

Bright Coffee Shop

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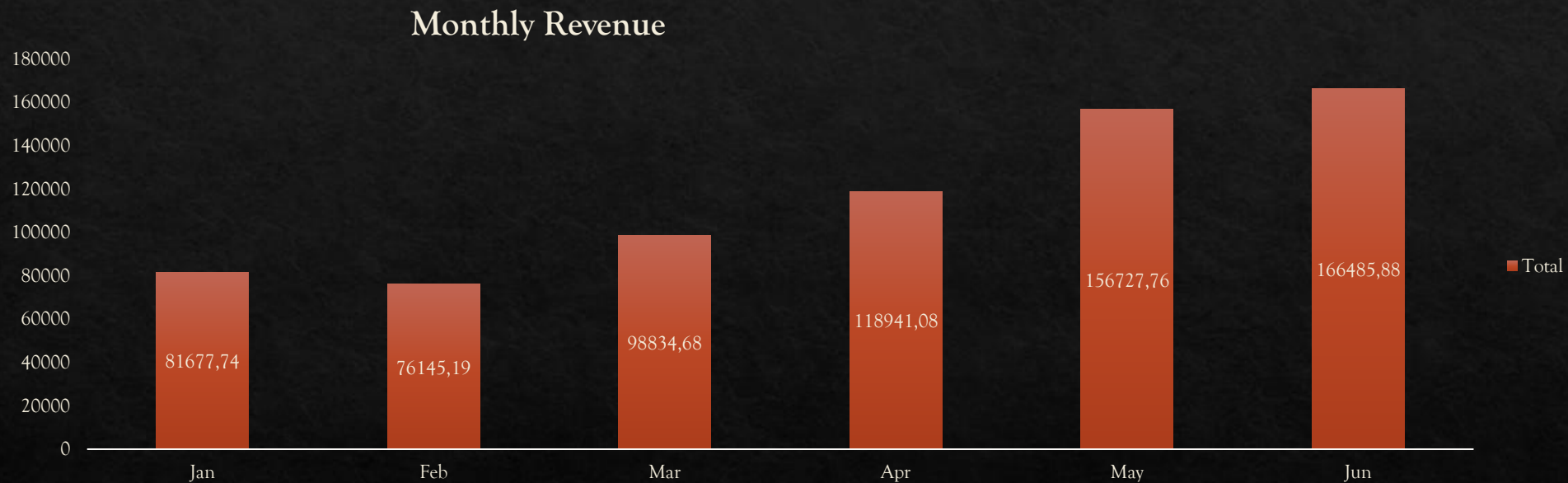
Introduction

This presentation will be the analysis of our coffee shop sales and how we can expand the business.

It will show us how time, place and month have an impact on sales.

Lastly, we will look at insights and recommendations to grow the business.

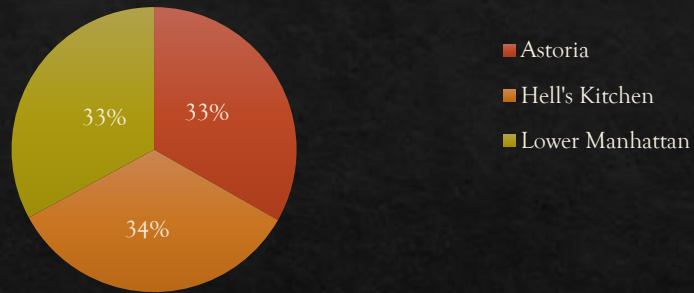
Monthly Revenue



June had the most sales with a revenue of R166 485.88 and February had the least revenue of R76 145,19. A difference R9 758,12 between the most sales and the second most sales, and a gap of R90 340,69 between June and February.

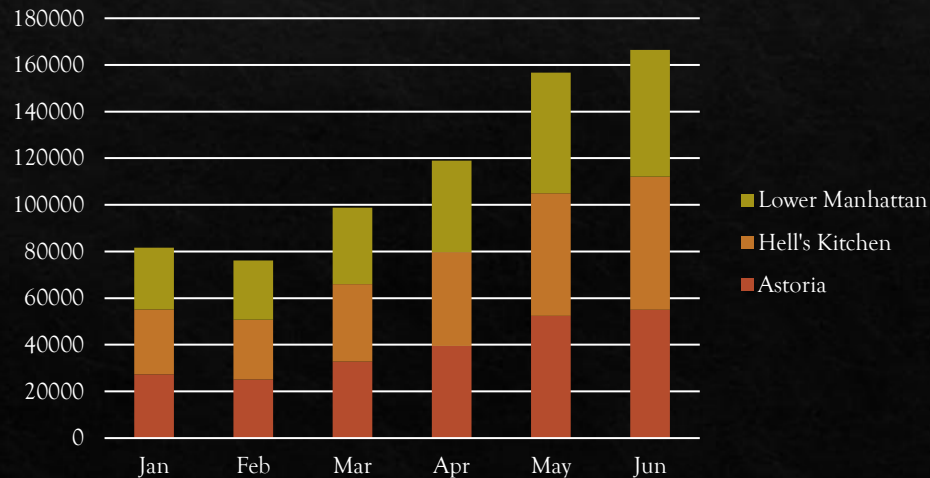
Sales by Store Location

Revenue by Store Location



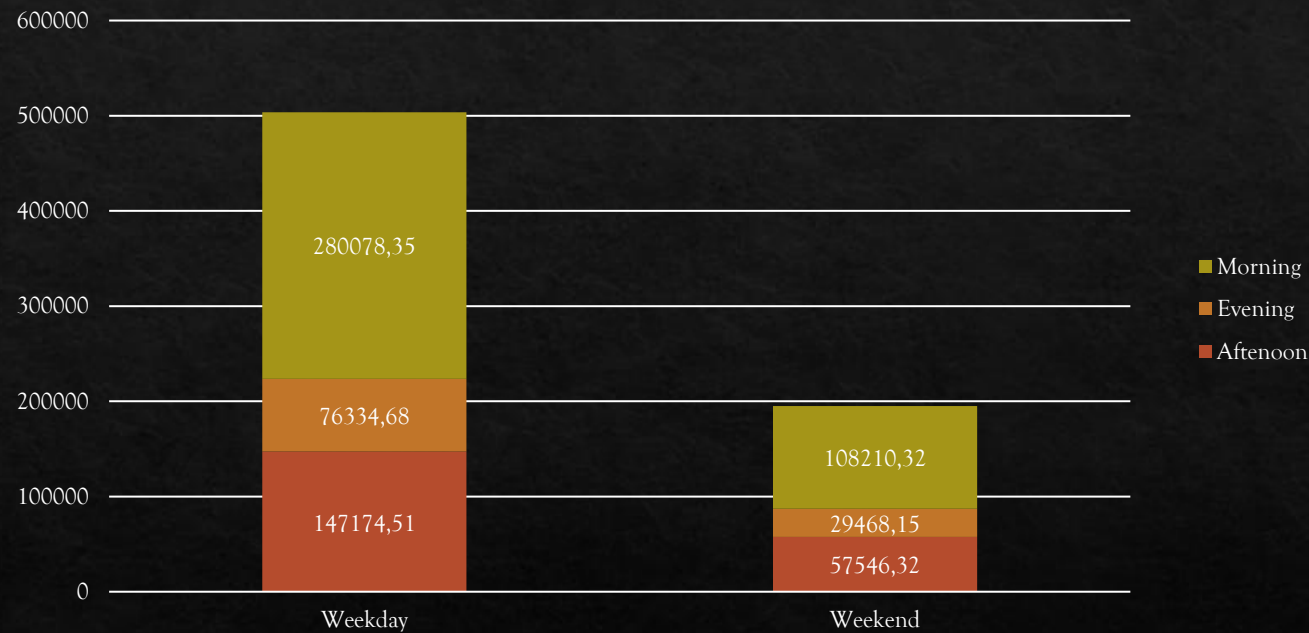
The three store locations made almost the same amount in sales with Hell's Kitchen making just slightly more by a small margin.

Monthly Sales by Location



The least performing month matches the revenue generated across all locations; with each location having sold less in February.

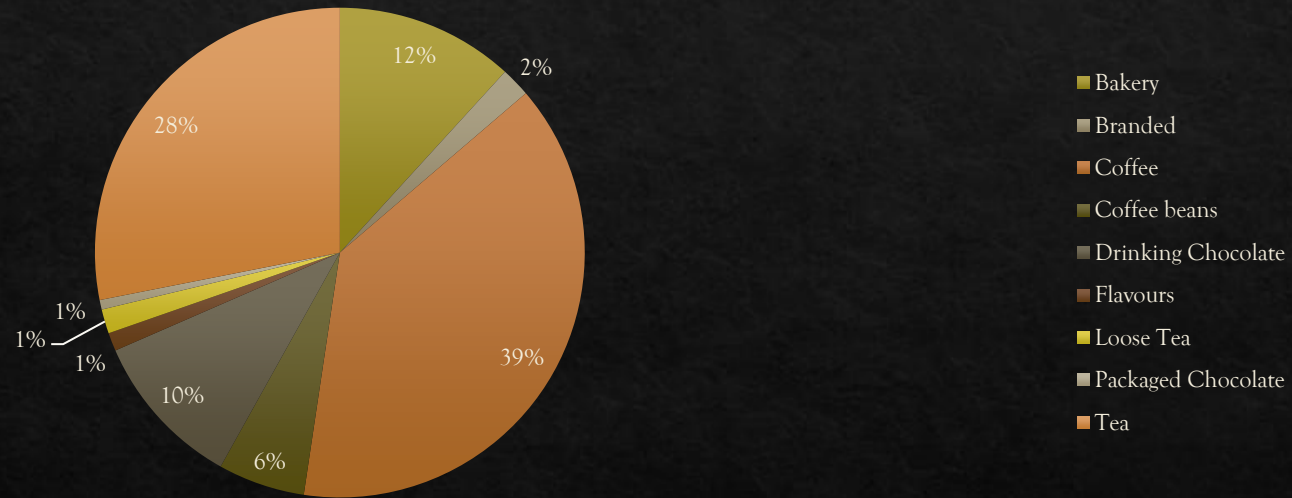
Sales by Day and Time



Mornings are the most popular for sales. There aren't as much sales made on weekends as opposed to weekdays. This is probably due to the commute to and from work, mostly.

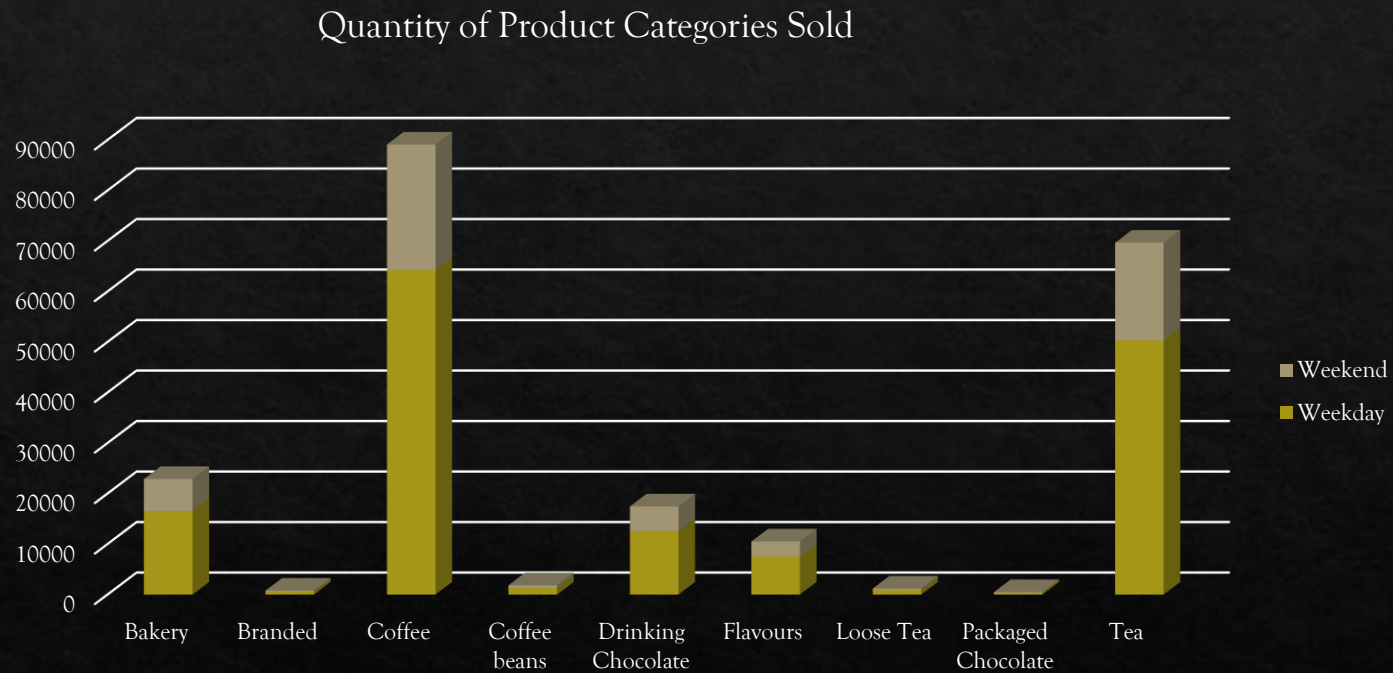
Sales by Product Category

Revenue by Product Category



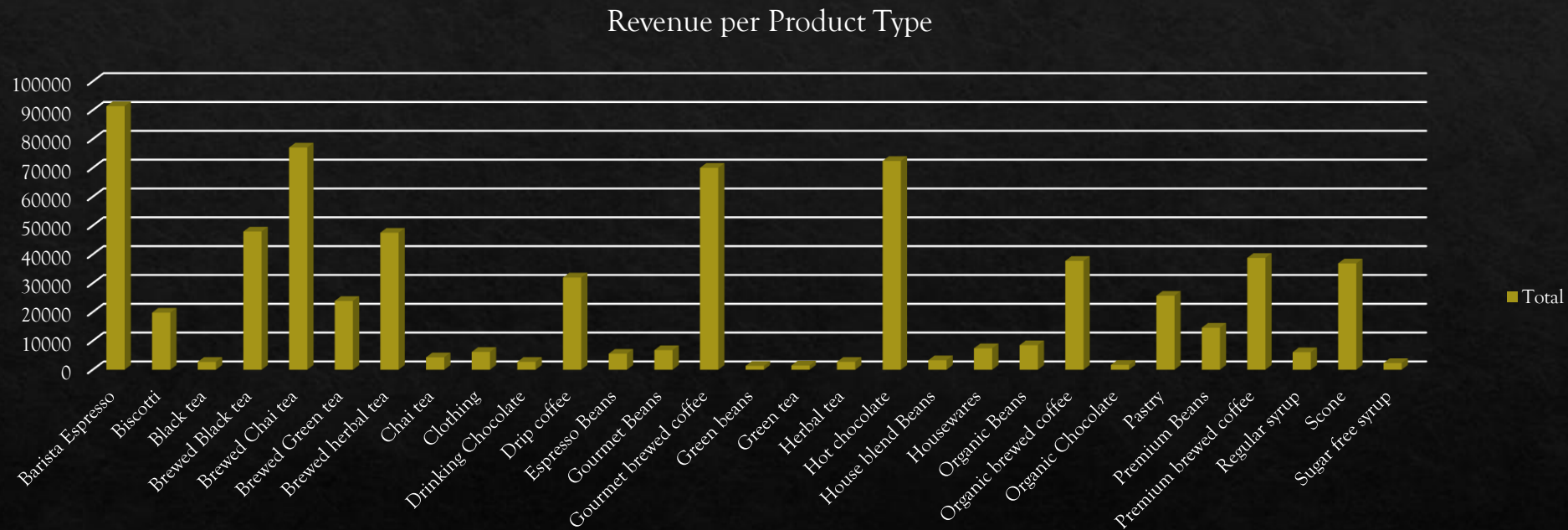
The most love product category is coffee, with the most sales and it's followed by tea.
The least performing product categories are Flavours, Loose Tea and Packaged Chocolate.

Quantity of Product Categories Sold



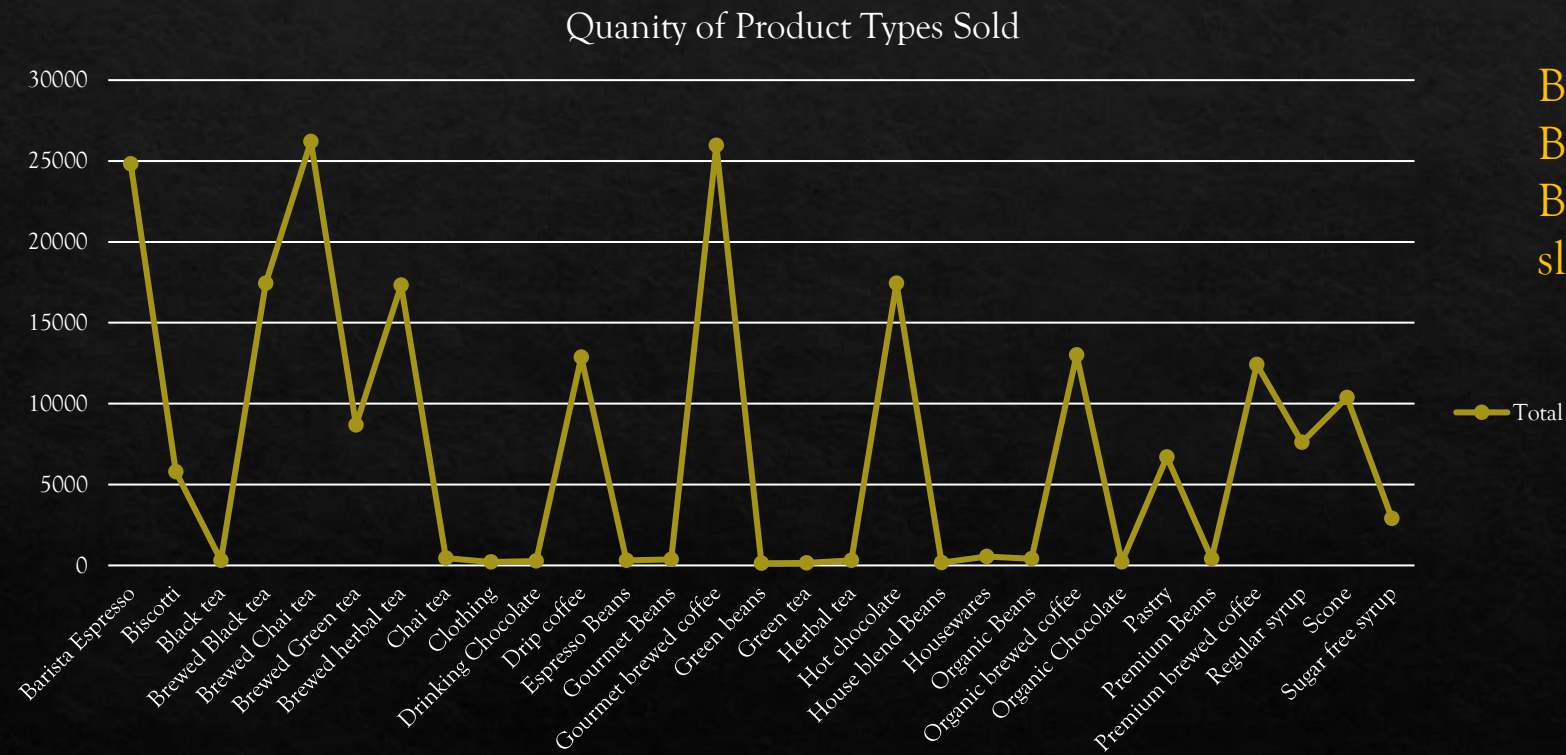
Each product category sold greater quantities during the week than they did, on weekends.

Sales per Product Type



Barista Espresso made the most sales and Green Beans made the least sales.

Quantity of Product Types Sold



Barista Coffee made the most sales
But Brewed Chai Tea and Gourmet
Brewed Coffee sold the most; just
slightly more than Barista Coffee.

Insights and Recommendations

- ◊ We saw most sales being made during the months of May and June and this could be due to the season, around that time as it gets quite chilly in the morning.
- ◊ Weekdays are the busiest so maybe it could be considered to shorten the trading hours, on weekends.
- ◊ Most products sell a thousand items or less so it might be beneficial to cut them from the menu and keep the medium to high selling items.
- ◊ Hell's Kitchen had the most revenue so similar locations can be considered when other branches are opened.

Thank You...

