



---

# BRIGHT COFFEE SHOP

---

Sales Analysis

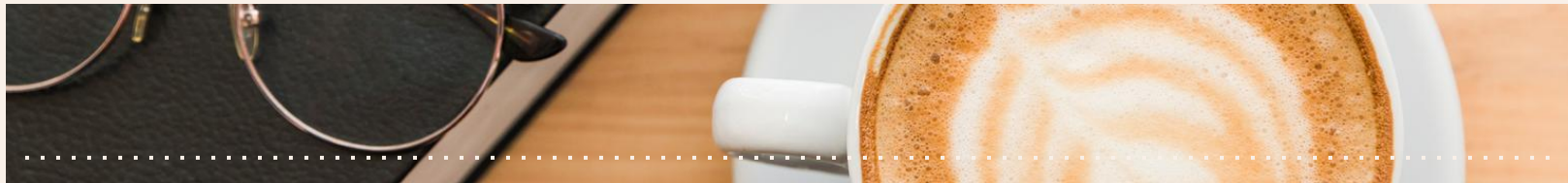
# TABLE OF CONTENTS

**01** **Introduction**  
Understandin the  
Business Analysis

**02** **Sales Trends**  
Total Revenue per  
month

**03** **Analysis**  
Sales by month and  
location

**04** **Analysis**  
Revenue by product  
category



# 01

## INTRODUCTION

Understanding the Business analysis



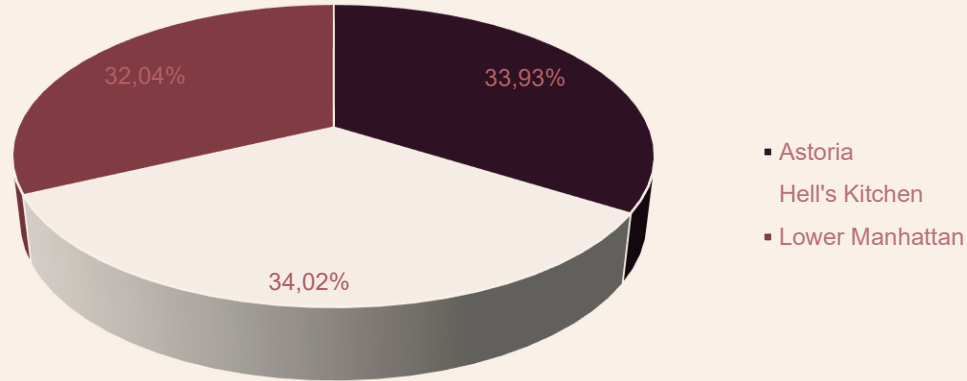
# R698812,33

TOTAL SALES FOR MONTHS JANUARY –JUNE 2023



# OUR LOCATIONS-SALES

Total Sales By location

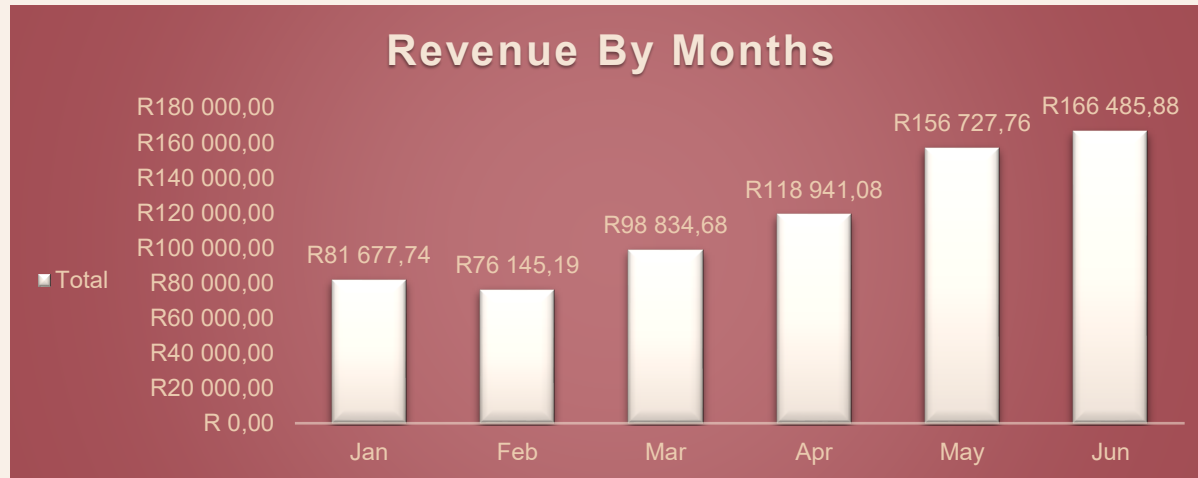


Astoria Branch made sales of 34% in months January –June  
Hell's Kitchen made sales of 34% in months Jan-June  
Lower Manhattan made sales of 32% in months Jan-Jun

# 02

## SALES TRENDS

Total Revenue per month



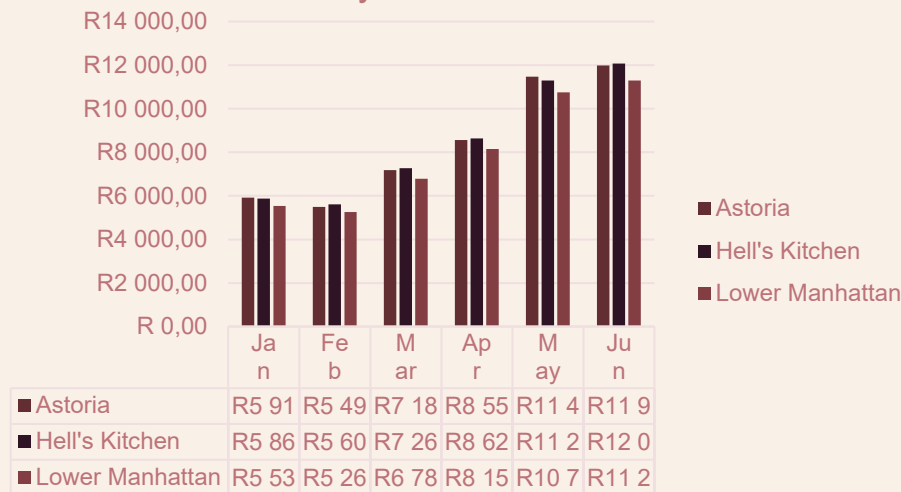
- A total revenue of R698812,33 was generated over the period of 6 months
- In month June revenue increased indicating increase demand

# ANALYSIS

# 03

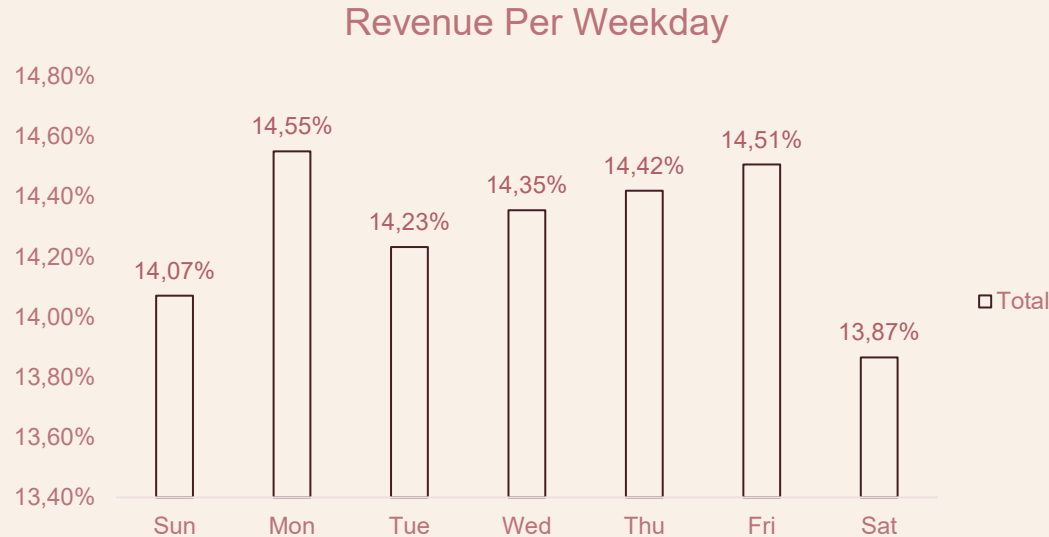
## SALES BY LOCATION AND MONTHS

Slaes By Month &Location



- 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

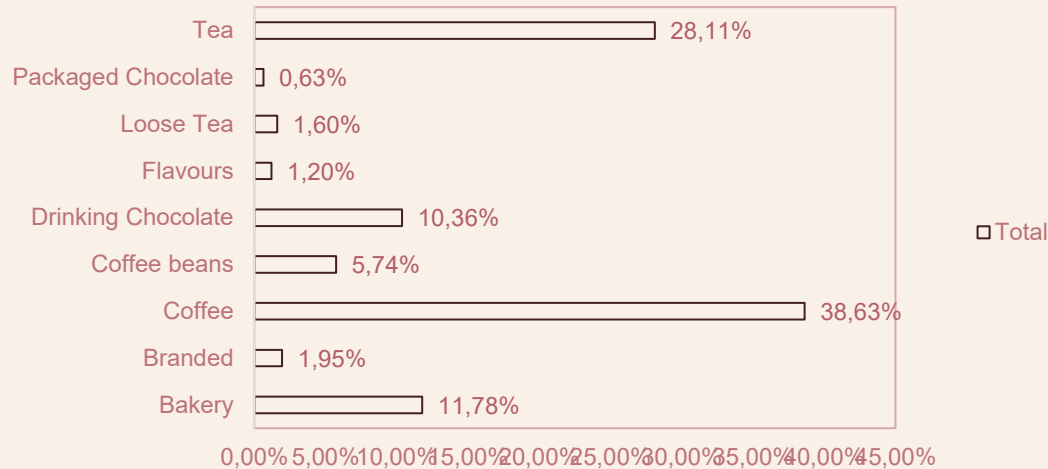


- This chart shows our revenue across the days of the week.
- The revenue is **highest on Monday and Friday**, both around **14.5%**, while **Saturday has the lowest revenue** at about **13.9%**.
- The numbers are increasing during weekdays.
- This suggests that weekday traffic is stronger than weekend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



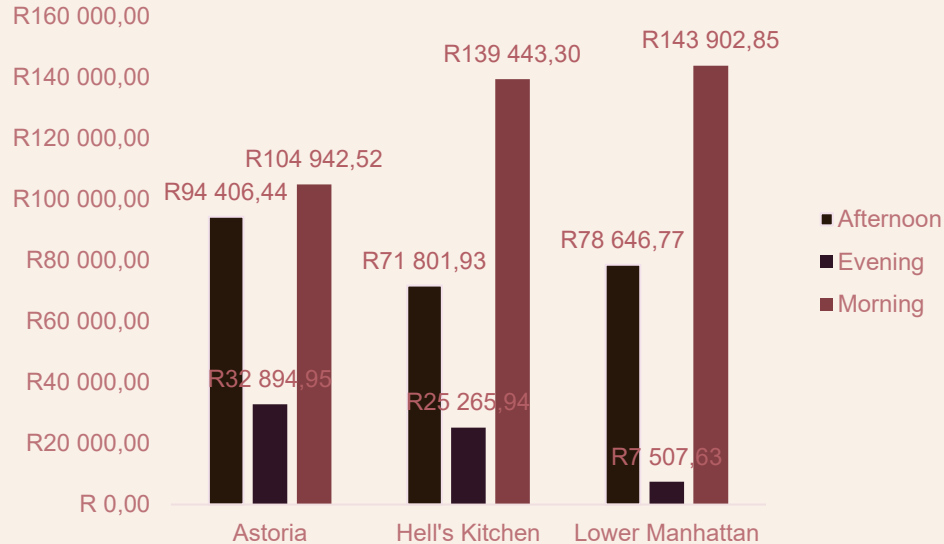
# SALES BY PRODUCT

Total Revenue Per 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

**CREDITS:** This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

---

