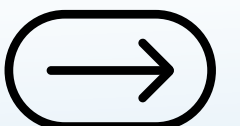




# BRIGHT LEARN SALES ANALYSIS

Presented  
By

Lefa Makhurubetshi





## Objective

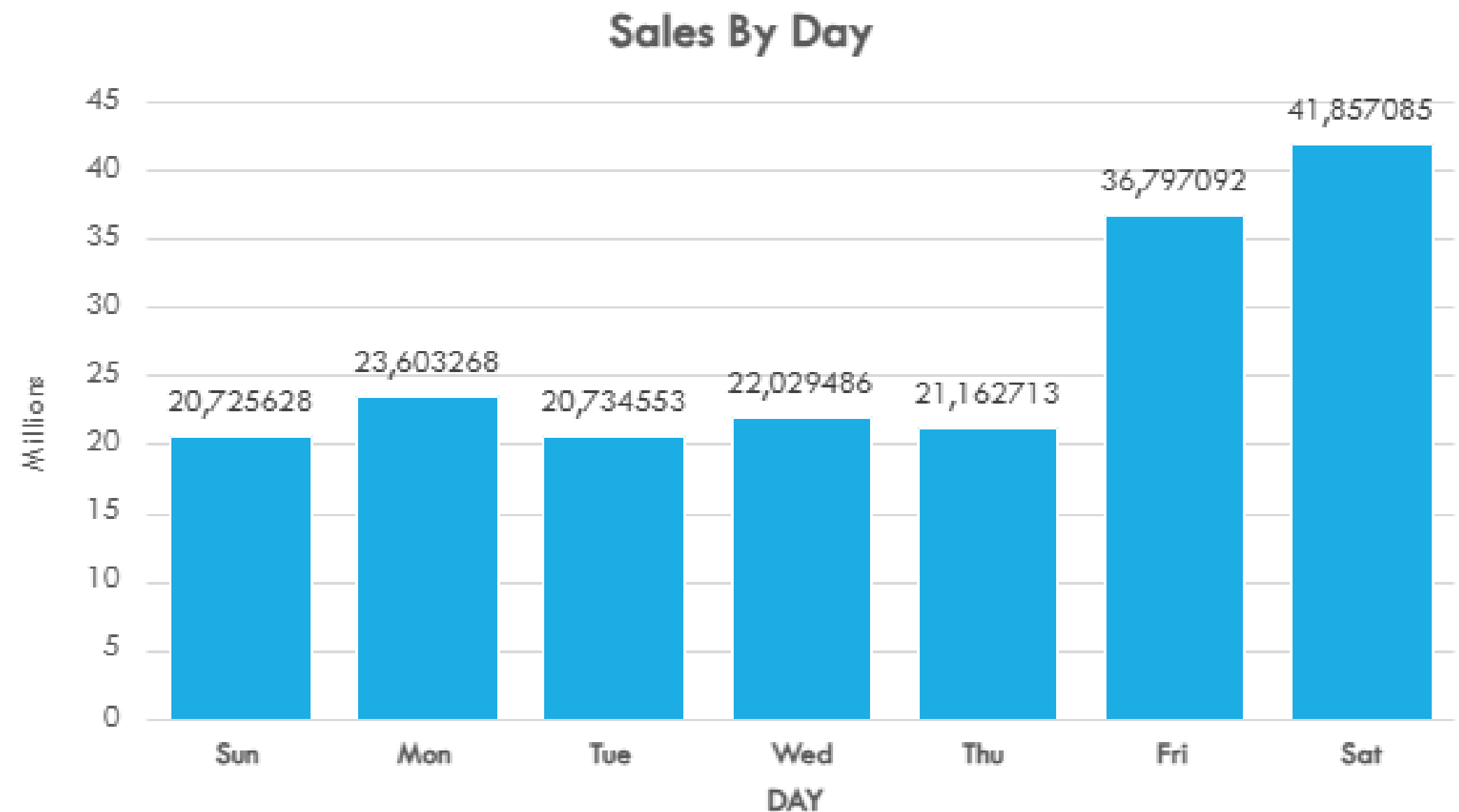
To analyze the complete sales cycle daily habits, seasonal trends, and profitability margins to align resources with peak demand and fix hidden profit leaks.

Key Focus Areas:

- Daily Volume Spikes
- Seasonal Highs & Lows
- Pricing Consistency vs. Margin Volatility

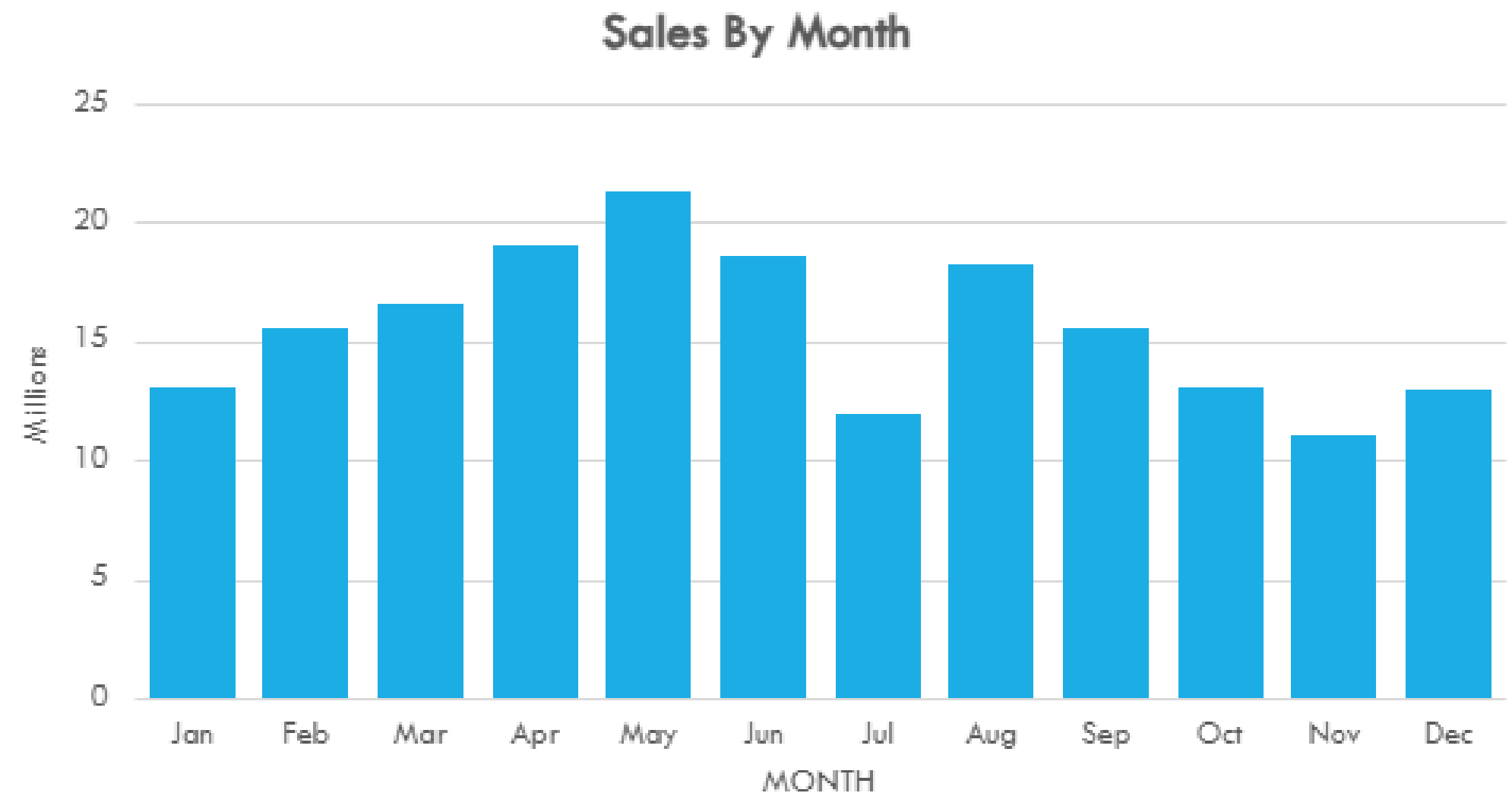
## Sales By Day

- The Weekend Shift: Revenue remains flat from Sunday through Thursday (approx. 20M–23M).
- The Takeoff: Momentum builds significantly on Friday, jumping to 36.8M.
- The Peak: Saturday is the absolute highest performing day at 41.9M, nearly double the volume of a standard weekday.



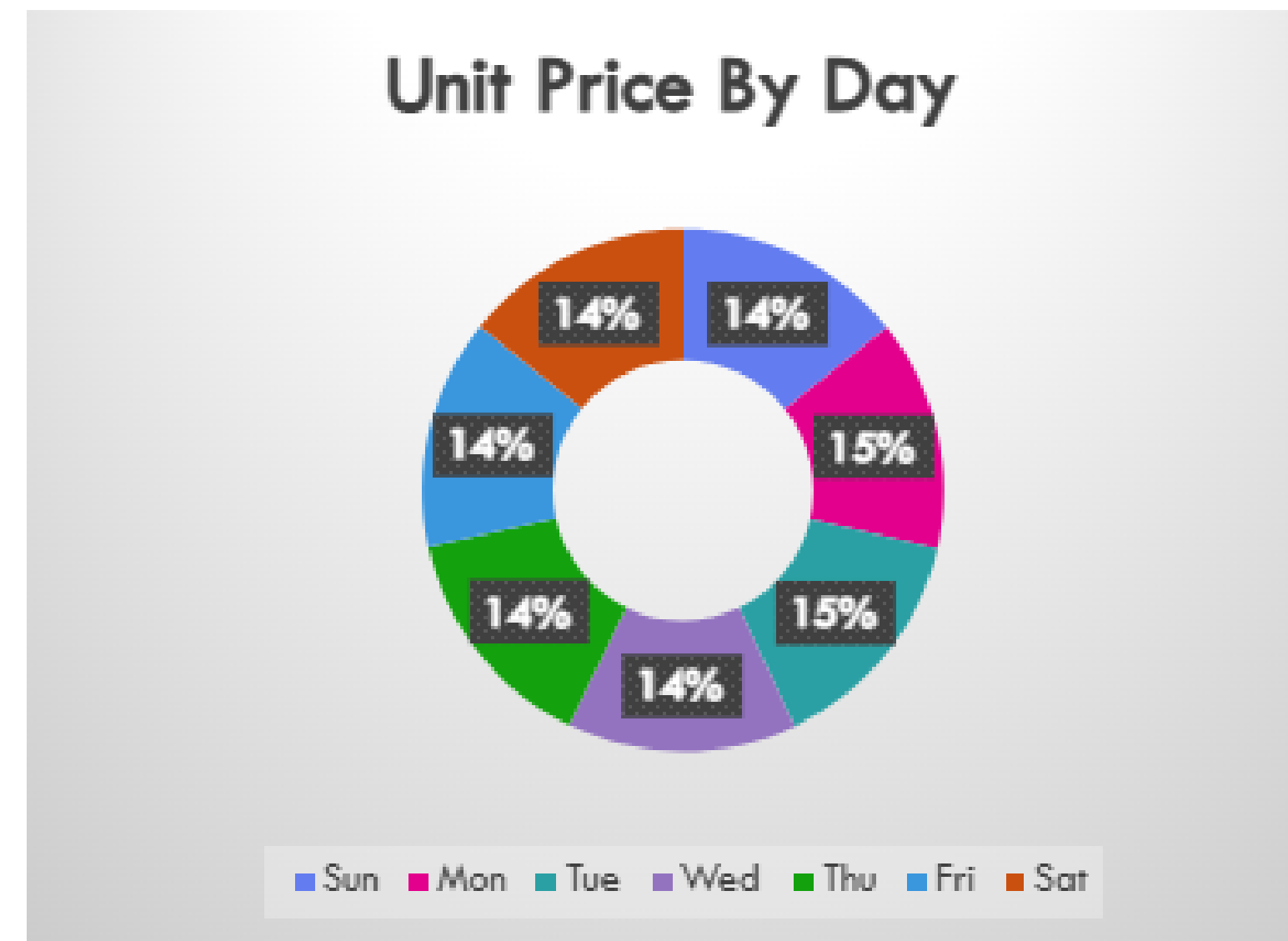
# Sales By Month

- The First Peak: May is the strongest month of the year, exceeding 20M in sales.
- Secondary Peak: A resurgence occurs in August.
- Vulnerable Periods: Significant dips occur in July and November, indicating a need for specific promotions during these "off peak" times.



## Unit Price By Day

- Our product mix is incredibly stable. The Unit Price is virtually identical (14%–15%) every single day of the week.

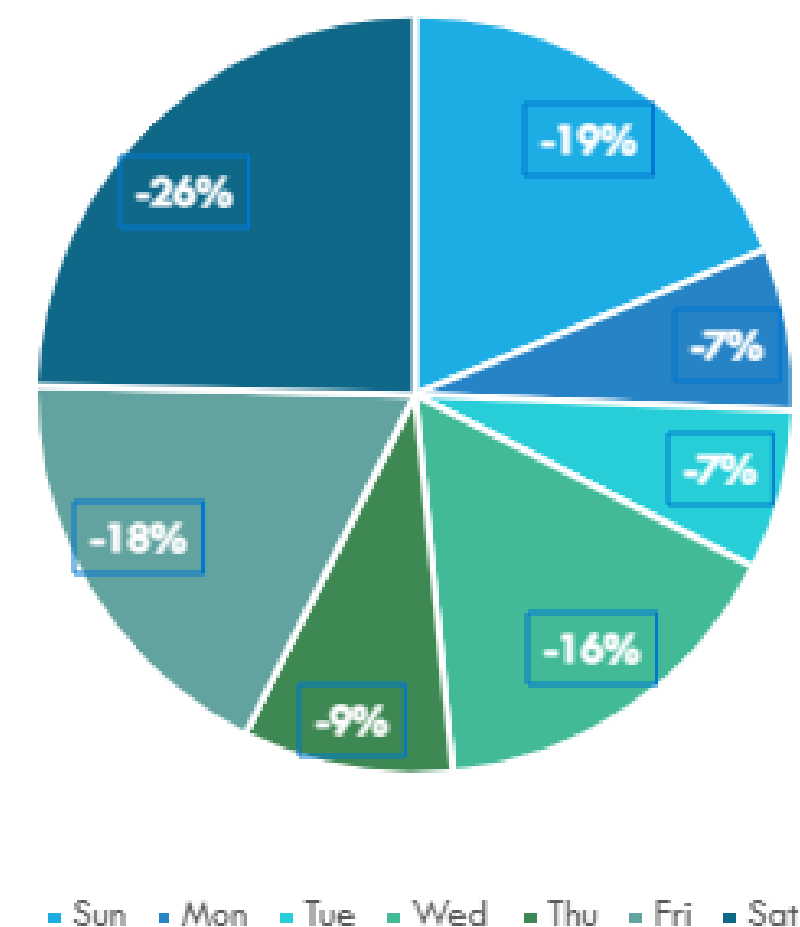


# Gross Profit PCT By Day

- A negative gross profit percentage means the company is selling its products for less than it costs to make or buy them.
- The largest negative margins are -26% and -19% indicating these days (likely Monday and Sunday, based on typical data patterns) are the biggest drain on profitability.
- The profit percentages of -7% are the 'least bad' days, showing that the negative margin is slightly lower than.

...

Gross Profit PCT By Day



## Recommendations

- Prepare for the May Rush: With May being the peak month, inventory planning and hiring must begin in March to avoid stock outs.
- Bundle to Boost Value: Since Unit Price is flat at 14–15% daily, customers aren't naturally buying expensive items on weekends. We must actively cross-sell bundles to increase transaction size.
- Friday delivers high revenue with the best margins (–7%). Allocate the highest marketing spend and best staff here to maximize ROI.
- We lose the most margin on Mondays (–26%). Stop "start of the week" discounts and reduce Monday staffing to match the lower profitability.
- Saturday brings the most cash (41.9M) but has poor margins (–16%). Tighten operations (reduce overtime/waste) to turn this volume into profit.





# ***THANK YOU***

Presented By

Lefa Makhurubetshi

