

# BRIGHT COFFEE

"Brightness in every cup"

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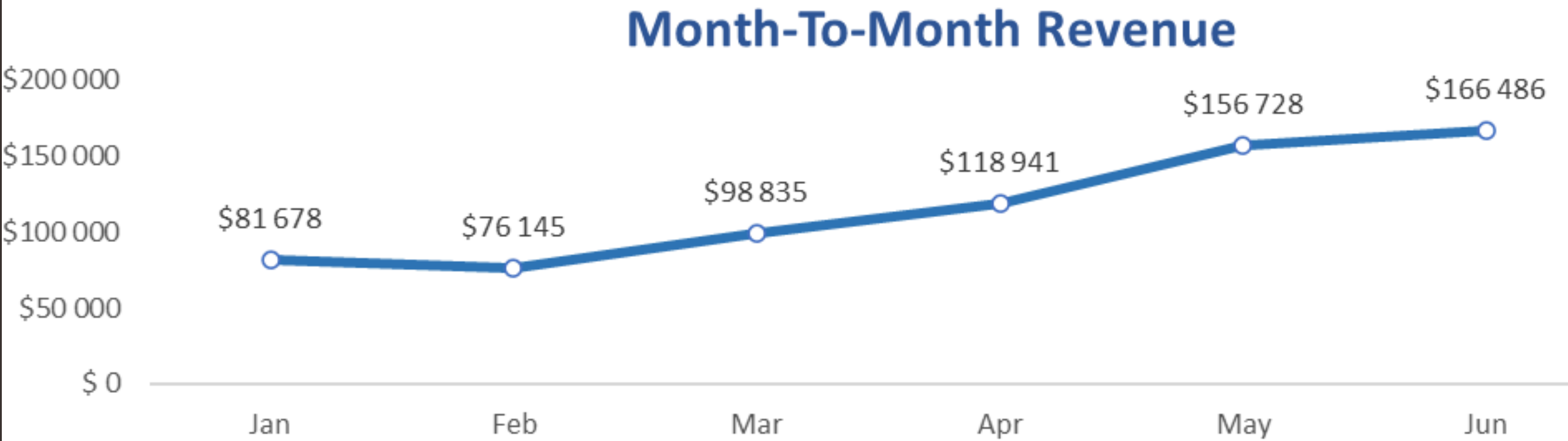
**Presented By: KM Ramatlapeng**

# SHOP



# TOTAL REVENUE

Bright Coffee Shop generated a total revenue of **\$698,812** across all locations during the January-June sales period.



June recorded the highest revenue at **\$166,486**, while February had the lowest at **\$81,678** during the January–June sales period.

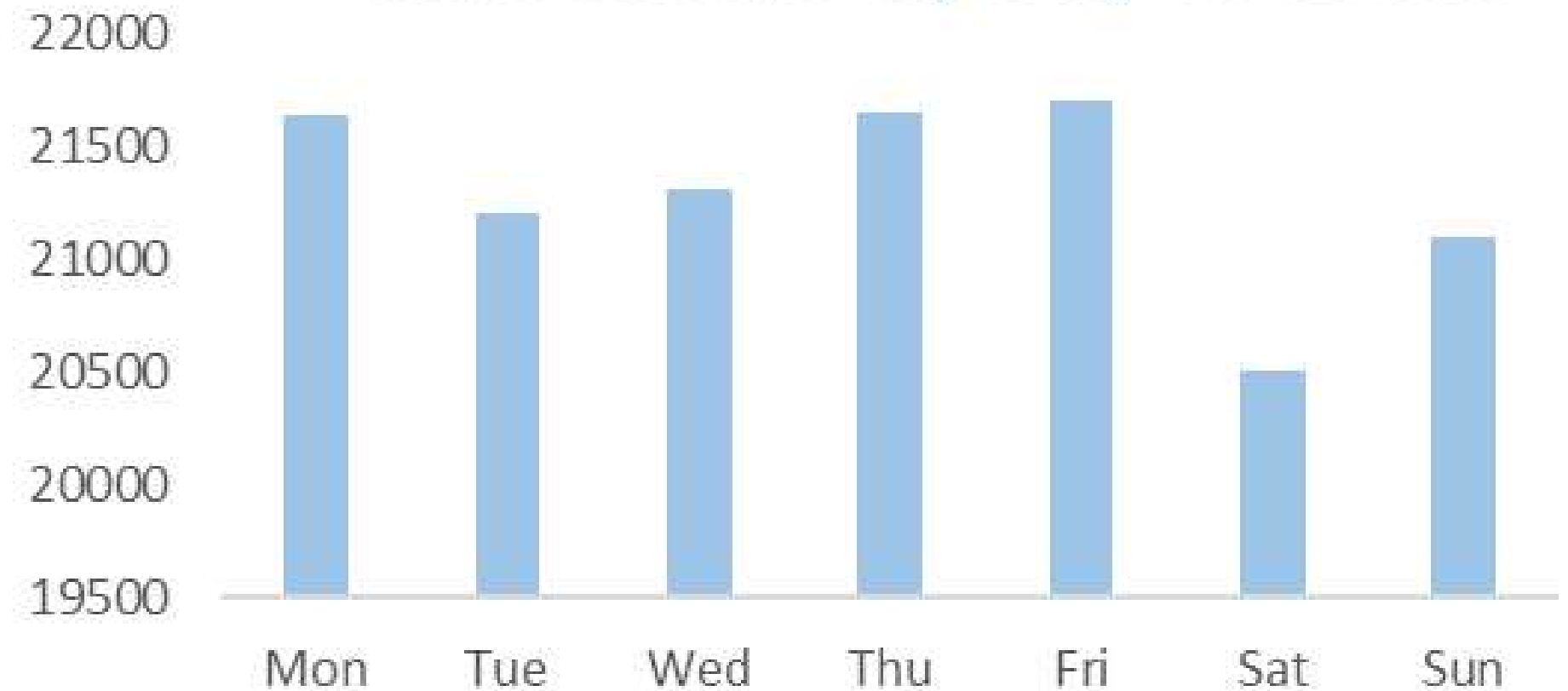
**Total revenue by % contribution:**

- Jan-11.69%
- Feb-10.90%
- March-14.14%
- April-17.02%
- May-22.43%
- June-23.82%

The business have shown an overall upward trend in its revenue.

# TRANSACTIONS PERFROMANCE BY DAY OF WEEK

Transactions by Day of Week



## Transactions by % contribution

Monday-14.51%

Tuesday-14.22%

Wednesday-14.29%

Thursday-14.52%

Friday-14.55%

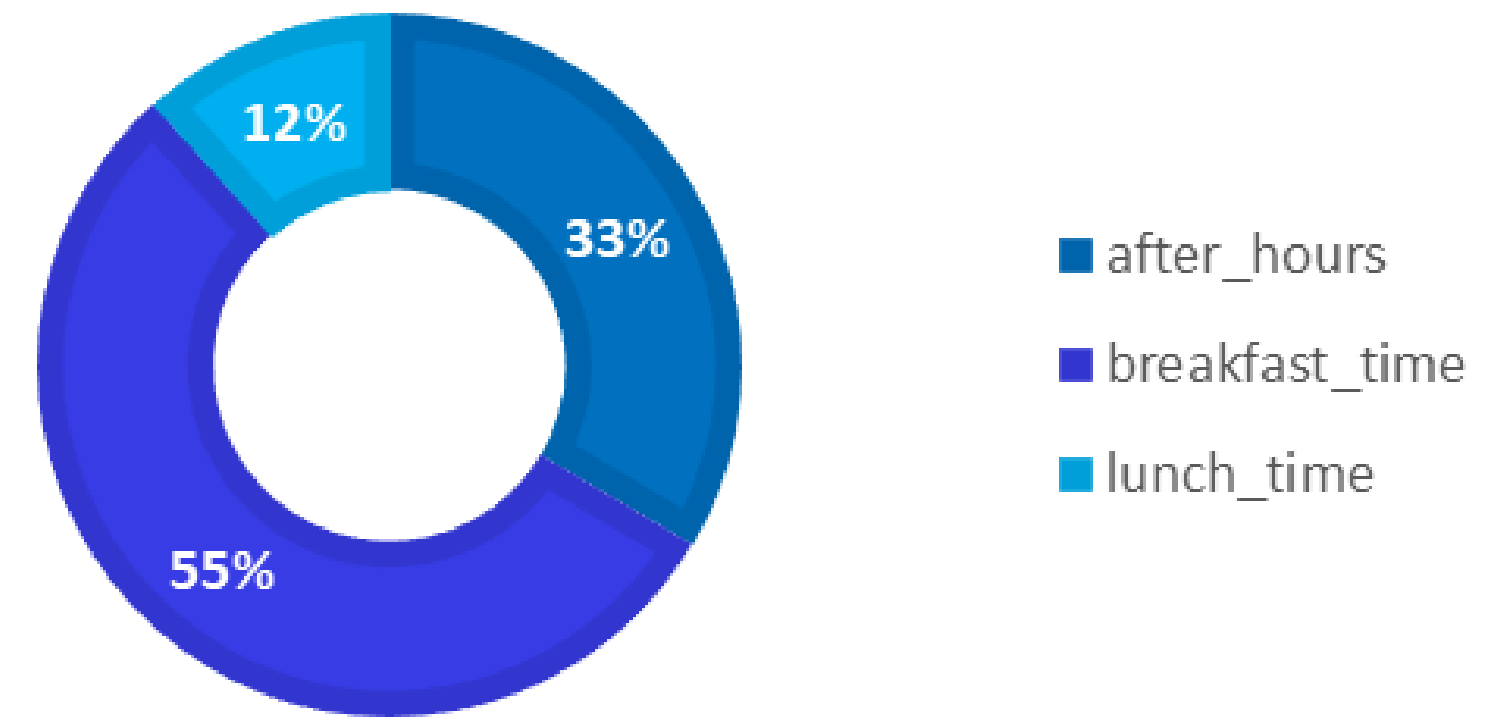
Saturday-13.75%

Sunday-14.15%

Mondays, Thursdays and Fridays ranks the highest in transactions volume followed by Tuesday, Wednesday and Sunday, Saturday being the lowest contributor.

# TRANSACTIONS PERFORMANCE BY SERVING TIMES

## % OF SALES BY SERVING TIME



High Volume of transactions were seen during breakfast serving time which is between 6am-11:59am and made-up 55% of the total transactions

After hours serving time which is between the time 14:00pm till closing time comes second at 33% of total transactions.

While Lunch time which is between the time 12:00pm-14:00pm made-up 12% of the total transactions ranking last.

**Hell’s Kitchen:**

Achieved the **highest** revenue among all locations, generating a total of **\$236 511**.

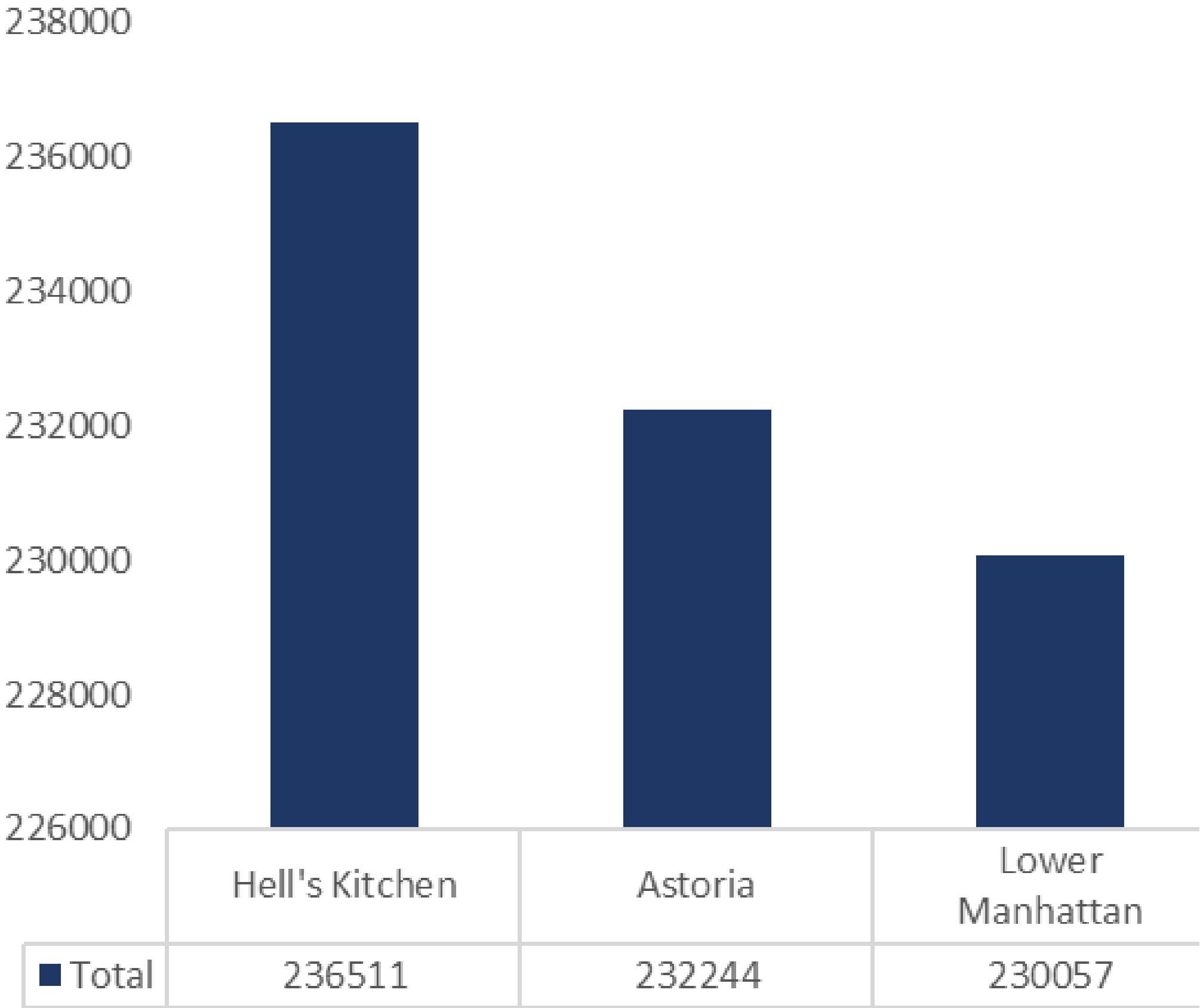
**Astoria:**

Ranked **second** with **\$232 244** in revenue.

**Lower Manhattan**

While Lower Manhattan recorded the **lowest** sales at **\$230 057**.

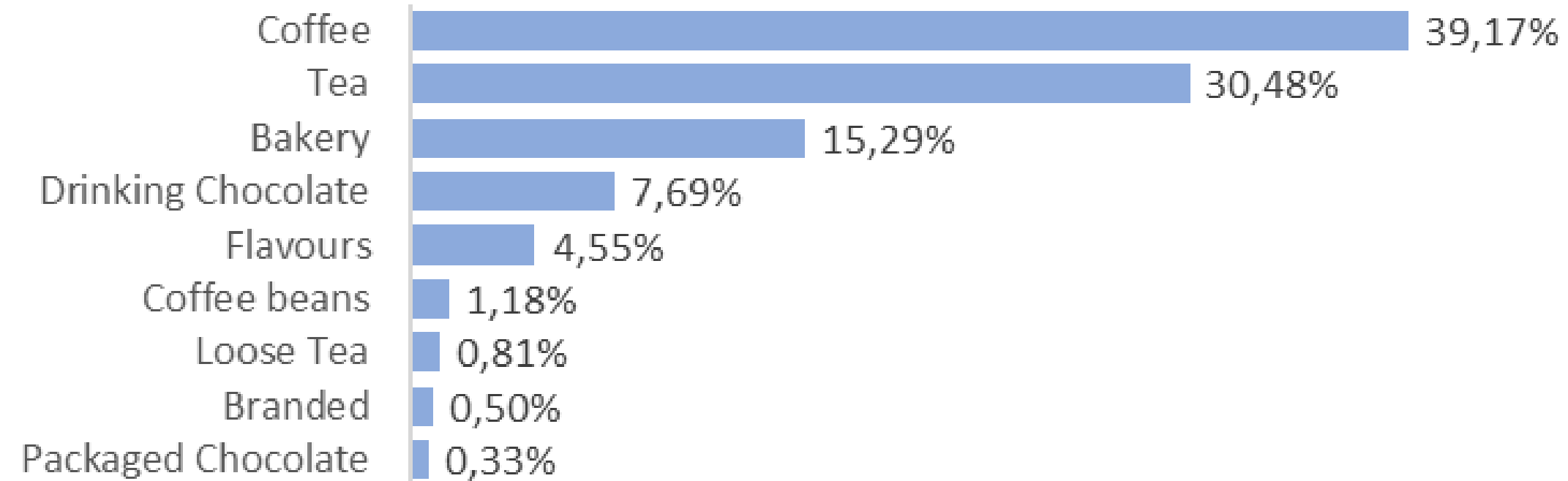
# Total Revenue by Store Location







## Transactions by Product Category



-Coffee and tea are the dominant product category accounting for 39.17% and 30.48% respectively this is an indication that they are the most popular items purchased by customers..

-Bakery items account for 15.29% which is a substantial portion this can be an indication that customers are purchasing this item as complementary to their drinks.

-Drinking chocolate and Flavours has a moderate presence in the product category offerings contributing 4.55% and 1.18% respectively.

-Coffee beans contribute 1.18%

-Loose tea, branded and Packaged chocolate are not a large source of revenue in this analysis this can indicate that this product category are niche.

- Brewed Chai tea
- Gourmet brewed coffee
- Barista Espresso
- Hot chocolate
- Brewed Black tea
- Brewed Herbal Tea
- Scone
- Organic Brewed Coffee
- Drip Coffee
- Premium Brewed Coffee

# TOP 10 PRODUCTS BY PRODUCT TYPE



- Green Beans
- Green Tea
- House Blend Beans
- Clothing
- Organic Chocolate
- Drinking Chocolate
- Black Tea
- Herbal Tea
- Espresso Beans
- Premium Beans

# BOTTOM 10 PRODUCTS BY PRODUCT TYPE







# KEY INSIGHTS

- The total revenue for the reporting period is split almost equally across all three coffee shop locations.
- Based on our analysis it is evident that there is no dominant or underperforming store based on revenue.
- The revenue difference of both store locations is sitting below 1% therefore this suggest a consistent customer engagement.

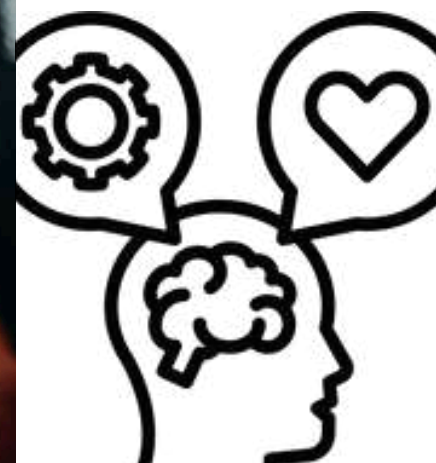
# RECOMMENDATIONS



Introduce delivery services for nearby locations



Run targeted promotions on Tuesdays, Wednesdays and Saturdays as these are the days with the lowest transaction volumes.



Monitor customer behavior to run personalized promotions



THANK



YOU

