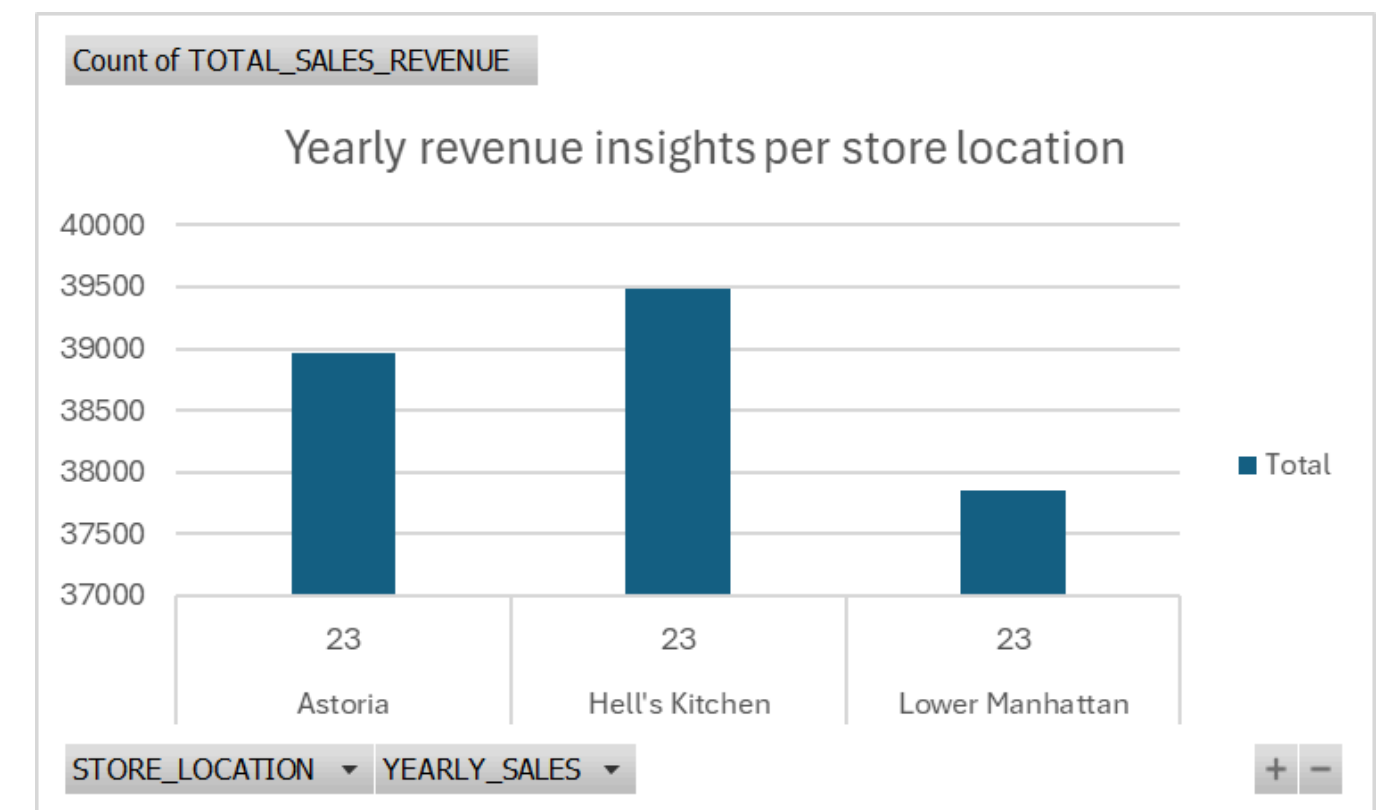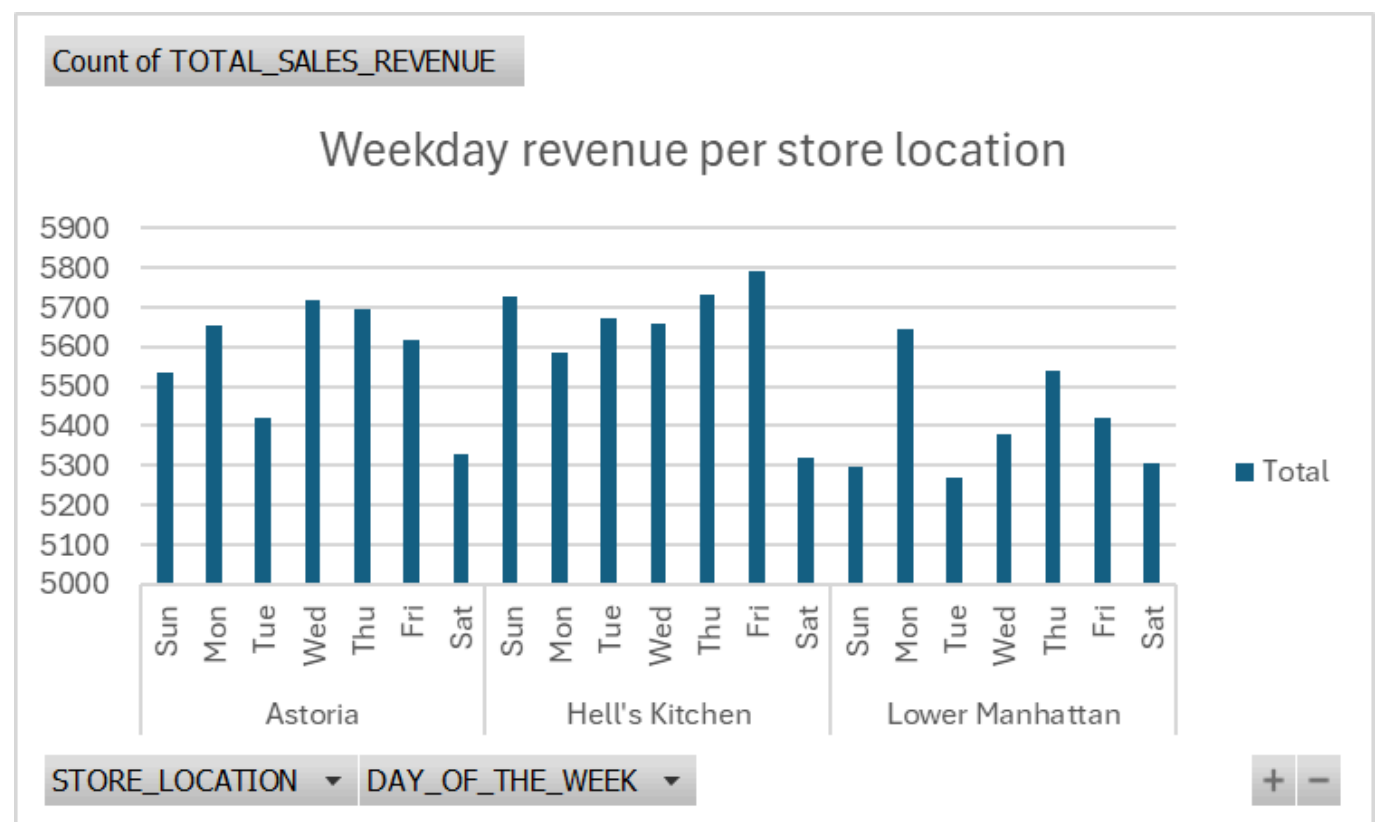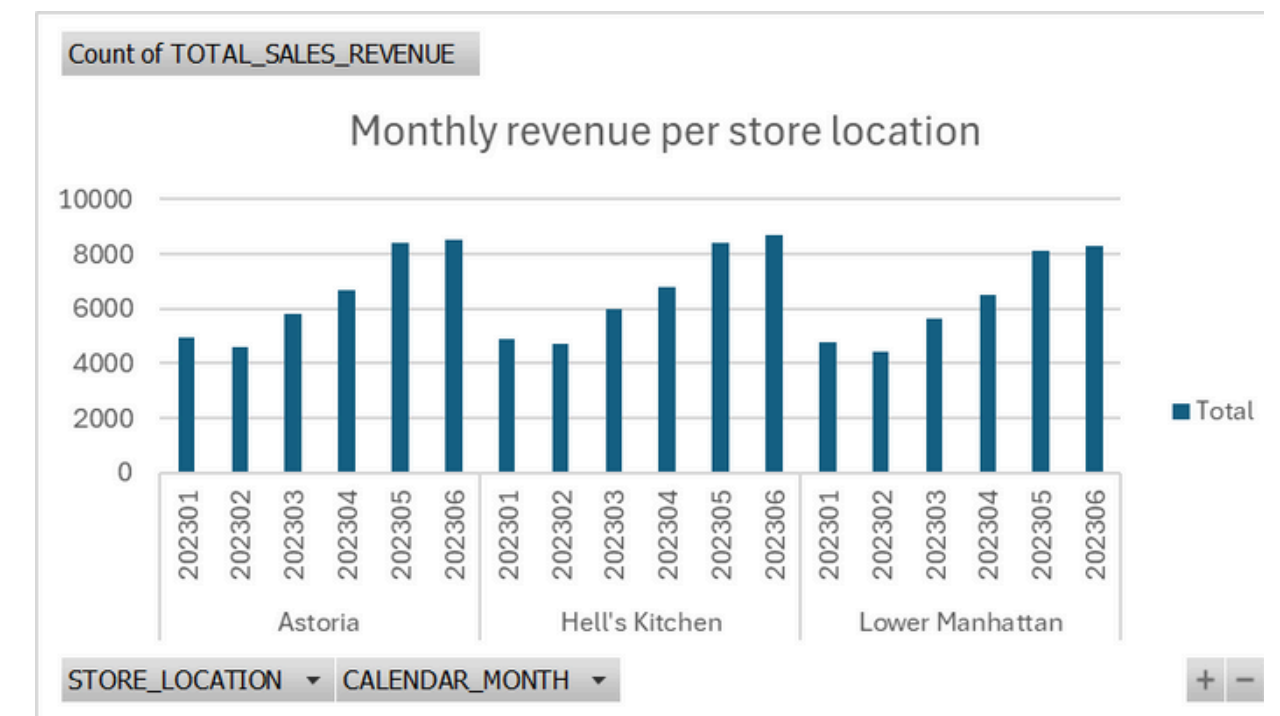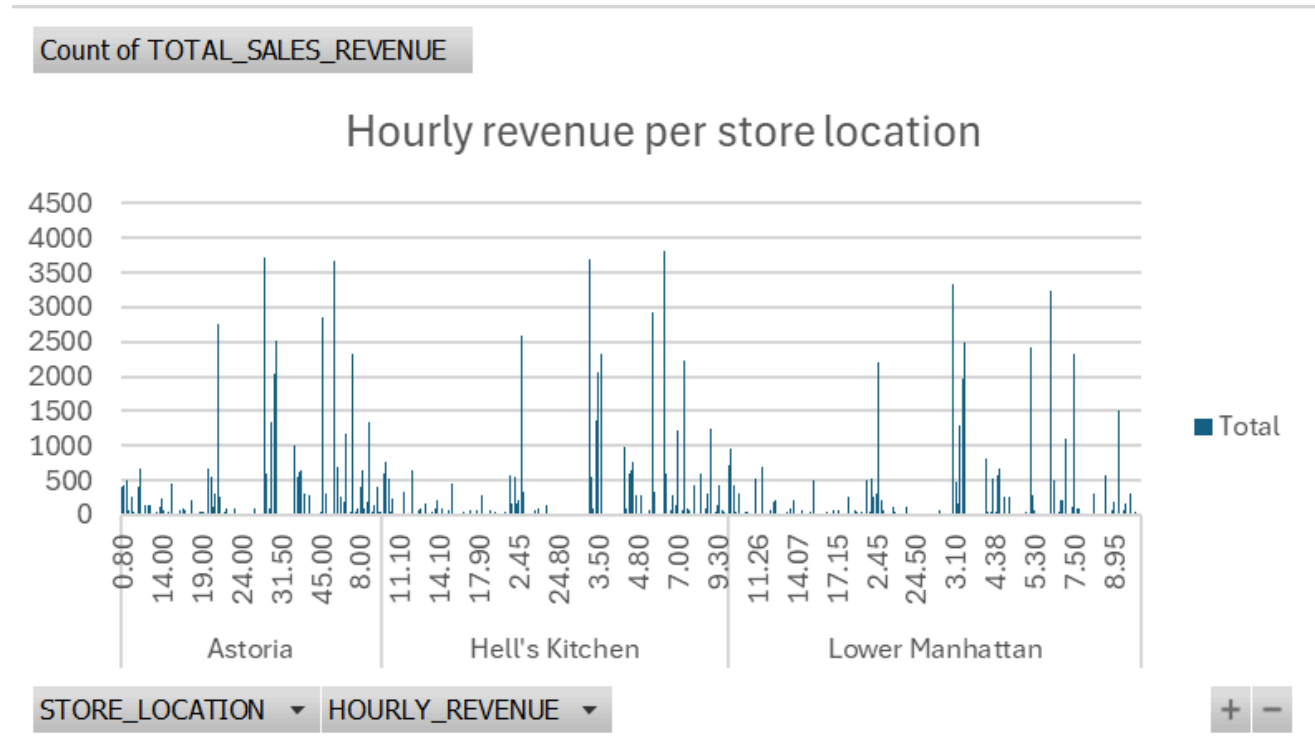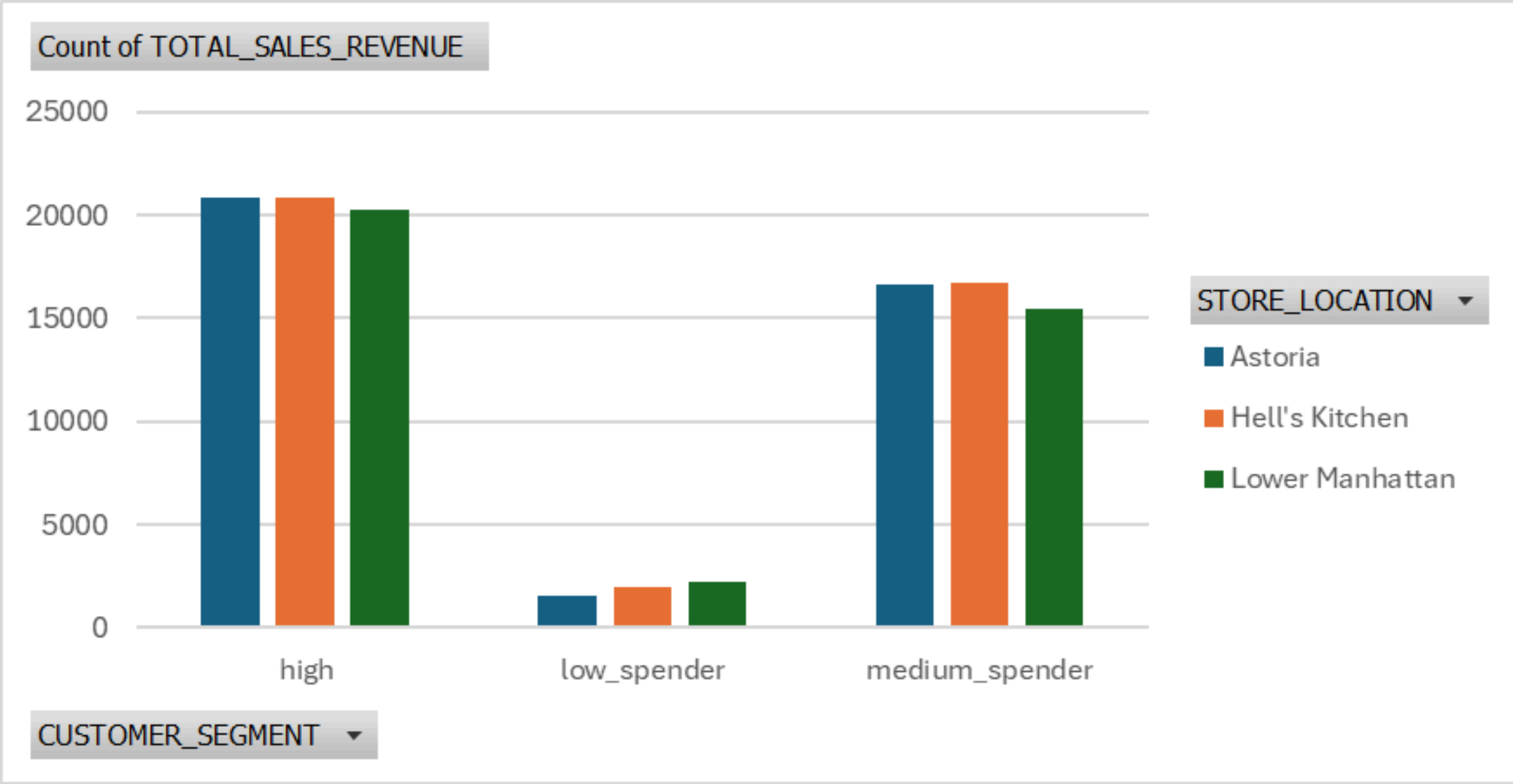
# Revenue insights per location

Thato Dintoe

Revenue insights separated by hour, day of the week, month and year for each store location to determine coffee shop branch performance.

The high revenue cintributors by store locations at the different branches
This could gives us insights on marketing strategies to increase sales revenue
-could introduce loyalty programs that offer benefits according to how much they spend

The most popular product across all shop branches

Count of TOTAL_SALES_REVENUE

PRODUCT_DETAIL
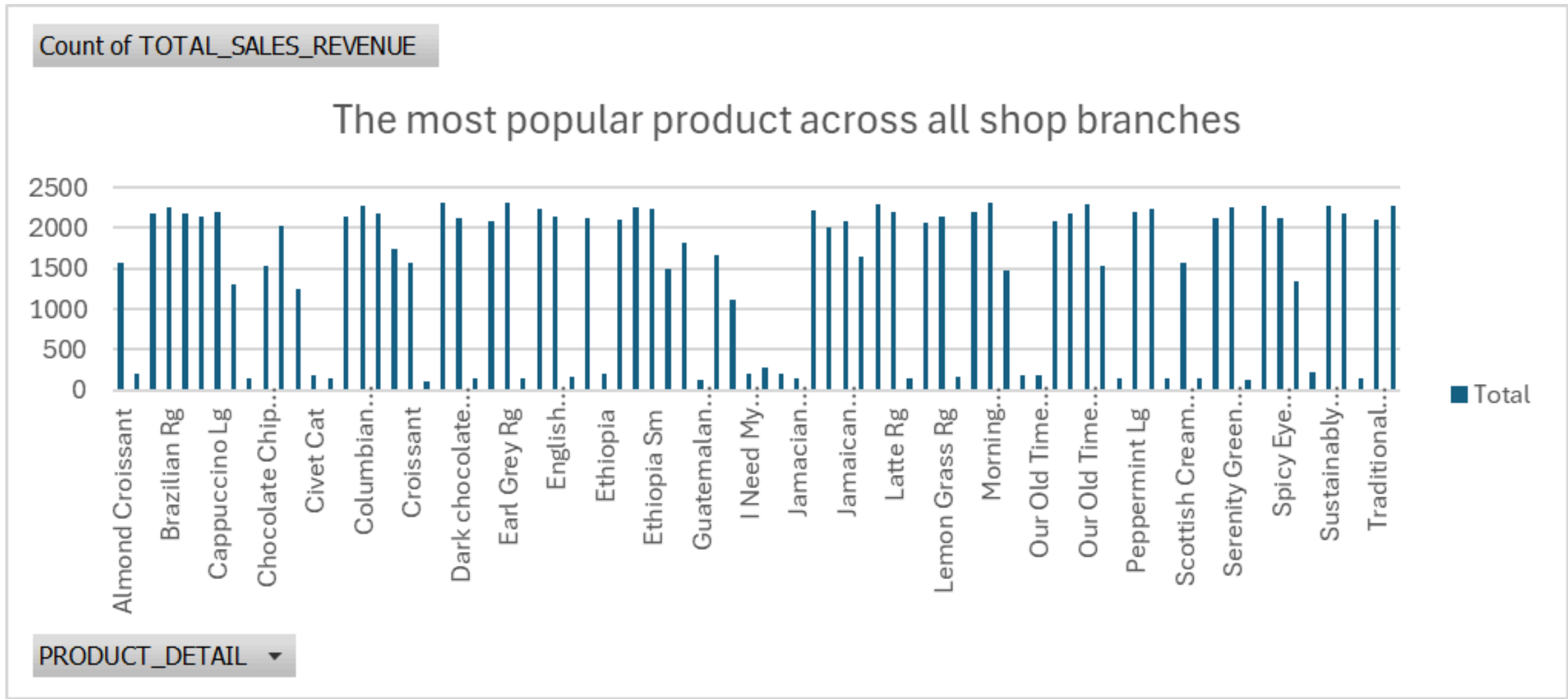
This will give insights on which product could be stocked more and which product item could be stocked less
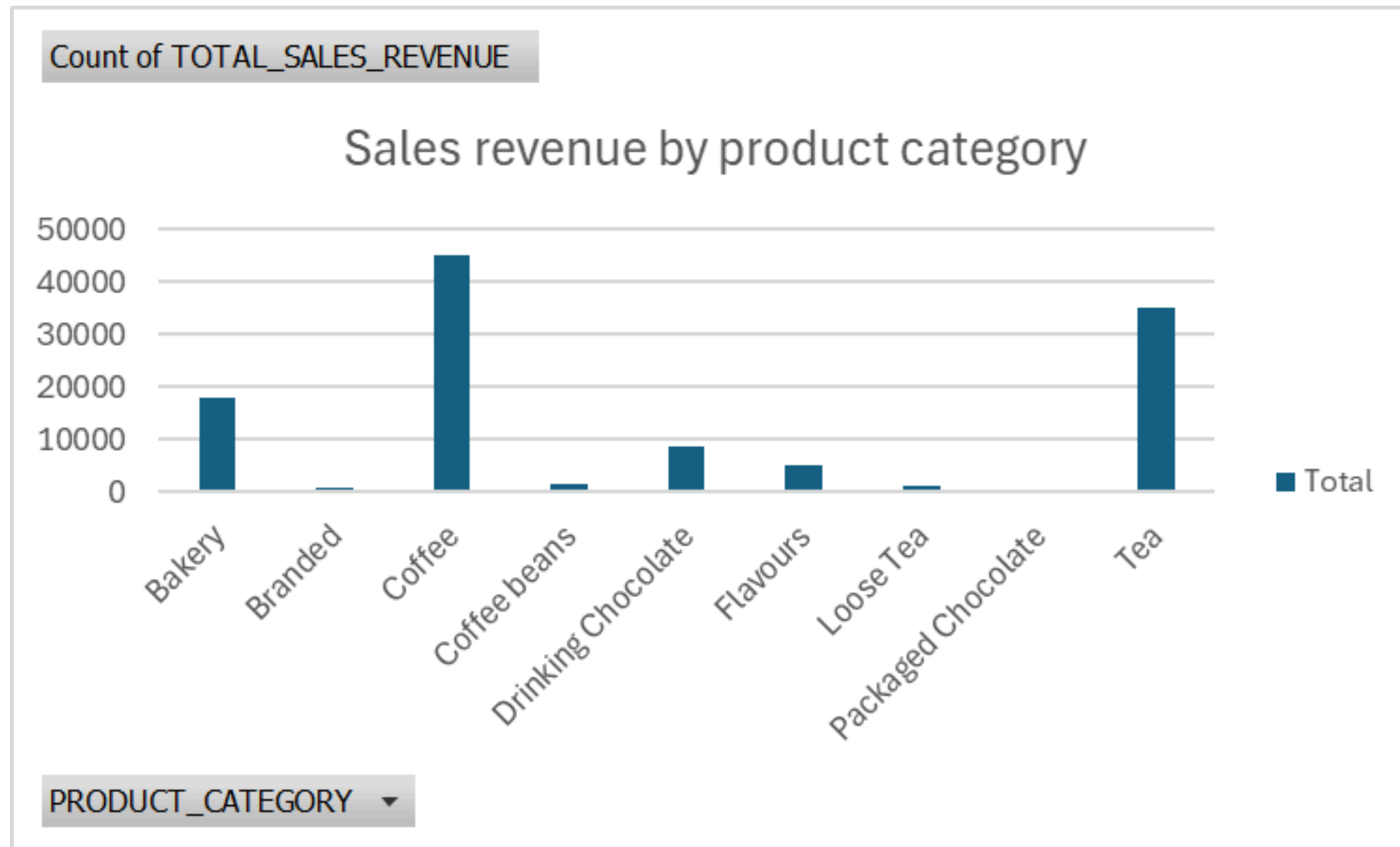
This information gives us insights on which product category is most popular across all store locations and how it coukd be used to maximise revenue

The most popular product category at each branch
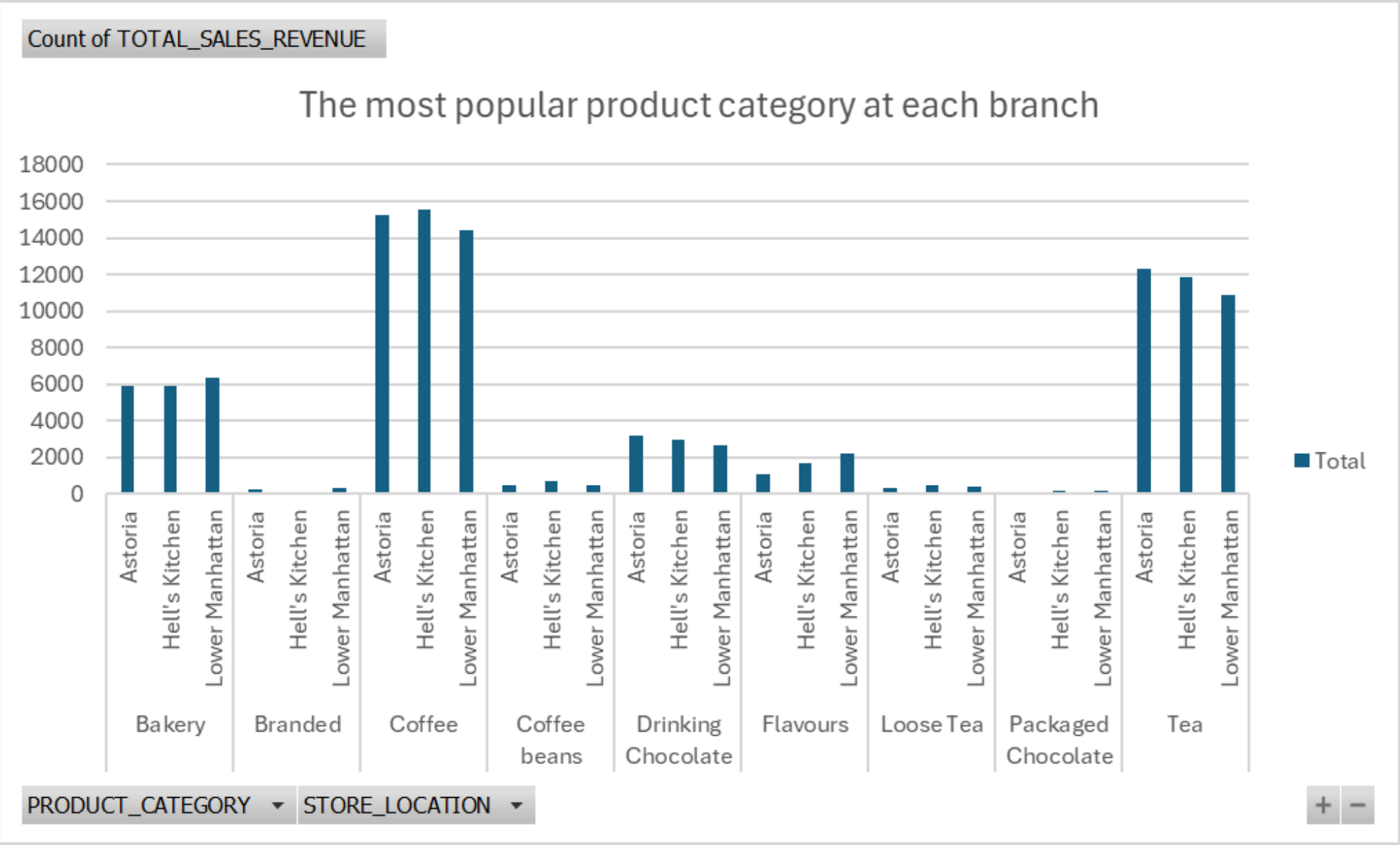
The branch specific popular product category gives us insights on the top selling product at each branch, so that products could be location specific based on demand by consumers