



# BRIGHT COFFEE SHOP

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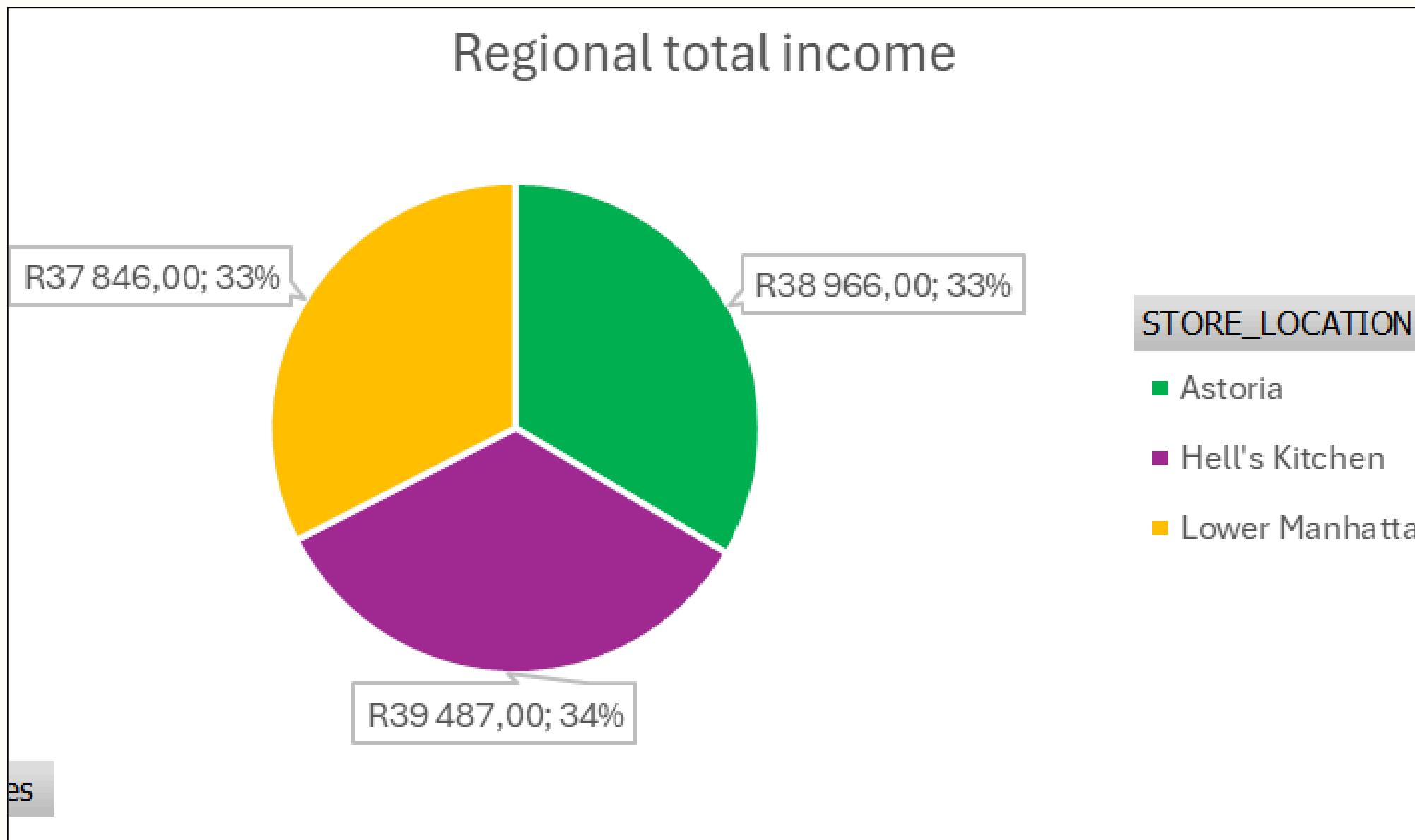




# AGENDA

- Sale figures per location
- Weekly and monthly sales
- Product performance
- Recommendations

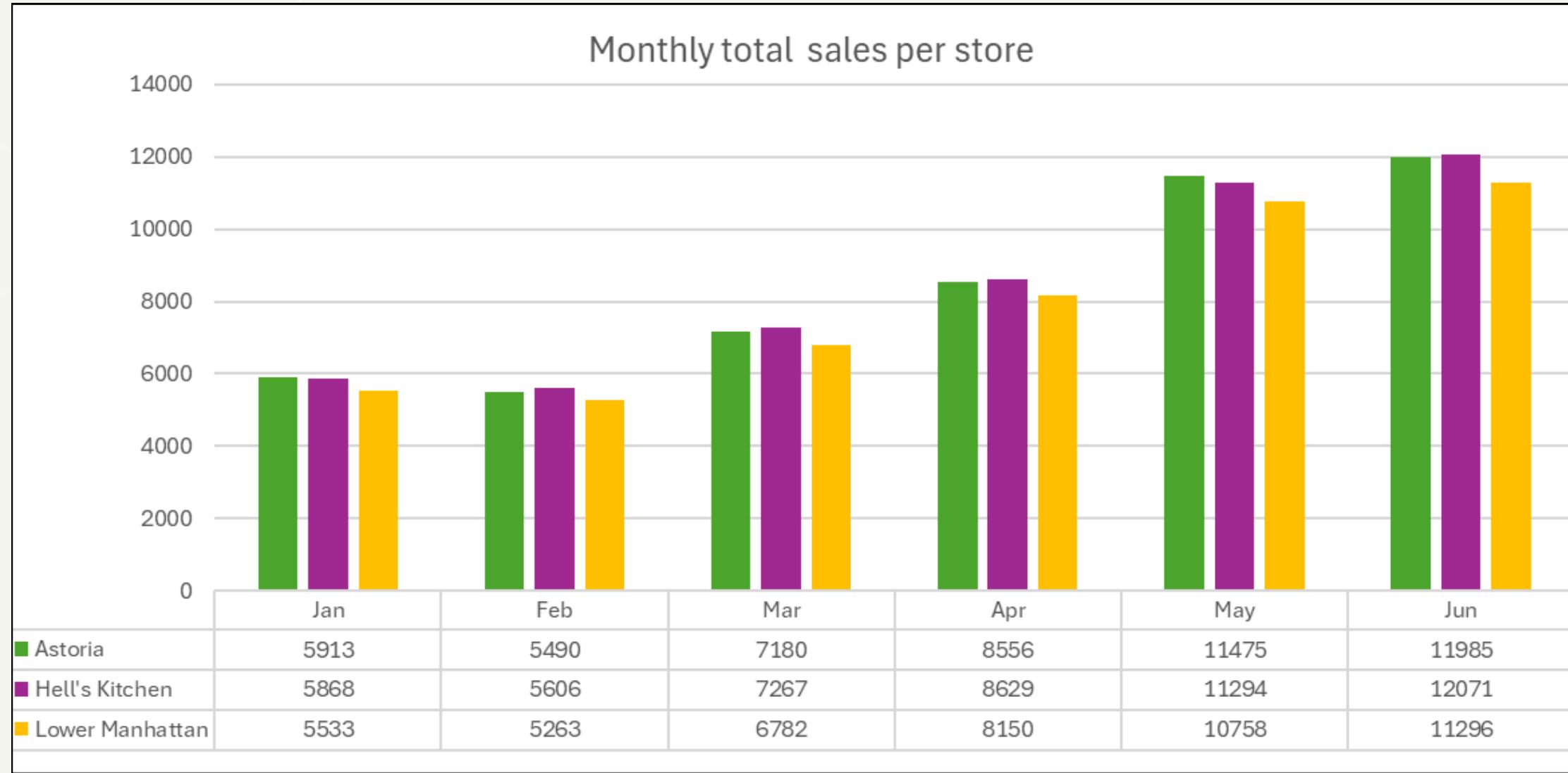




## KEY HIGHLIGHTS

- Total income of **R116 299,00** was generated over a period of 6 month (Jan-Jun) with a total quantity of **149116**.
- All three stores are performing within a narrow range—less than R2,000 difference between highest and lowest.
- The performance gap between stores is minimal, suggesting consistent sales across locations.
- Sales distribution is fairly balanced across all locations, with less than 1% variation.

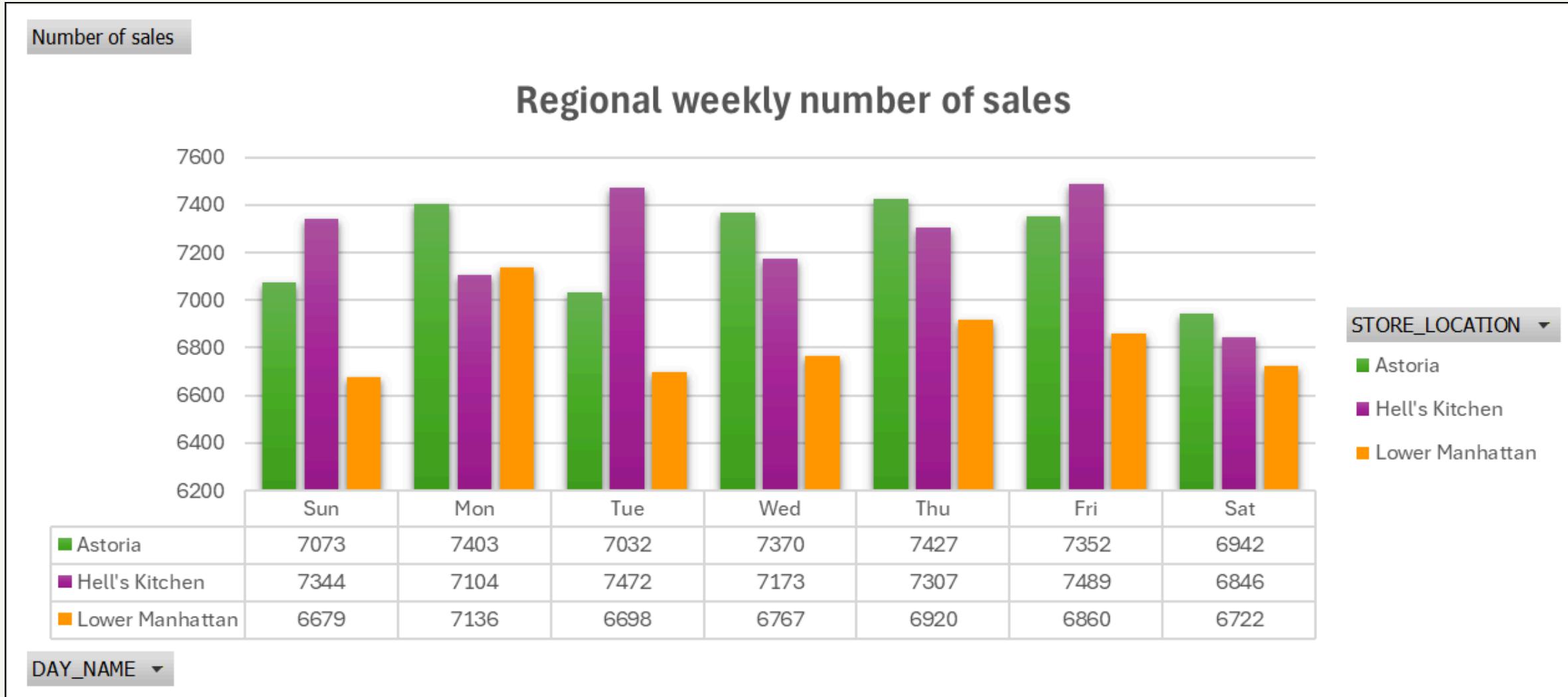
# Monthly sales



## Key Highlights

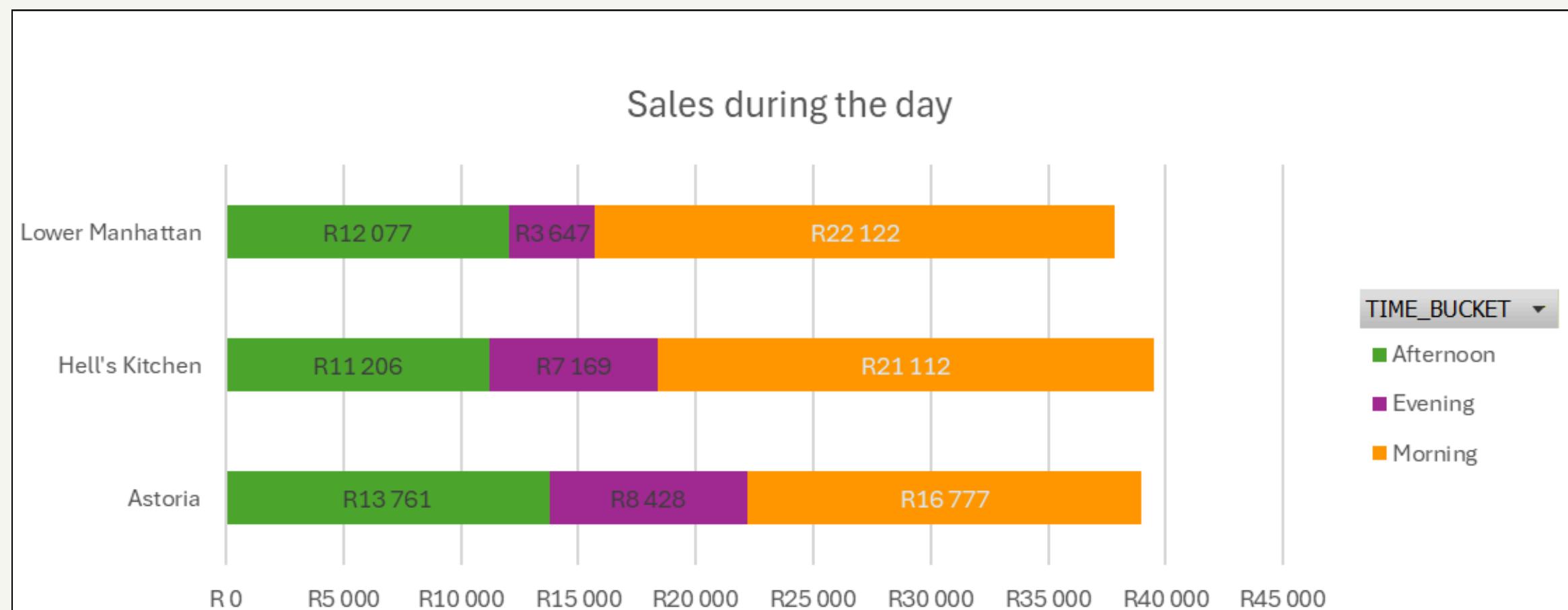
- Sales gradually increase every month at the same unit price.
- Feb being the lowest (10,97%) month and June being the highest (23,17%).
- Sales increase the more it becomes cold(winter season).

# Weekly sales & sales during the day



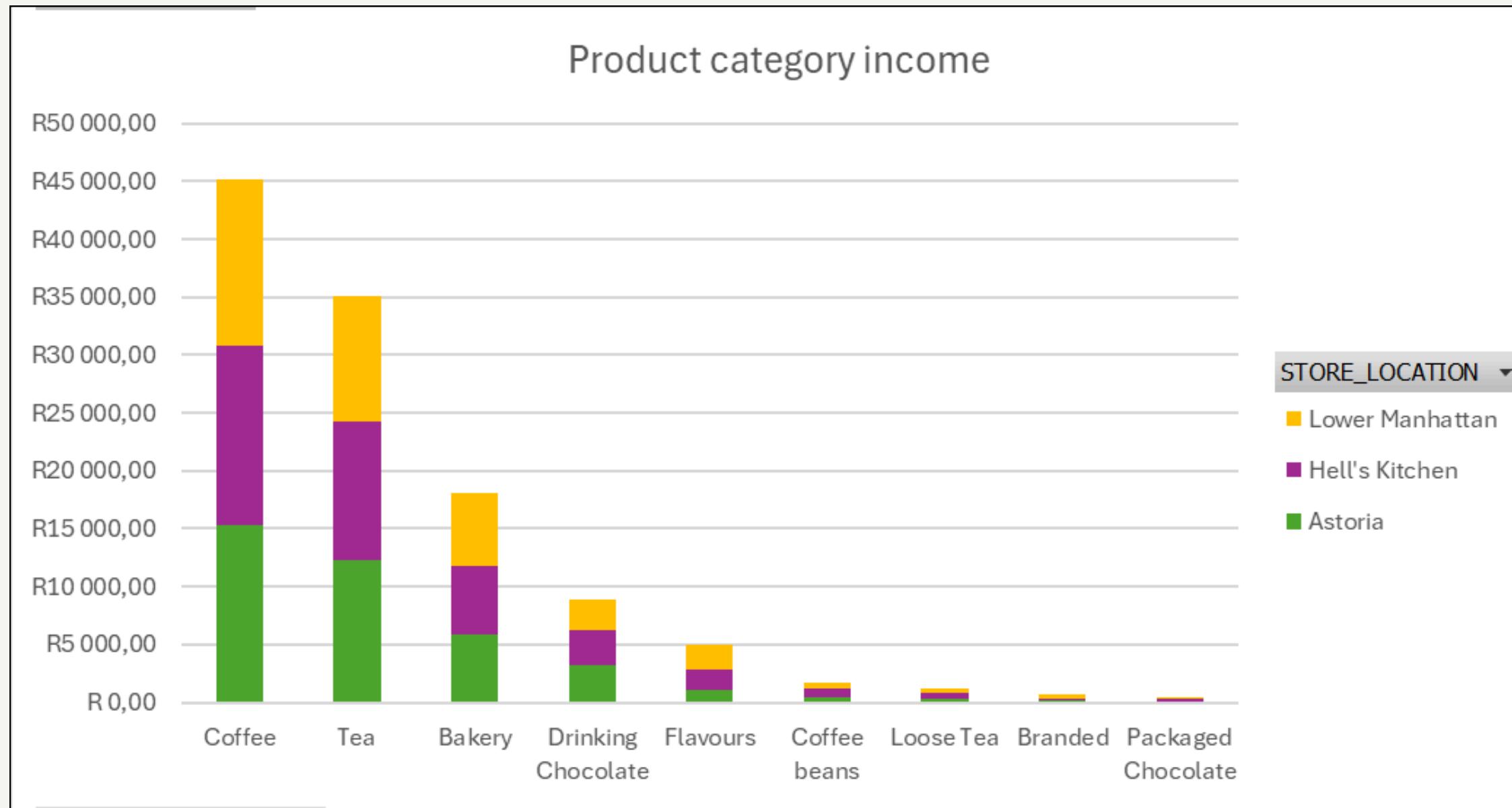
## Key Highlights

- Total sales generated per week is 149116..
- Monday, Thursday, Friday being the top 3 best-selling weekdays.
- Saturday having the slightly the least amount of sales



- Mornings generate more sales whilst evenings generate the least.
- Similar trend across all three locations could be due to broader consumer routines rather than location factors.
- Scheduling extra staff for peak hours may be very helpful.

# Product performance



## Key Highlights

- People mostly prefer coffee, tea and products from the bakery.
- These top 3 product categories make up 84% of income.
- Flavours and Drinking Chocolate have moderate income but could be bundled with core items to increase average transaction value.
- Low income categories need to be reevaluated

# Recommendations

## Smart Marketing & Community Engagement

- Partner with local businesses or student groups for cross-promotions.
- Host events like poetry nights, board game afternoons, or workshops.
- Share behind-the-scenes content or customer stories to build emotional connection.

## Use Data to Drive Promotions

- Run limited-time offers on low-performing days (e.g., Wednesday "Refill Rewards" or Thursday "Treat Yourself" specials).
- Promote bundles like "Coffee + Muffin" or "Tea + Biscuit" to increase transaction size.



## Loyalty & Retention Strategies

- Launch a digital loyalty program to encourage repeat visits.
- Offer birthday perks or personalized discounts based on customer preferences.
- Use QR codes or WhatsApp to share promotions and collect feedback.

## Train Staff for Upselling

- Teach baristas to suggest upgrades e.g. Would you like oat milk or a double shot?
- Encourage friendly service and product knowledge, customers buy more when they feel welcomed.

THANK  
YOU.

