

## Bright Light Coffee Shop Analysis: Insights

### **Sales Performance by Product Category**

Coffee is the highest-selling product, followed by tea and bakery items. We should focus on marketing our top-selling coffee products, such as Chai Lattes and Cappuccinos, to align with customer preferences.

### **Monthly Sales Trends**

Sales are particularly high in the mornings during June. Given this demand, there is no need to offer specials or discounts during this period. Conversely, January experiences lower sales. To maximize revenue during this month, we can introduce combo deals, such as pairing a coffee with a bakery item (e.g., a cappuccino with the cake of the day) at a discount of R5 off the normal total price. This approach not only boosts hot beverage sales but also promotes our bakery offerings.

### **Sales Patterns by Time of Day**

The majority of sales occur in the morning, presenting an excellent opportunity for upselling. We have identified two groups of customers: high spenders and low to medium spenders. Since our high to very high spenders frequent the shop in the morning, we should refrain from offering specials during that time. Instead, we can offer "to-go" products in the afternoons and evenings.

### **Customer Preferences by Location**

It's essential to stock items based on customer preferences. For high spenders who favour Frappés, milkshakes, and croissants, we should ensure we have ample stock of these items. For low spenders who prefer simpler options, such as cappuccinos or flat whites along with doughnuts, we need to stock more of those ingredients as well.

These insights can assist the CEO decision making.