



BRIGHT COFFEE SHOP

Sales Analysis

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01

INTRODUCTION

Understanding the Business analysis



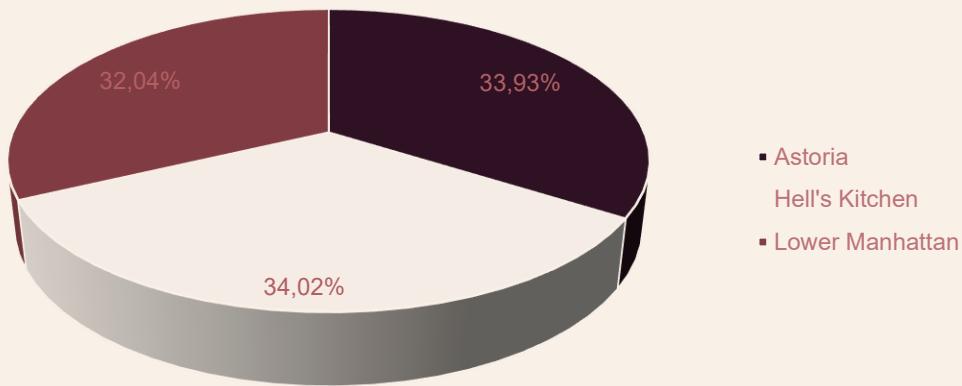
R698812,33

TOTAL SALES FOR MONTHS JANUARY – JUNE 2023



OUR LOCATIONS-SALES

Total Sales By location



Astoria Branch made sales of 34% in months January –June
Hell's Kitchen made sales of 34% in months Jan-June
Lower Manhattan made sales of 32% in months Jan-Jun

02

SALES TRENDS

Total Revenue per month

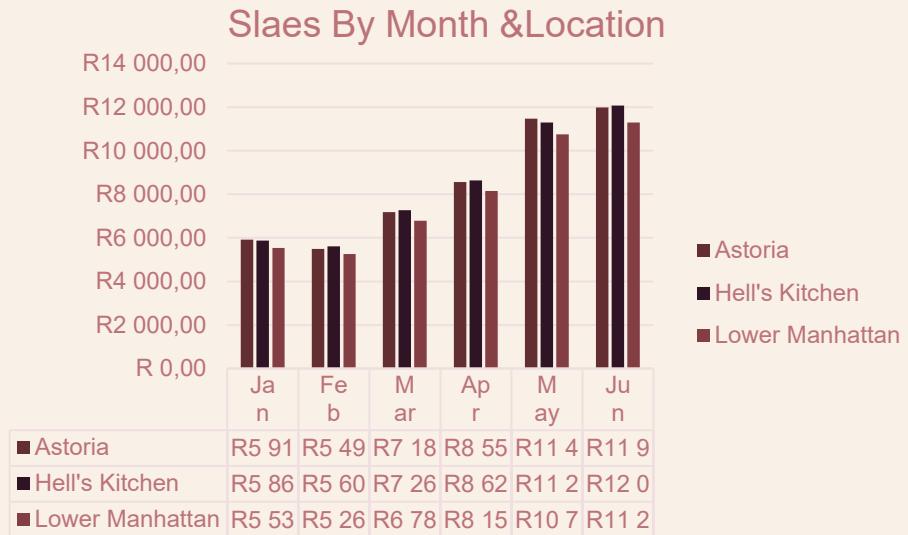


- A total revenue of R698812,33 was generated over the period of 6 months
- In month June revenue increased indicating increase demand

03

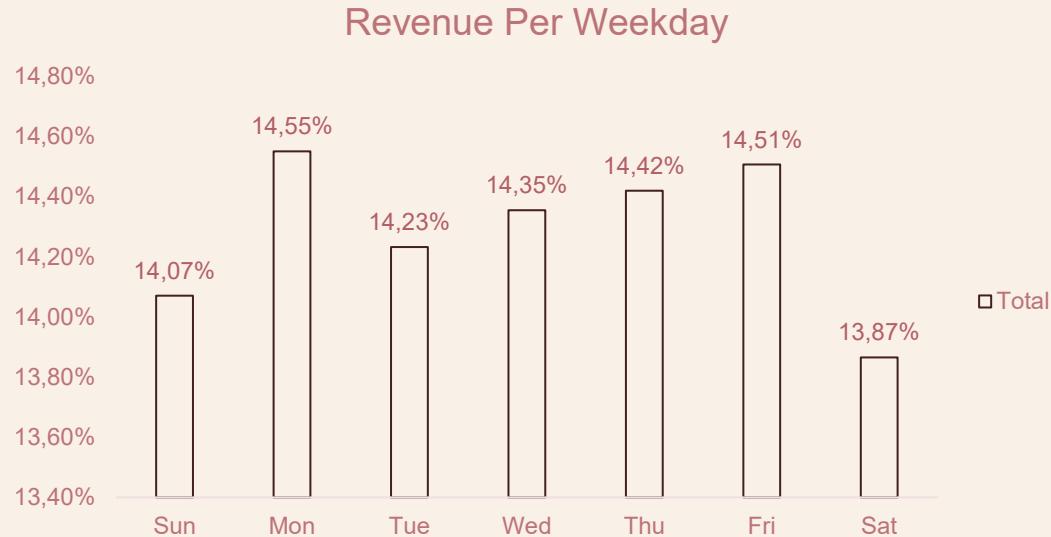
ANALYSIS

SALES BY LOCATION AND MONTHS



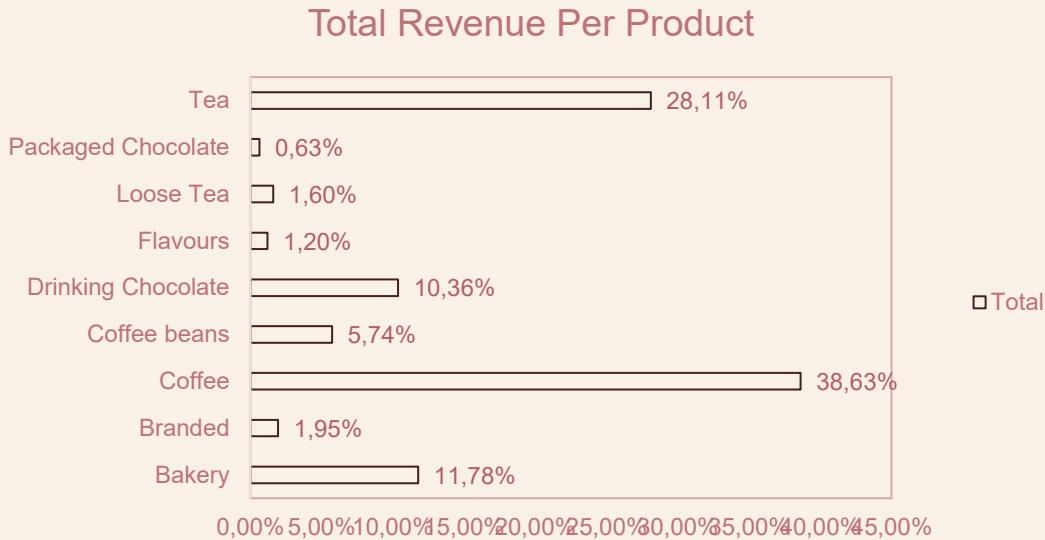
- This shows our sales by month and location.
- sales were lower at the beginning of the year but started rising from March onward, reaching their highest levels in May and June.
- Overall, this shows steady growth and improved performance over time

SALES PER WEEKDAY



- This chart shows our revenue across the days of the week.
- The revenue is **highest on Monday and Friday**, both around **14.5%**, while **Saturday has the lowest revenue** at about **13.9%**.
- The numbers are increasing during weekdays.
- This suggests that weekday traffic is stronger than weekend , maybe due to regular customers going to work

SALES BY PRODUCT



- Coffee and tea are the most selling product ,and contributing more to the revenue
- About 67% of the total revenue is generated by coffee and tea
- Other Products contribute less , highlighting areas to promote

REVENUE PER STORE TIME



- The total revenue is generated more in the morning in three different store locations
- Afternoon and evening seem to be lower , showing an opportunity to increase activity later in the day

Recommendations

- **Boost Weekend Traffic**

Create weekend specials, loyalty rewards to encourage Saturday visits.

Partner with local events or markets to increase visibility and weekend sales

- **Improve Product Variety**

Expand beyond coffee and tea by introducing seasonal beverages, smoothies, or healthy snack options.

Highlight underperforming categories through targeted marketing

- **Branch-Level Strategy**

Investigate why Lower Manhattan performs slightly lower; consider localized promotions, staff training, or adjusting store hours.



THANK You

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