

01

# BRIGHT COFFEE REVIEW

FROM: 2023-01-01  
TO : 2023-06-30

02

# INDEX

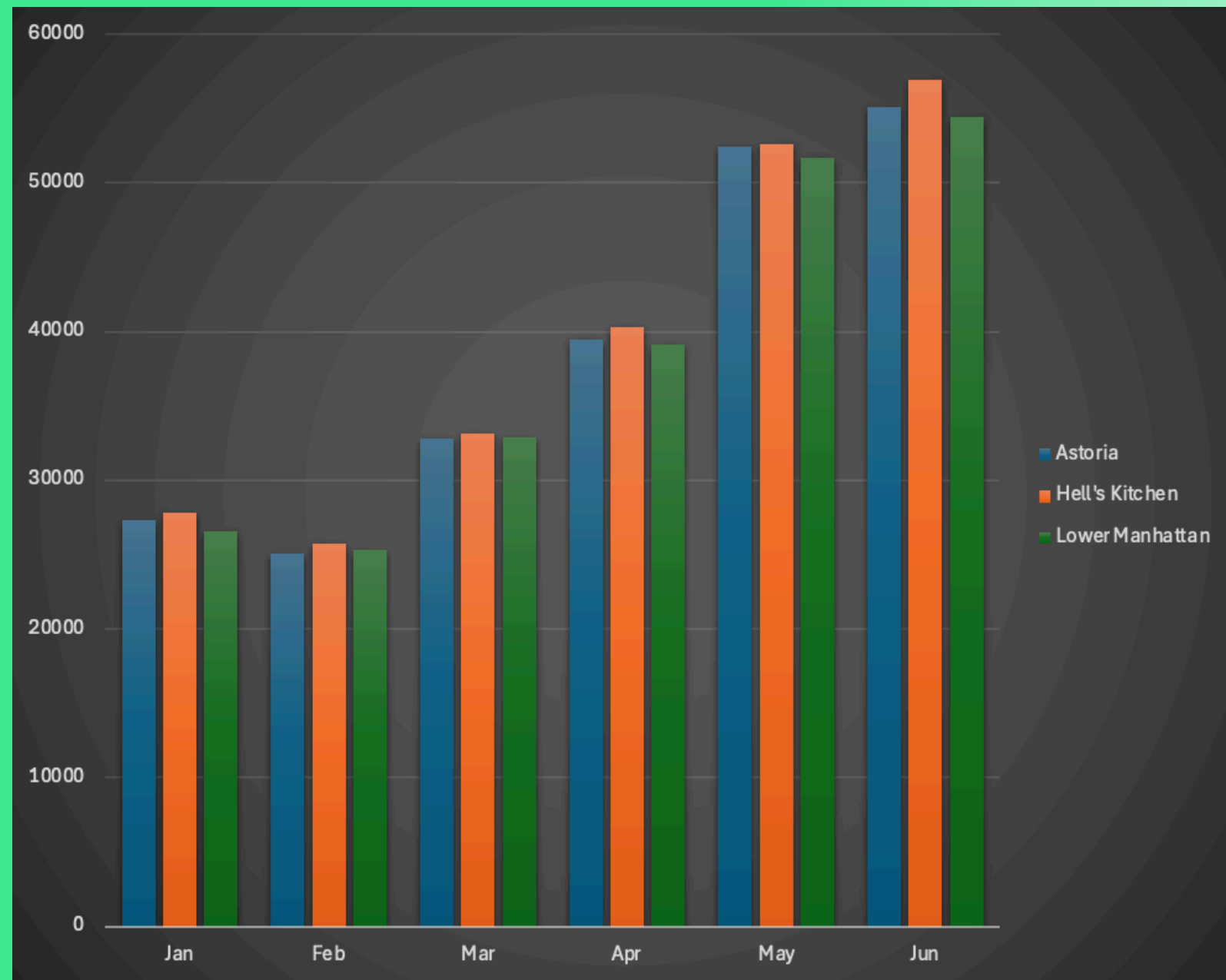
MONTHLY REVENUE PER STORE  
MoM AVERAGE SALES  
REVENUE GENERATORS  
TOTAL UNITS  
PEAK HOURS  
INSIGHTS  
RECOMMENDATIONS  
RECOMMENDATIONS

**698K REVENUE**

**214K UNITS**

**149K SALES**

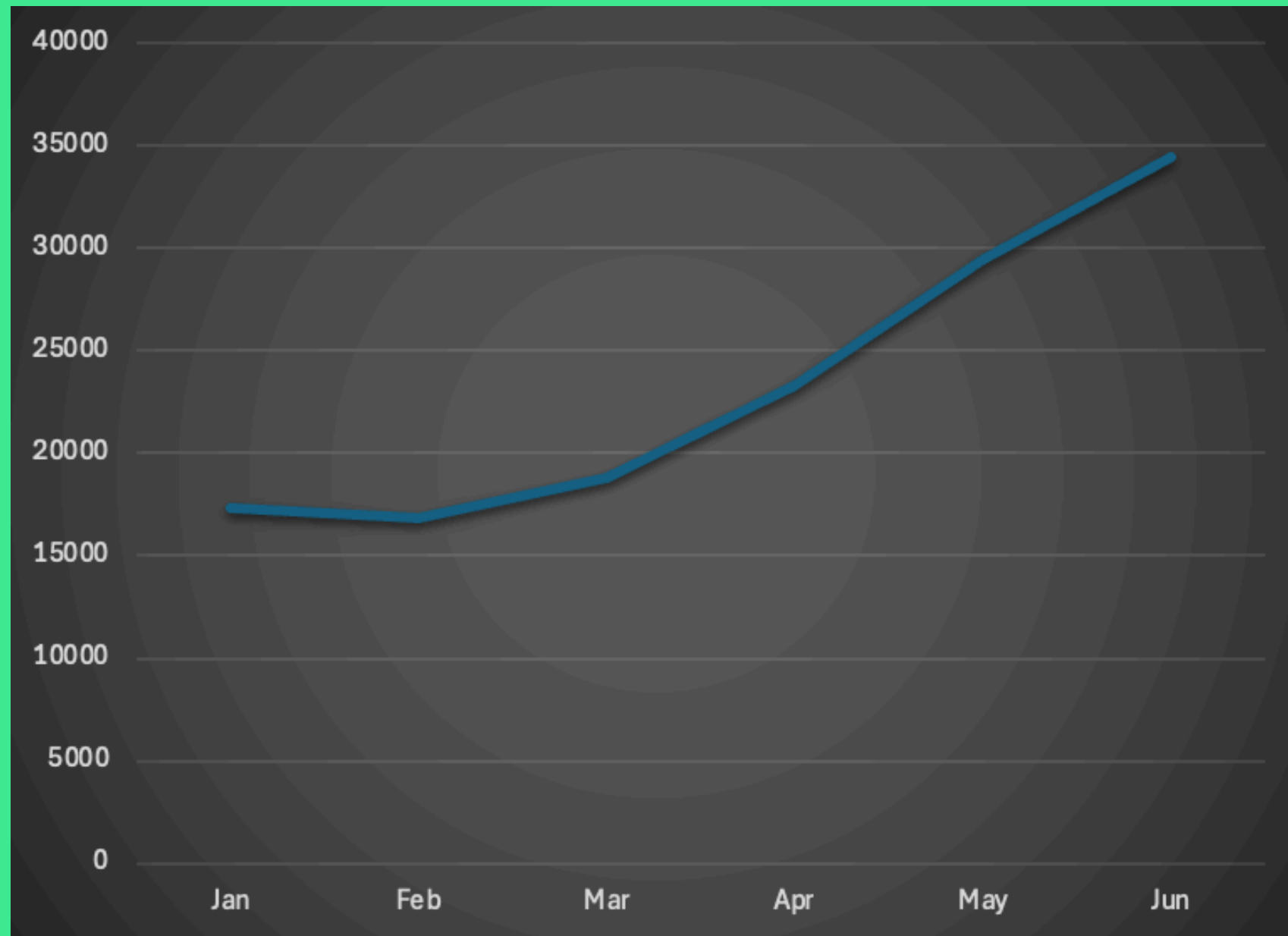
# 03 MONTHLY REVENUE PER STORE



SLIGHT DIP IN  
PERFORMANCE FROM  
JANUARY TO FEBRUARY  
ACROSS ALL STORES.

FEBRUARY WITH THE  
LOWEST REVENUE DUE TO  
WARM SEASON.

# MoM Average sales

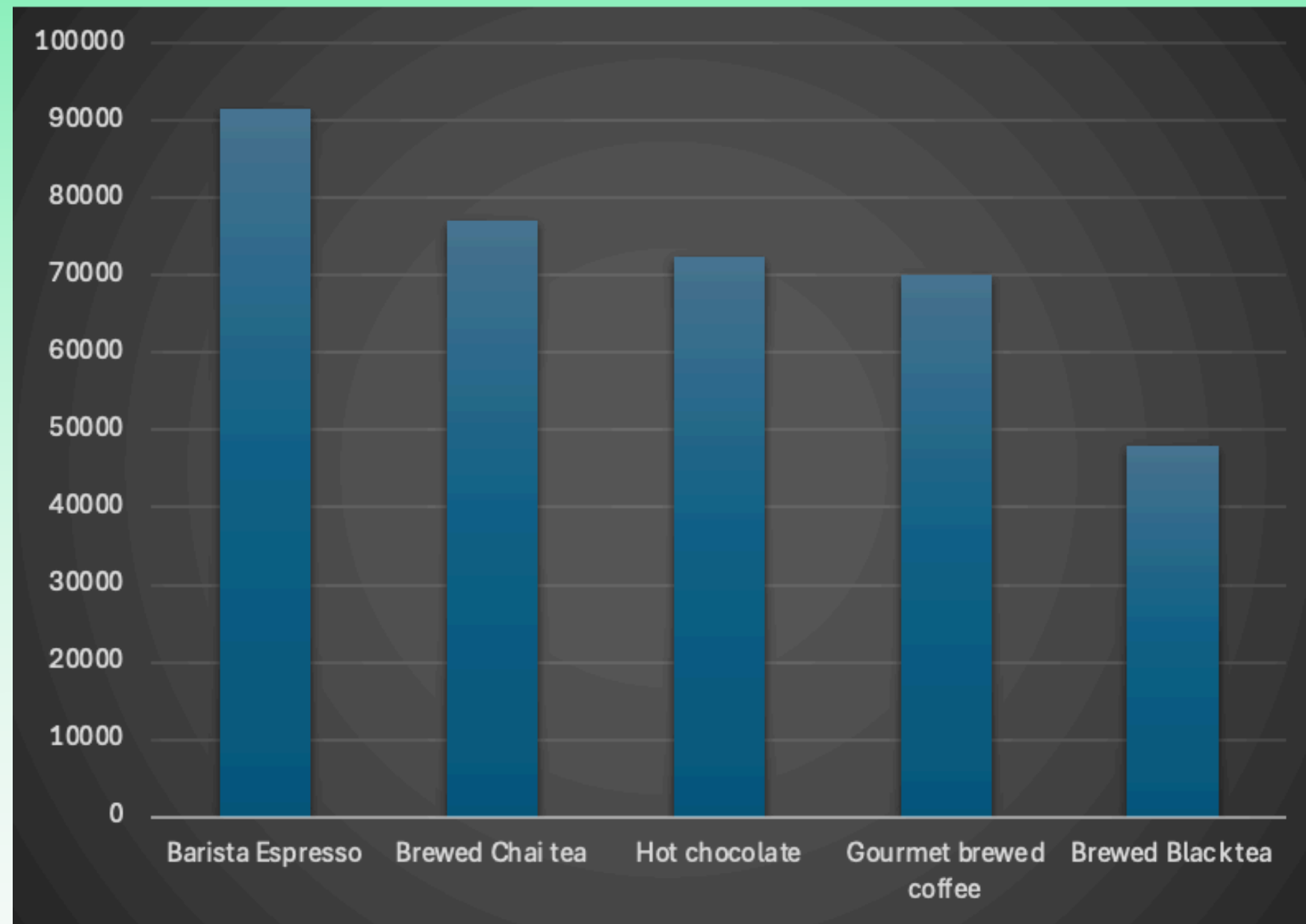


## Overall sales growth

MOVING AVERAGE OF CURRENT AND PREVIOUS MONTH'S SALES SHOWING POSITIVE GROWTH.

# TOP 5 REVENUE GENERATING PRODUCTS

05

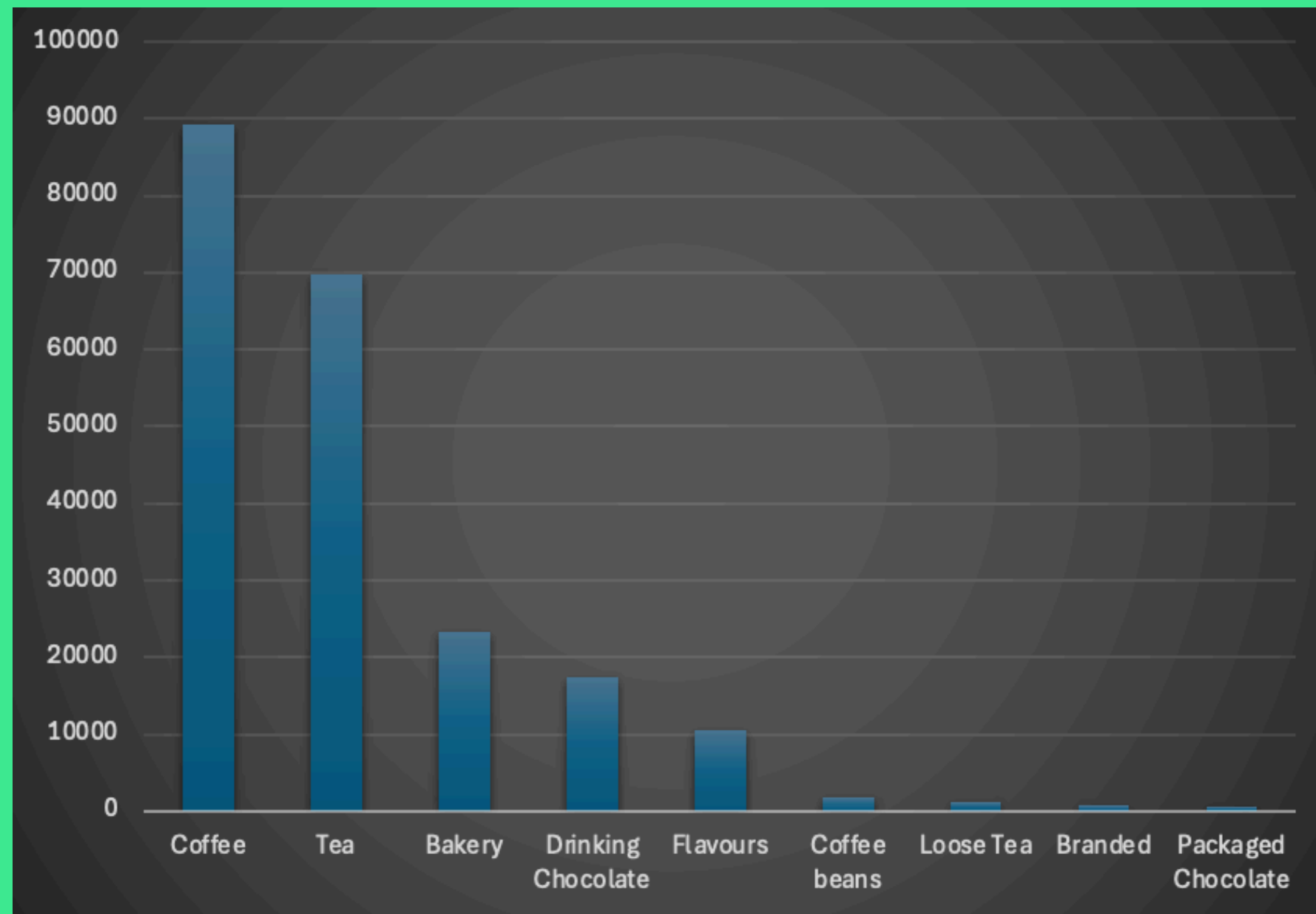


51.4%

THESE 5 PRODUCTS  
GENERATED THE MOST  
REVENUE OUT OF A TOTAL OF  
29 PRODUCTS.

THEY ARE ALSO THE BEST  
SELLING PRODUCTS WITH  
112K UNITS SOLD

# UNITS PER PRODUCT CATEGORY



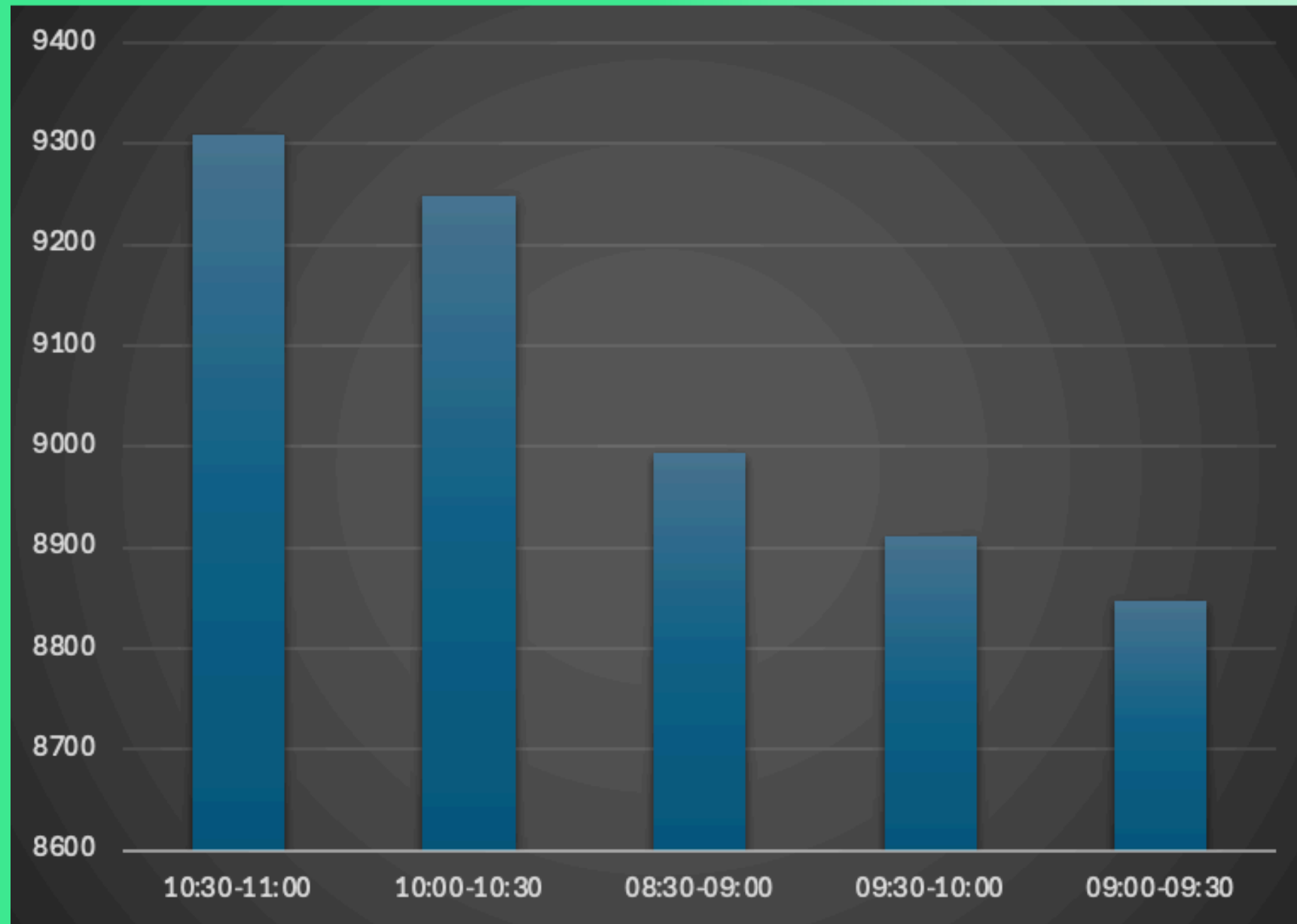
- COFFEE SOLD THE MOST UNITS

89.2k

- PACKAGED CHOCOLATE IS THE WORST PERFORMING PRODUCT CATEGORY

487

# PEAK TIMES



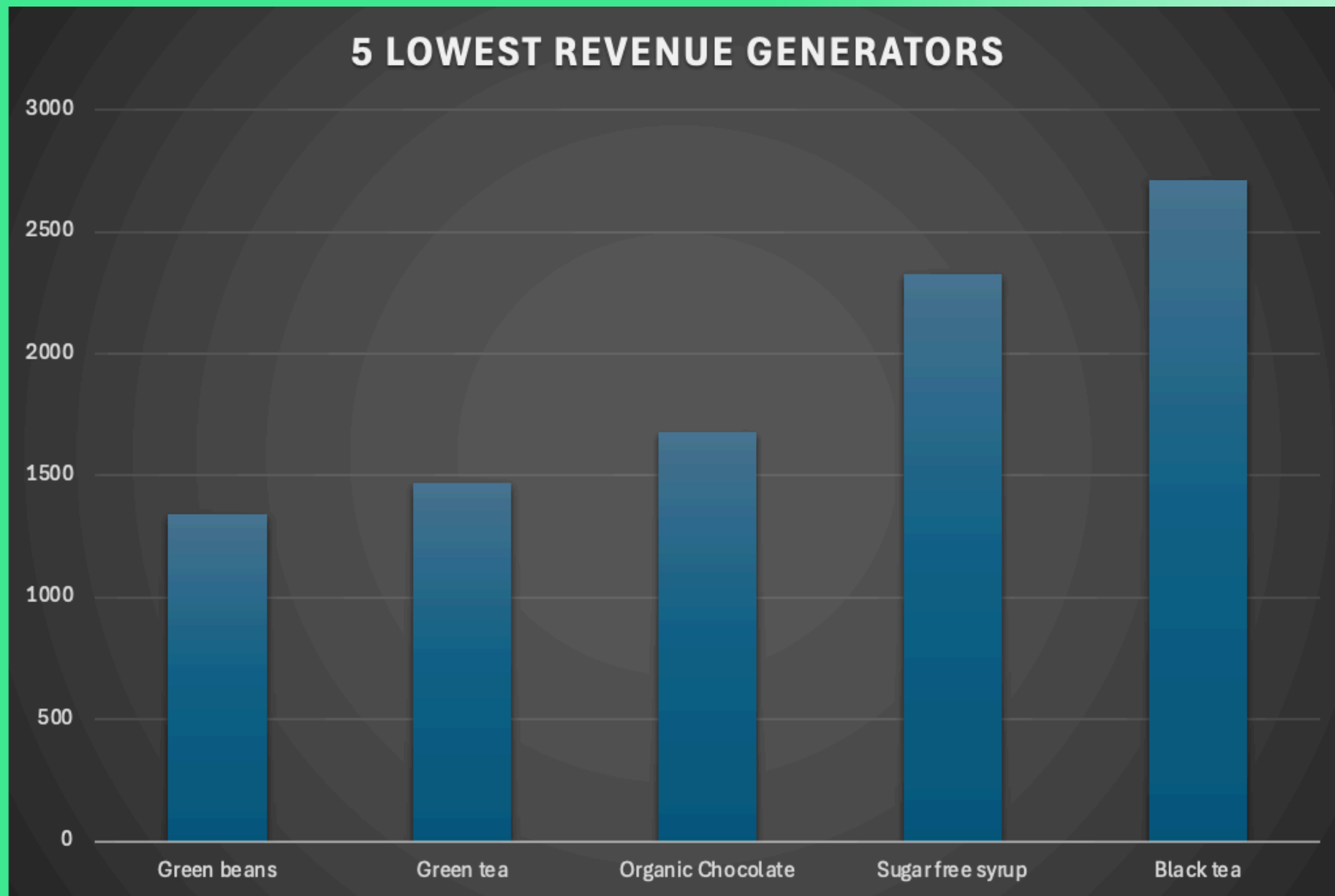
# 08

# INSIGHTS

- COFFEE CATEGORY IS THE BEST SELLING PRODUCT CATEGORY
- WARMER SEASONS SHOW A DECLINE IN SALES AND REVENUE
- PACKAGED CHOCOLATE IS THE WORST CATEGORY IN TERMS OF SALES AND REVENUE
- PEAK TIMES ARE FROM 8am TO 11am



# RECOMENDATIONS



- MARKETING AND PROMOTIONS i.e COFFEE PRICE DECREASE IN WARMER SEASON AND A SLIGHT INCREASE IN BAKERY
- MAKE BEST SELLERS EASILY AVAILABLE DURING PEAK TIMES, MOBILE COFFEE BAR IN TRAFFIC
- SCRAP THE PACKAGED CHOCOLATE OFF THE MENU AND REPLACE WITH INSTANT COFFEE SATCHETS
- SET LOWER UNIT PRICES IN WARMER SEASONS.