



BRIGHT BANK

SALES TRENDS ANALYSIS

2013 DEC - 2016 NOV

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AGENDA

Executive Summary – Overview of performance trends and key highlights

- This presentation provides a comprehensive analysis of Bright Bank's sales and profitability trends between Dec 2013 and Nov 2016. It explores how pricing strategies, daily and weekly performance, and promotional activities influenced both revenue and gross profit outcomes. Key insights highlight year-over-year price growth, fluctuating daily gross profits, and the impact of promotional pricing on unit sales. The analysis concludes with strategic recommendations aimed at improving profitability, pricing efficiency, and sustainable business growth.

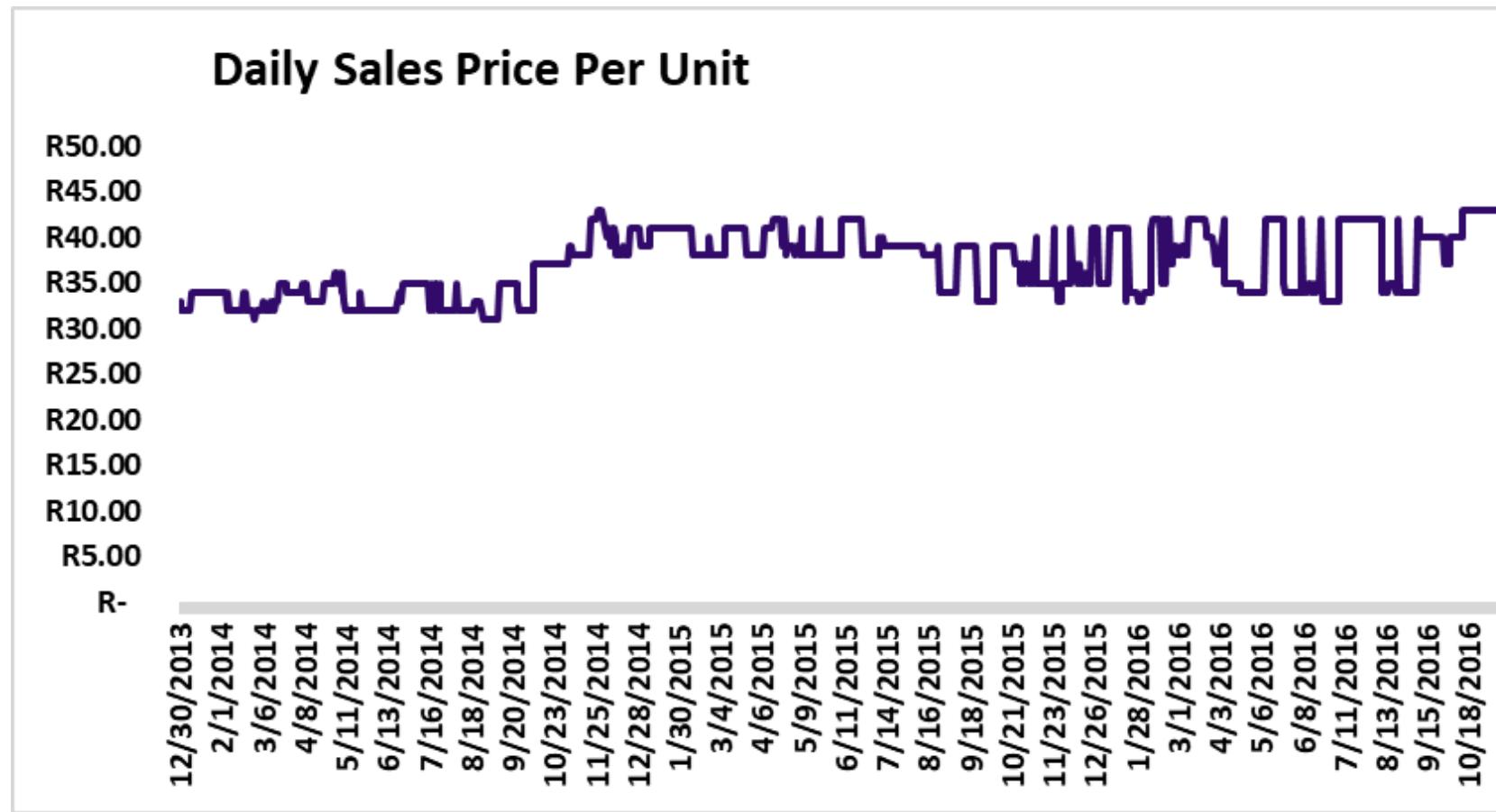
1.  Sales Price & Volume Trends

2.  Gross Profit Analysis

3.  Promotion Performance

4.  Recommendations

Daily Unit Sales Price Fluctuation



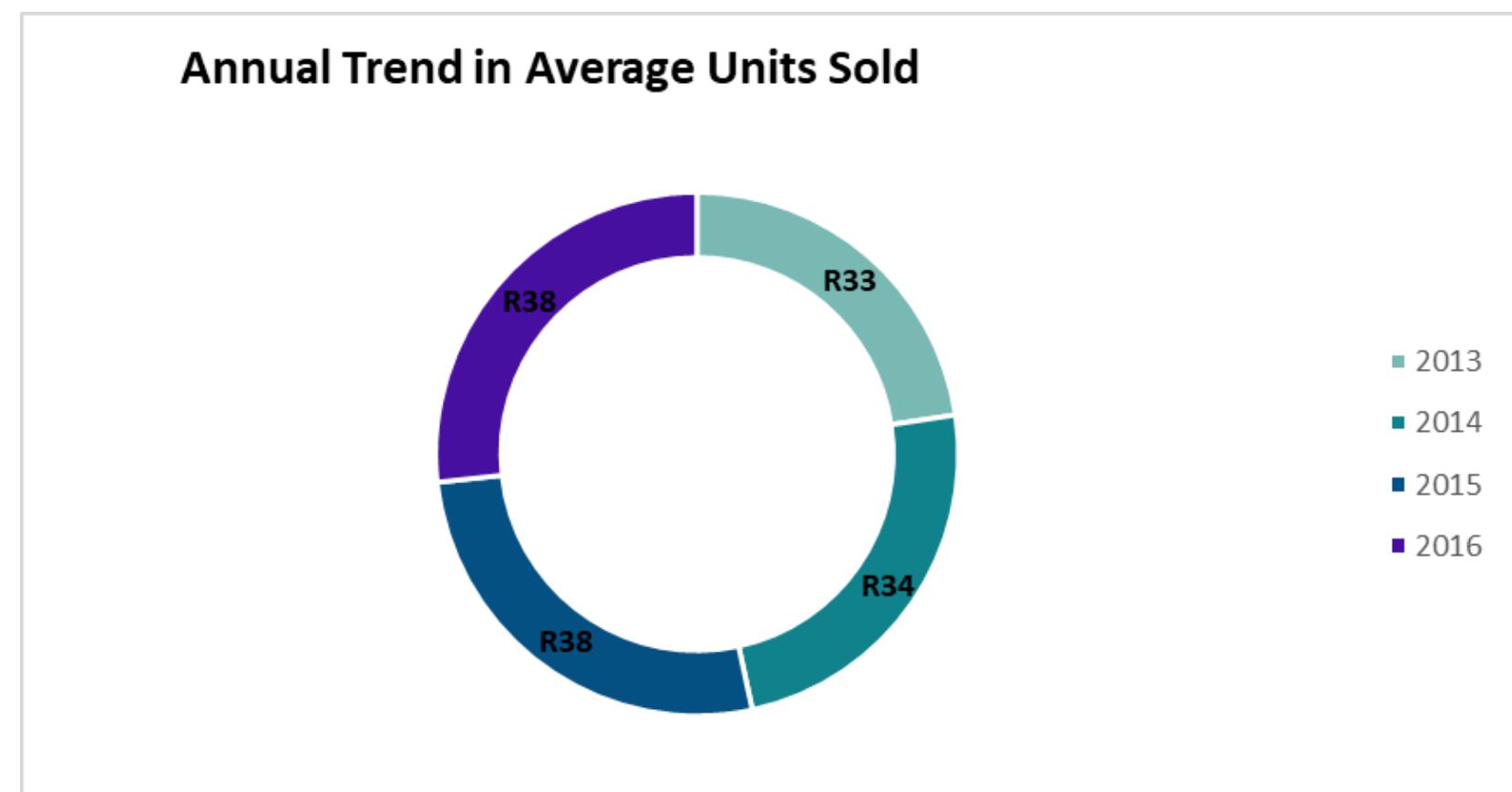
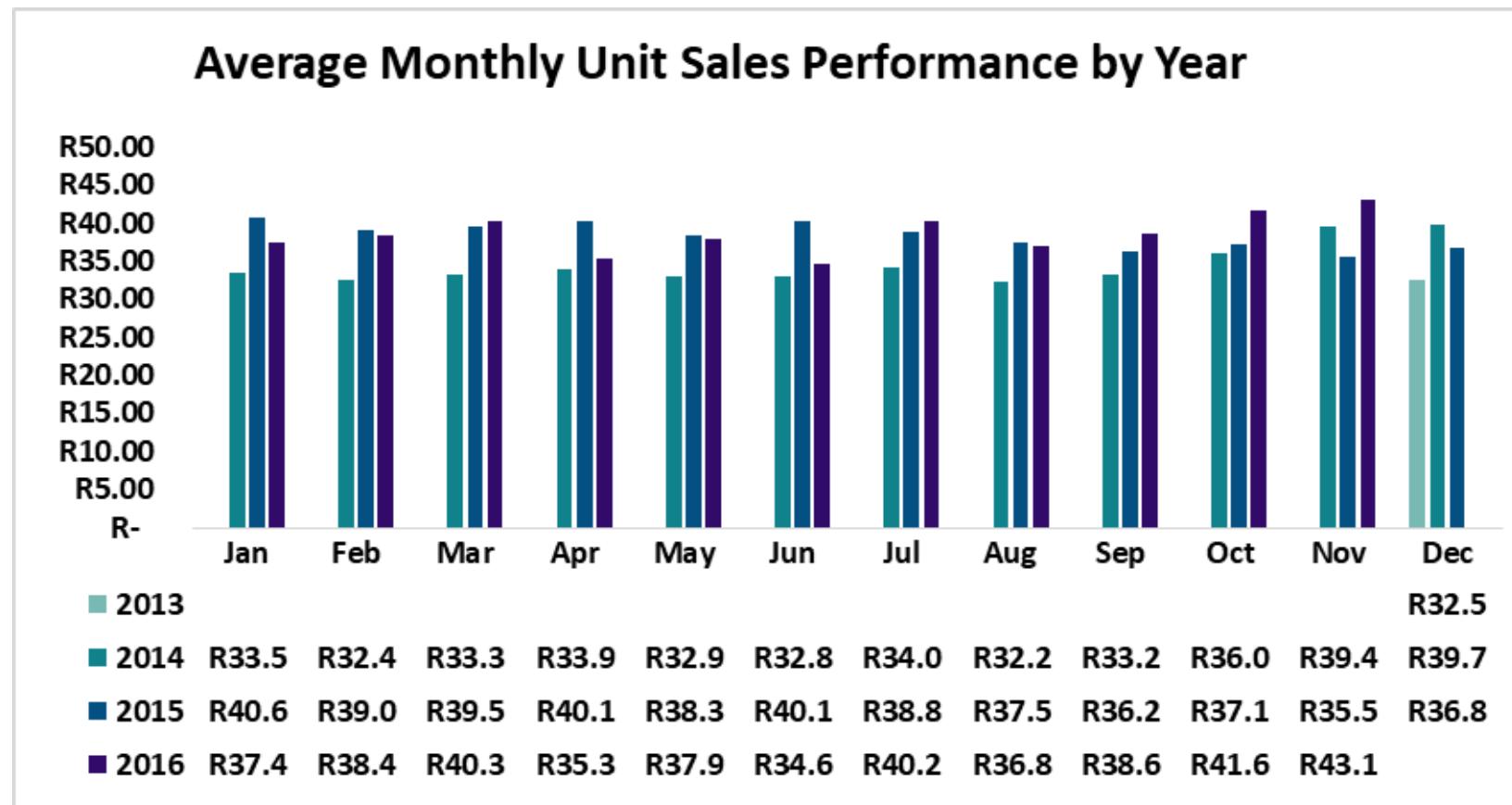
Top 5 Daily Sales Price Per Unit	
Date	Sales Per Unit
11/15/2016	44
11/16/2016	44
11/1/2016	43
11/5/2016	43
11/9/2016	43
Grand Total	217

Bottom 5 Daily Sales Price Per Unit	
Date	Sales Per Unit
2/27/2014	31
8/28/2014	31
8/31/2014	31
9/1/2014	31
9/2/2014	31
Grand Total	155

Key Insights

- Daily sales price per unit fluctuates over time, confirming a high-low strategy where the highest daily unit price is R44 and the lowest is R31

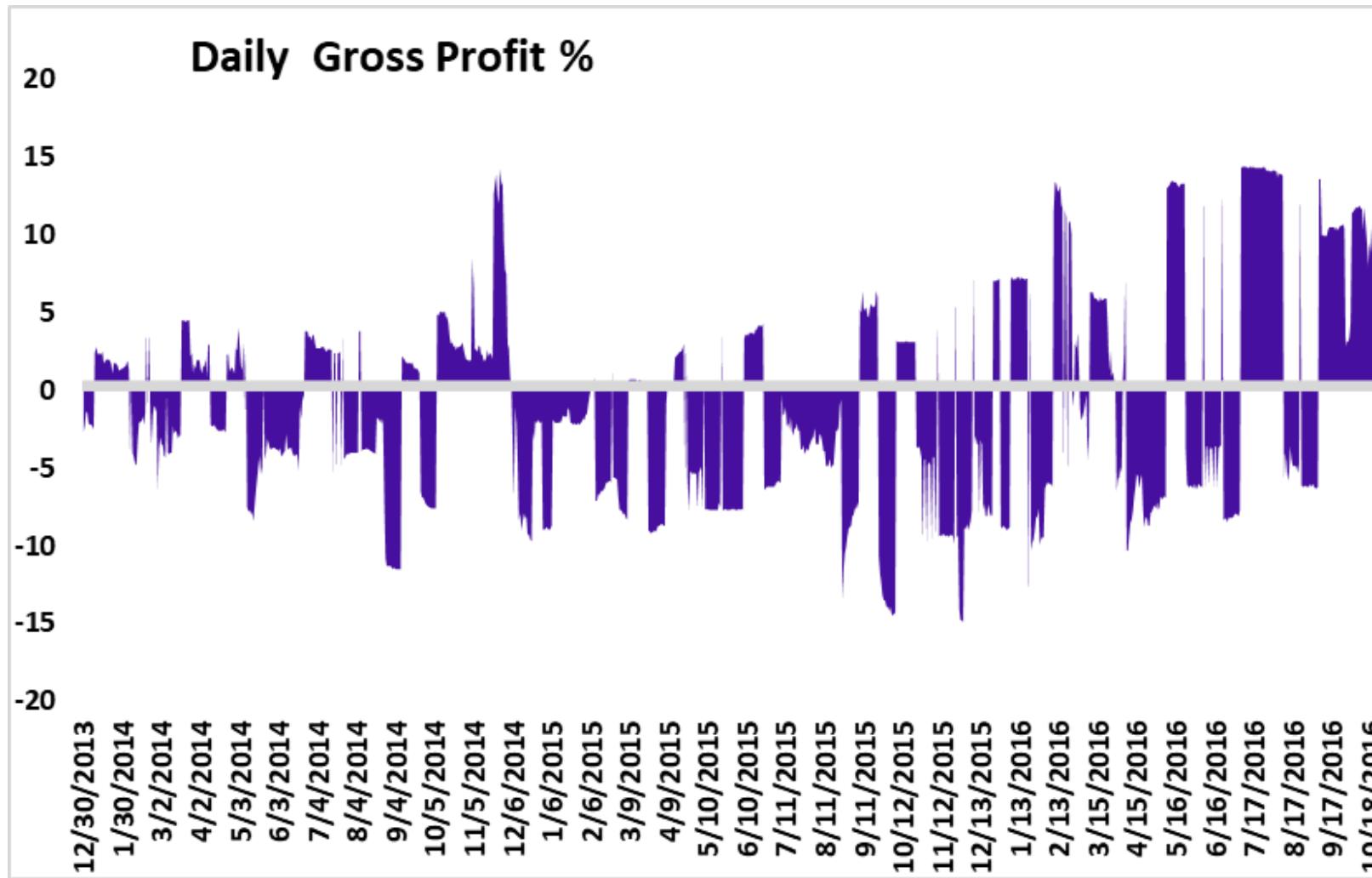
Average Unit Price & Sales Trends



Key Insights

- The average unit sales price has shown consistent year-over-year growth, reaching its highest annual average of R38 in 2016, with the peak monthly price of R43 recorded in November

Daily Profit & Loss Trends



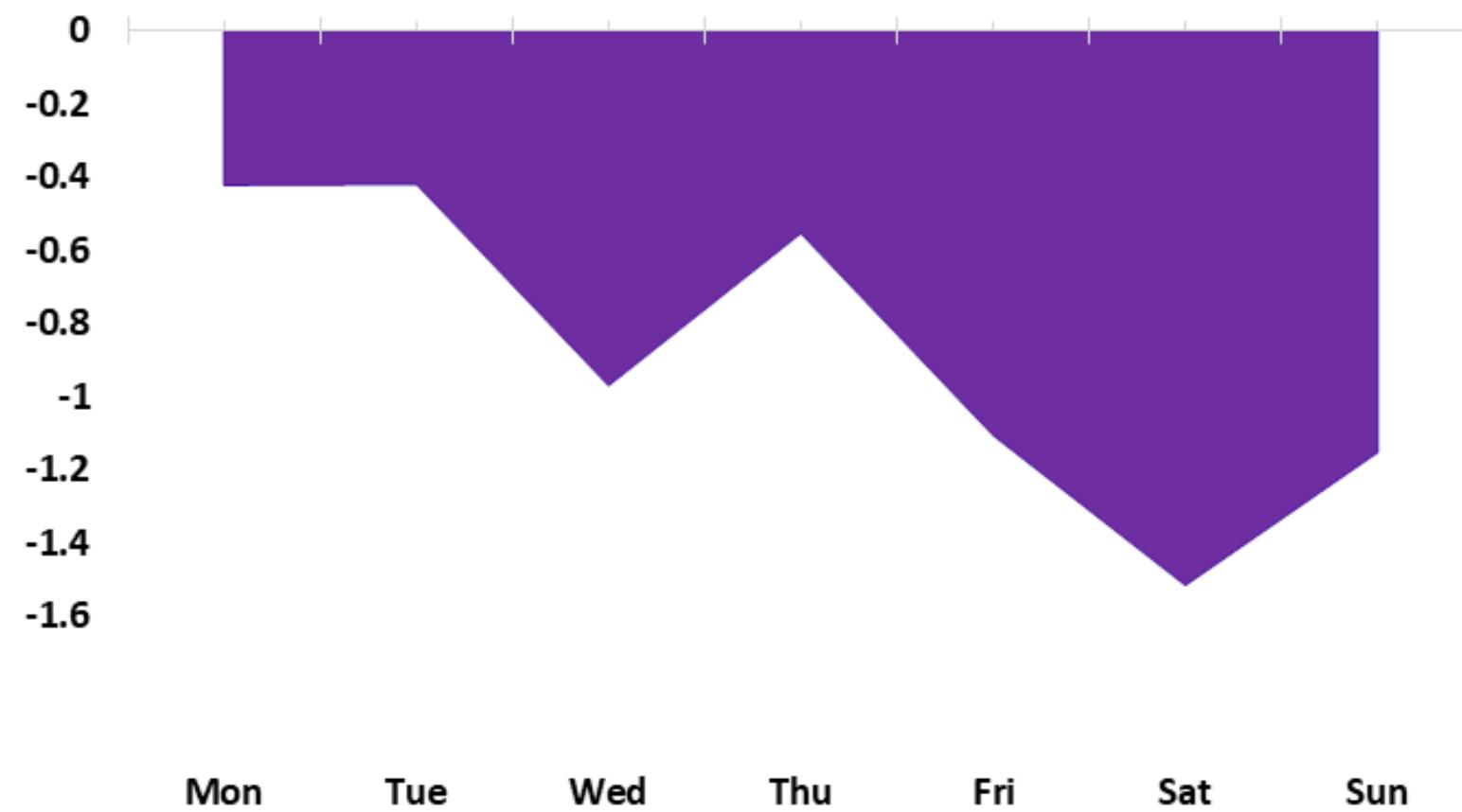
Daily Gross Profit			
Weekdays	Daily Revenue	Daily Gross Profit	Daily Profit %
Mon	R23,603,268.00	-R771,343.00	-3.3
Tue	R20,734,553.00	-R687,219.00	-3.3
Wed	R22,029,486.00	-R895,446.00	-4.1
Thu	R21,162,713.00	-R774,228.00	-3.7
Fri	R36,797,092.00	-R1,423,524.00	-3.9
Sat	R41,857,085.00	-R1,799,419.00	-4.3
Sun	R20,725,628.00	-R765,104.00	-3.7
Grand Total	R 186,909,825.00	-R 7,116,283.00	-3.8

Key Insights

- Daily gross profit percentages have fluctuated significantly, hitting a high of 14.4% in 25 July 2016 and a low of -14.9% in 29 November 2015.
- Saturday generated the highest revenue of R41,857,085.00, despite recording a daily profit loss of R1,799,419.00, resulting in a -4.3% daily gross profit margin.

Daily Gross Profit Percentage Analysis

Daily Gross Profit Per Unit Percentage



Top 5 Daily Gross Profit %

Date	Percentage
7/8/2016	14.37
7/9/2016	14.4
7/11/2016	14.42
7/15/2016	14.39
7/17/2016	14.37
7/25/2016	14.39
Grand Total	14.39

Bottom 5 Daily Gross Profit %

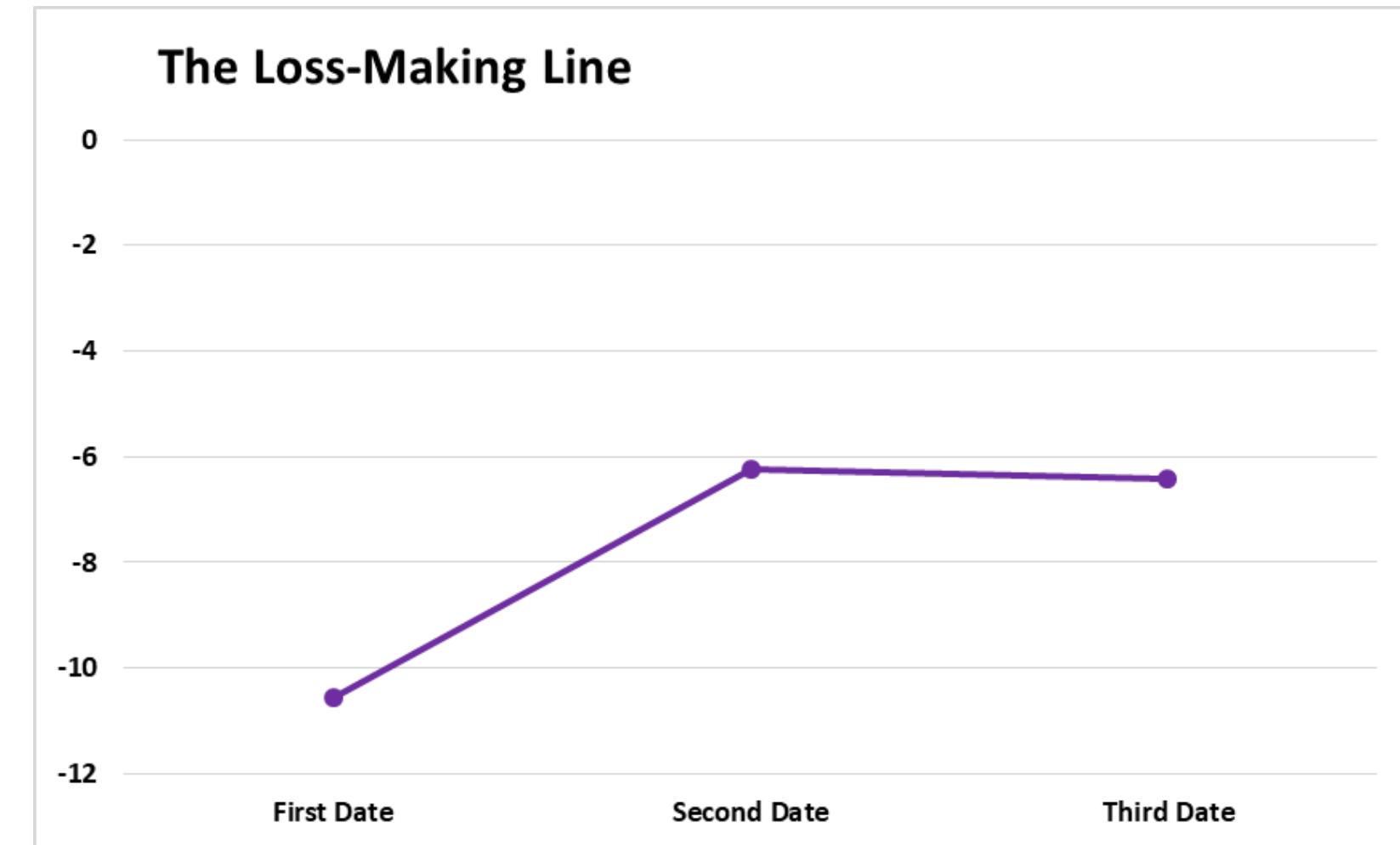
Percentage	Percentage
10/4/2015	-14.52
10/5/2015	-14.37
11/27/2015	-14.75
11/28/2015	-14.78
11/29/2015	-14.86
Grand Total	-14.656

Key Insights

- Among all weekdays, Saturday posted the lowest daily gross profit per unit (-1.5%), with Sunday following closely at -1.2%, indicating weaker weekend profitability
- Within the top five performing days, July 25, 2016 achieved the highest daily gross profit of 14.39%, narrowly surpassing July 17, 2016 with 14.37%
- Within the bottom five days, November 29, 2015 posted the most negative daily gross profit (-14.86%), slightly lower than November 28, 2015 (-14.78%), indicating two consecutive days of weak performance

Price Volatility & Profitability Impact

Price Volatility				
Date	Normal Price	Promo Price	Normal Qty	Promo Qty
First Date	R 34.91	R 30.82	2796	13500
Second Date	R 42.1	R 33.38	1420	8753
Third Date	R 41.13	R 34.26	2122	8104
Grand Total	R 118.14	R 98.46	6338	30357



Key Insights

- The First Date's promo sold 13,500 Quantity units, more than twice the total normal quantity sold (6,338 units) over three-day period. With a promo price of R30.82 per unit, this clearly demonstrates the promotion's strong impact on driving sales volume.
- The Loss-Making Line chart reveals a consistent negative gross profit trend, peaking at -11% on the First Date, improving to -6.2% on the Second Date, and dipping slightly to -6.4% on the Third Date

Recommendations



Bundle Promotions to Drive Cross-Selling

- Bundle high-volume promo items with high-margin or slow-moving products to recover lost profit and increase total transaction value.



Improve Weekend Profitability

- Review cost structures and adjust weekend offers to maintain profitability while sustaining traffic.



Optimize Promotional Pricing Strategy

- Limit deep discounts and instead use value-based pricing to maintain profitability.



Leverage Customer Insights for Targeted Offers

- Personalize bundles and discounts based on customer buying patterns to improve conversion and margin.



Thank You

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