COFFEE SHOP PERFORMANCE ANALYSIS

Summary of key Findings and insights

For Management Team

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AGENDA

- Introduction
- Sales Performance Overview
- Revenue Analysis by Location & Product
- Time-Based Sales Trends
- Key Findings & Insights
- Recommendations & Next Steps
- Summary/ Conclusion

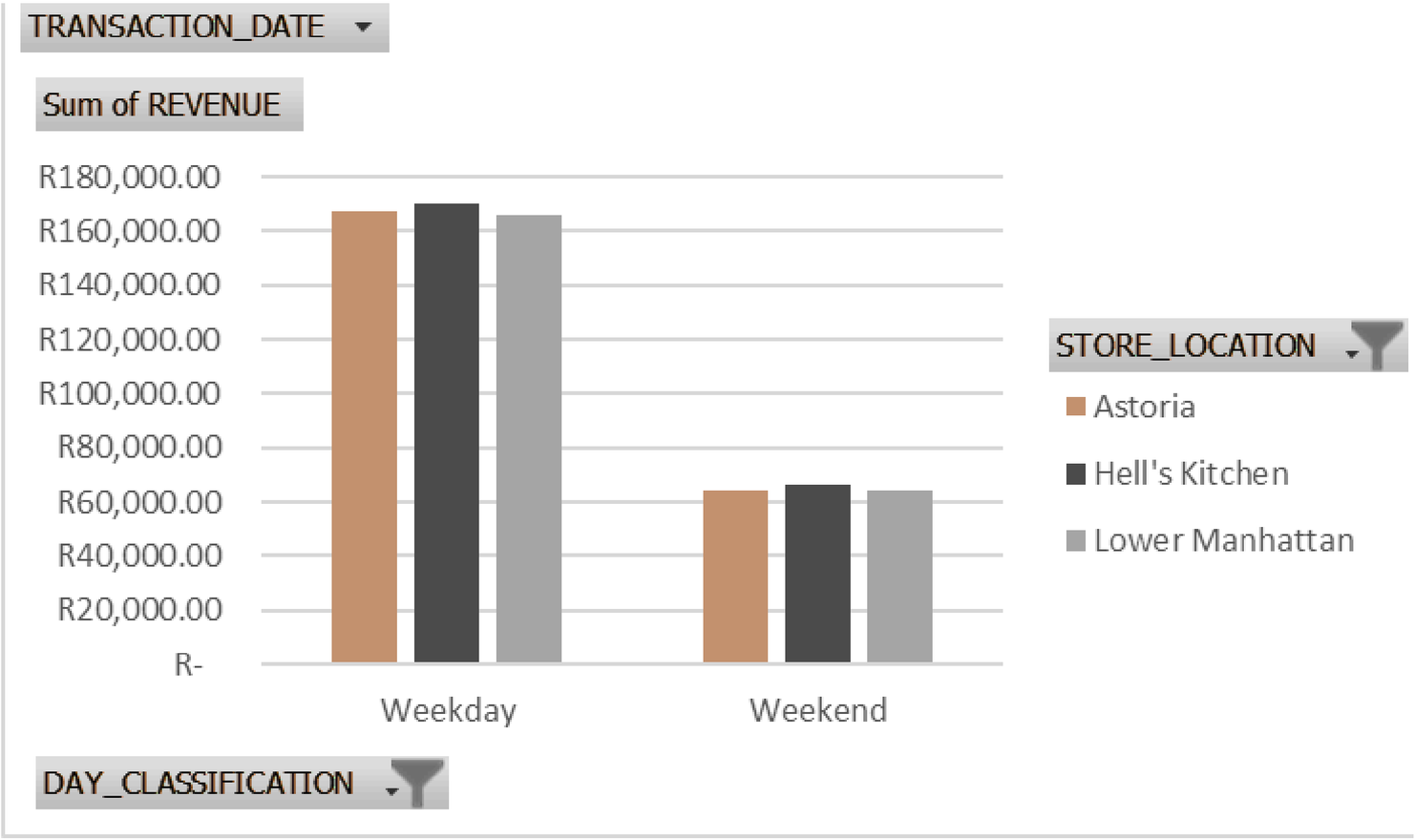
SALES PERFORMANCE OVERVIEW

Time frame: January to June
Locations: Astoria, Hells Kitchen
Objective: Analyze sales trends and identify opportunities for growth across locations

Key areas covered:

- Revenue trends: Weekdays vs. Weekends
- Sales performance across store locations
- Transaction patterns by time of day/week

REVENUE ANALYSIS BY TIME CLASSIFICATION WEEKDAY VS WEEKEND



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Overview of Analysis

Revenue by Store Location Weekday

- Astoria R161 000
- Hell"s Kitchen R165 000
- Lower Manhattan R161 000

Revenue performance by Store Location Weekend

- Astoria R60 000
- Hell"s Kitchen R62 000
- Lower Manhattan R161 000

Weekdays generate more revenue than weekends.

Store Location breakdown (From Chart):

For weekdays;

Astoria has the highest revenue among the three locations.

Hell"s Kitchen and Lower Manhattan have lower revenues compared to Astoria.

For Weekends:

Revenue are lower overrall compared to weekdays for all locations.

Implication:

Weekdays are driving more revenue for these coffee shops.

Astoria seems to be a top-performing location on weekdays.

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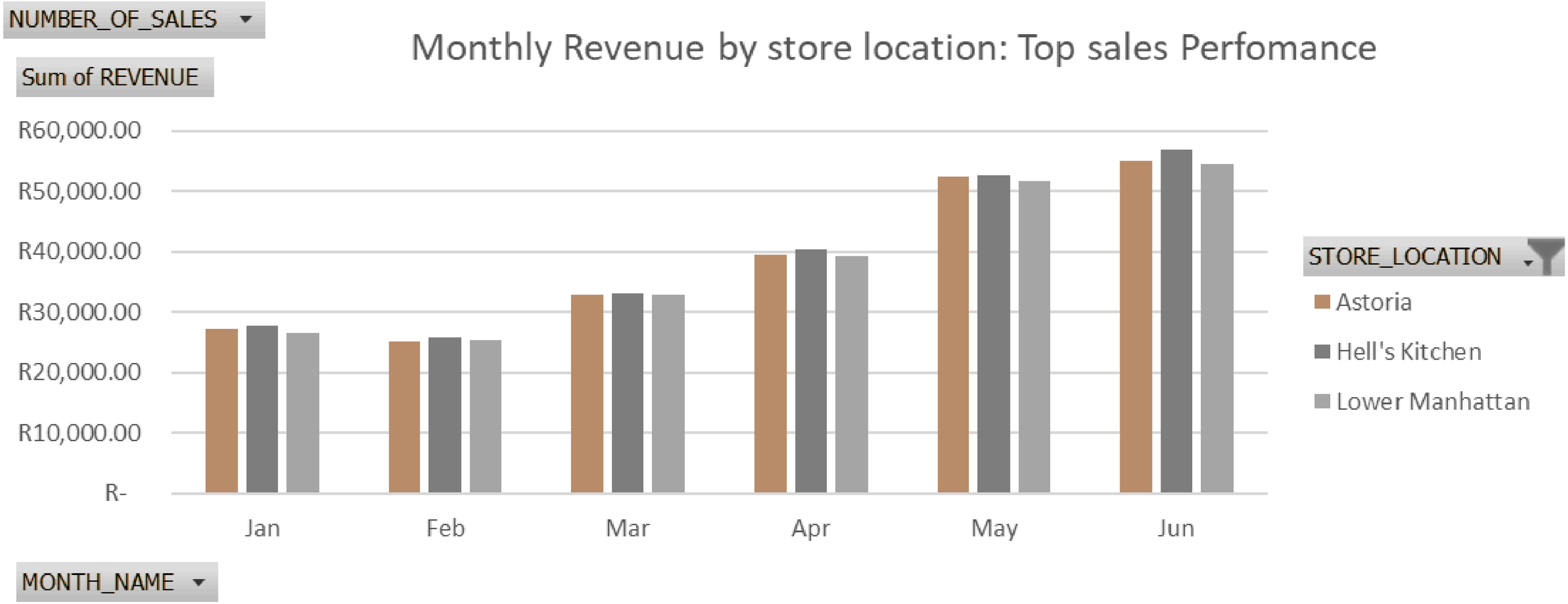
SALES PERFORMANCE BY STORE LOCATION PER MONTH



Overview of Analysis

The graph appears to show the sales performance of three Coffee Shop locations Astoria, Hell's Kitchen, and Lower Manhattan, over six months (January to June). Here's what jumps out

Revenue Growth

There's a general upward trend in revenue across all locations from January to June.

Top Performer

Lower Manhattan seems to be leading in revenue, particularly noticeable from April onwards.

Comparison

Astoria and Hell's Kitchen are fairly competitive, with Astoria possibly edging ahead in some months.

Seasonal Impact

Sales seem to increase as the months progress, possibly indicating seasonal factors influencing sales.

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SALES PERFORMANCE BY STORE LOCATION

Signature Coffee Drinks

Seasonal Specials

Pastries & Snacks

Revenue from January to June:

Astoria Kitchen

R53 000 June

R52 000 May

R38 000 April

R33 000 March

R24 000 Feb

R26 000 January

Revenue from January to June:

Lower Manhattan Kitchen

R52 000 June

R51 000 May

R36 000 April

R33 000 March

R25 000 Feb

R25 000 Jan

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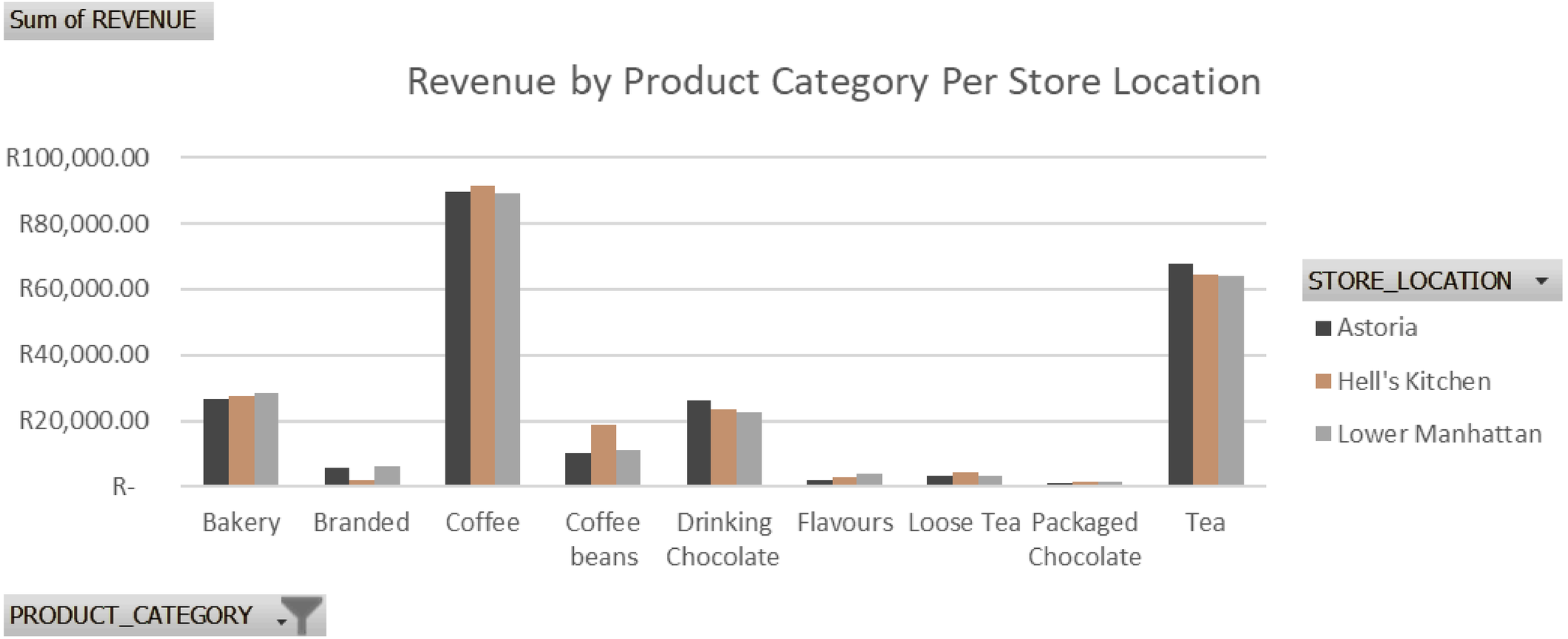
REVENUE BY PRODUCT CATEGORY PER STORE LOCATION



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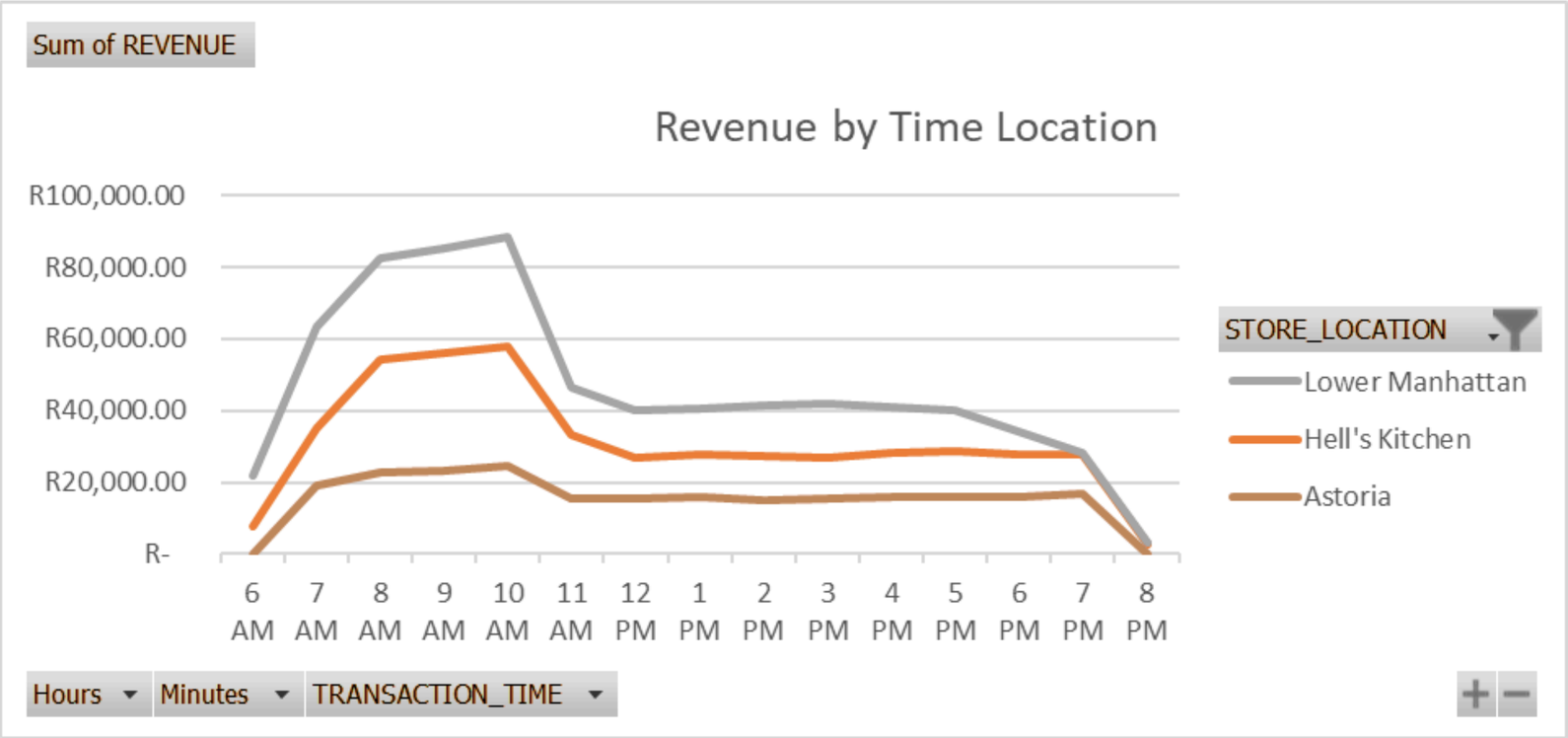
OVERVIEW ANALYSIS

The Coffee Shop across three locations
Astoria, Hell's Kitchen, and Lower Manhattan.
Key Observations
1. Coffee is the top revenue driver, Coffee generates the highest revenue across all three locations, with Astoria leading (around R80,000).
2. Location-wise performance
- Astoria: Strongest coffee sales, also leads in bakery and tea.
- Hell's Kitchen: Coffee sales are significant but slightly lower than Astoria. Lower Manhattan: Has notable sales in coffee and tea, but overall pattern similar to others.

3. Product performance
High performers
Coffee, Bakery, Tea.
Low performers
Branded, Flavours, Loose Tea Packaged Chocolate have minimal revenue.
4. Revenue distribution
Coffee dominates revenue; other categories like Drinking Chocolate and Tea contribute decently in some locations.
Insights...
- Focus on boosting coffee sales further - it's the cash cow.
- Bakery and Tea are other contributors worth focusing on.
- Locations have similar product performance patterns, suggesting customer preferences might be driving sales more than location specifics.
- Low-performing categories might need review for potential discontinuation or promotion.

REVENUE BY TIME AND LOCATION



Key Observations

- Morning Peak: All locations see revenue peaks in the morning (likely breakfast/coffee rush).
- Decline in Evening: Revenue tends to drop off for all locations as the day progresses towards 8 PM.
- Astoria's Early Peak: Astoria's revenue is highest early, then drops.

Location Comparison

Lower Manhattan seems to do well, especially in morning/midday compared to others.

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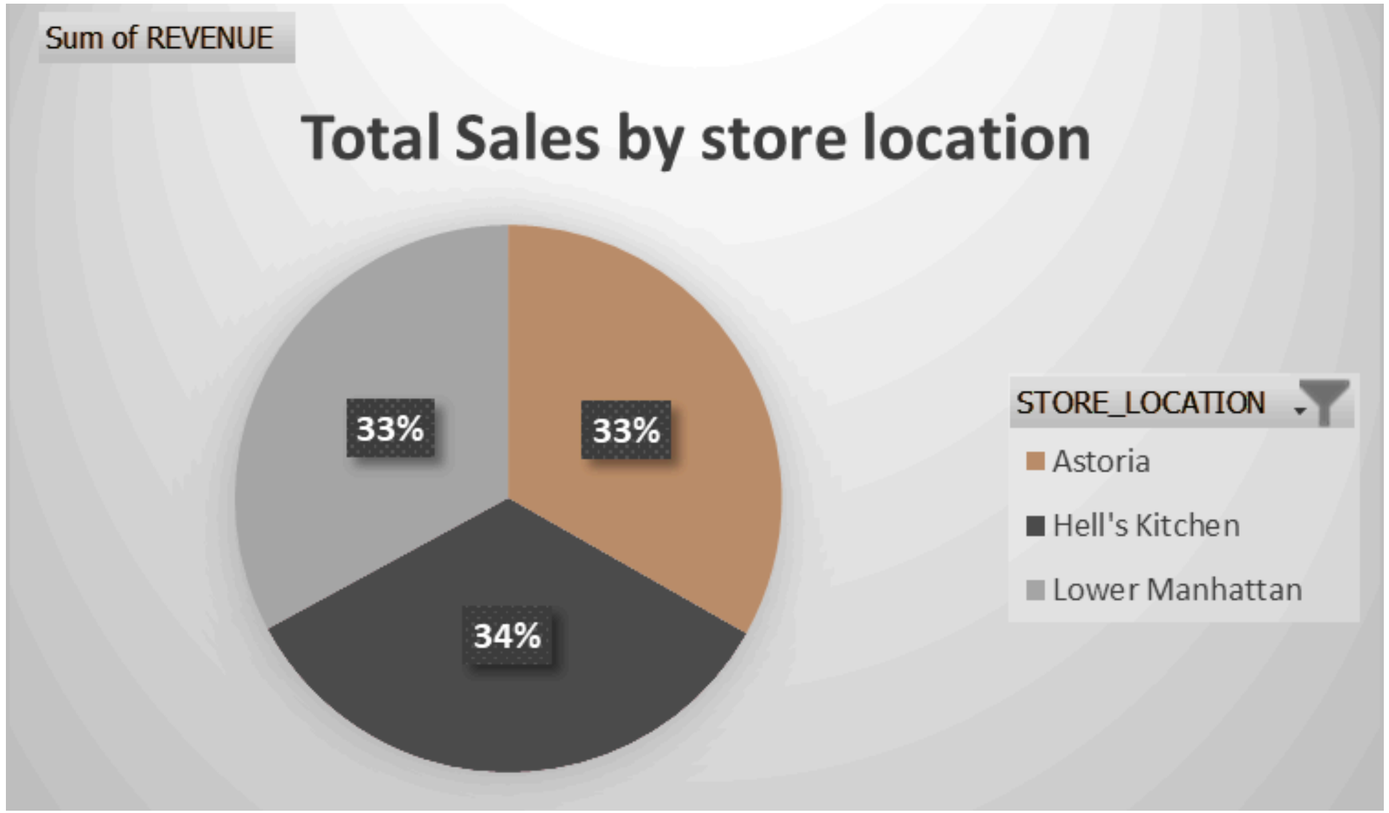
TOTAL SALES BY STORE LOCATION



OVERVIEW ANALYSIS

The pie chart shows the total sales distribution across three store locations of The Coffee Shop: Astoria, Hell's Kitchen, and Lower Manhattan.
Here's the breakdown:

- Hell's Kitchen: 34% of total sales
- Astoria: 33% of total sales -
- Lower Manhattan: 33% of total sales

1. Peak sales occur on Saturdays between 2pm-4pm across all locations.
2. Slow periods are weekday mornings (9am-11am).
3. Sales are particularly low on Mondays and Tuesdays, picking up from Wednesday onwards
4. There's a suggestion to consider promotions during slow weekday mornings to boost traffic and sales

RECOMMENDATIONS

- Capitalize on Lower Manhattan's strong performance
- Consider allocating more resources (marketing, inventory, staff) to Lower Manhattan to sustain and further boost sales.
- Boost strategies for Astoria and Hell's Kitchen
- Analyse factors contributing to growth in these locations. Implement targeted promotions or loyalty programs to maintain momentum.
- Prepare for seasonal trends
- Given revenue increased over Jan-June, anticipate potential seasonal peaks. Plan inventory and staff accordingly for expected demand surges.
- Review product offerings and promotions
- Leverage insights from product category performance
- Boost weekend sales Since weekday revenue significantly outperforms weekends, consider promotions or events targeting weekend shoppers.
- Optimize product mix
- Expand marketing focus on Bakery items and Tea - they're strong performers after Coffee.
- Consider limited-time offers to drive sales.
- Leverage peak hours
- Tailor promotions to peak times identified in analysis (e.g., morning deals in Lower Manhattan, late-afternoon offers across all locations).
- Further develop Lower Manhattan's lead
- Given its strong sales contribution, consider testing new product launches or loyalty programs there first

SUMMARY

- Key findings show strong weekday sales and significant revenue growth potential in optimizing product mix and leveraging peak hours.
- Recommendations focus on boosting weekend sales, promoting Bakery and Tea items, and capitalizing on peak times to drive further growth.
- Implementing these strategies can help maximize revenue across all locations.

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THANK YOU

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