

# BRIGHT COFFEE SHOP



# BRIGHT COFFEE OBJECTIVES



**LIST KEY INSIGHT ON:**

- REVENUE BY LOCATION
- REVENUE BY PRODUCT CATEGORY
- TIME BUCKET SALES
- SALES BY CLASSIFICATION
- PRODUCT SALES BY TIME INTERVALS
- RECOMMENDATIONS

# REVENUE BY LOCATION

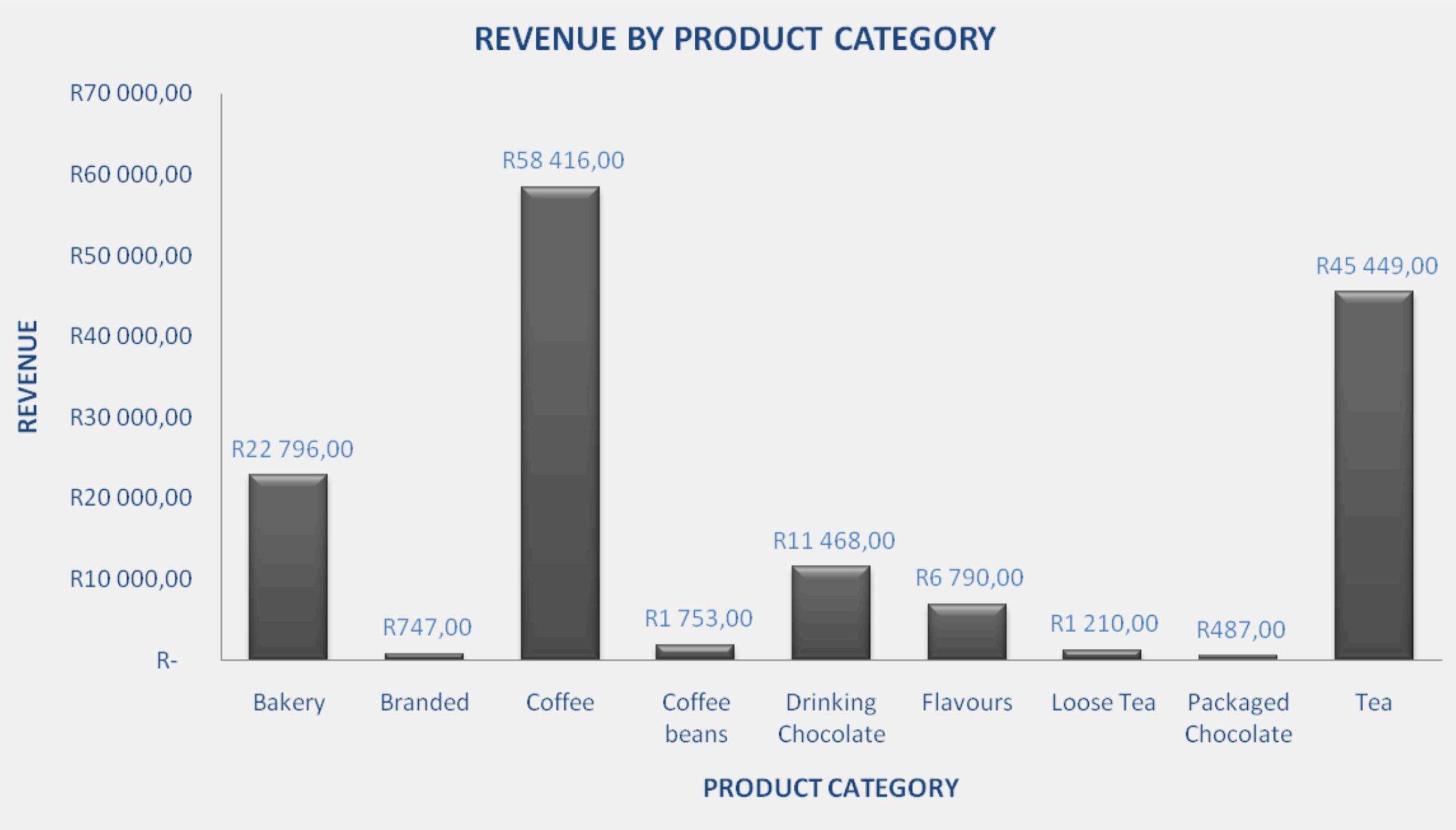
THE ANALYSIS SHOWS HOW EACH LOCATION HAS PERFORMED FROM THE MONTH OF JANUARY TO JUNE.

FROM MAY, REVENUE SEEMS TO BE INCREASING IN ALL LOCATIONS, WITH JUNE BEING THE HIGHEST AND ALSO KNOWN FOR ITS COLD WEATHER CONDITIONS.  
HELL'S KITCHEN SHOWS TO BE THE HIGHEST IN JUNE WITH R12 071,00 REVENUE.

REVENUE BY LOCATION



# REVENUE BY PRODUCT CATEGORY



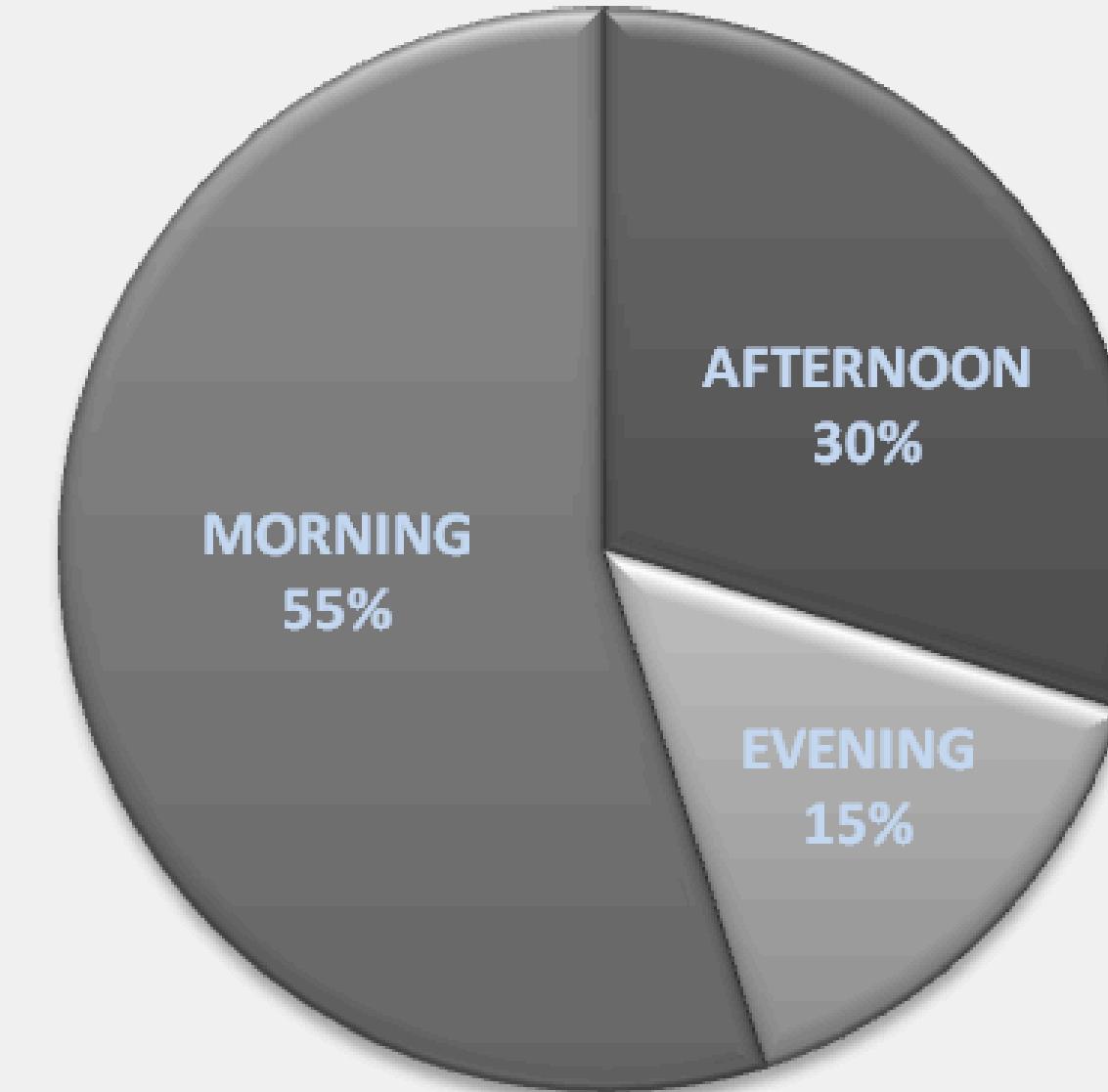
FURTHER ANALYSIS SHOW HOW EACH PRODUCT CATEGORY GENERATES REVENUE.

PACKAGED CHOCOLATE HAS THE LOWEST REVENUE OF R487,00 , WHILE COFFEE GENERATES A REVENUE OF R58 416,00, HIGHER THAN ANY OTHER CATEGORY.

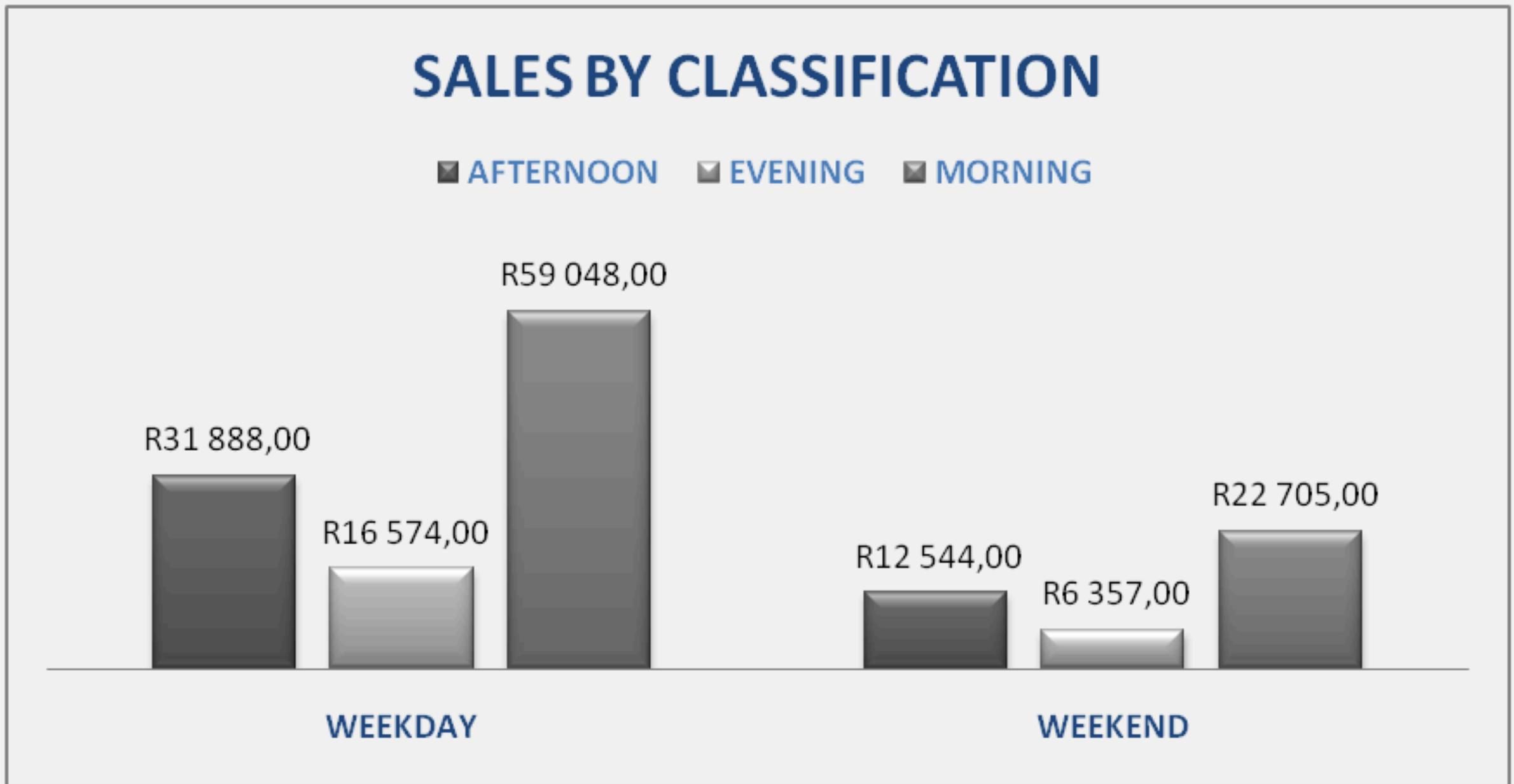
# TIME BUCKET SALES

ANALYSIS BASED ON TIME-INTERVALS REVEAL THAT BRIGHT COFFEE SHOP HAS MORE SALES IN THE MORNING, WITH THE AFTERNOON STILL MAKING A REASONABLE PERSENTAGE OF SALES BUT MAKING LESS SALES IN THE EVENING

TIME BUCKET SALES



# SALES BY CLASSIFICATION



SALES BY CLASSIFICATION FURTHER EXPLAINS HOW SALES WERE ACCUMULATED ON WEEKDAYS AND WEEKENDS.

THE GRAPH SHOWS MORE SALES ARE ACCUMULATED IN THE MORNING FOR BOTH WEEKDAY AND WEEKEND EVEN THOUGH WEEKDAYS HAS OVERALL HIGHER SALES. THIS CAN BE A RESULT OF PEOPLE GOING TO WORK DURING WEEKDAYS.

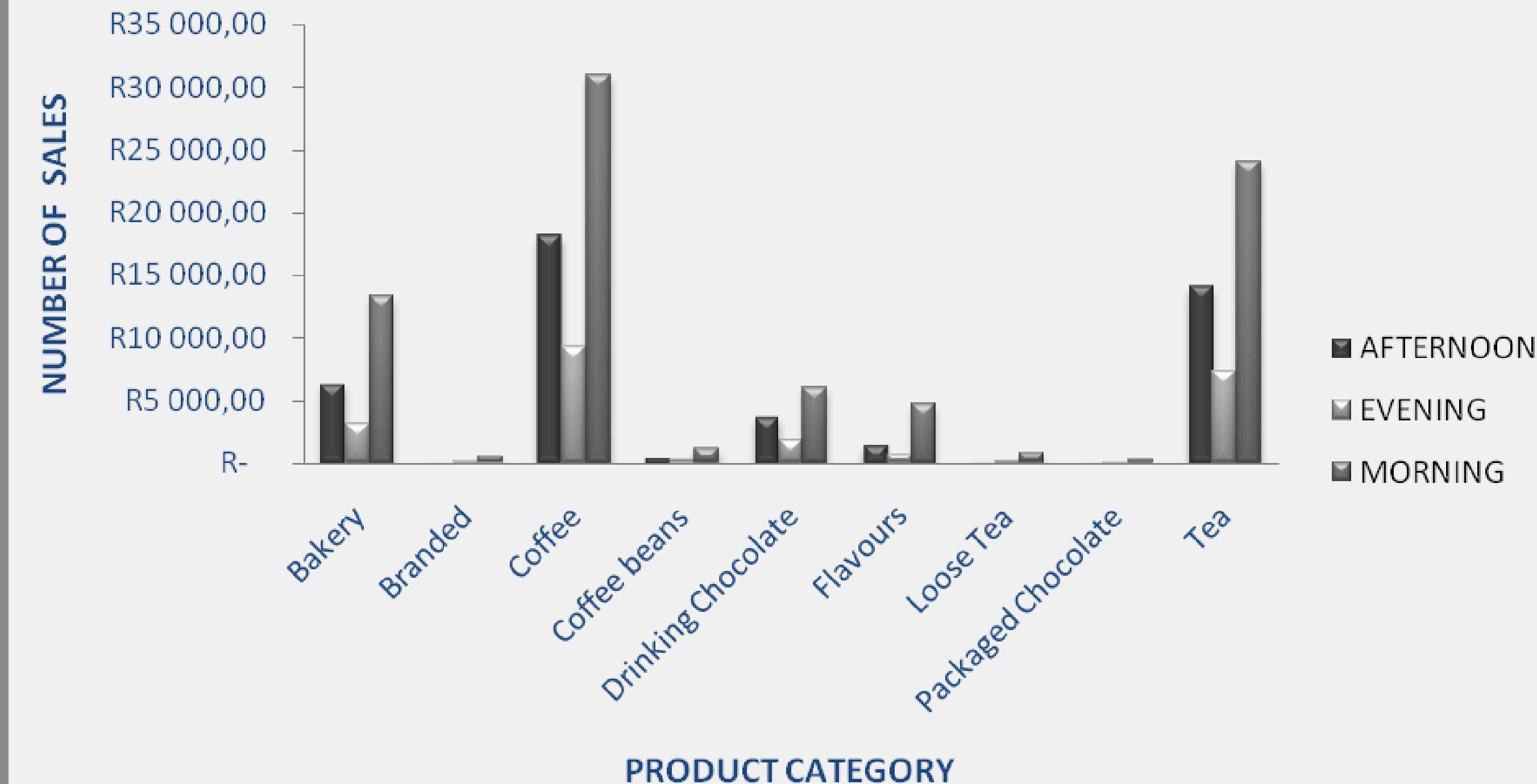
# PRODUCT SALES BY TIME INTERVALS

THE PRODUCT SALES BY TIME INTERVALS GRAPH SHOWS HOW PRODUCT CATEGORY PERFORMS IN EACH TIME INTERVAL.

BAKERY, COFFEE AND TEA SEEKS TO BE MAKING MORE SALES IN THE MORNING.

BRANDED, COFFEE BEANS, LOOSE TEA AND PACHAGED CHOCOLATE SHOWS DECLINING SALES IN ALL TIME INTERVALS

## PRODUCT SALES BY TIME INTERVALS



# RECOMMENDATIONS

- BRIGHT COFFEE SHOP HAS DEMONSTRATED CONSISTENT PERFORMANCE ACROSS ALL ITS FRANCHISED LOCATIONS, WITH REVENUES SHOWING SUBSTANTIAL GROWTH DURING THE WINTER SEASON.
- ALTHOUGH ALL THREE LOCATIONS ARE ACHIEVING STRONG OVERALL REVENUE, CERTAIN PRODUCT CATEGORIES ARE PRIMARILY DRIVING SALES INCREASES.
- COFFEE REMAINS A KEY CONTRIBUTOR TO RISING SALES. HOWEVER, STRATEGIC EXPANSION INTO COLD BEVERAGE OFFERINGS DURING WARMER SEASONS COULD FURTHER ENHANCE REVENUE.
- BRANDED COFFEE BEANS, LOOSE TEA, AND PACKAGED CHOCOLATE ARE GENERATING MINIMAL SALES, AND IT IS RECOMMENDED THAT THESE ITEMS BE REMOVED FROM THE PRODUCT LINEUP.
- IMPLEMENTING COMBO DEALS AND SPECIAL PROMOTIONS DURING WEEKENDS AND EVENING HOURS IS EXPECTED TO ATTRACT MORE CUSTOMERS AND FURTHER BOOST SALES.
- IN CONCLUSION, BRIGHT COFFEE SHOP MAINTAINS A SUSTAINABLE BUSINESS MODEL, SUPPORTED BY STEADY SALES THAT ENSURE OPERATIONAL VIABILITY.

