

PRESENTATION

"Bringing Happiness in Every Cup"

COFFEE

SHOP



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1. Morning Dominance

- Morning sales account for over 55% of total revenue (R388K).
- Coffee (R144K) and Tea (R104K) lead the charge.
- Bakery and Drinking Chocolate also perform best in the morning.
- Indicates a loyal morning customer base (commuters, early professionals, routine buyers).

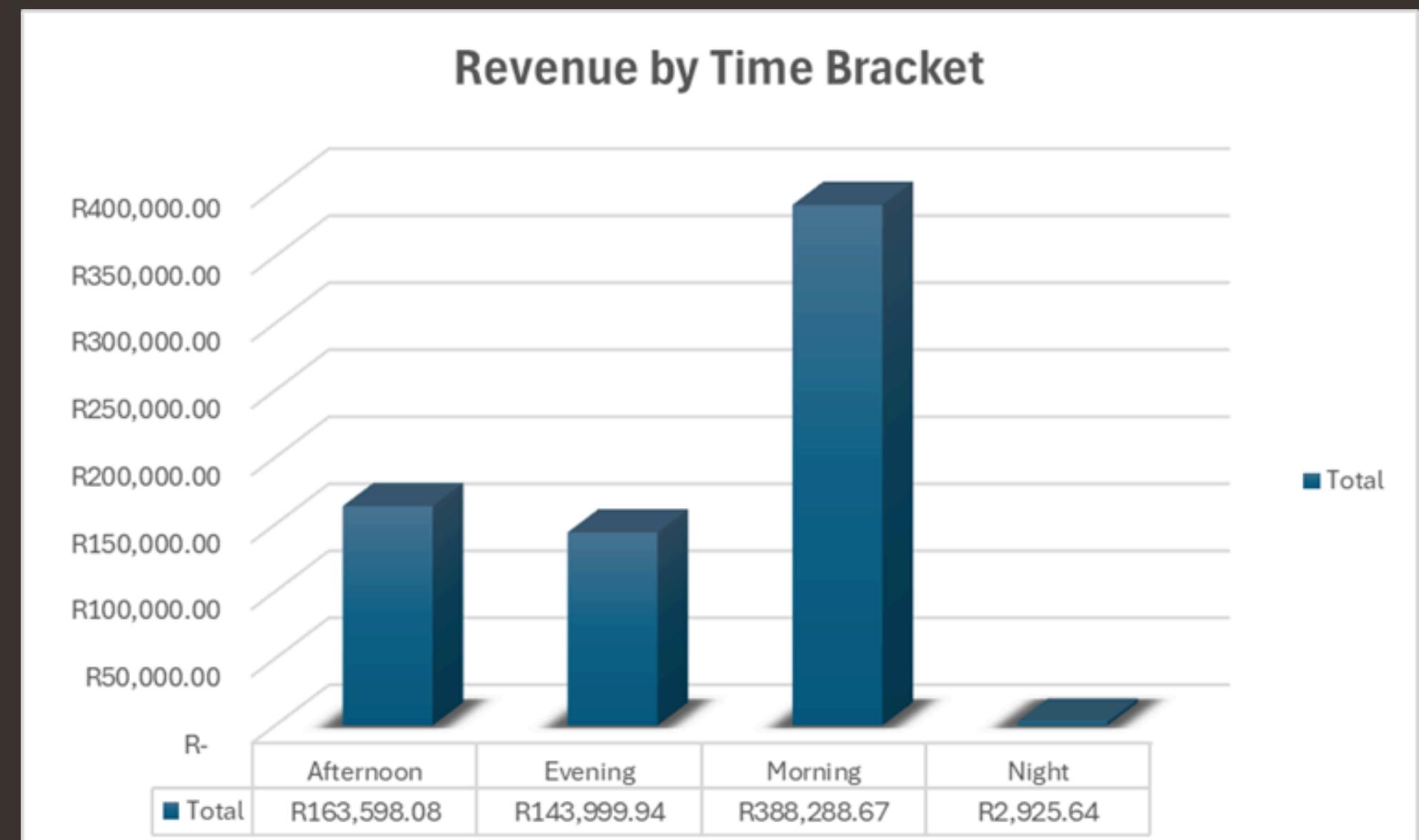
2. Afternoon is Strong, but Distant Second

- Afternoon brings in R163K, with Coffee and Tea again contributing most.
- Possibly linked to lunch breaks or post-meeting visits.
- Still less than half of morning revenue.

3. Evening is Weaker Than Afternoon

- Revenue drops to R144K.
- Tea and Chocolate remain steady, suggesting a preference for calming beverages.
- May indicate that foot traffic declines after work hours.

REVENUE BY TIME BRACKET



HEAT MAP: SALES BY DAY AND STORE

Sales Volume by Day and Store	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Grand Total
Astoria	R 10,362.00	R 9,743.00	R 10,459.00	R 10,384.00	R 10,342.00	R 9,720.00	R 9,981.00	R 70,991.00
Hell's Kitchen	R 10,121.00	R 10,583.00	R 10,078.00	R 10,345.00	R 10,567.00	R 9,773.00	R 10,270.00	R 71,737.00
Lower Manhattan	R 10,748.00	R 10,123.00	R 10,088.00	R 10,433.00	R 10,298.00	R 10,121.00	R 9,931.00	R 71,742.00
Grand Total	R 31,231.00	R 30,449.00	R 30,625.00	R 31,162.00	R 31,207.00	R 29,614.00	R 30,182.00	R 214,470.00

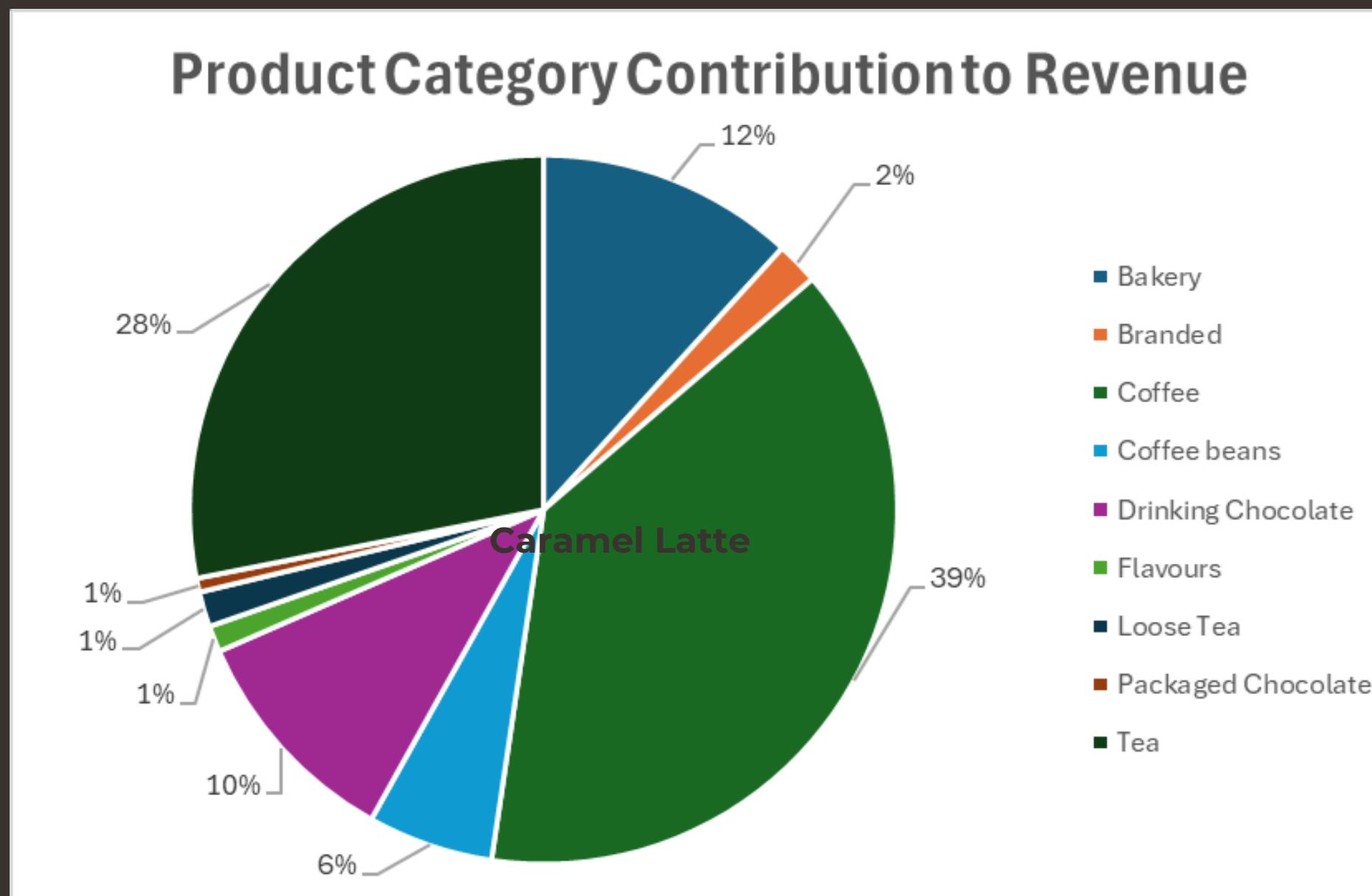
- Highest sales volumes occur on Fridays and Mondays across most stores
- Lowest-performing days are consistently Tuesdays, Saturdays, and Sundays
- Stores like Lower Manhattan and Brooklyn show the strongest weekday performance
- Sales patterns suggest a weekday work-commuter customer base
- Weekend performance is weak

MONTHLY REVENUE TREND

- Revenue more than doubled: R81K → R166K from Jan to Jun
- (driven primarily by Coffee, Tea, Drinking Chocolate, and Bakery)
- February dip due to fewer days and post-holiday lull
- Strong acceleration from March to June (+R20K to +R37K per month)
- Coffee alone grew by R33K, making it the top contributor
- March marked the start of sustained upward momentum



PRODUCT CONTRIRBUTION TO REVENUE



- Coffee is the top contributor, generating 39% of total revenue (R270K)
- Tea ranks second, contributing 28% (R196K)
- Drinking Chocolate and Bakery follow with 10% and 12% respectively
- Branded items, Packaged Chocolate, and Flavours each contribute under 2%
- Categories with low revenue share may reflect low demand, poor visibility, or limited relevance

Top 5 Products

- Sustainably Grown Organic Lg and Dark Chocolate Lg each generated over R21,000
- Each product sold over 4,000 units, showing strong, consistent demand
- Products are priced between R4.00–R4.75, making them affordable and accessible
- Names like “Morning Sunrise” and large-size drinks align with morning peak sales behavior

Bottom 5 Products

- Bottom 5 products earned less than R1,400 each despite premium pricing
- These items have low unit sales (under 155 units), suggesting weak customer pull
- 🧃 Products like Spicy Eye Opener Chai and Guatemalan Sustainably Grown may be too niche or underpromoted
- 💰 Higher prices may be discouraging casual buyers, especially compared to top sellers priced R4.00–R4.75

BEST AND WORST

PERFORMING PRODUCTS

Rank	Product Name		Revenue	Units Sold	Unit Price
1	Sustainably Grown Organic Lg	R	21,151.75	4,453	R 4.75
2	Dark chocolate Lg	R	21,006.00	4,668	R 4.50
3	Latte Rg	R	19,112.25	4,497	R 4.25
4	Cappuccino Lg	R	17,641.75	4,151	R 4.25
5	Morning Sunrise Chai Lg	R	17,384.00	4,346	R 4.00

Rank	Product Name		Revenue	Units Sold	Unit Price
80	Dark chocolate	R	755.20	118	R 6.40
79	Earl Grey	R	1,270.90	142	R 8.95
78	Spicy Eye Opener Chai	R	1,335.90	122	R 10.95
77	Guatemalan Sustainably Grown	R	1,340.00	134	R 10.00
76	Lemon Grass	R	1,360.40	152	R 8.95

Product Strategy

- Focus marketing and stock on top-performing categories: **Coffee, Tea, Chocolate, and Bakery**
- Create combo deals featuring bestsellers (e.g., Coffee + Scone, Morning Sunrise Chai + Muffin)
- Bundle underperforming items with popular ones to boost visibility and sales
- Reposition or phase out consistently low-revenue products

Time-Based Promotions

- Launch Morning Rush Specials to capitalize on peak revenue window
- Offer Afternoon Combos or “Second Cup” deals to extend buying behavior beyond mornings
- Consider closing or scaling back operations during low-traffic Night hours
-  Day-Based Campaigns
- Promote targeted offers on slow days like **Tuesdays, Saturdays, and Sundays**
- Maximize marketing on Fridays and Mondays, your highest-volume days
- Use Jan–Jun trends to set Q3/Q4 revenue targets
- Repeat successful campaign strategies from March–May
- Launch seasonal bundles (e.g., “Winter Warmers,” “Afternoon Chill Sets”)

RECOMMENDATIONS

"We believe that business is not just about profit but also about making a positive impact on the environment and the community."



THANK YOU

