

BRIGHT COFFEE SHOP

THE ULTIMATE COFFEE EXPERIENCE

REVENUE ANALYSIS
REPORT

BY LAZIO RAMPHEKWA



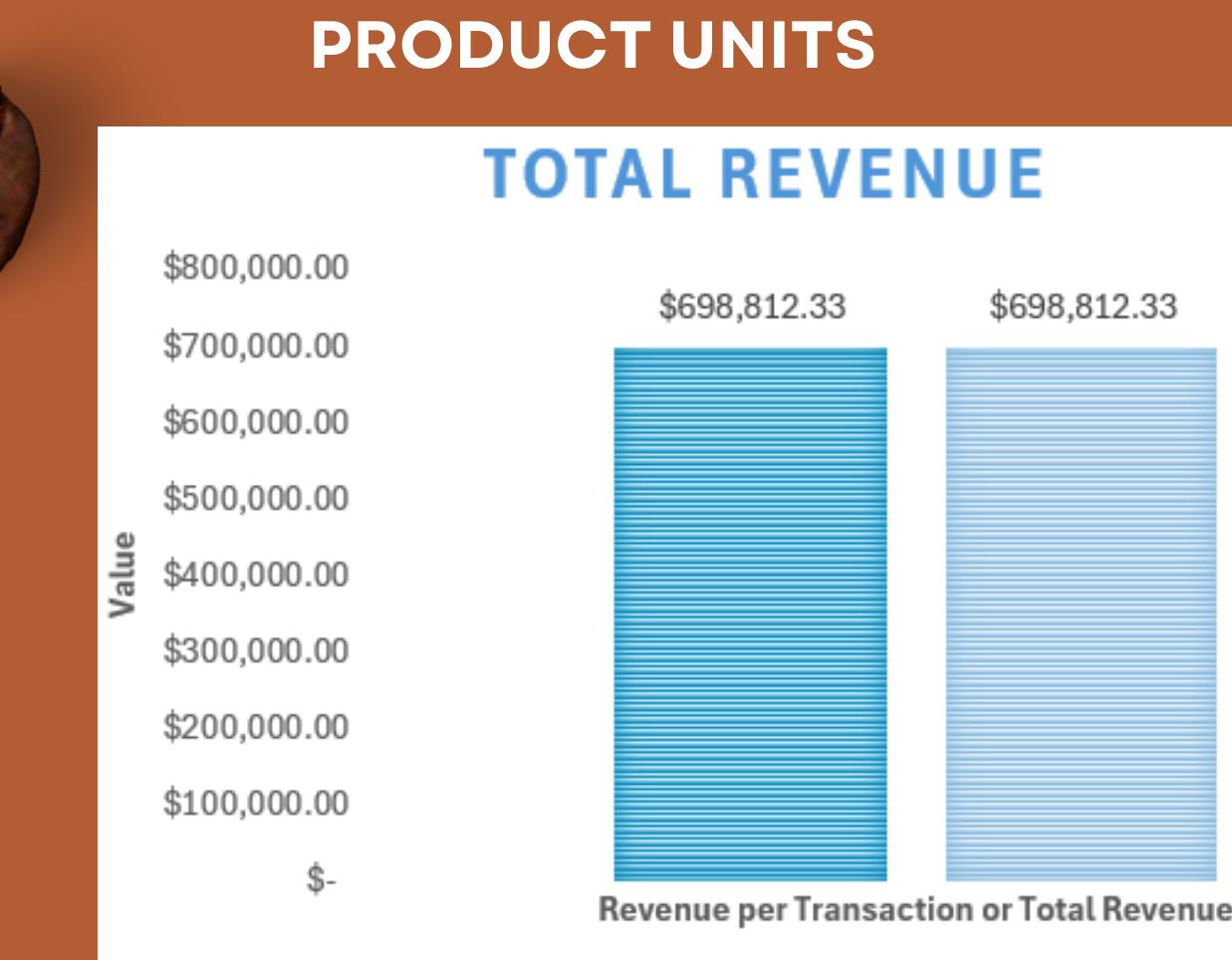
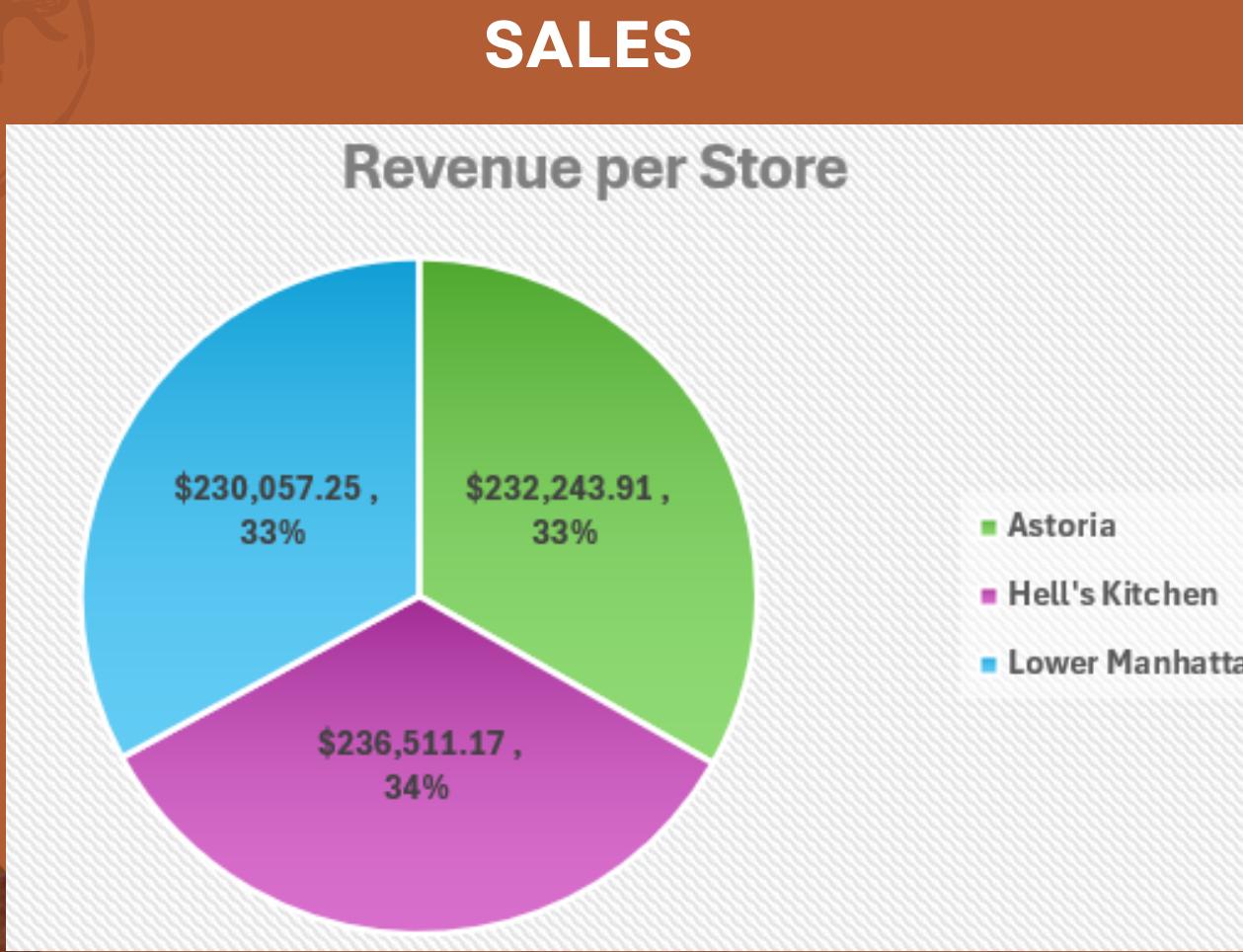
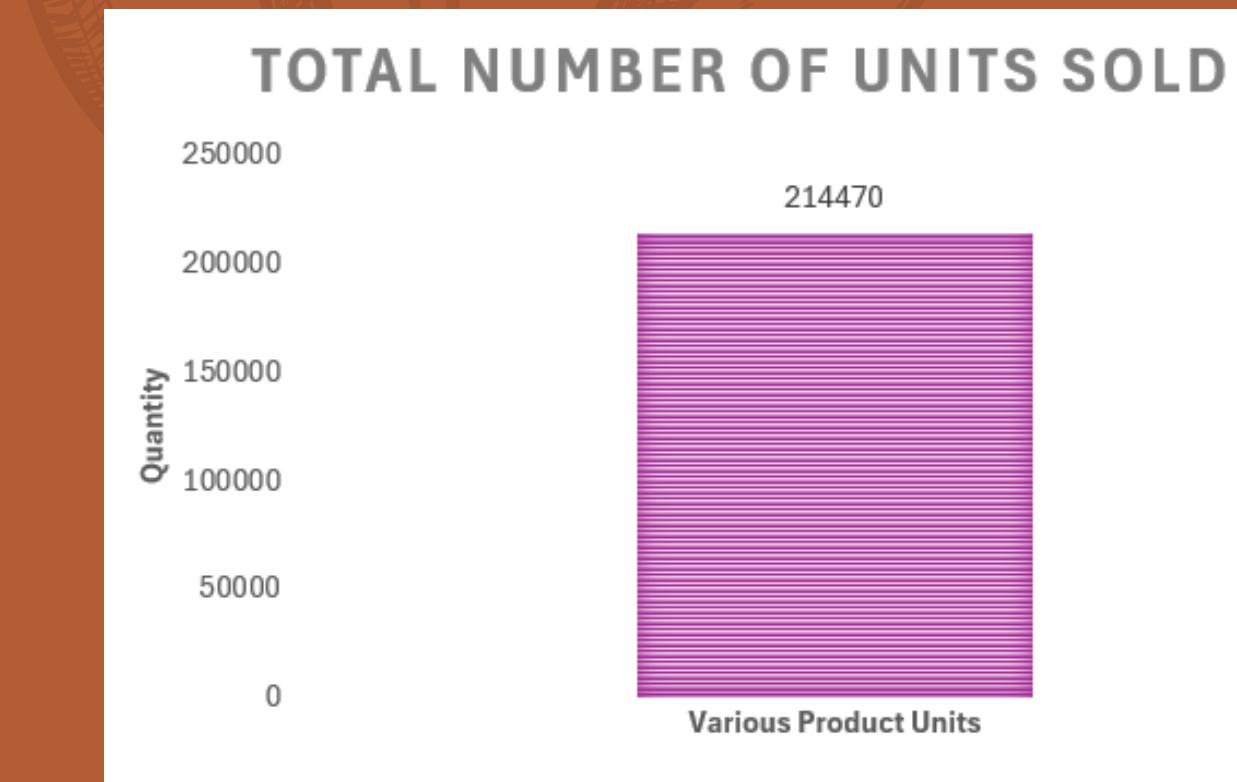
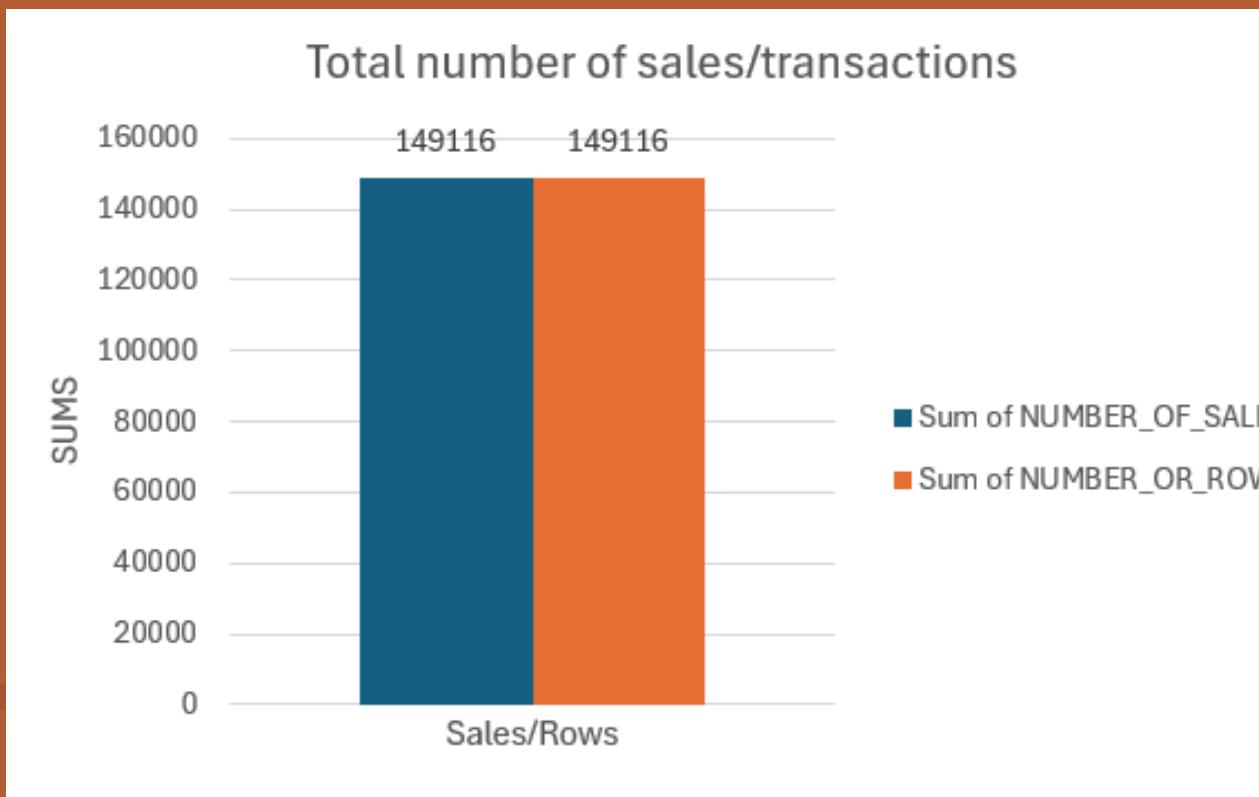
INTRODUCTION

The purpose of this report is to provide business insights to the New CEO looking at Bright Coffee Shop historical transactional data to assist the CEO in decision -making in a quest to improve the product performance and the company's revenue growth.

With the information extracted from the sales dataset, the report provides some visual analysis on the total revenue, numbers of sales, product performance, customer behavior accross the three coffee shops and share some recommendations based on the outcome.

The three Bright Coffee Shops are Astoria, Hell's Kitchen and Lower Manhattan.

OVERVIEW OF SALES PERFORMANCE



PRODUCT PERFORMANCE

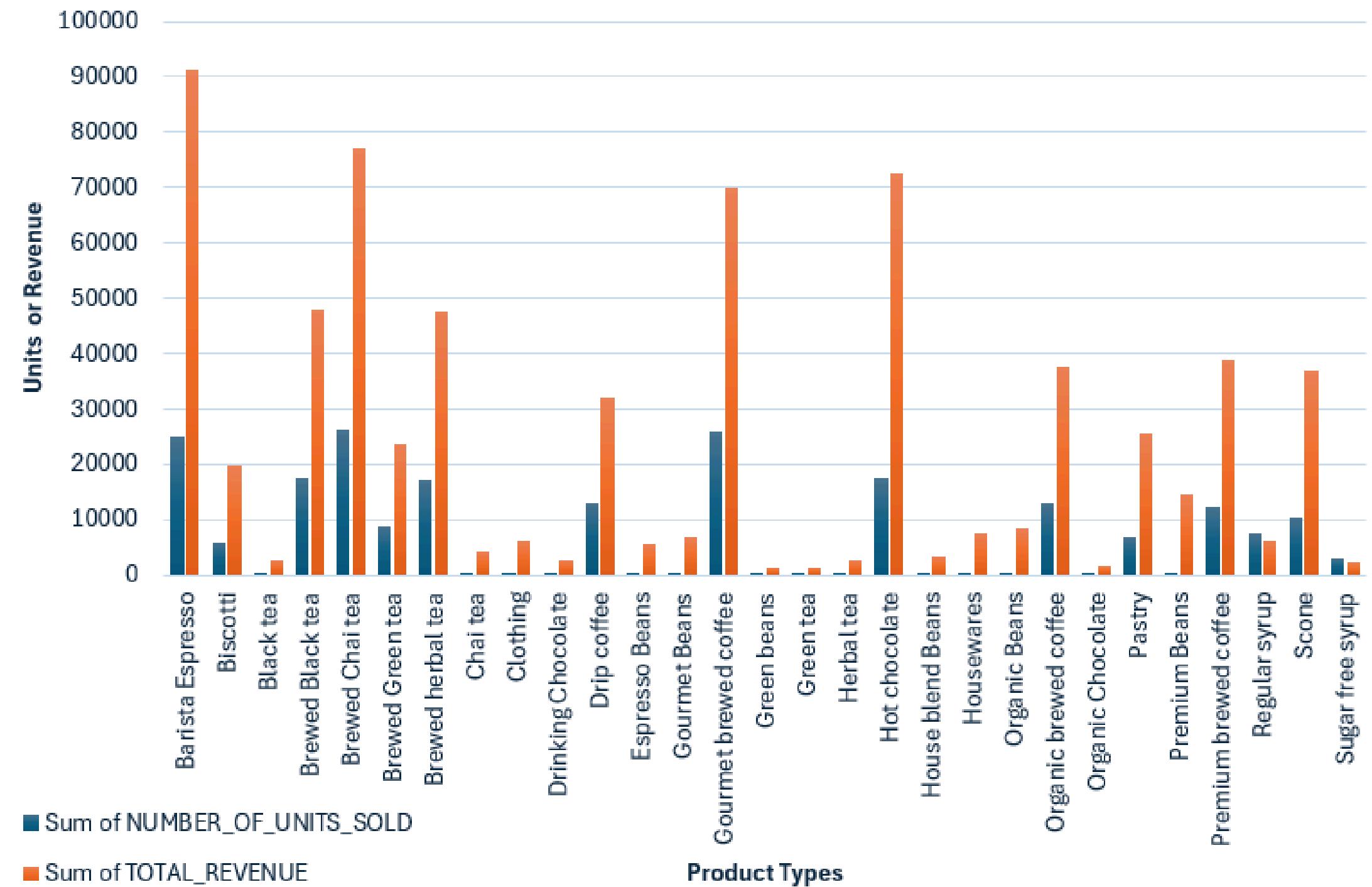


Coffee and Tea are the top performers in terms of revenue and units sold. Poor performance recorded on Branded, Coffee Beans, flavours, loose Tea and Packaged Chocolate.

Certain product types generates more revenue than the other.



PRODUCT TYPE PERFORMANCE



MONTHLY PERFORMANCE

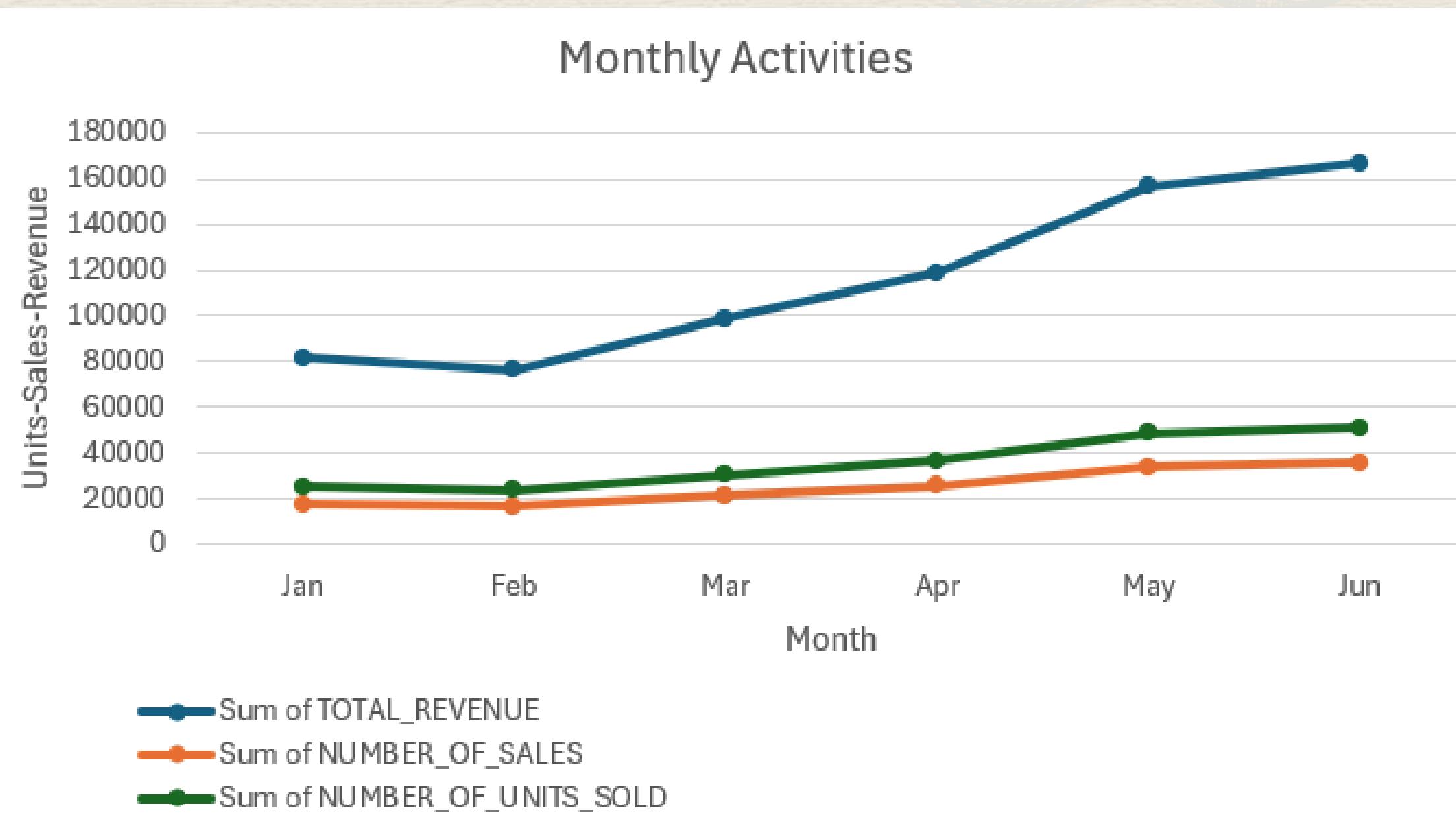


The three stores are competing
consistently every month

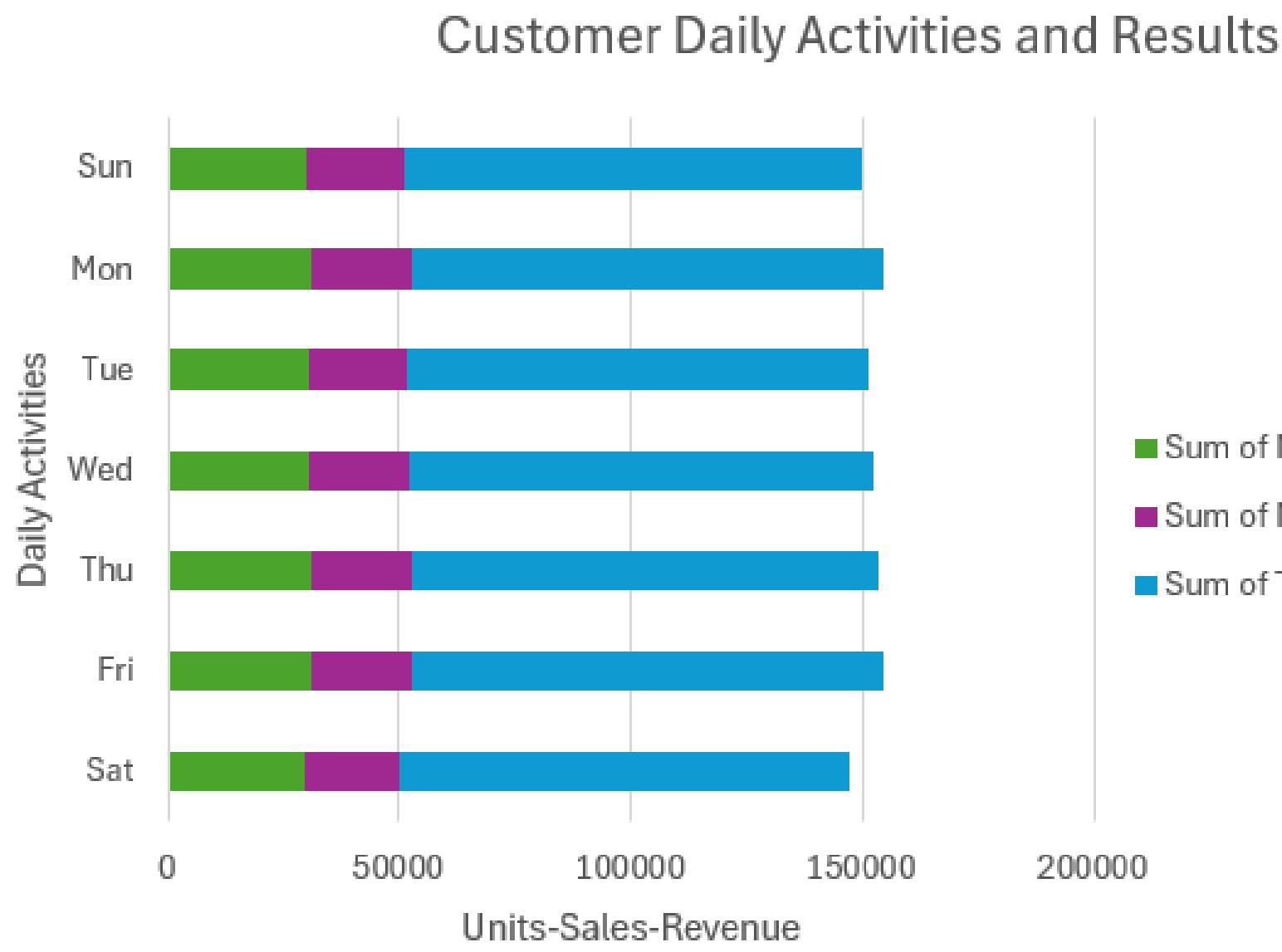
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CUSTOMER ACTIVITIES

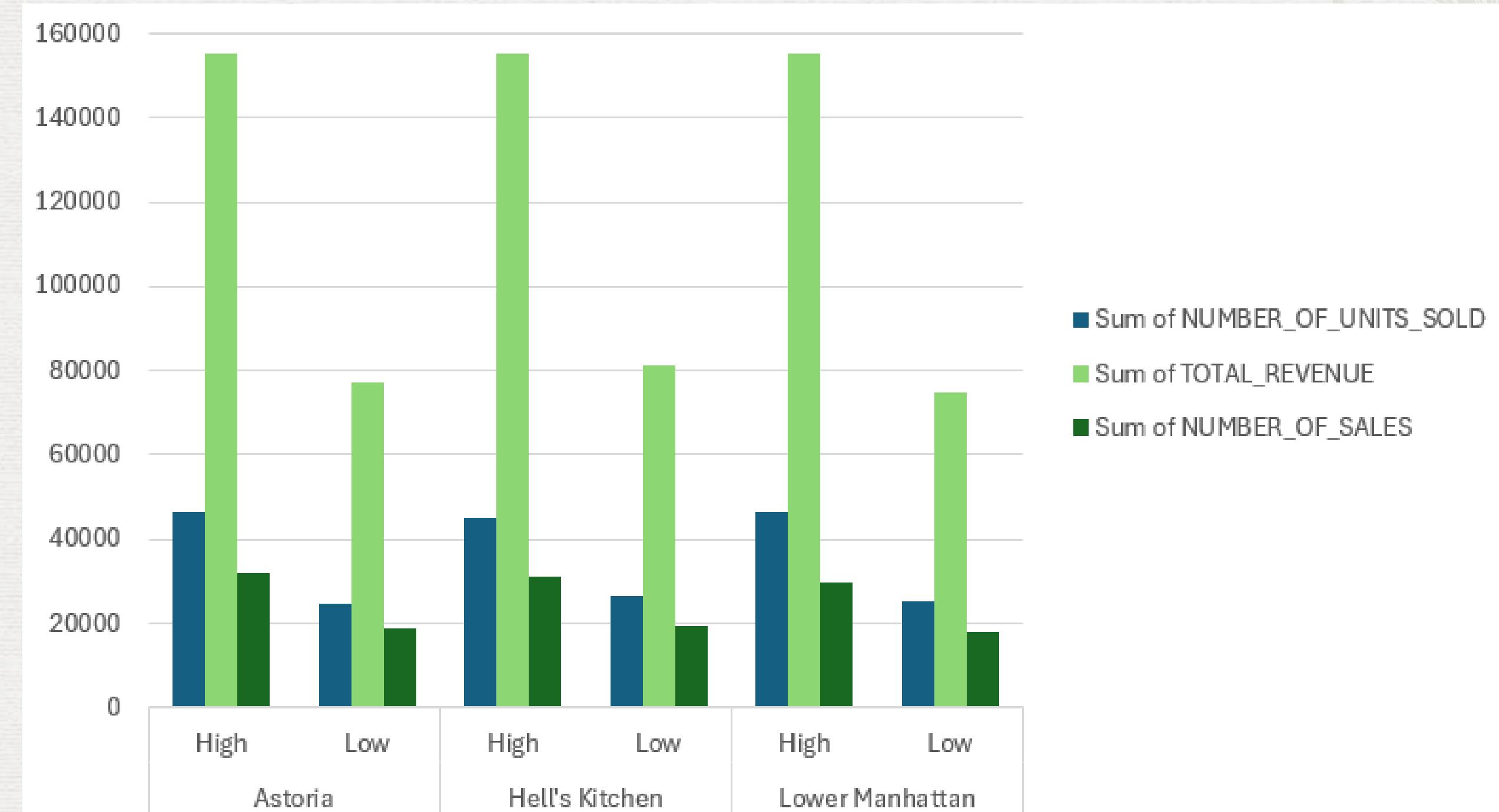
Business starts picking up in February after the festivities. Customers are making more sales.



DAILY ACTIVITIES



SPEND TRENDS PER STORE



Both high-price and low-price products are performing well across all stores.



RECOMMENDATIONS



Revenue

The total revenue can be improved by increasing low prices slight higher. maybe and increase of 5% to 10% on all products.

Products

People seem to love the products the coffee shop. look into trendy cups and packaging to attract more people. rethink branded category to improve sales.

Customers

The customer trends seem to be translating well into sales and revenue, but we recommends finding innovative ways to attract even more customers per store location to keep and improve sales.

Next Analysis

Consider cashless sale environment and capture all transactions for the next report to ensure that all sales are captured

The Business

The overall business is performing well, but for sustainability and scalability, there's a need to keep making more sales.

BRIGHT COFFEE
SHOP TO THE
WORLD



MORE STORES.

MORE SALES.

MORE REVENUE



THANK
YOU.

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