

The background features a light beige textured surface. It is decorated with several coffee beans: some are realistic brown beans with a central crease, while others are light grey line-art sketches of the same shape. These elements are scattered around the central text.

# BRIGHT COFFEE SHOP

*THE ULTIMATE COFFEE EXPERIENCE*

REVENUE ANALYSIS REPORT - 14 JULY 2025

BY LAZIO RAMPHEKWA

# TABLE OF CONTENTS

01. OVERHALL SALES PERFORMANCE

02. STORE REVENUE PERFORMANCE

03. PRODUCT PERFORMANCE

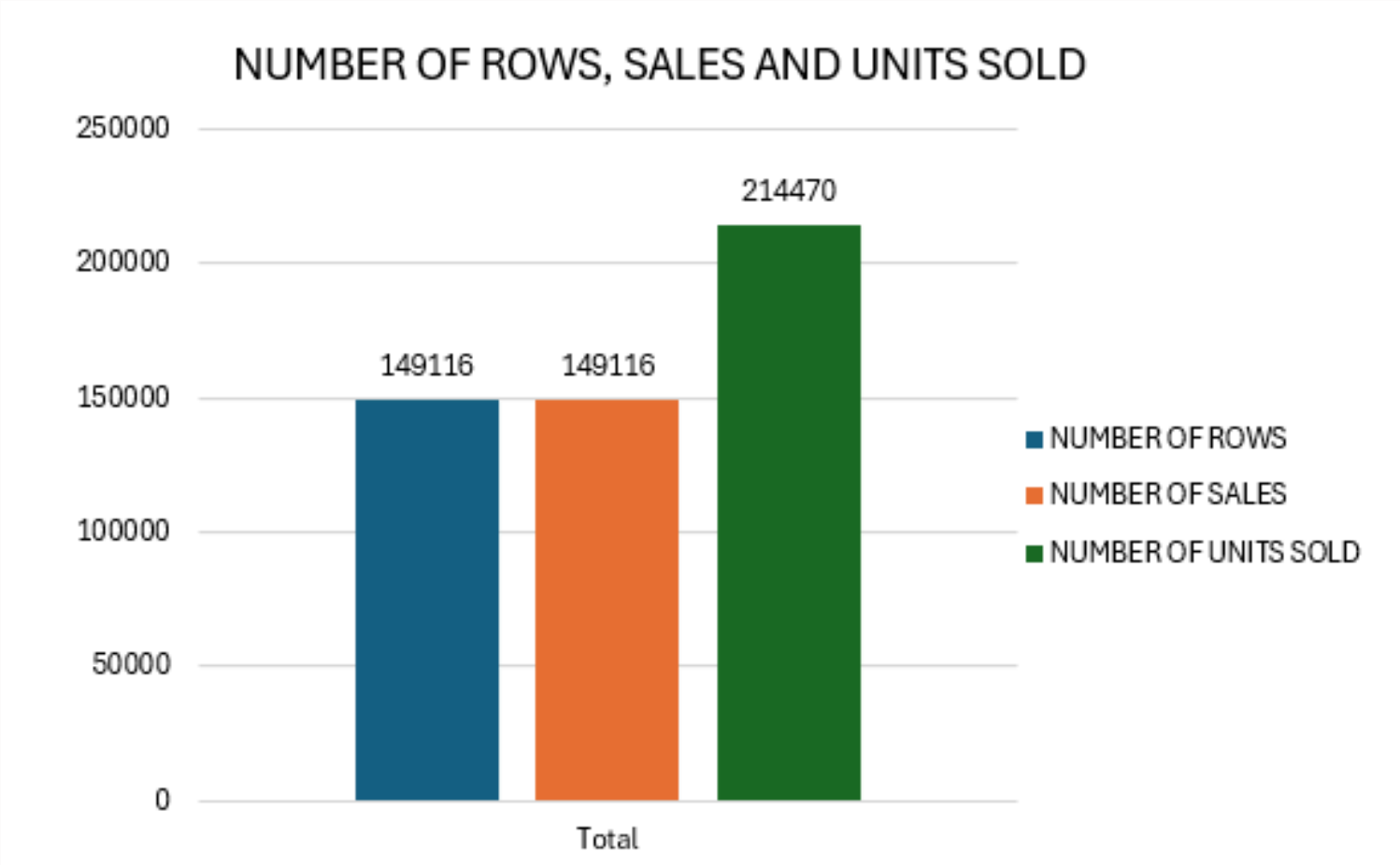
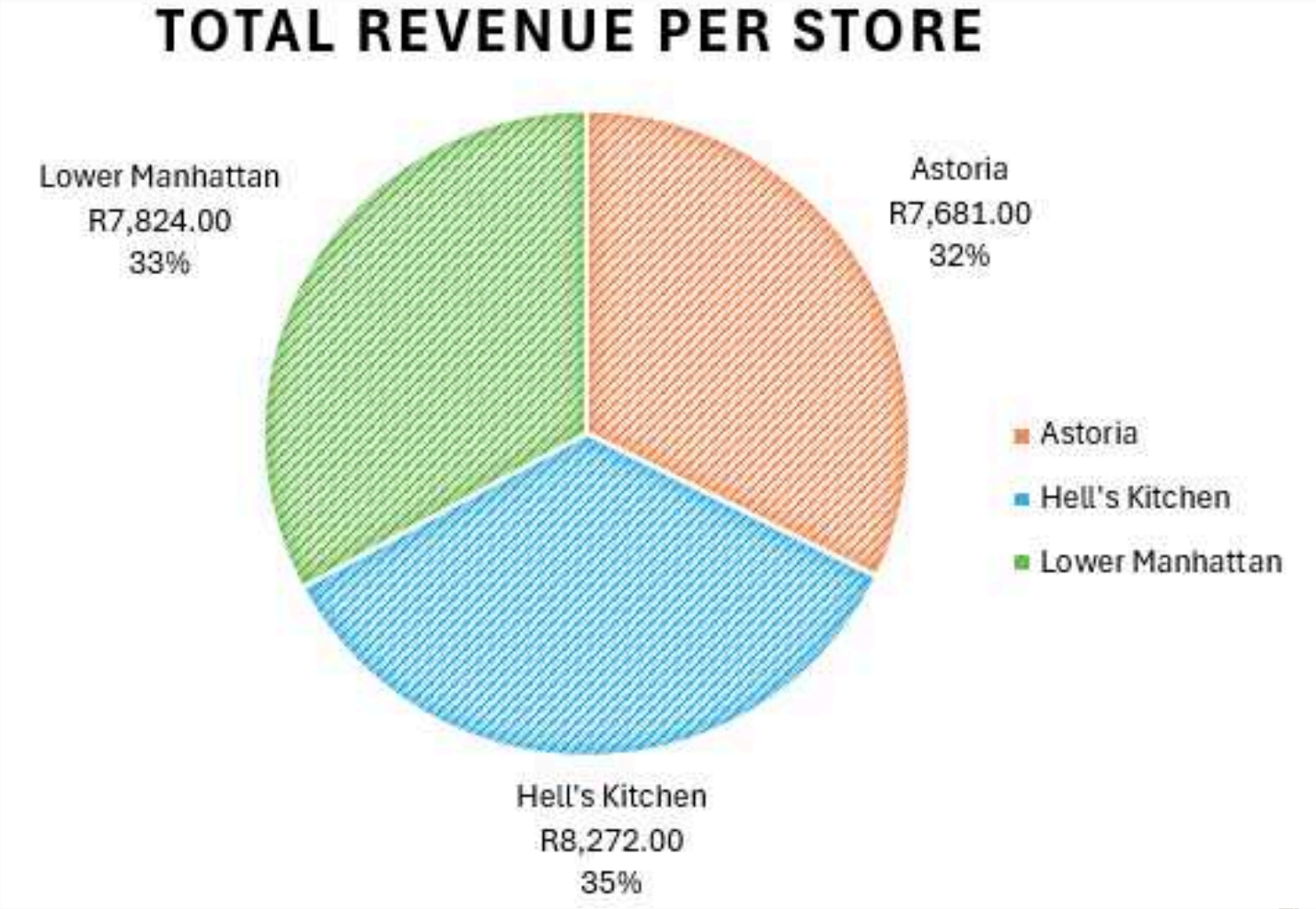
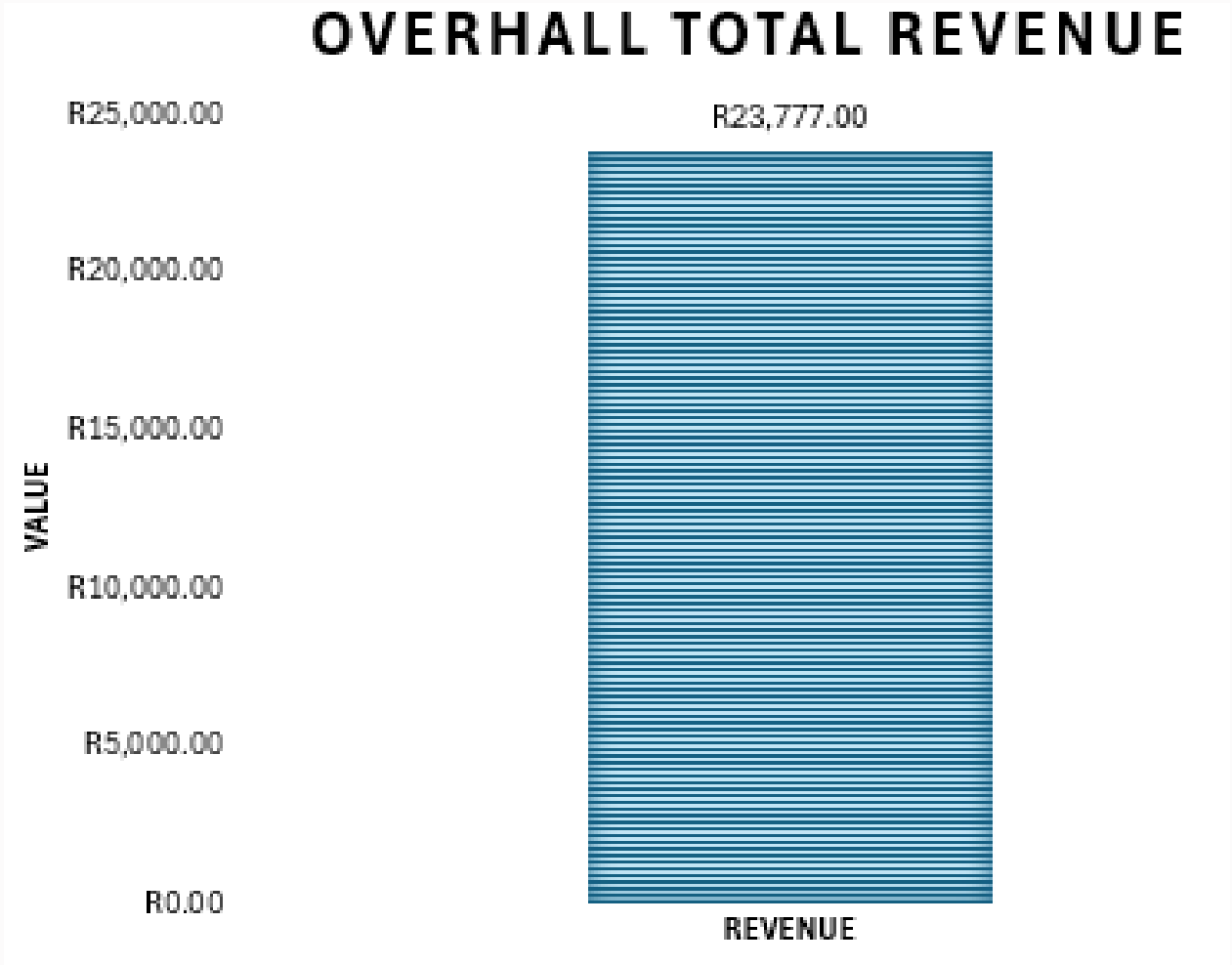
04. STORE PERFORMANCE

05. CUSTOMER ACTIVITIES

06. RECOMMENDATIONS

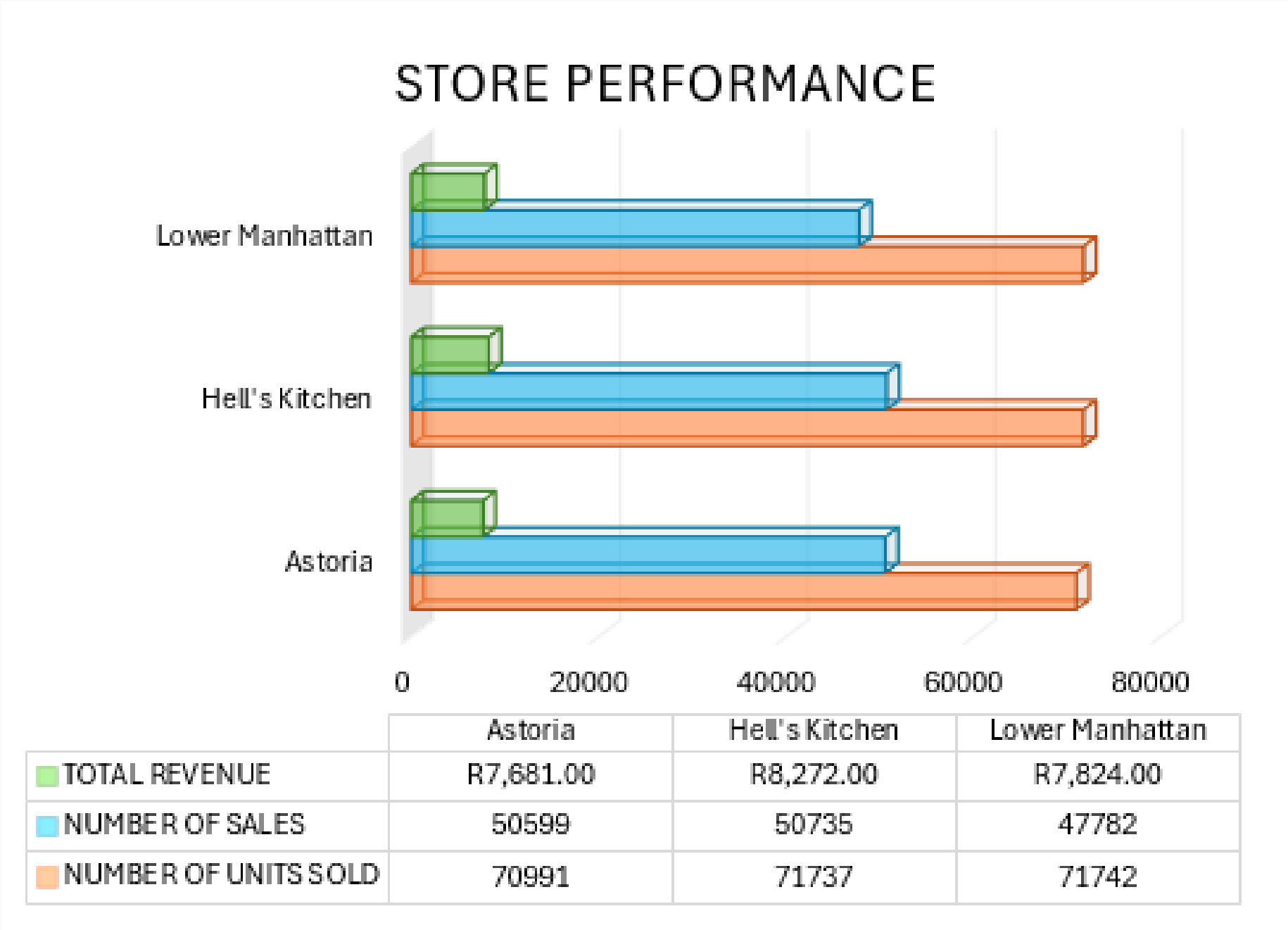


# OVERHALL SALES PERFORMANCE



- The three stores generated an overall total revenue of R23 777.00
- Hell’s Kitchen genereted 35% of the total revenue followed by Lower Manhattan at 33% and Astoria at 32%.
- There were 214 412 units sold resulting in 149 115 sales amongst the three stores.

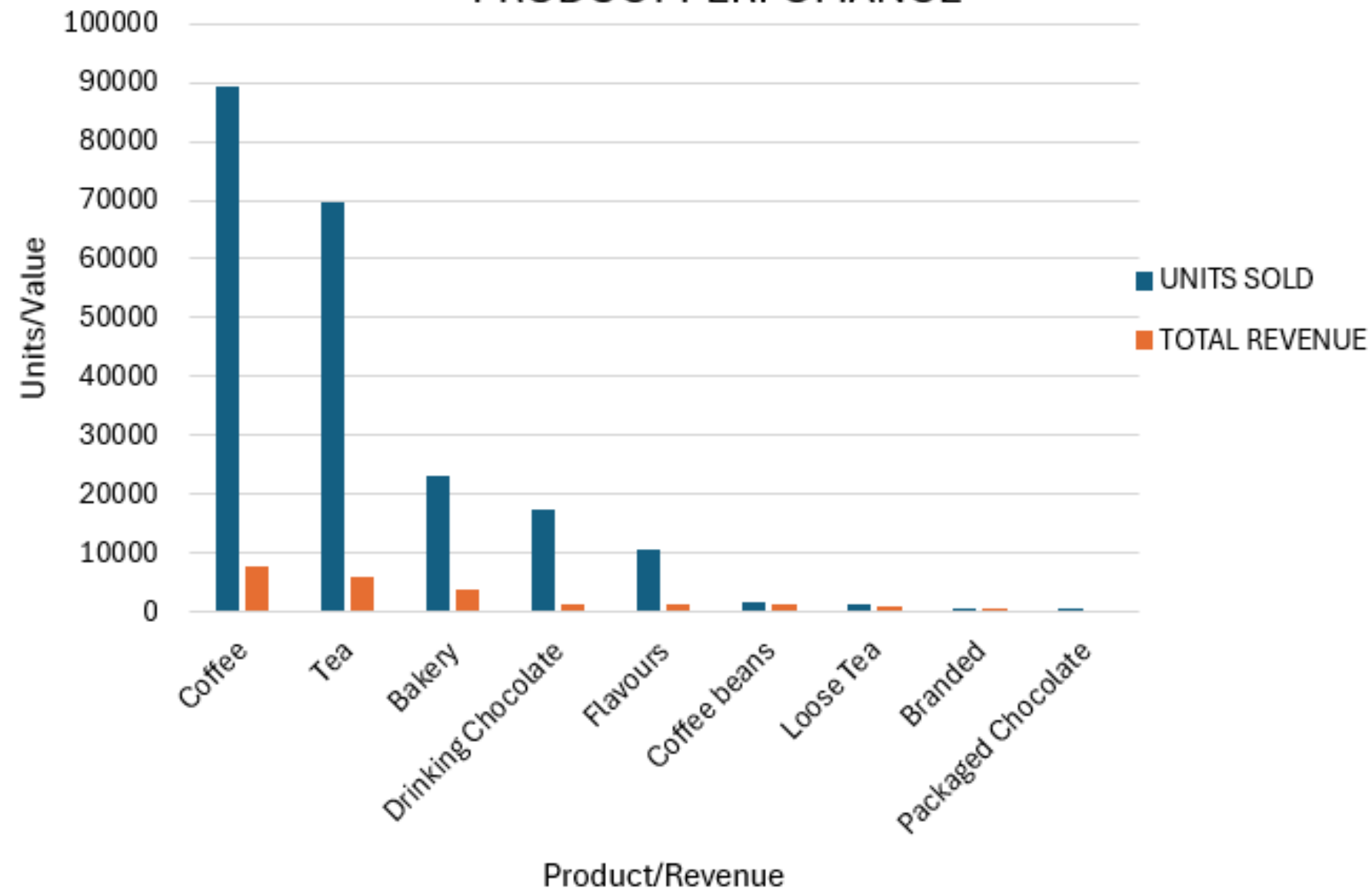
# STORE REVENUE PERFORMANCE



- Hell’s Kitchen store performed better than the other stores in terms of revenue and sales compared to Lower Manhattan and Astoria.

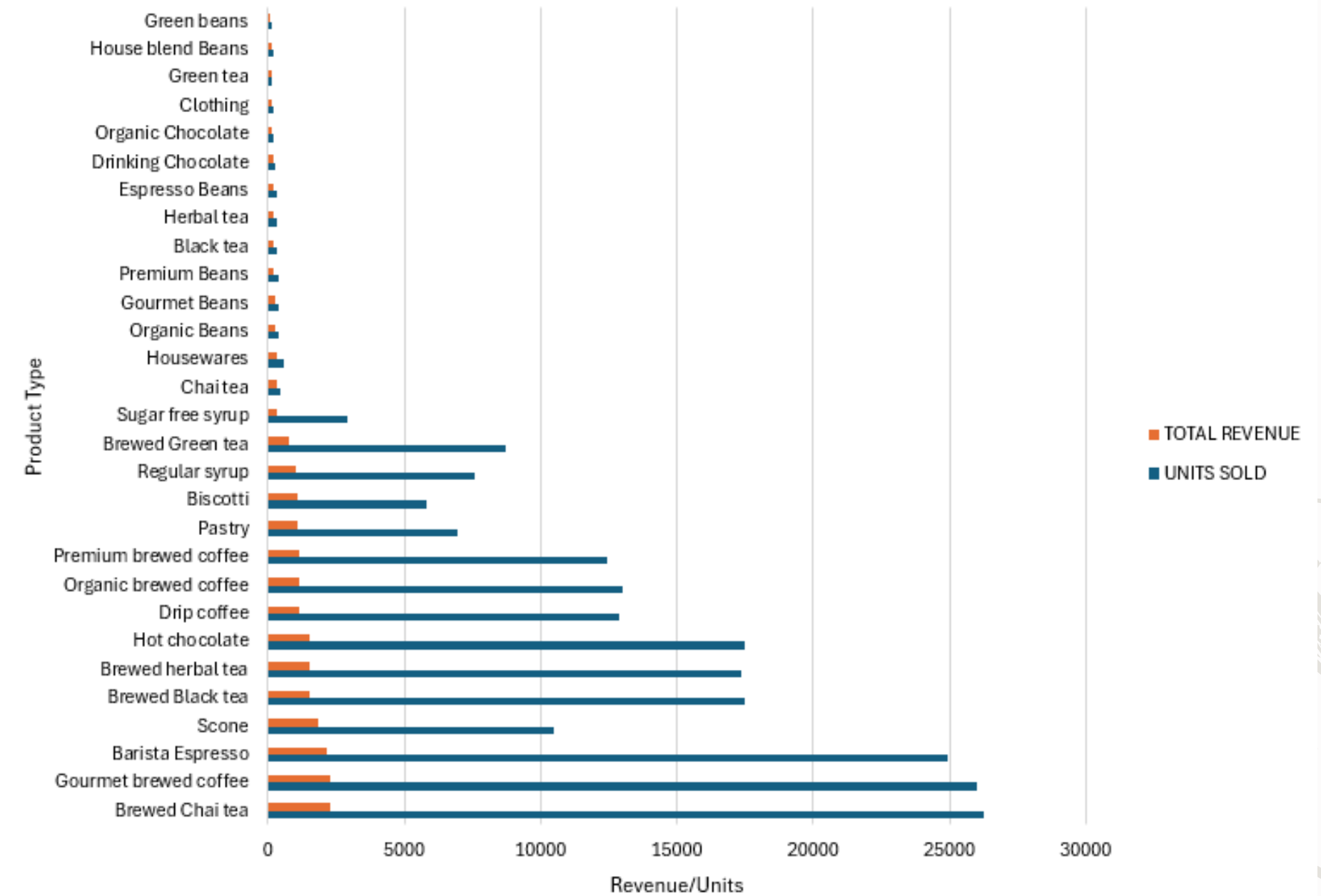
# PRODUCT PERFORMANCE

PRODUCT PERFORMANCE



- Coffee, Tea and Bakery products are the top 3 performers in terms of revenue and units sold.
- Poor performance recorded on loose tea, branded and packaged chocolate.

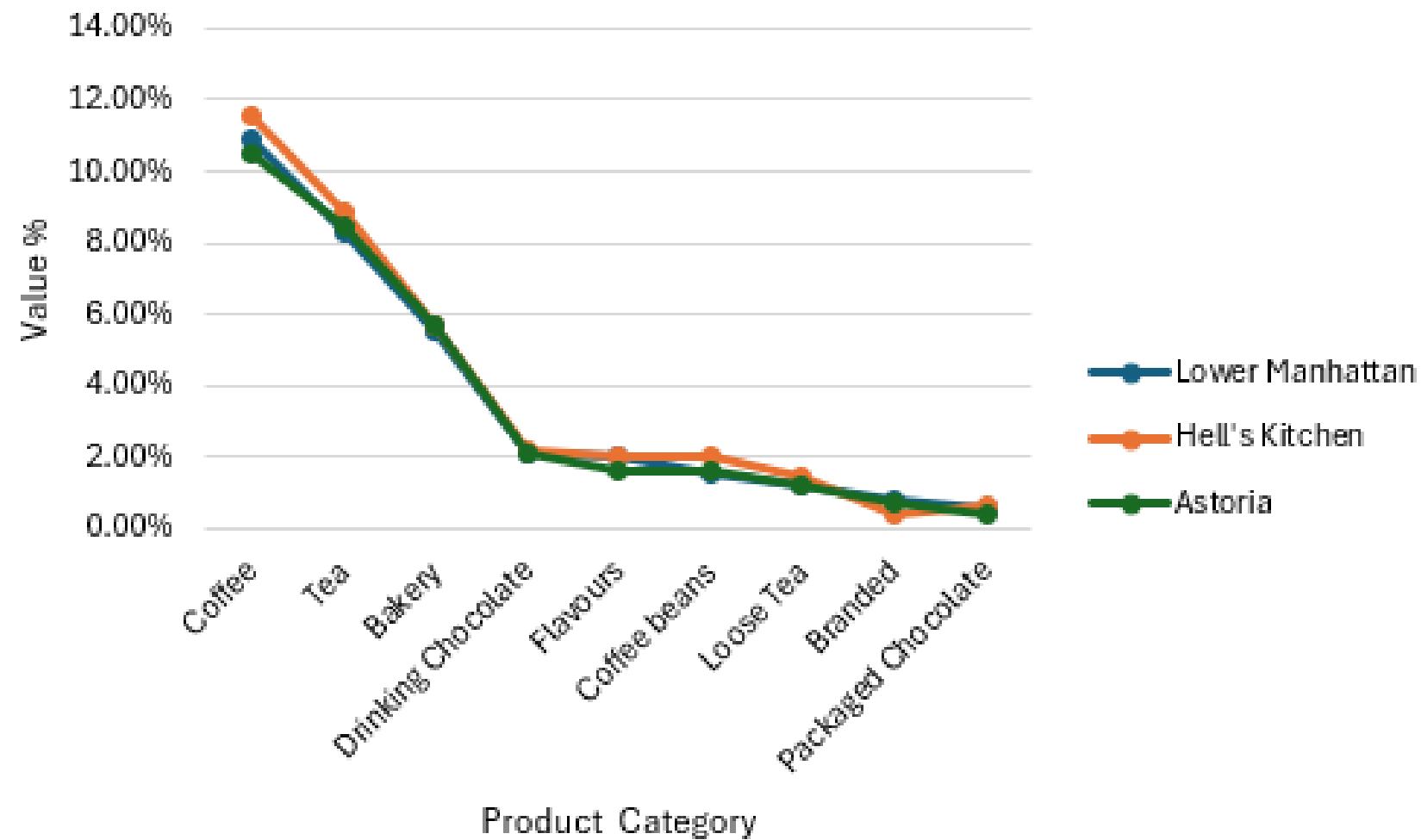
PRODUCT TYPE PERFORMANCE



- The top 10 vs the bottom 10 product types performance in terms revenue and units sold.

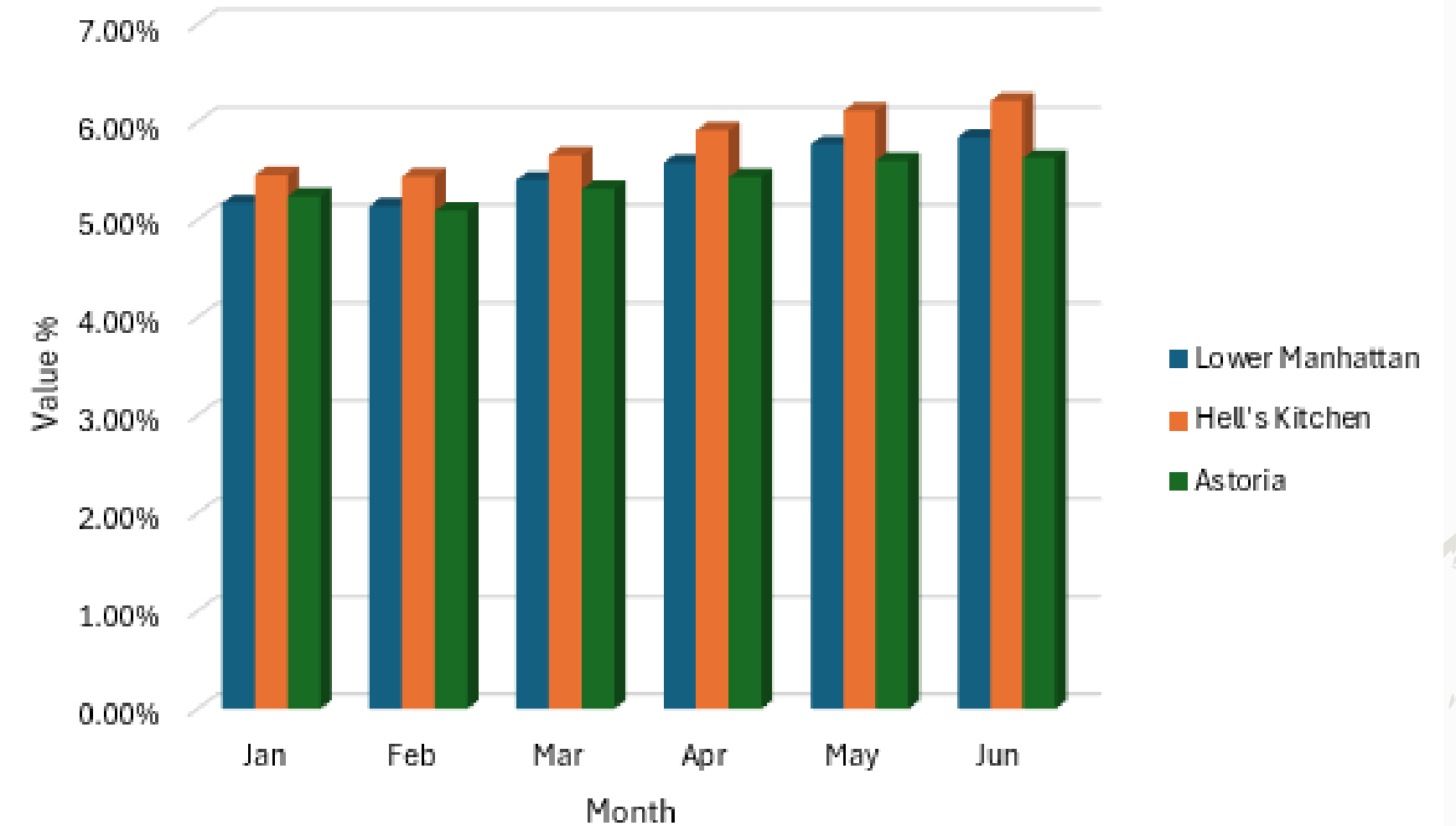
# STORE PERFORMANCE

## STORE PERFORMANCE PER PRODUCT CATEGORY



- The three stores contribute almost the same % across the product category from coffee to packaged chocolate.

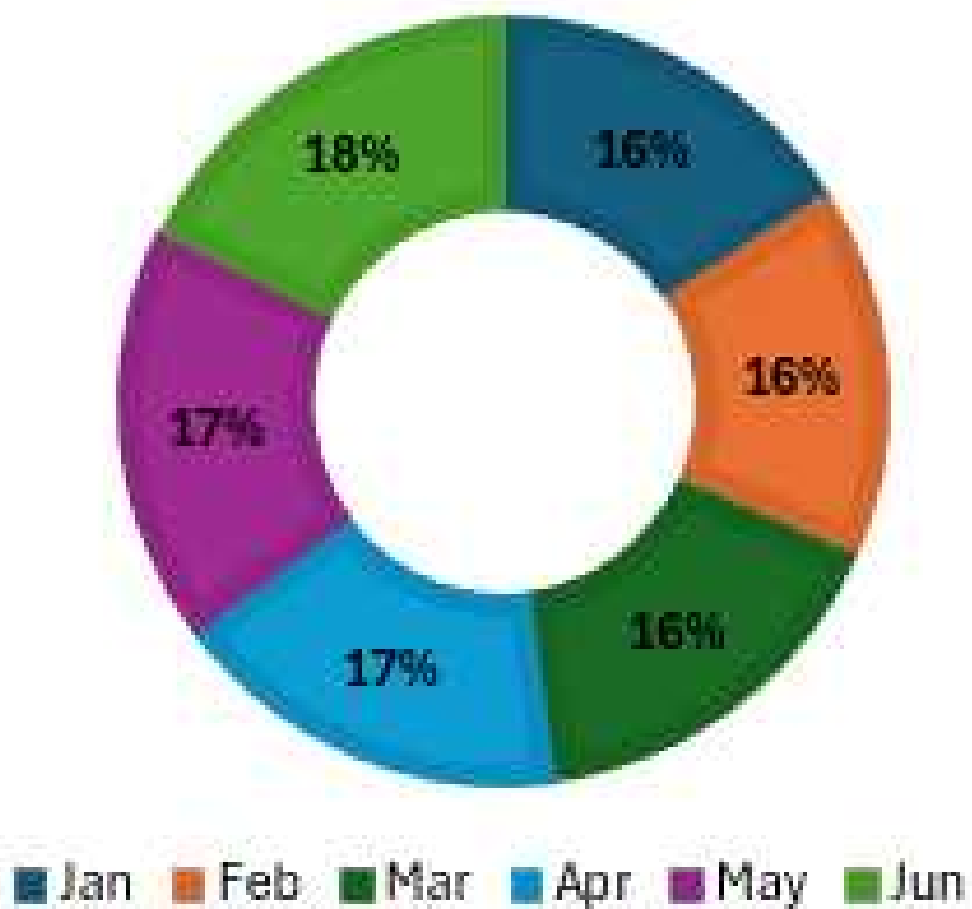
## MONTHLY PERFORMANCE PER STORE



- Monthly revenue performance of between 5% to 6% from each store.
- noticeable upward performance trend from March to June.

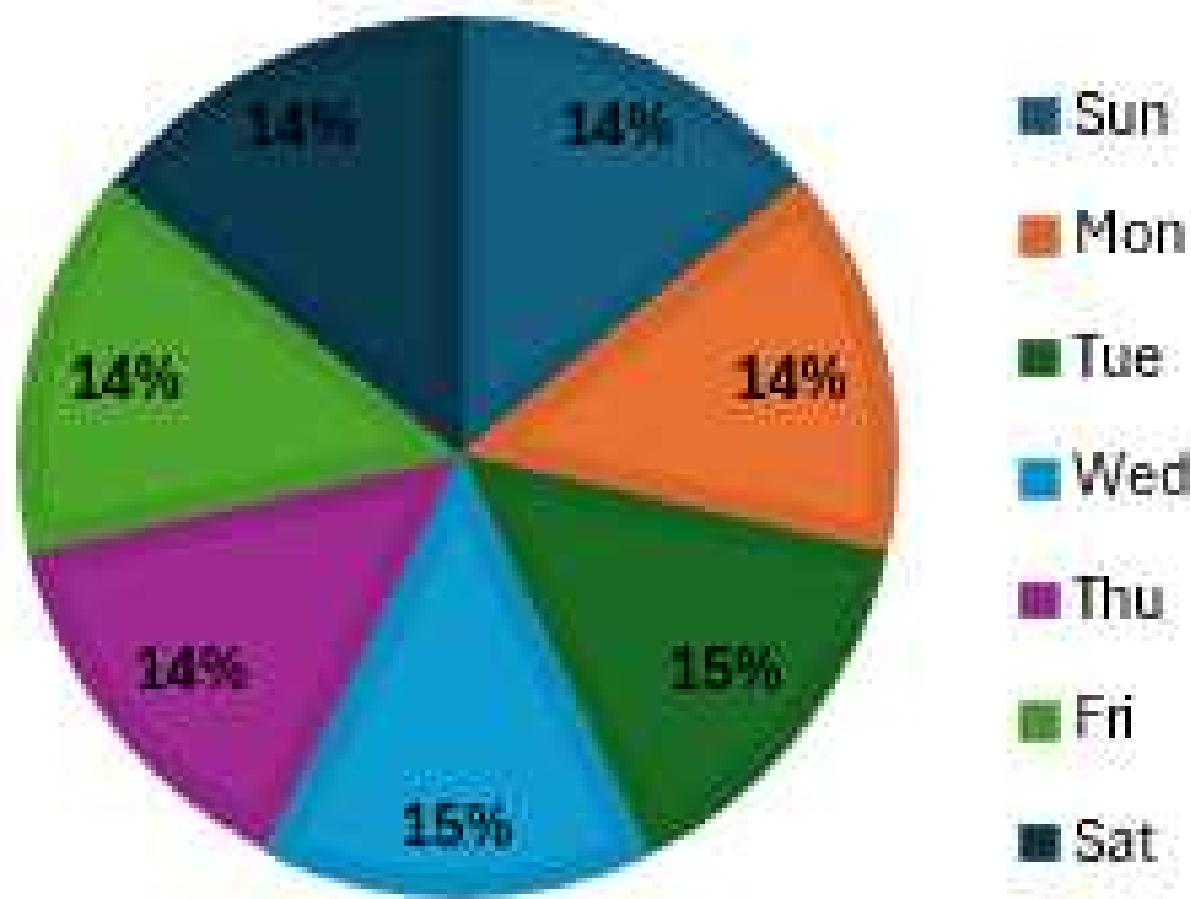
# CUSTOMER ACTIVITIES

## MONTHLY REVENUE ACTIVITIES



- Customers activities contributes revenue between 16% and 18% per month with June being the highest.

## DAILY ACTIVITIES

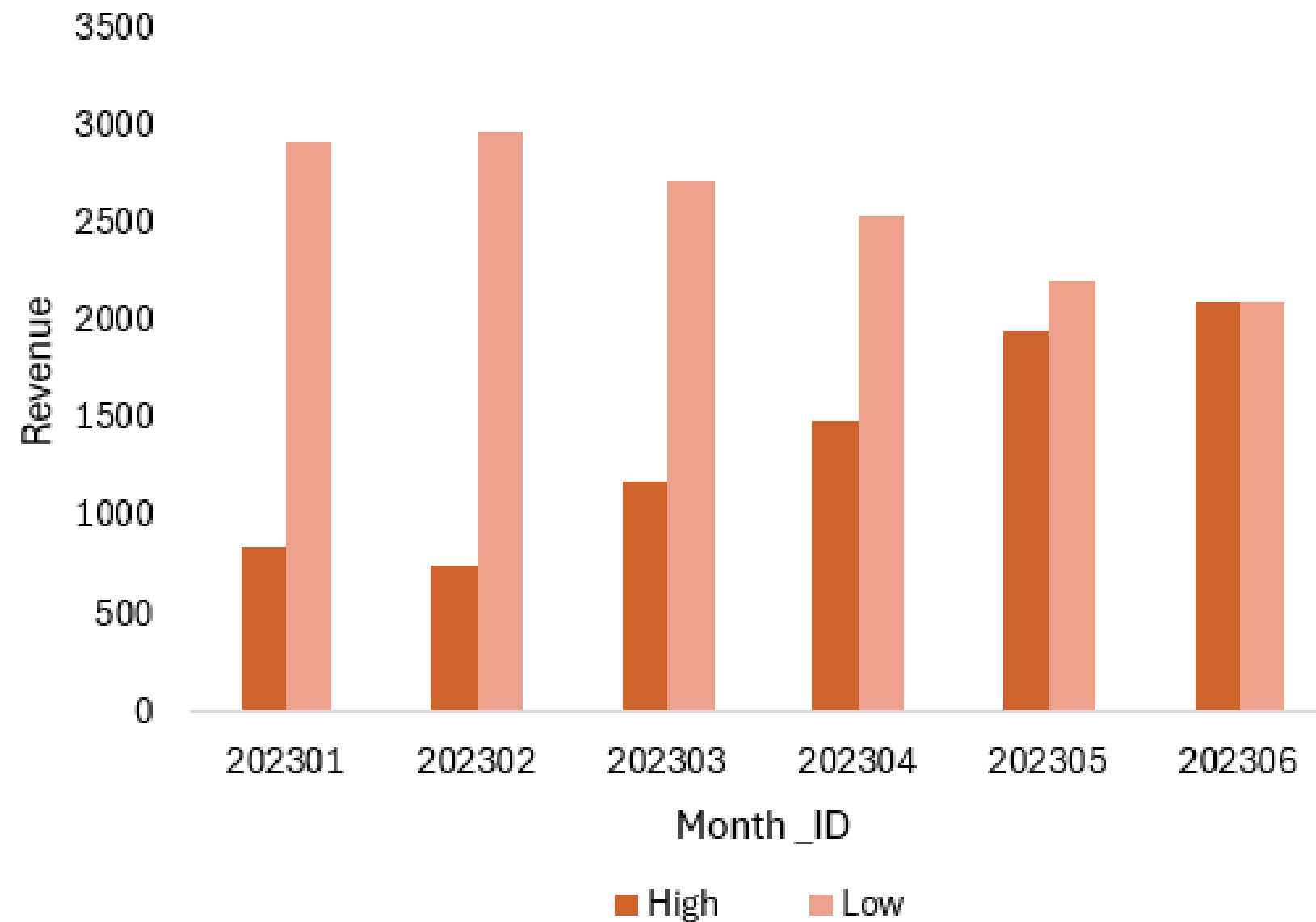


- The daily activities is the same at around 14% with a 1% increase on tuesday and wednesday.



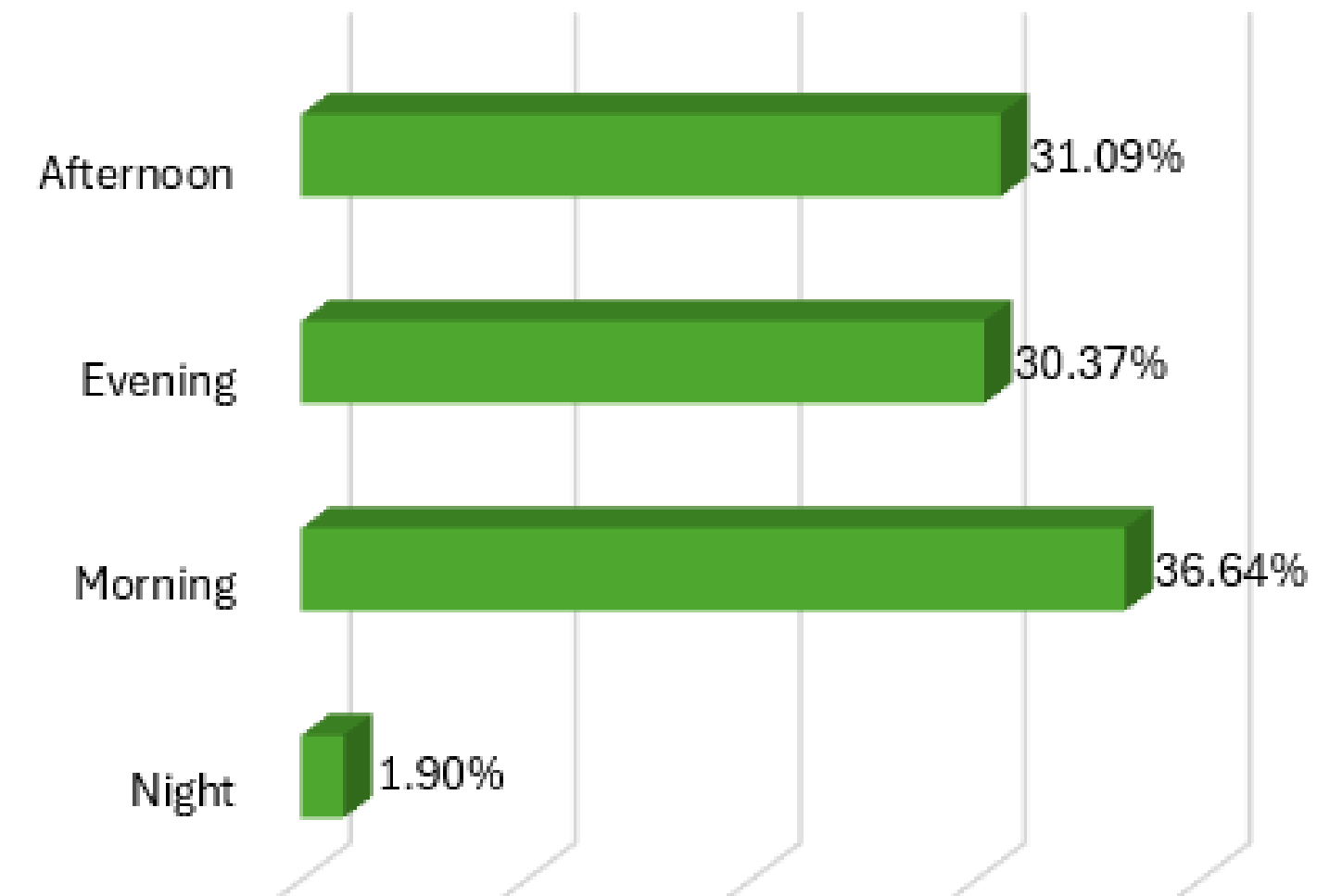
# CUSTOMER ACTIVITIES

## SPEND TREND PER MONTH\_ID



- The spend trends shows that customers spends more money on items below R30. 00 in the beginning of the year and almost equal during year.
- Equal revenue trend recorded in June.

## TIME BUCKET ACTIVITIES



- More customers activities in the morning between 6am and 12pm.
- Less activities at night from 8pm till the shops close at 9pm.



# RECOMMENDATIONS

- Consider weekly or monthly or yearly revenue targets.
- Consider campaigns like buy one get one/specific free to boost product awareness.
- Create a proper sit-in area and seasonal specials & promotions.
- Offer loyalty programs, host events, improve customer service and promote the coffee shop on social media to increase sales.



# THANK YOU.

Lazio Ramphekwa - Data Analyst