

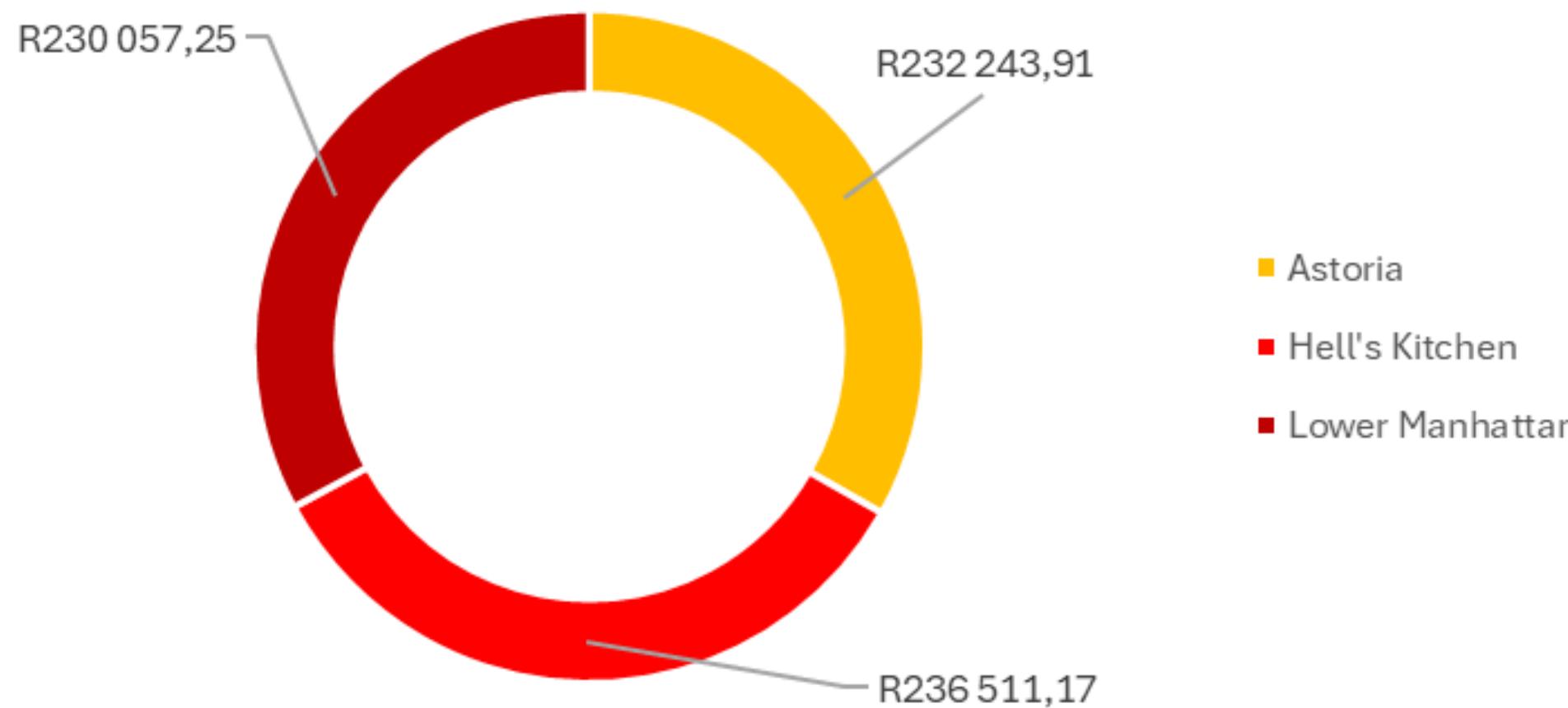
Bright Coffee sales analysis

Agenda

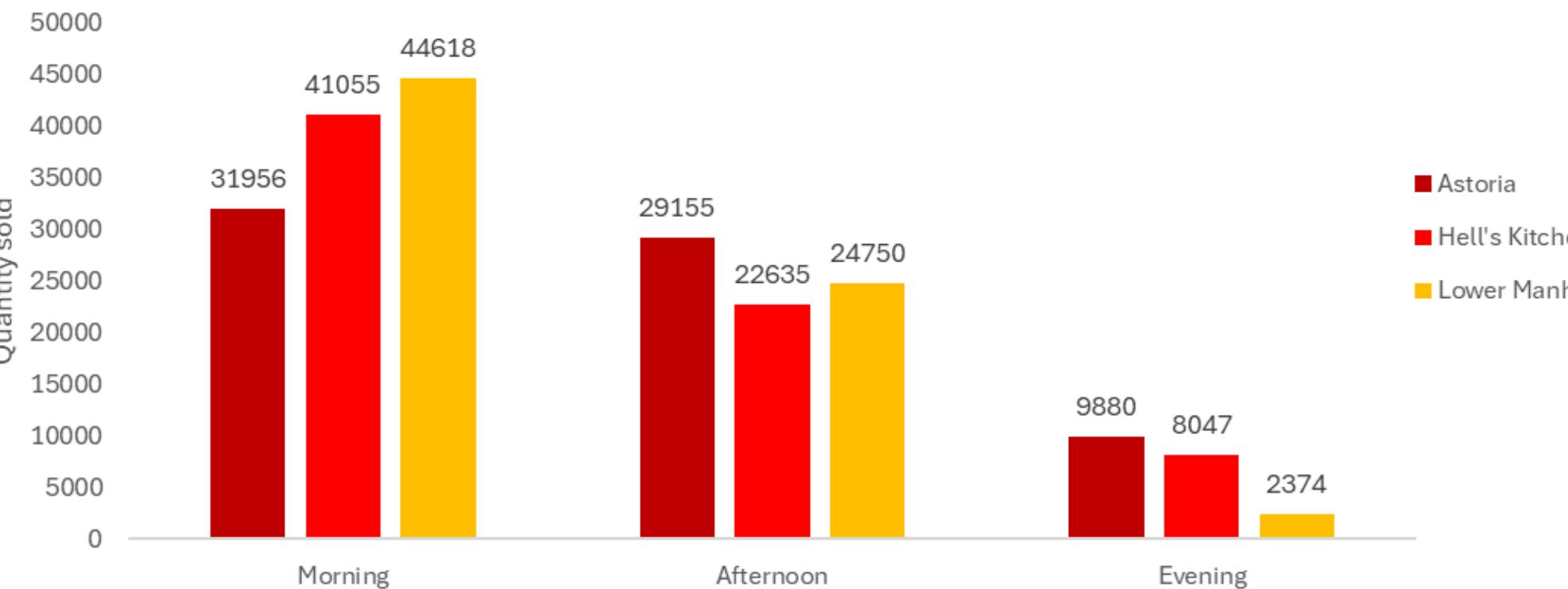
- 1: Location distribution
- 2: Sale Trend
- 3: Product Performance
- 4: Recommendations



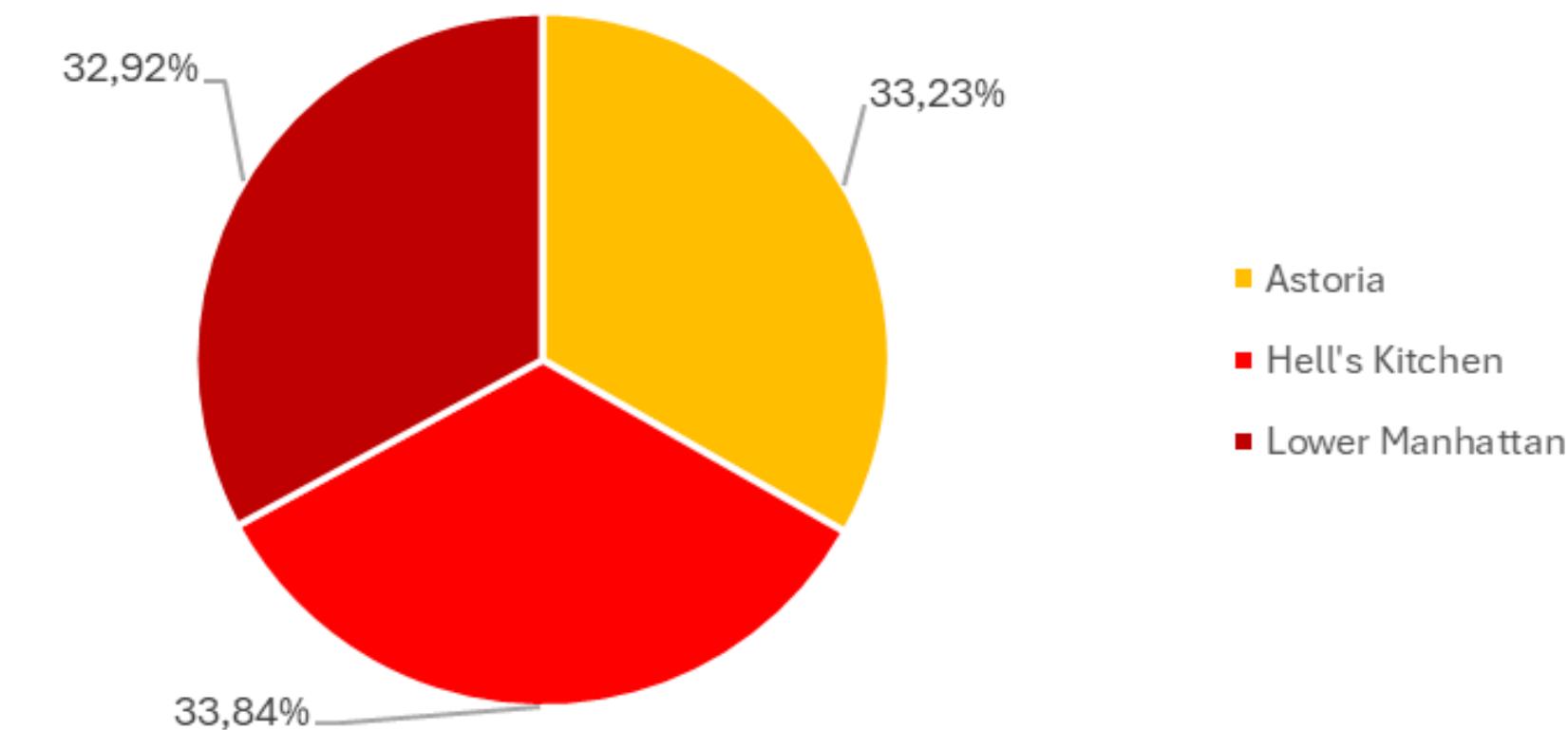
Total Revenue By store location



Units Sold By Time Bucket And Store Location

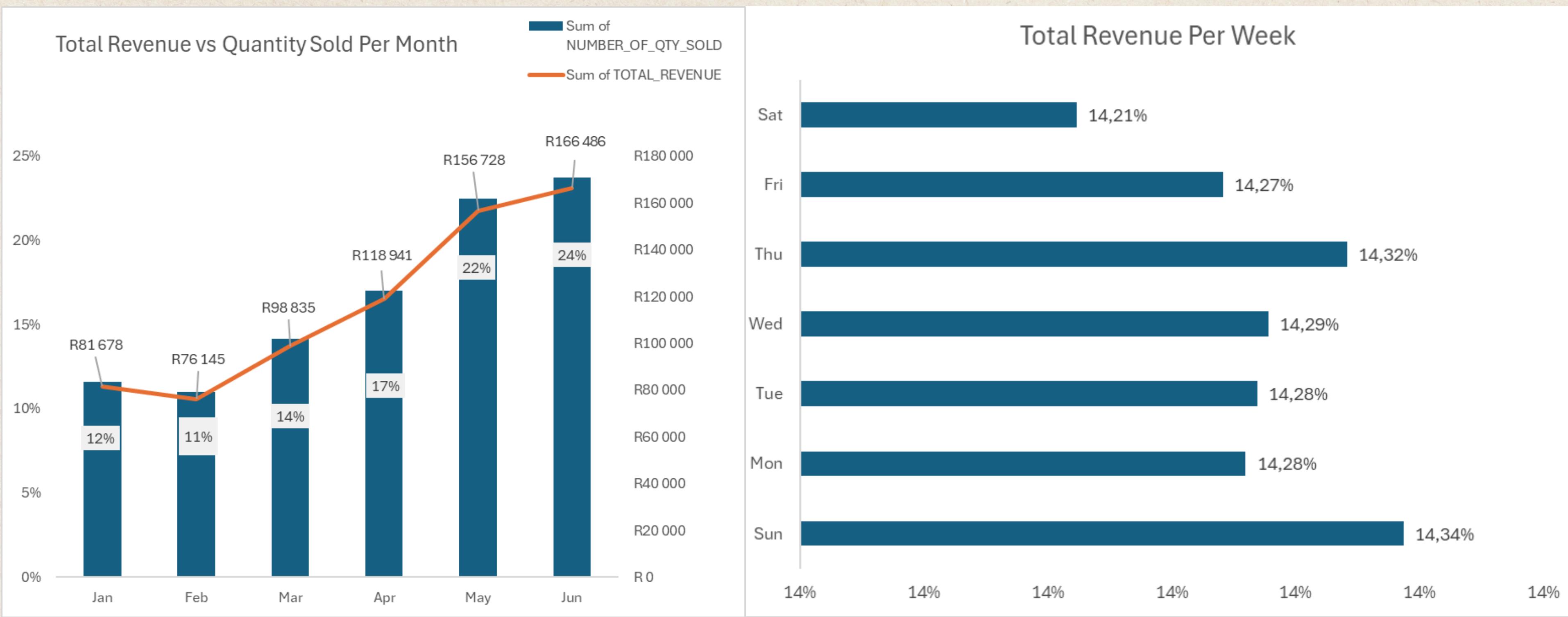


Total Revenue By Store Location



Key highlights

- All three stores contributed nearly equal revenue, with a variation of less than 1%
- No store is significantly outperforming or underperforming in terms of revenue
- Most sales occur in the morning, followed by the afternoon
- Very few sales are made at night, indicating low demand during that time



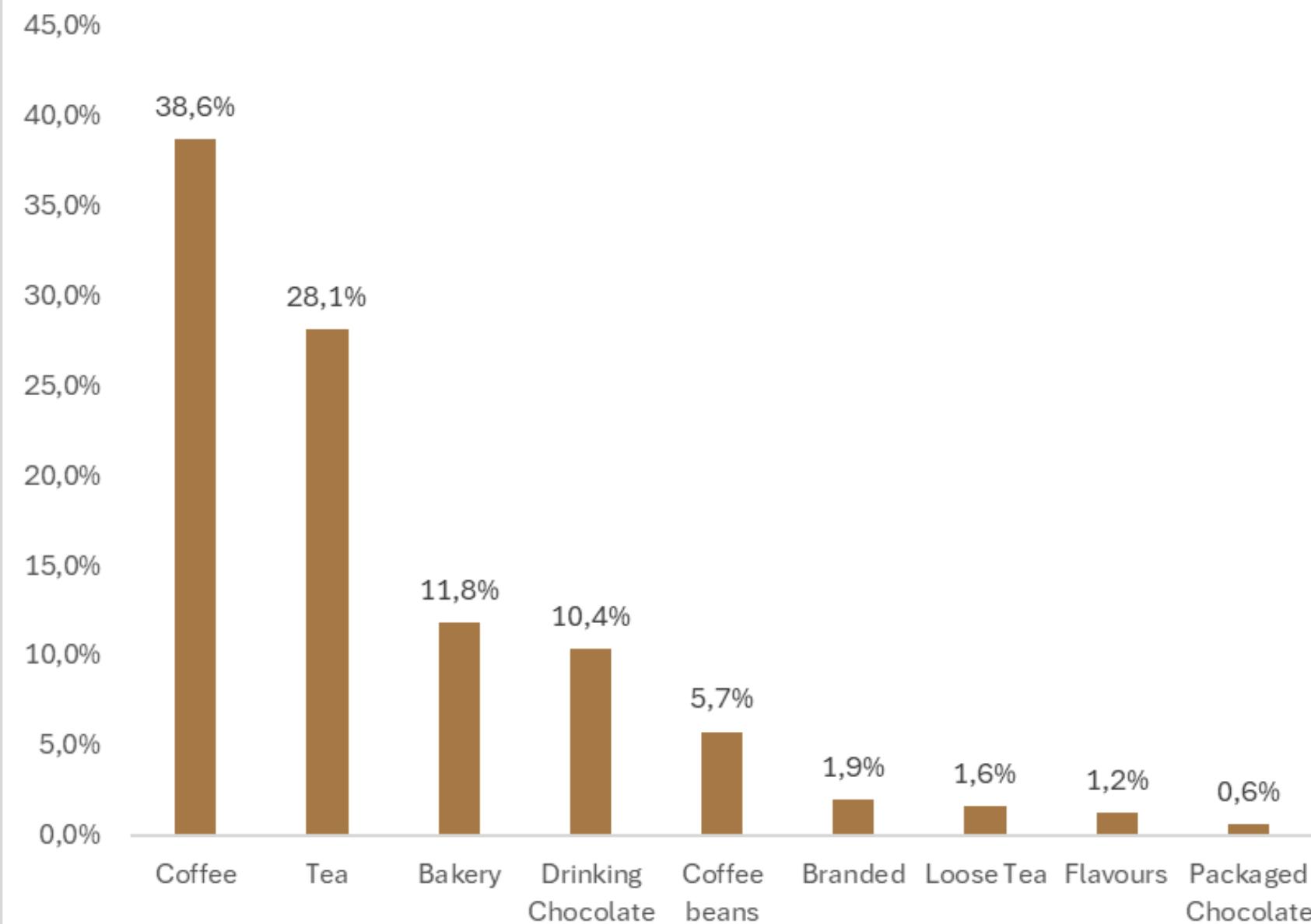
Key highlights

- Total revenue generated over 6 months: R698,813
- Month-on-month growth observed in both revenue and quantity sold, suggesting rising demand
- Significant revenue growth recorded between March and June
- March to June alone contributed 46% of the total revenue

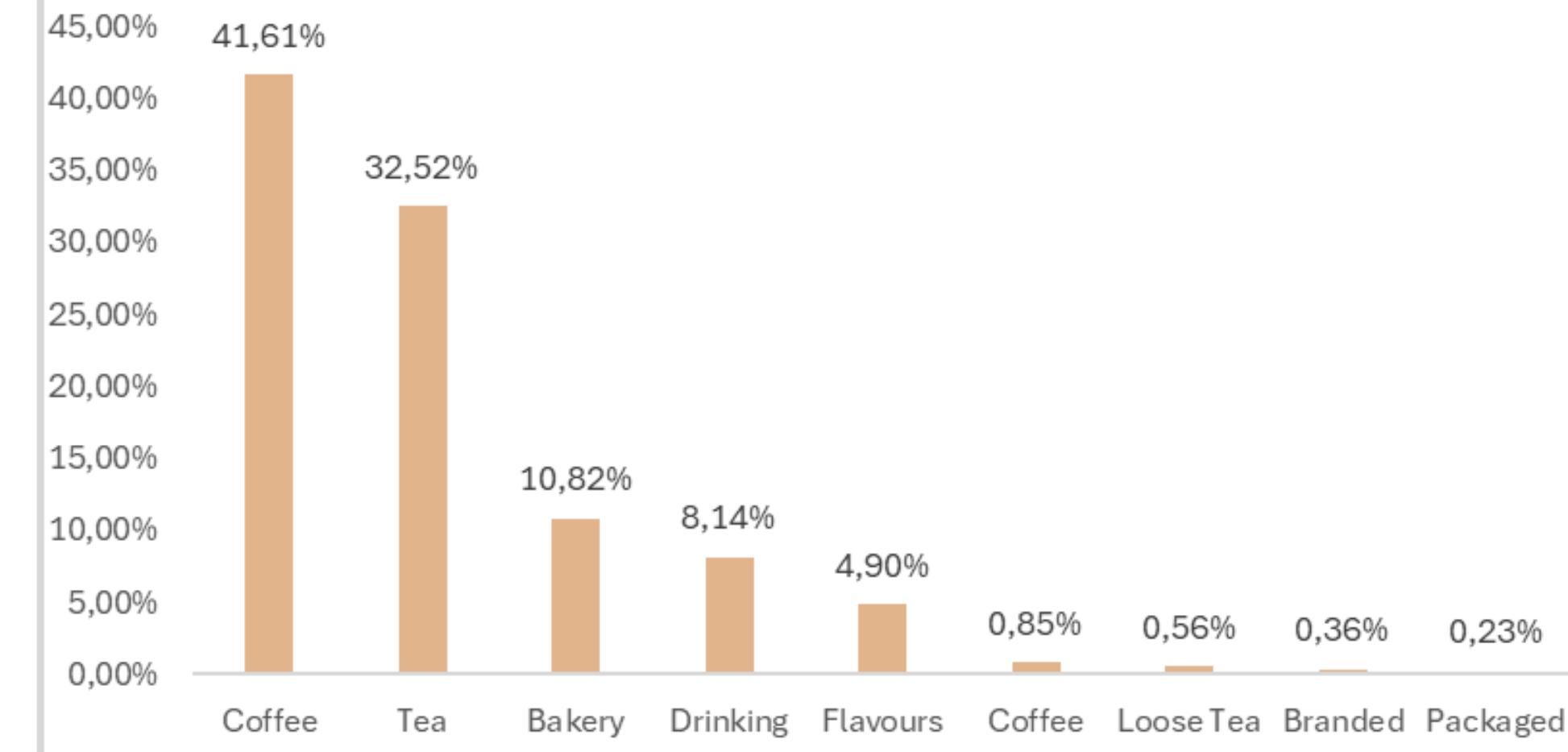
Key highlights

- Daily revenue remains fairly consistent throughout the week
- Saturday records the lowest revenue of all days
- Monday generates the highest sales, outperforming other weekdays

Total Revenue By Product Category



Units Sold By Product Category



Key highlights

Coffee and tea are the top performers:

- Contribute 66.7% of the total revenue
- Account for 74.13% of total units sold

Flavour and packaged chocolates are the lowest performers:

- Generate just 1.8% of total revenue
- Branded and packaged chocolates contribute only 0.59% of total units sold

Recommendations Based on Insights

1. Double Down on Coffee & Tea (Core Revenue Drivers)

- Expand the product line by introducing premium options (e.g., specialty blends, seasonal flavors)
- Offer instant coffee options to cater to customers in a hurry or during peak hours
- Run tasting events to engage customers, gather direct feedback, and refine offerings



2. Boost Off-Peak (Night-Time) Sales

- Introduce low-caffeine or herbal drinks to match evening preferences
- Create combo deals like tea + cookie or muffin to encourage bundled purchases
- Offer free Wi-Fi to make the space more inviting for evening visitors

3. Capitalize on Morning Peak Hours

- Launch a loyalty rewards program to encourage repeat purchases from regulars
- Add new breakfast-friendly items to the menu (e.g., wraps, smoothies, grab-and-go snacks)
- Enable app or online ordering to reduce wait times and improve customer experience

Thank You