



BRIGHT COFFEE SHOP



Agenda

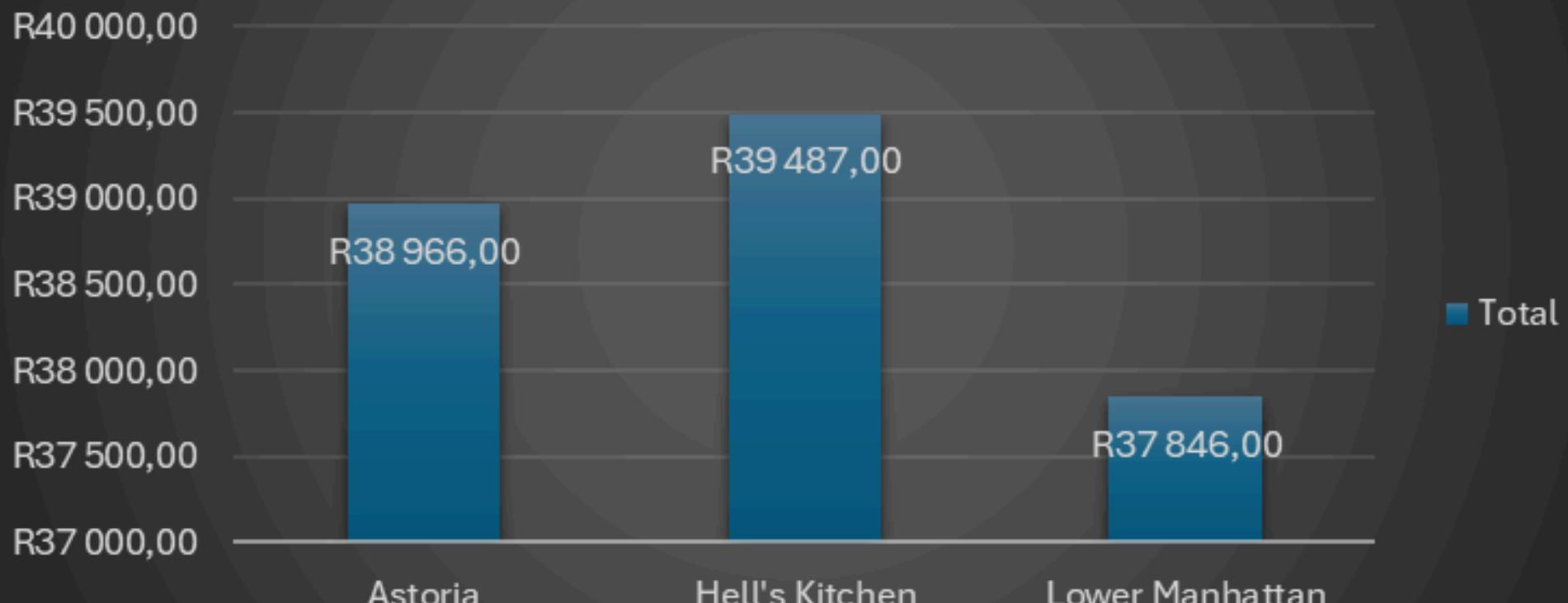
- Sales figures per location
- Sales monthly/weekly
- Product performance
- Recommendations



Sales Figures

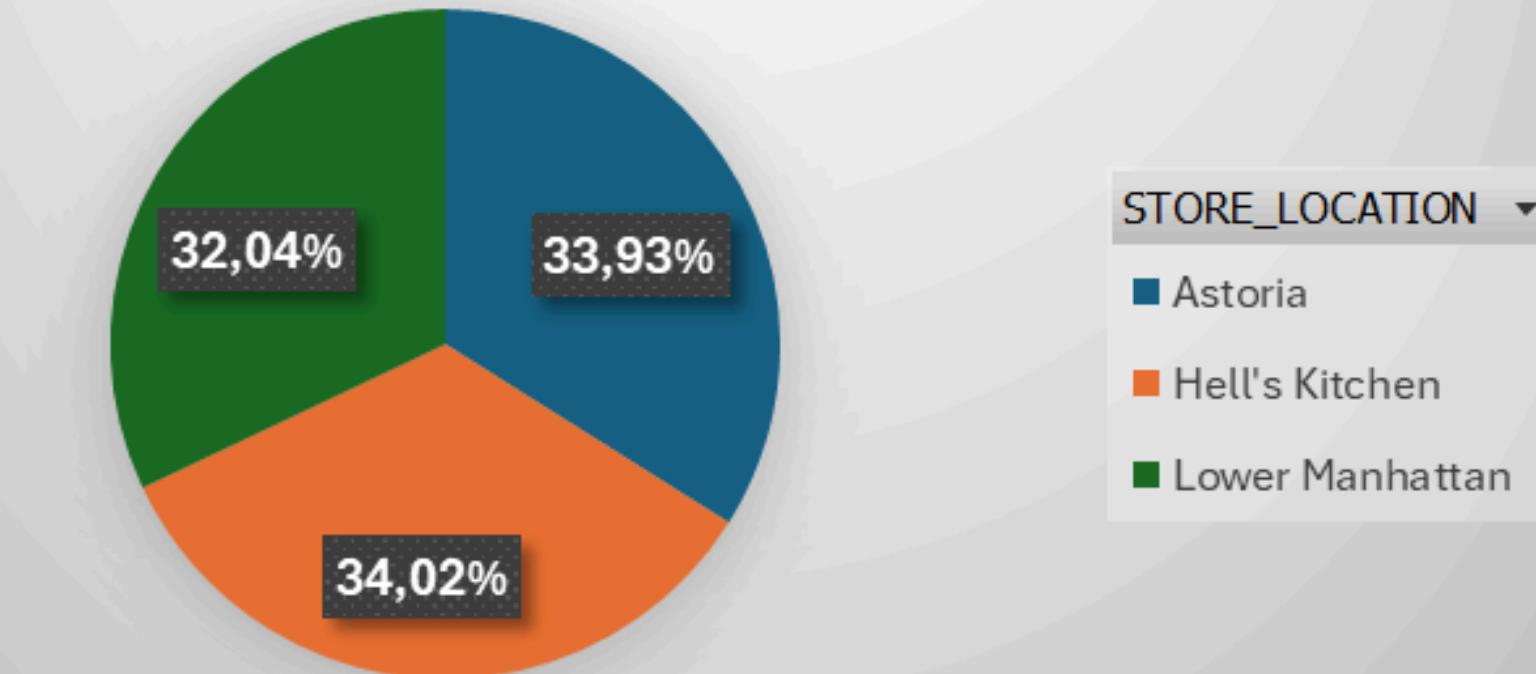
Income

Total income



Percentage of sales

PERCENTAGE OF SALES



Key Highlights

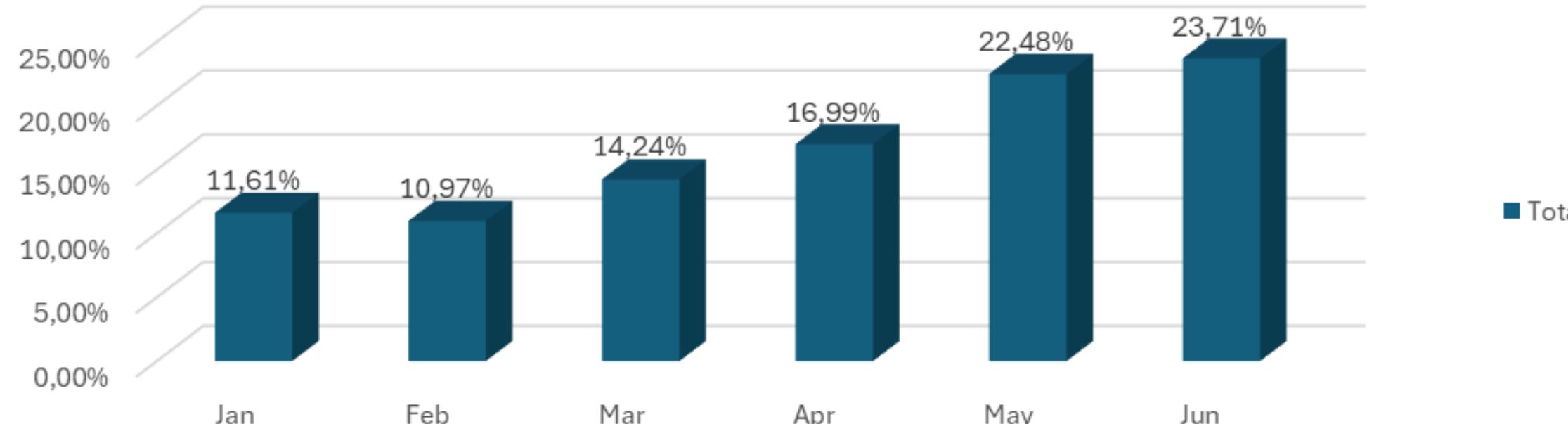
- Total income of **R116 299,00** was generated over a period of 6 month (Jan-Jun) with a total quantity of **149116**.
- All three stores are performing within a narrow range—less than R2,000 difference between highest and lowest.

Key Highlights

- 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.

Percentage

Sales per month

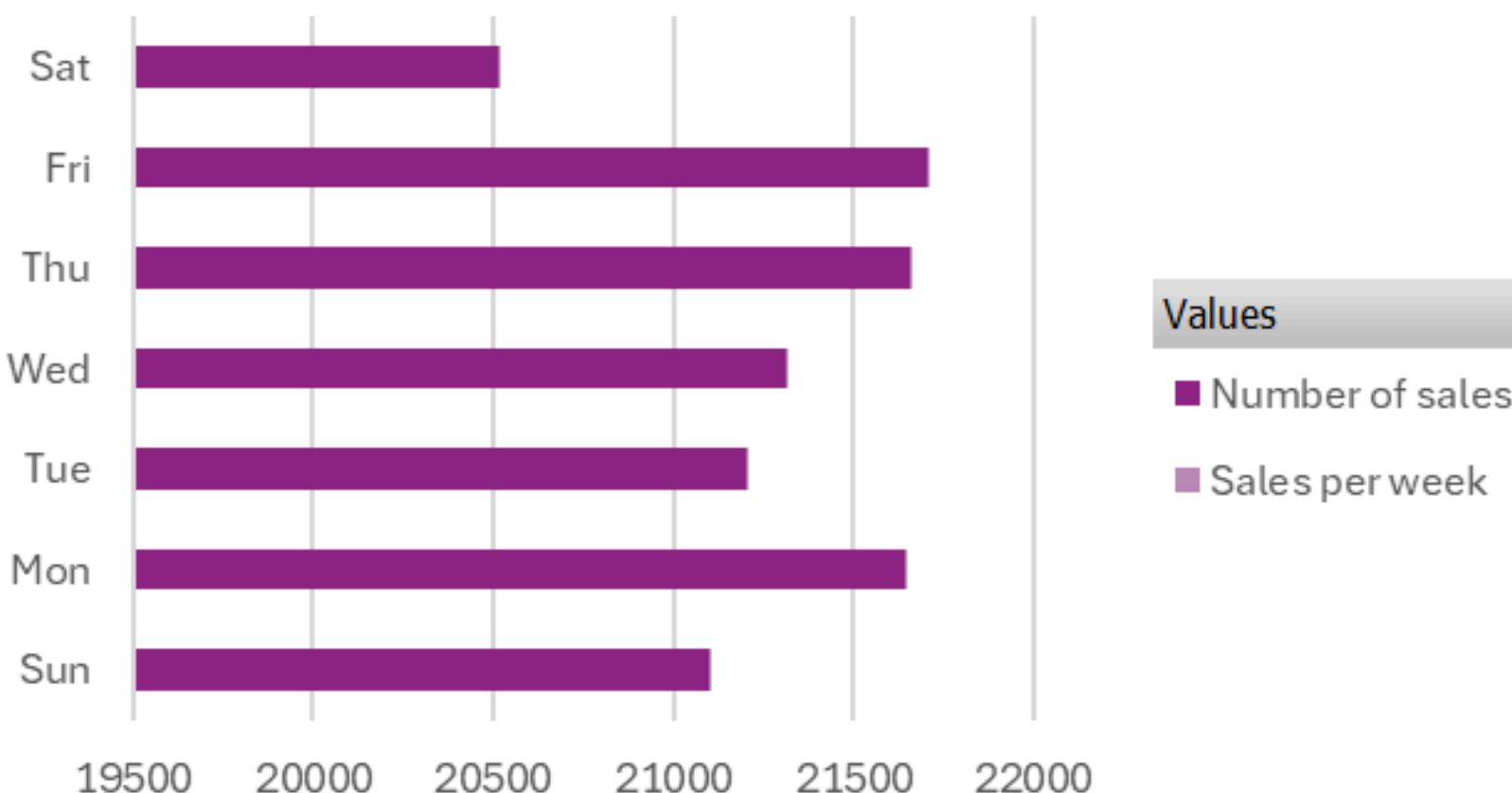


MONTH_NAME ▾

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).

Total sales during the week

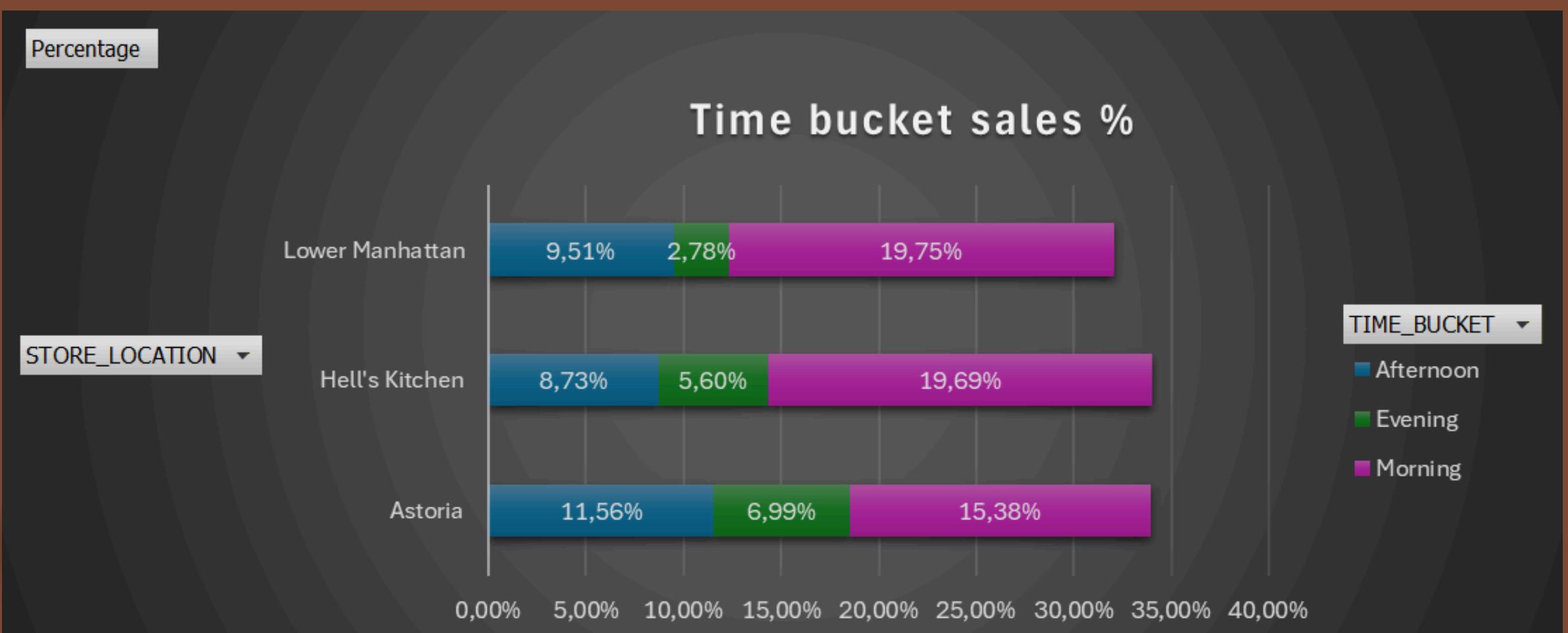


DAY_NAME ▾

Key Highlights

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



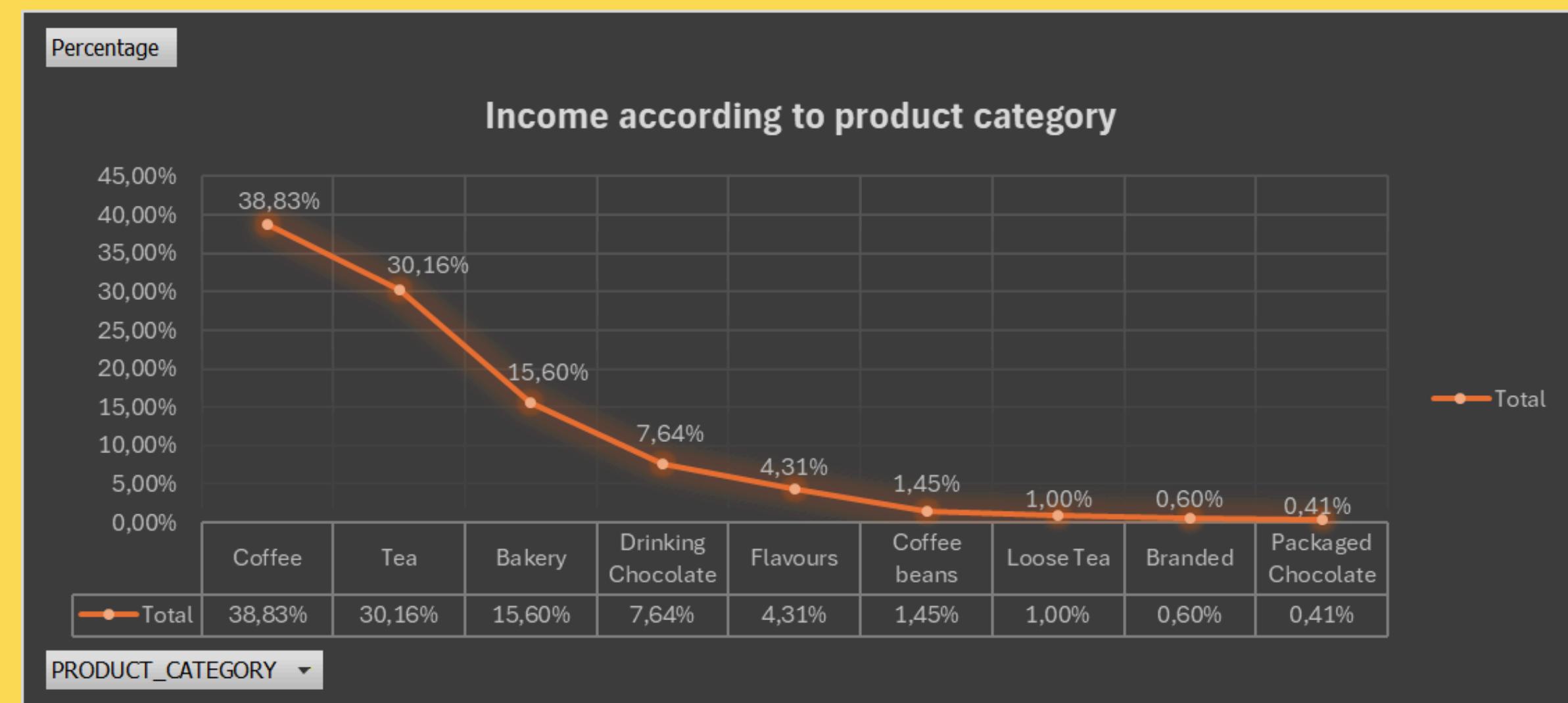


Morning, Afternoon, Evening

Key Highlights

- 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.

Sales according to products.



Product Category	Income	Number of sales
Coffee	R45 158,00	58416,00
Tea	R35 078,00	45449,00
Bakery	R18 140,00	22796,00
Drinking Chocolate	R8 887,00	11468,00
Flavours	R5 012,00	6790,00
Coffee beans	R1 683,00	1753,00
Loose Tea	R1 164,00	1210,00
Branded	R697,00	747,00
Packaged Chocolate	R480,00	487,00
Grand Total	R116 299,00	149116,00

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

