

Course Income Analysis

1. Monthly Income Trend

The total monthly income shows a generally upward trajectory with some fluctuations (see Figure 1). Income reached its lowest point in March 2022, then peaked in July 2022 with over 2.06 billion IRR. From August onward, income remained relatively high and stable, indicating a strong second half of the year in terms of income.

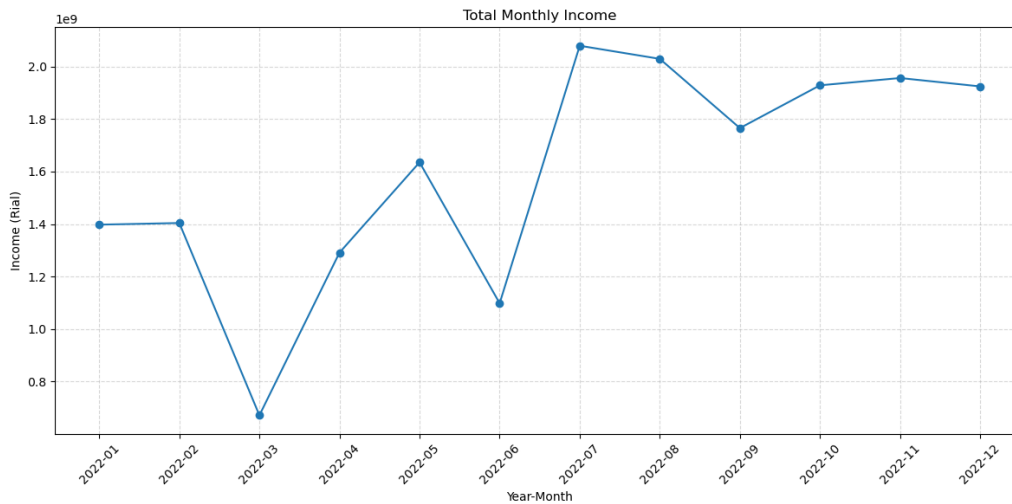


Figure 1: Total Monthly Income

2. Income by Course Type

As illustrated in Figure 2, Barista courses dominate income, generating more than 8.3 billion IRR, significantly higher than any other course. The next highest contributors are Pizza (3.28B IRR), Sausage (1.71B IRR), and Burger (1.66B IRR). Traditional and Kabab courses contributed the least income, reflecting limited demand or lower pricing.

3. Seasonal Income Distribution

As shown in Figure 3, the highest income was recorded in Summer (5.88B IRR), followed closely by Autumn (5.81B IRR). Spring (4.02B IRR) and Winter (3.47B IRR) had lower contributions. The seasonal pattern aligns with higher student participation in Summer and Autumn, suggesting favourable conditions for course offerings during these times.

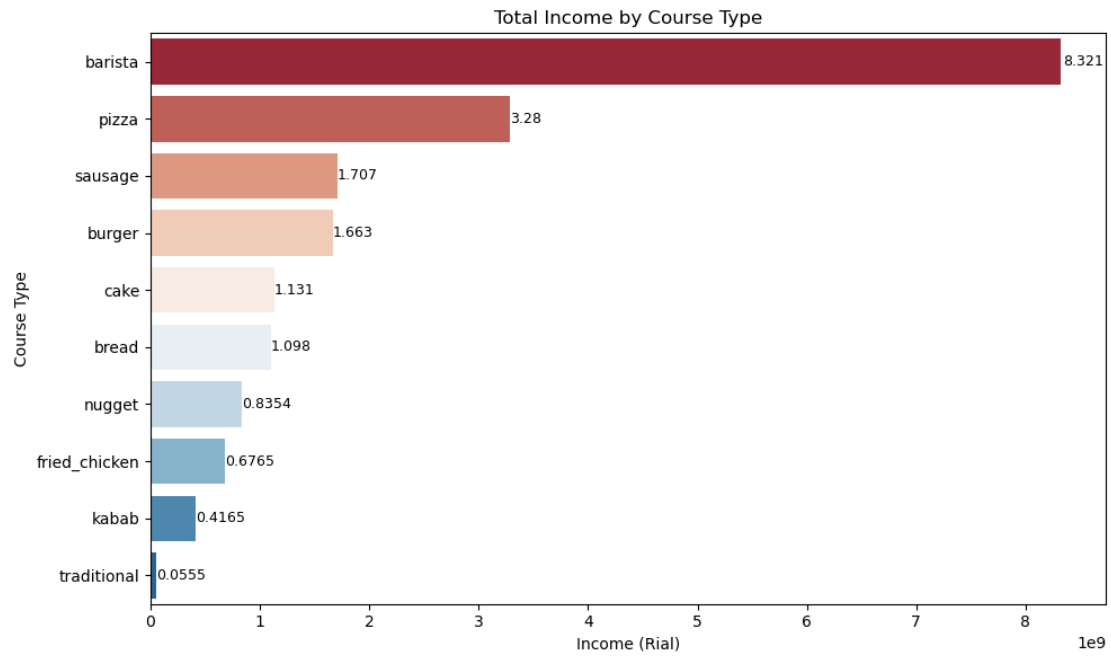


Figure 2: Total Income by Course Type

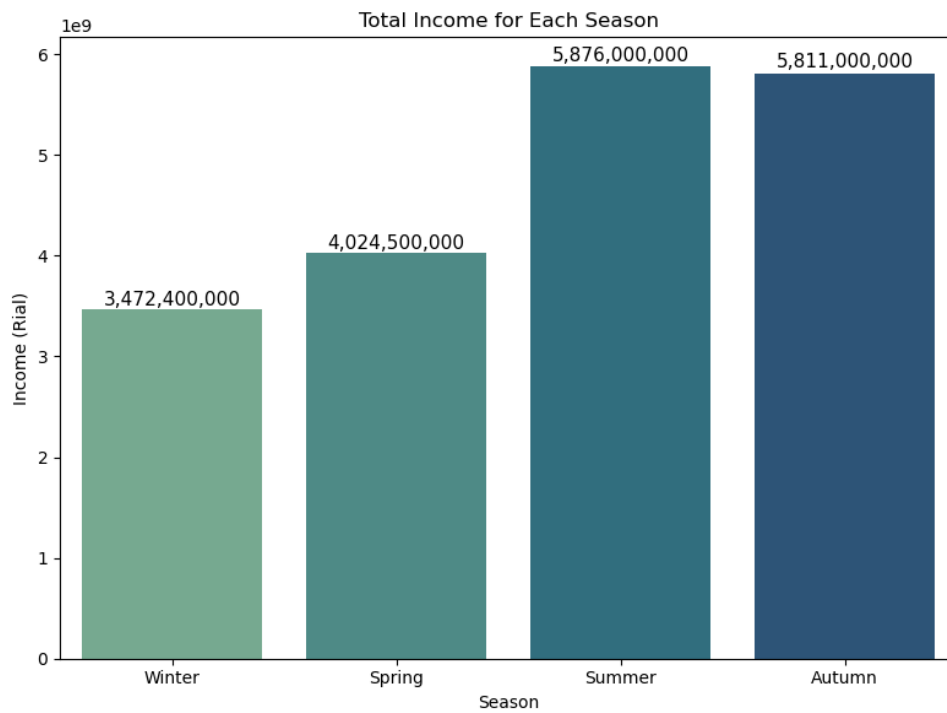


Figure 3: Total Income for Each Season

To better understand the relative contribution of each season, Figure 4 shows the percentage share of each season in the total annual income of 19.18 billion IRR. Together, Summer and Autumn generated over 60% of the year's income.

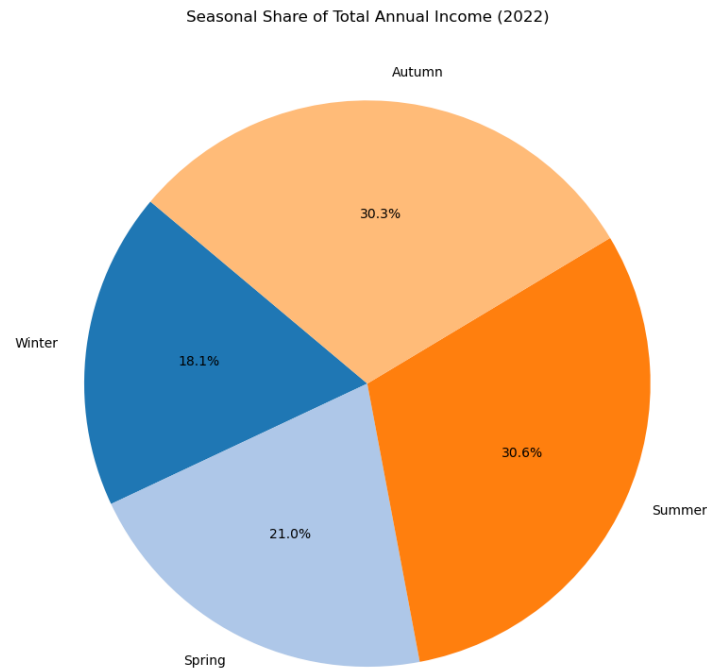


Figure 4: Seasonal Share of Total Annual Income (2022)

Summary

- Barista courses are the top income generators by a large margin.
- Income has a generally increasing trend throughout the year, with the strongest income in the second half.
- Summer and Autumn emerge as the peak income seasons, aligning with higher student enrolments.
- Less popular courses contribute marginally to overall income, indicating potential areas for growth or reconsideration.

Recommendation

Focus marketing and resource allocation on Barista, Pizza, and peak seasons (Summer & Autumn), while reviewing the viability of underperforming courses such as Traditional and Kabab.