



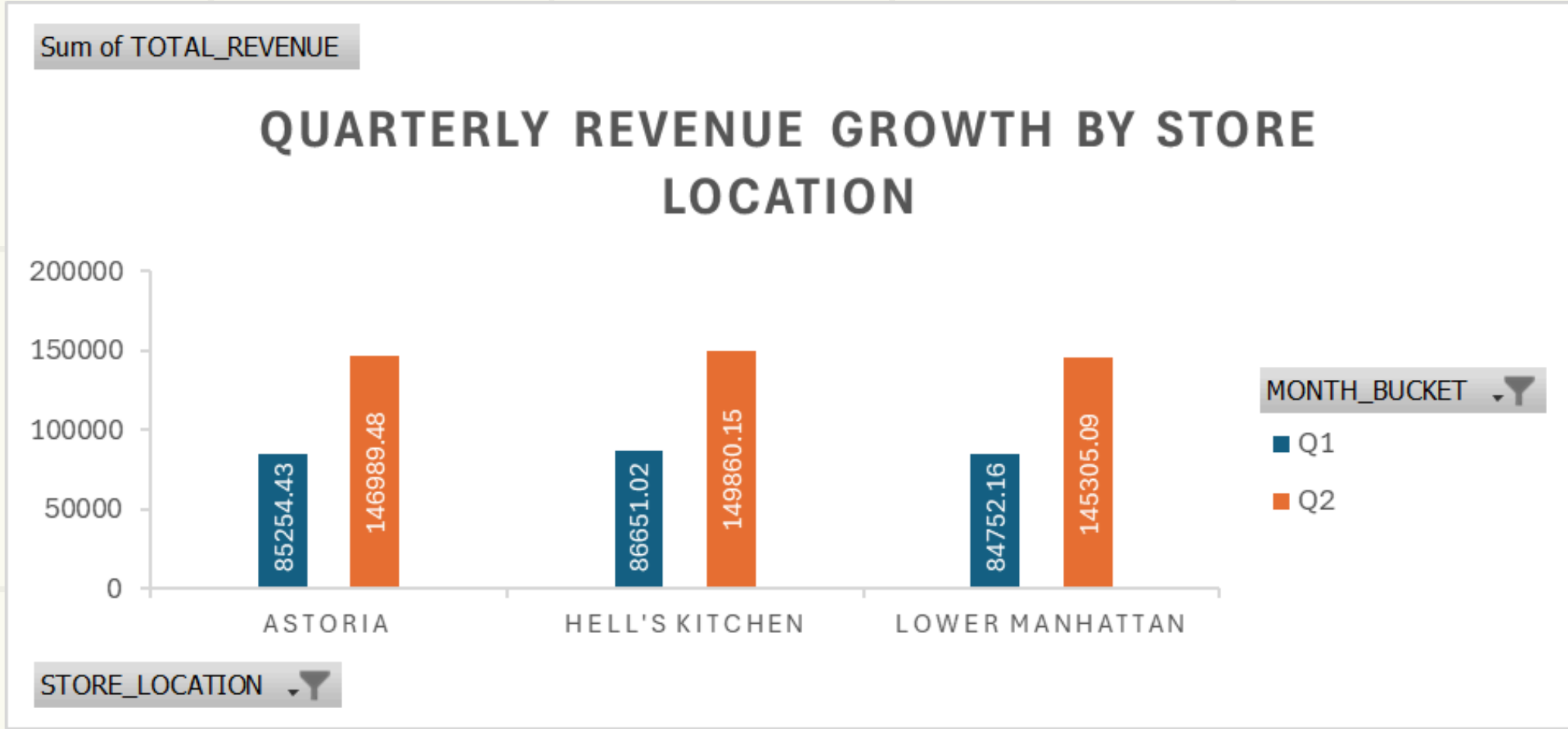
BRIGHTLEARN COFFEE SHOP



Q1 - Q2 FINANCIAL REPORT & RECOMMENDATIONS



Store Performance



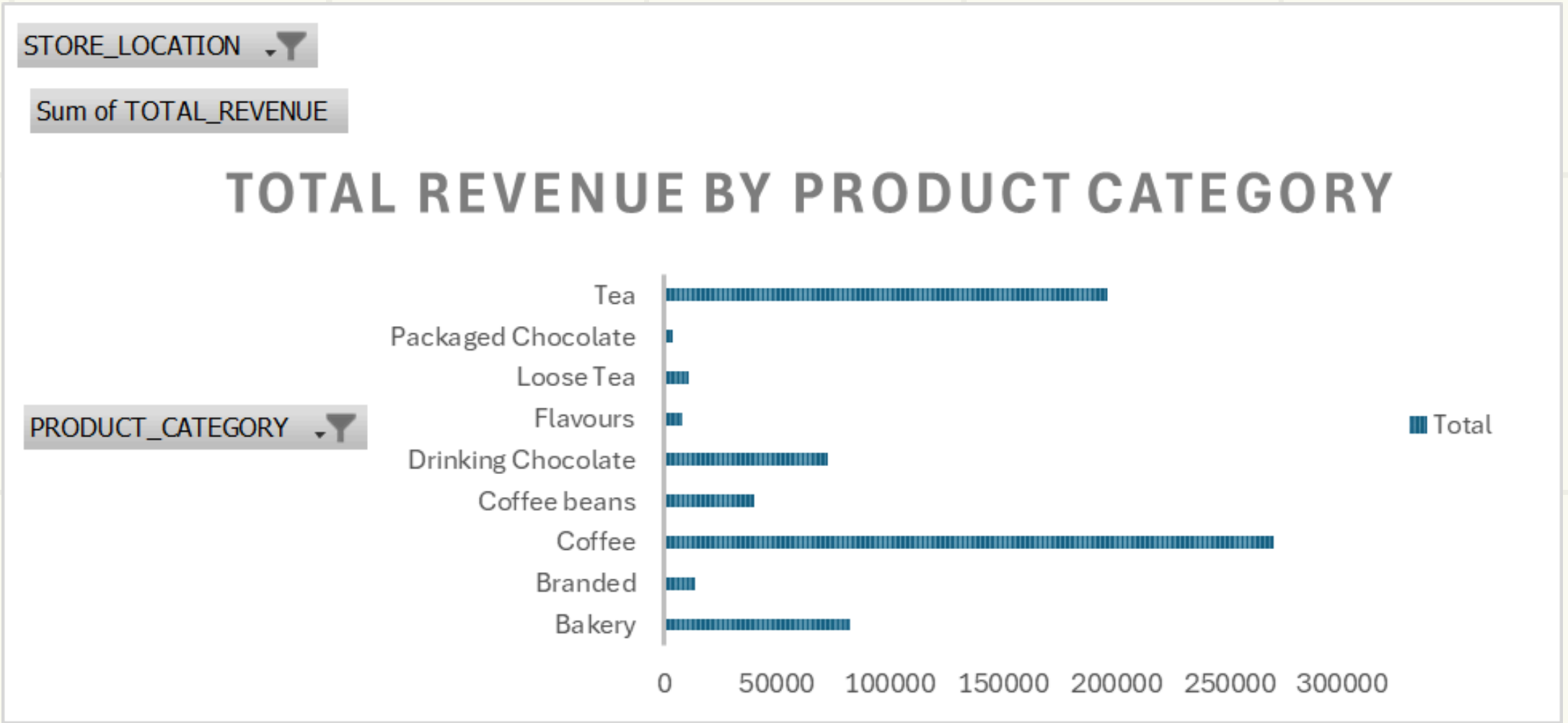
Recommendations for Quarterly Revenue growth by Store Location

- The strong growth trend suggests strategies driving sales in Q2 are effective.
- Maintain balanced investment across the three branches, as they all contribute similarly.

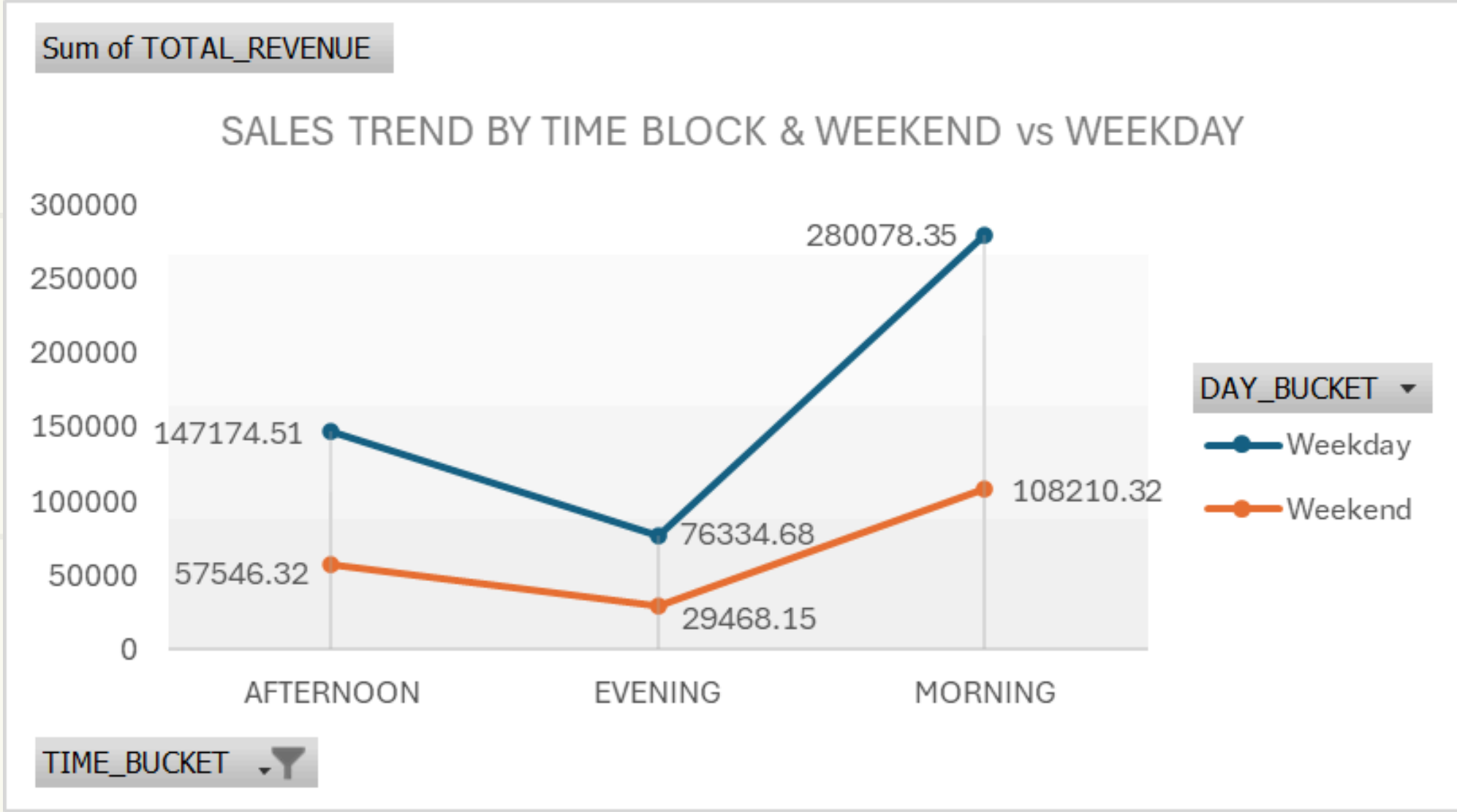
Recommendations for Total Revenue by Product Category

- Drinking Chocolate and Bakery products are mid-level performers showing good revenue but have room to grow, suggestion is to run targeted campaigns or bundle offers with Coffee or Tea products to increase cross-selling.

Product Analysis



Time-Based Trends

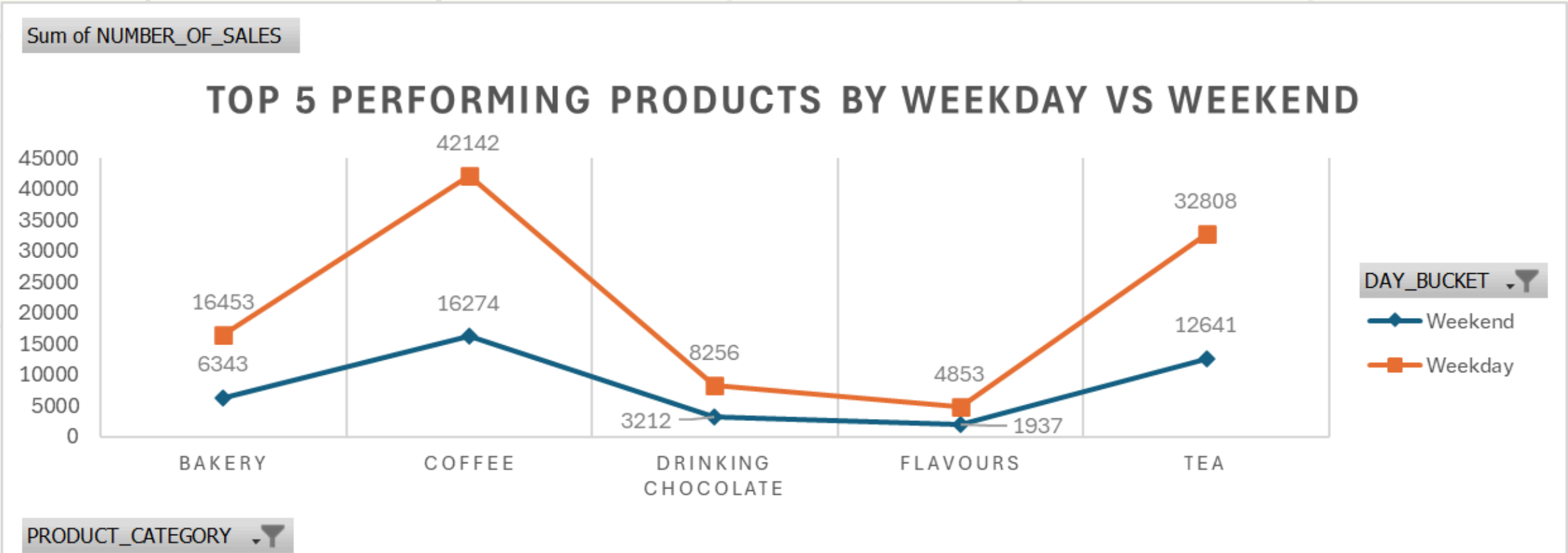


Recommendations for Sales Trend by Time Block and Weekend vs Weekday

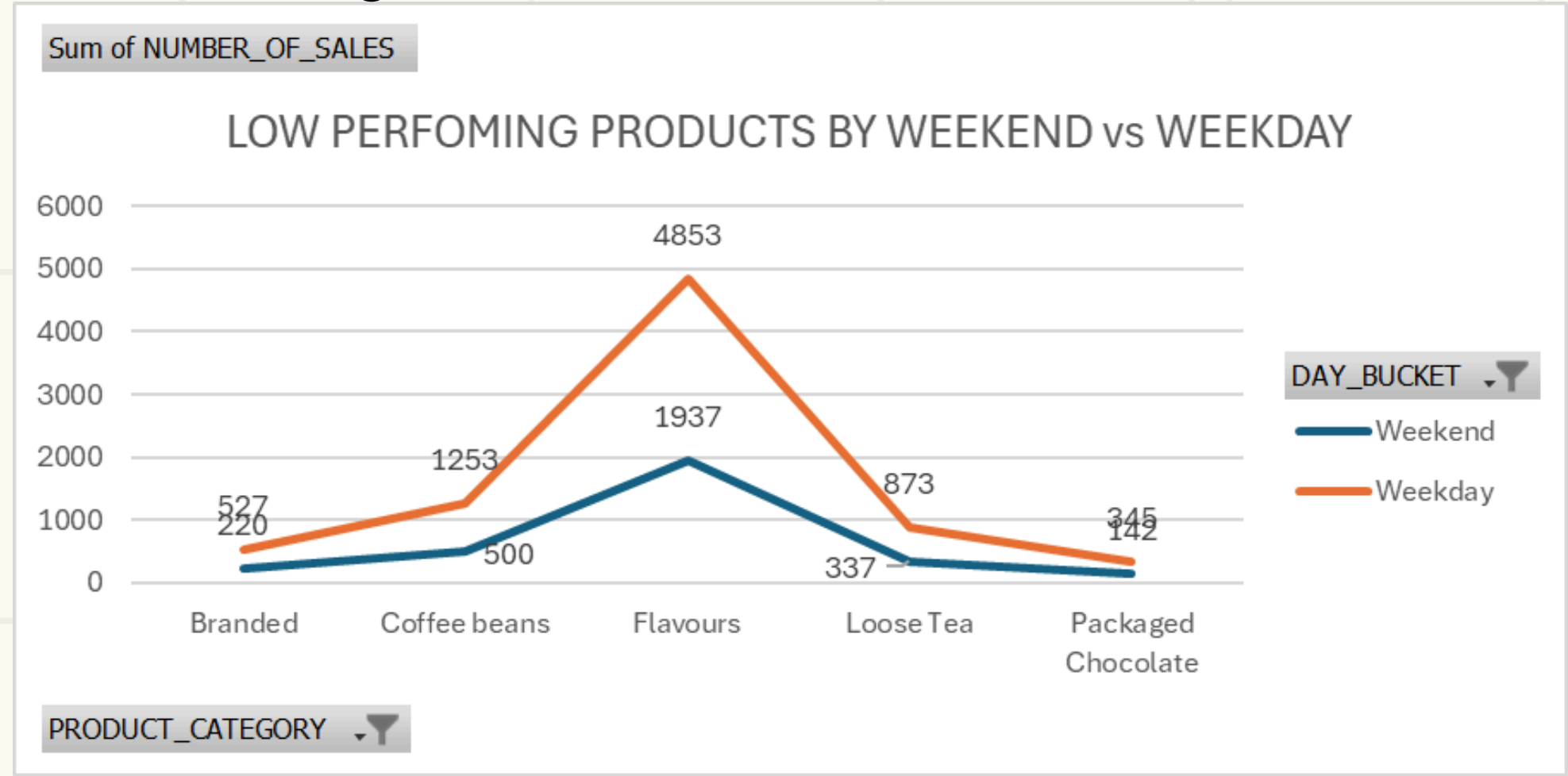
- Promote weekend specials, events, or loyalty campaigns and consider off-peak incentives on weekends to drive footfall when traffic is lower.

Recommendations for Total Revenue by Product Category

- These mid-level performers show good revenue but have room to grow, suggestion is to run targeted campaigns or bundle offers with Coffee or Tea products to increase cross-selling.



Actionable Insights



Recommendations for Low Performing Products by Weekend vs Weekday

- Assess whether low-performing products still align with customer preferences and current trends.
- Collect customer feedback or short surveys to understand if the lack of interest is due to taste, pricing, or product awareness.

Recommendations for Innovative Products By Weekend vs Weekday

- These categories show moderate but promising performance
- Introducing gourmet or health-conscious variations and creating customizable options and marketing drinking chocolate and flavours as indulgent add-ons or seasonal features would boost sales

