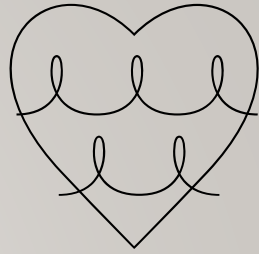


BRIGHT COFFEE SHOP

By Siphesande Mnqonywa



TABLE OF CONTENTS



01

Objective

02

Product Trends

03

Time Based Trends

05

Store based Trends

06

Recommendation

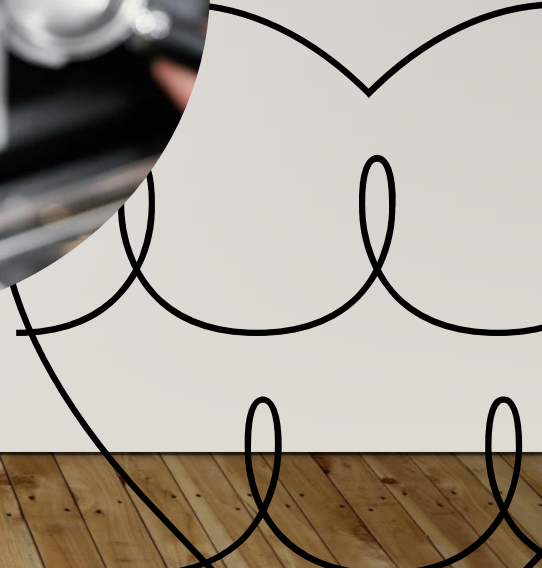
04

Sales Trends



OBJECTIVE

To significantly grow revenue
and achieve top-level product
performance..





214 470

Total number of quantities sold

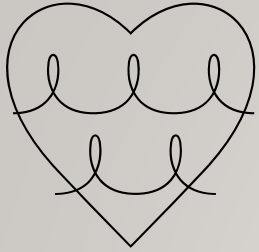
149 116

Total number of transactions

R 698 812.33

Total Revenue



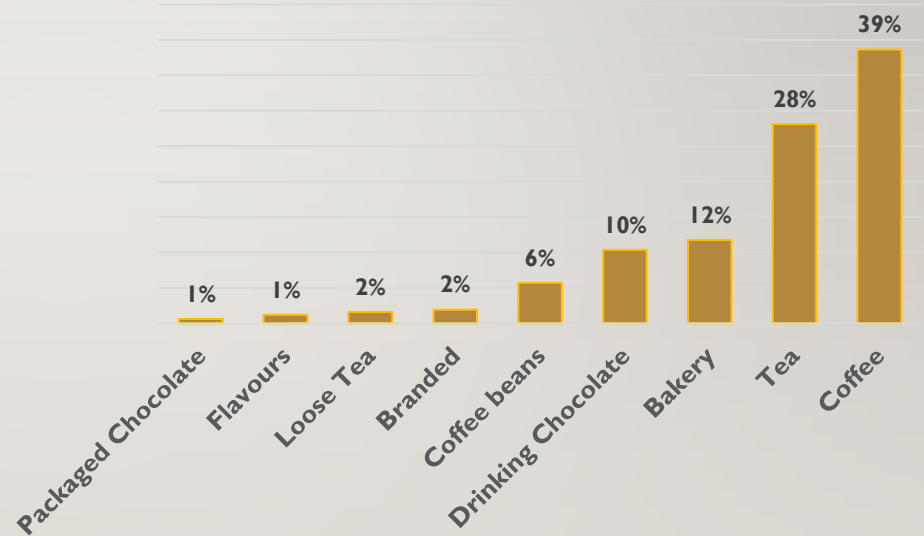


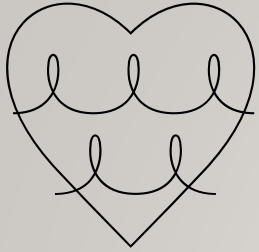
PRODUCT TRENDS



Coffee stands as our primary revenue driver contributing 39%, in contrast to "Flavours and Packaged Chocolate," which has the lowest revenue generation.

Revenue by Product Category





PRODUCT TRENDS



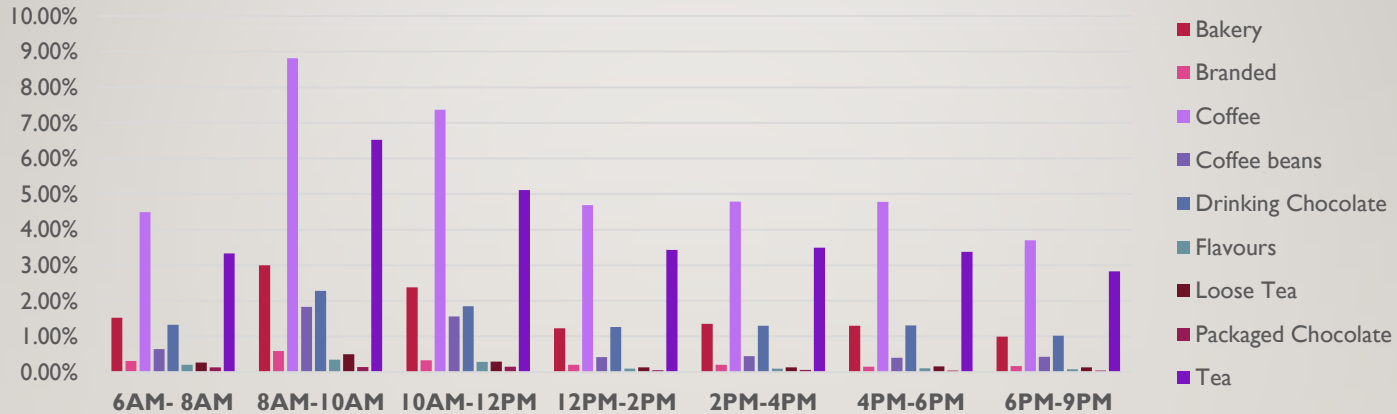
Customer purchasing trends indicate high demand for baked stuff , coffee, and tea, positioning them as key products within our top 5

Top 5 Trending products



TIME BASED TRENDS

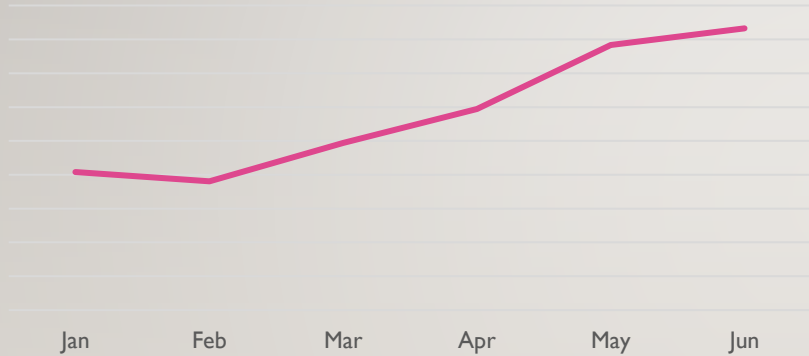
Sales by Product category and Times



A significant 24% of our Bright Coffee revenue is generated during the 8-10 am , with coffee itself (at 9%), tea, and bakery being the most contributing products

SALES TRENDS

Sales per Month



June stands out as the month with the largest revenue contribution, representing 24% of the total

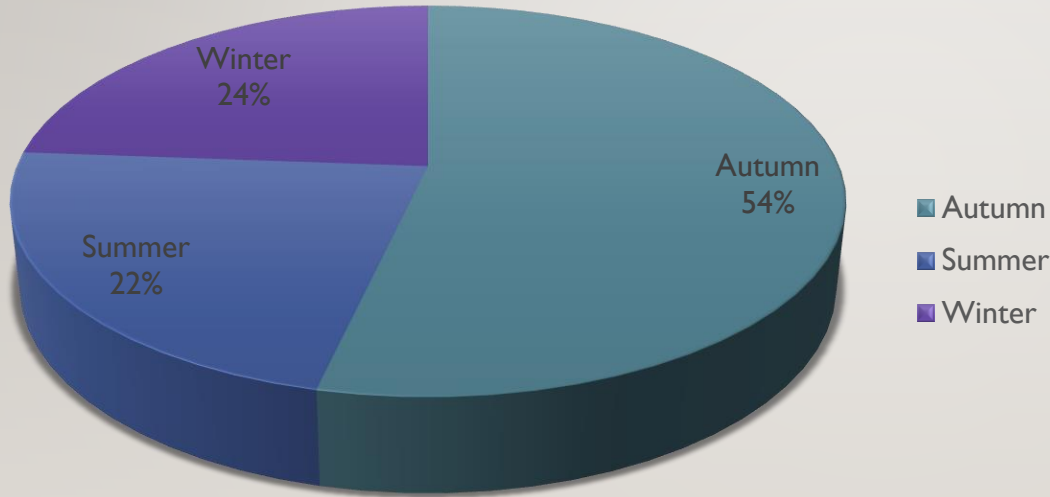
MoM



February showed a dip of -7% month-over-month, which was then followed by a drastic rise of 30% in March

SALES TRENDS

Sales per Season



Autumn

Autumn is a highly lucrative season, contributing 54% of the total revenue

SALES PER STORE LOCATION

Hell's Kitchen

R236K

Hell's Kitchen is a significant revenue driver, contributing 34% to the overall revenue

Astoria

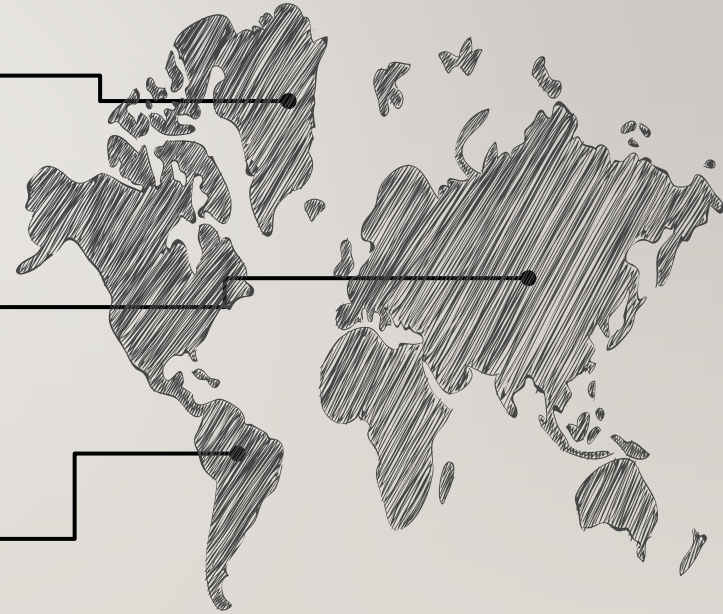
R232K

The second most significant location in terms of revenue generation

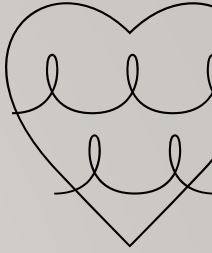
Lower Manhattan

R230K

The location with the lowest revenue contribution accounts for 33%.



RECOMMENDATIONS



Capitalize on Coffee's Strength

Given that coffee is the top revenue generator (39%) and a popular trending product, explore strategies to further leverage its success. This could include premium offerings, loyalty programs focused on coffee, or expanding coffee-related menu items.

Optimize for Peak morning Hours

Recognize the significant 24% of Bright Coffee revenue generated between 8-10 am. Consider targeted promotions, staffing adjustments, and menu optimization specifically for this peak period.

Leverage Autumn's Lucrative Period:

Plan marketing campaigns, seasonal product offerings, and inventory management strategies to maximize sales during this key period.

Analyze Performance by Location

Identify best practices that could be replicated in other locations, especially the lowest performing one (33%)

A barista wearing a light-colored long-sleeved shirt and a brown apron is holding a white ceramic cup of coffee on a matching saucer. The coffee has a heart-shaped latte art design on top. The background is a blurred coffee shop setting with various equipment and a warm, yellowish light. The word "THANKS!" is overlaid in white capital letters, with a vertical white line to its left.

THANKS!