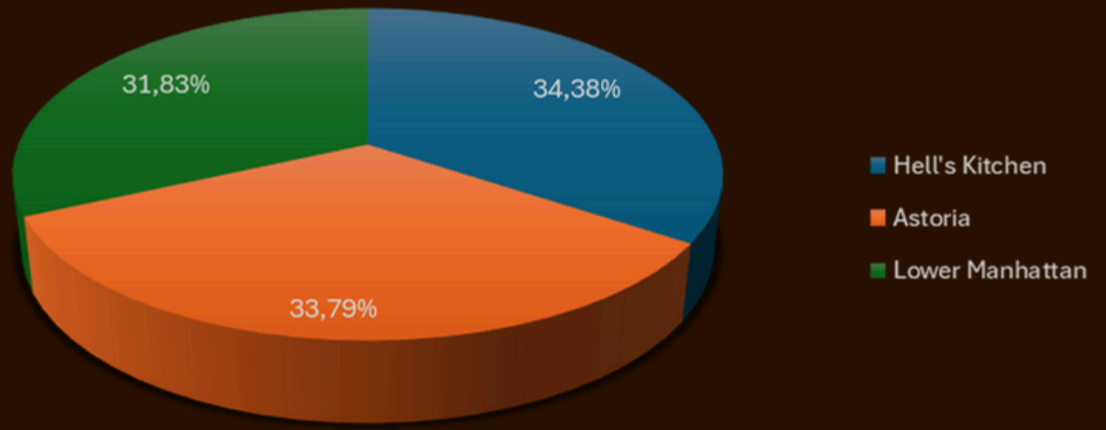
PRESENTATIONS

REVENUE ANALYSIS FOR BRIGHT COFFEE SHOP

By: Lesedi Mokgono

TOTAL REVENUE BY STORE LOCATION

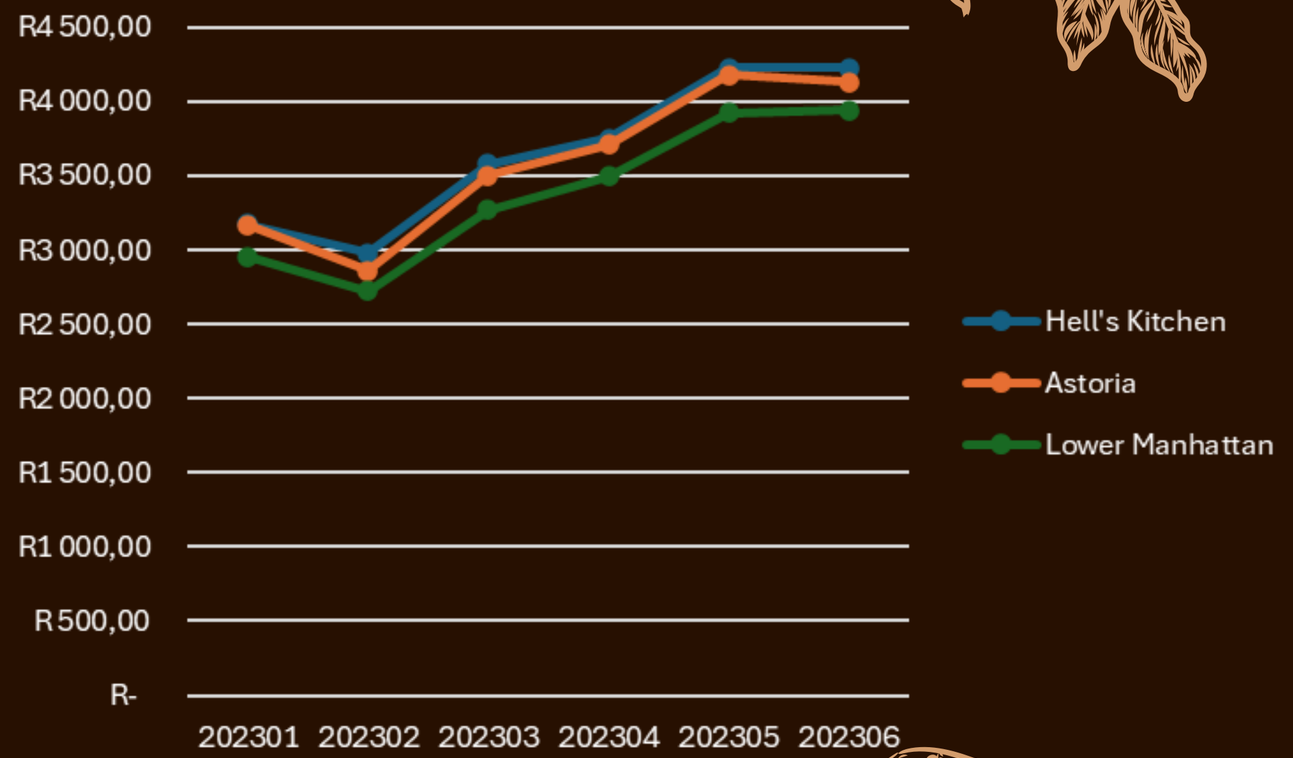
Store Names	Revenue
Hell's Kitchen	R 21 932,00
Astoria	R21 557,00
Lower Manhattan	R 20 307,00
Total Revenue	R63 796,00



- The top performing store is Hell's Kitchen with a total revenue of 34,38% followed by Astoria with 33,79%.
- The least performing store is Lower Manhattan with a total revenue of 31,83%

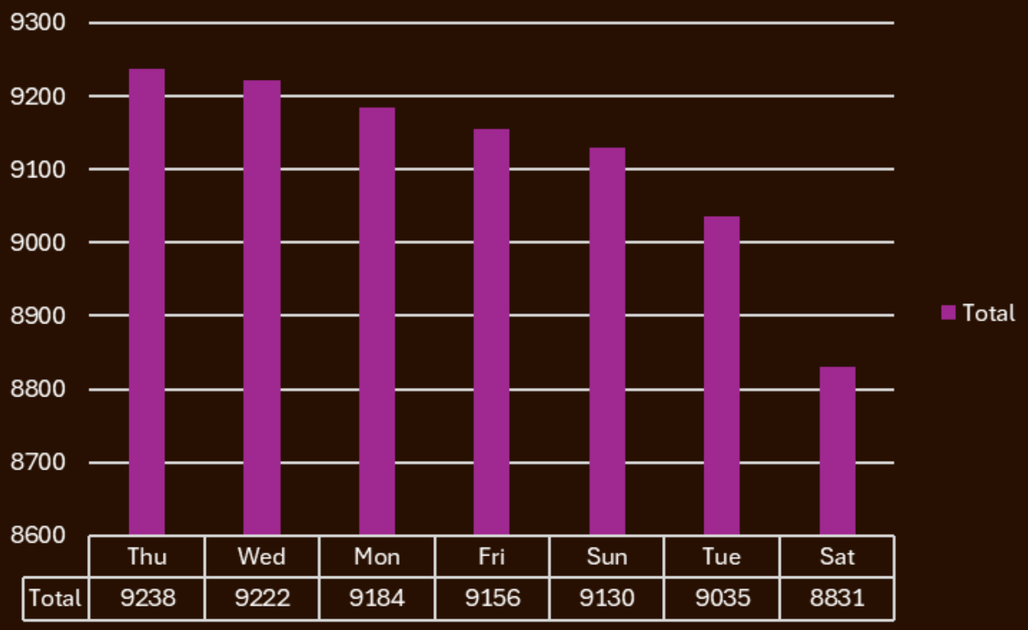
MONTHLY REVENUE ANALYSIS

Store Name	202301	202302	202303	202304	202305	202306	Grand Total
Astoria	R3 171,00	R2 863,00	R3 501,00	R3 709,00	R4 180,00	R4 133,00	**R21557**
Hell's Kitchen	R3 175,00	R2 976,00	R3 581,00	R3 749,00	R4 225,00	R4 226,00	**R21932**
Lower Manhattan	R2 955,00	R2 723,00	R3 272,00	R3 495,00	R3 923,00	R3 939,00	**R20307**
Grand Total	**R9 301,00**	**R8 562,00**	**R10 354,00**	**R10 953,00**	**R12 328,00**	**R12 298,00**	**R63796**

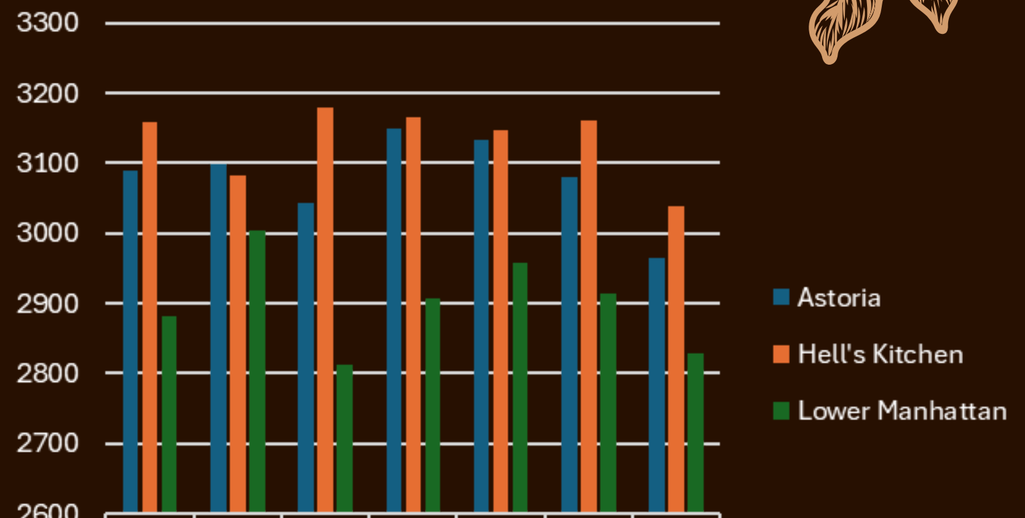


- The top performing month is June accounting to 19,28% of total revenue.
- The least performing month is January accounting to 14,58% of total revenue.
- The shop recorded a 6.15% gradual increase in revenue from January to June.

TOTAL REVENUE BY DAYS OF THE WEEK



	Thu	Wed	Mon	Fri	Sun	Tue	Sat
Total	9238	9222	9184	9156	9130	9035	8831

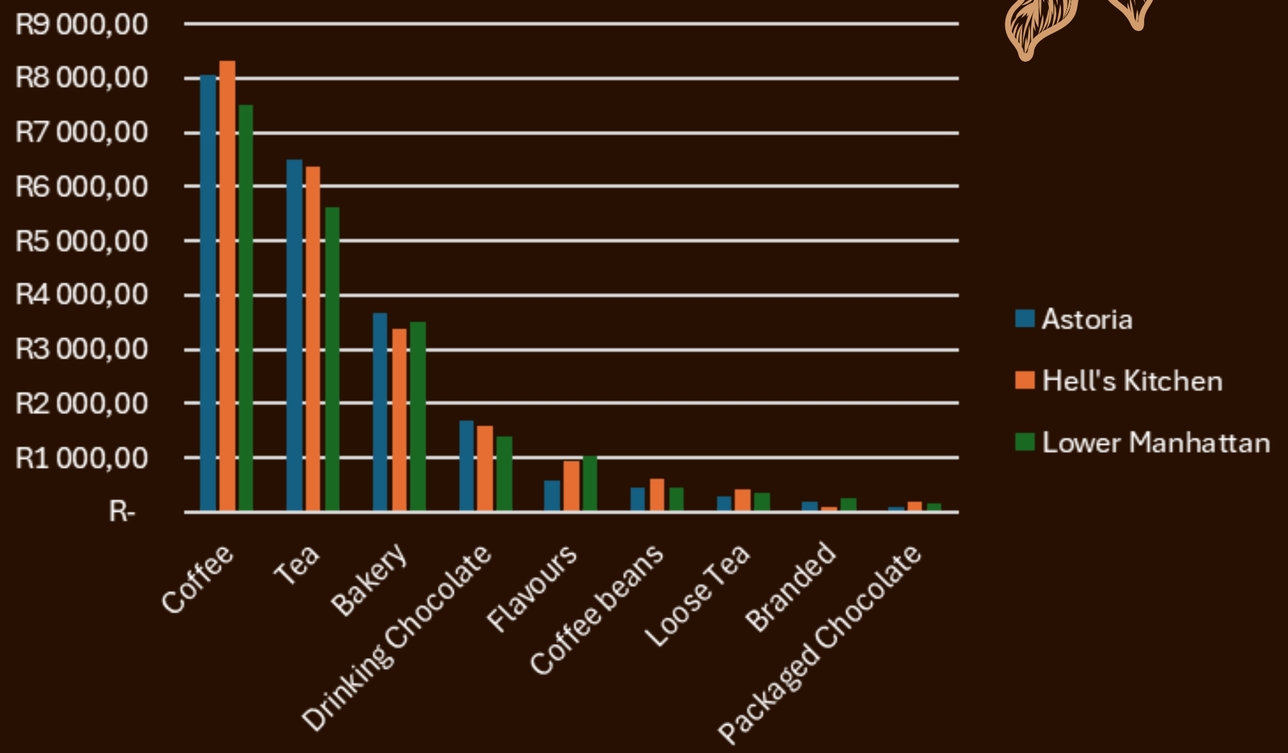


	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Astoria	3089	3098	3043	3149	3133	3080	2965
Hell's Kitchen	3159	3083	3179	3165	3146	3162	3038
Lower Manhattan	2882	3003	2813	2908	2959	2914	2828

- The top performing Day is Thursday accounting to 14,48% of total revenue.
- The least performing Day is Saturday accounting to 13,84% of total revenue.

TOTAL REVENUE BY PRODUCT CATEGORY

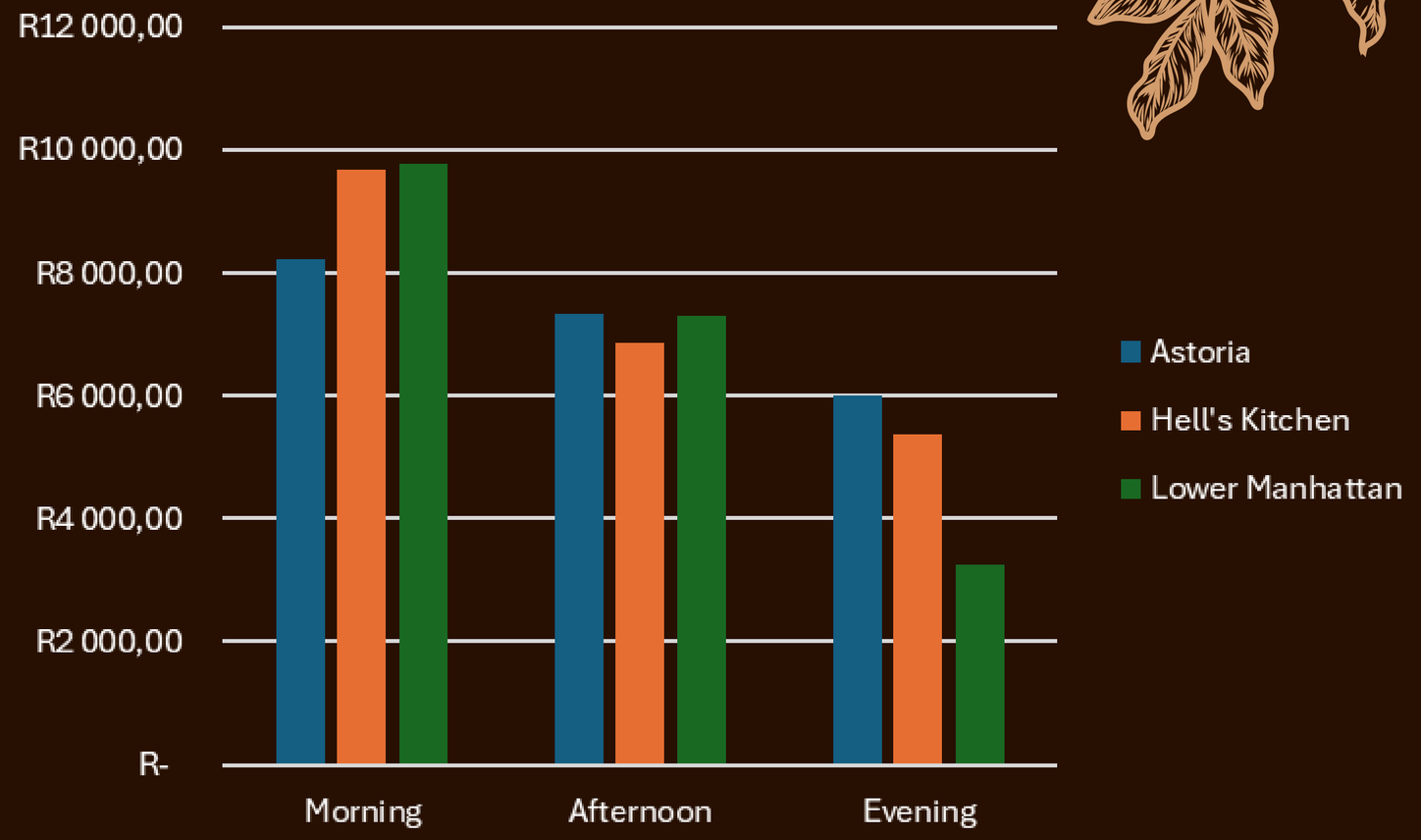
STORE PRODUCTS	TOTAL REVENUE
Coffee	R23 913,00
Tea	R18 496,00
Bakery	R10 546,00
Drinking Chocolate	R4 681,00
Flavours	R2 568,00
Coffee beans	R1 504,00
Loose Tea	R1 069,00
Branded	R573,00
Packaged Chocolate	R446,00
Grand Total	**R63 796,00**



- The best-selling item is coffee, accounting for 37.48% of total revenue, followed by tea at 28.98%.
- The least selling item is Packaged Chocolate accounting to 0.68% of total revenue.

REVENUE ANALYSIS BY TIME BUCKET

TIME BUCKET	TOTAL REVENUE
Morning	R27 694,00
Afternoon	R21 490,00
Evening	R14 612,00
Grand Total	**R63 796,00**



- The Shop made the most revenue in the morning accounting to 43,41% of total revenue, followed by Afternoon at 33,69%.
- The Shop made the least revenue in the Evening with a total revenue accounting for 22,90%.

THANK YOU

@BRIGHT COFFEE SHOP