



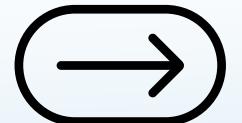
BRIGHT LEARN SALES ANALYSIS

Presented
By

Lefa Makhurubetshi

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Objective

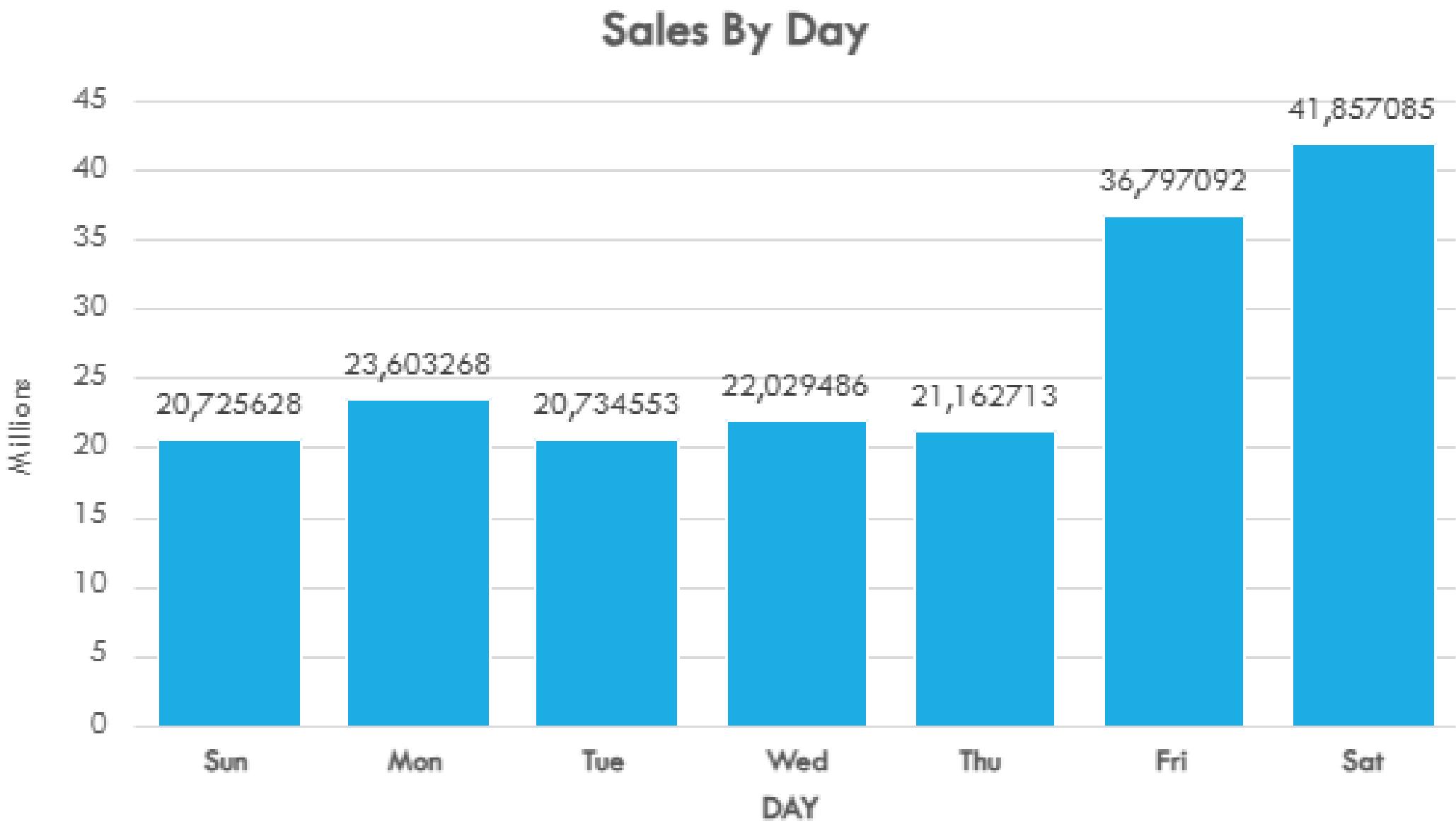
To analyze the complete sales cycle daily habits, seasonal trends, and profitability margins to align resources with peak demand and fix hidden profit leaks.

Key Focus Areas:

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

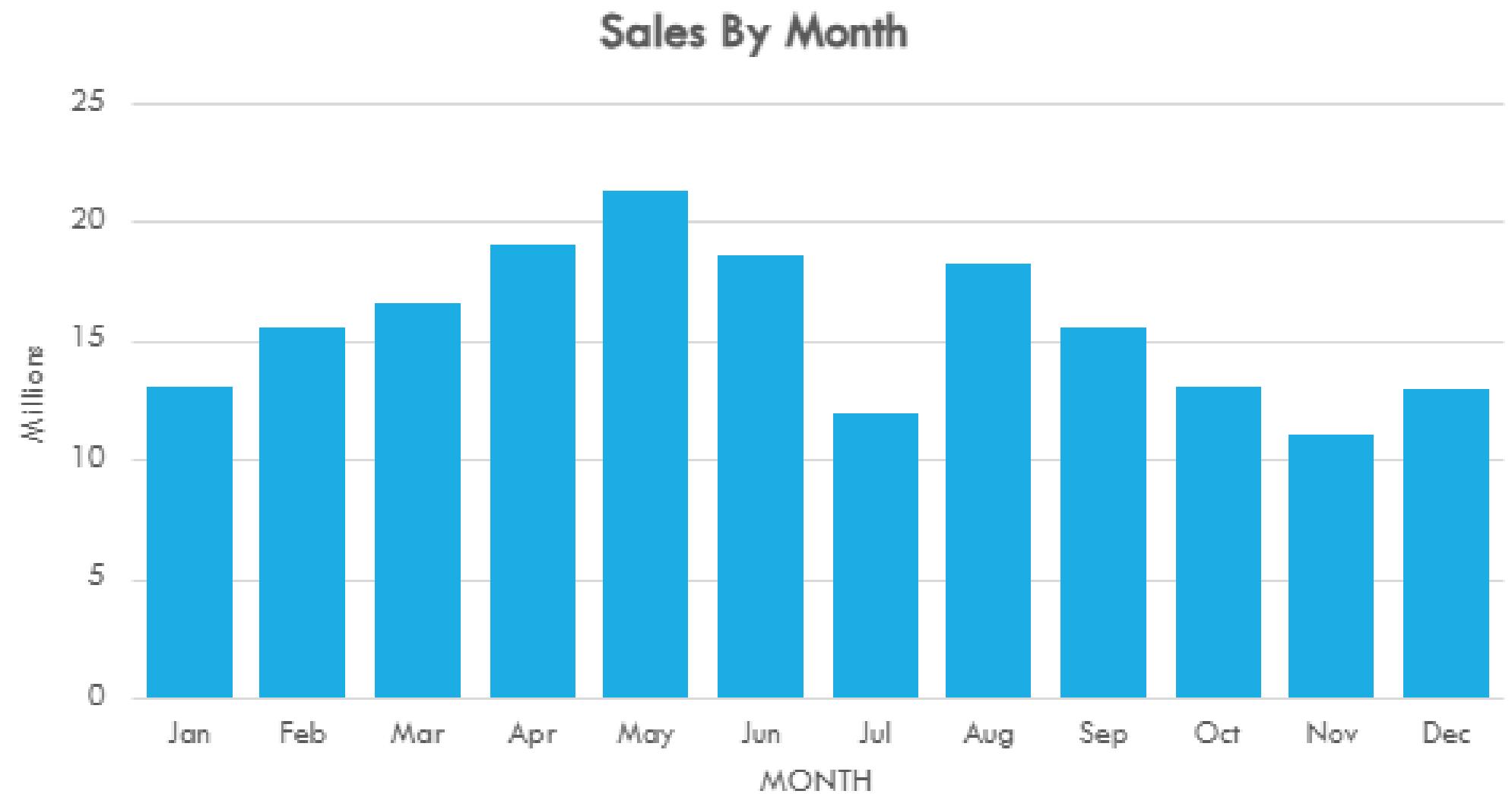
Sales By Day

- 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.



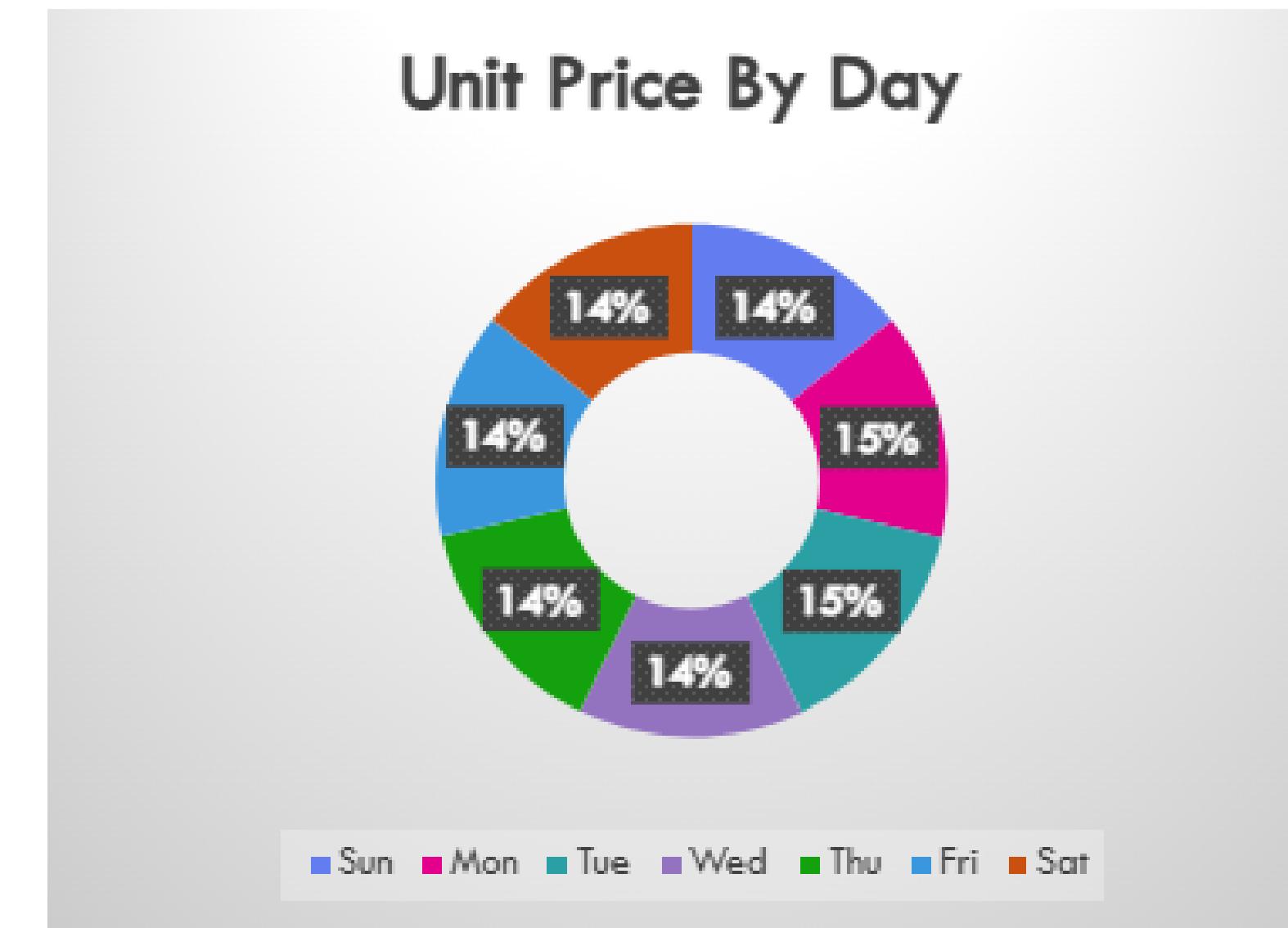
Sales By Month

- 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.



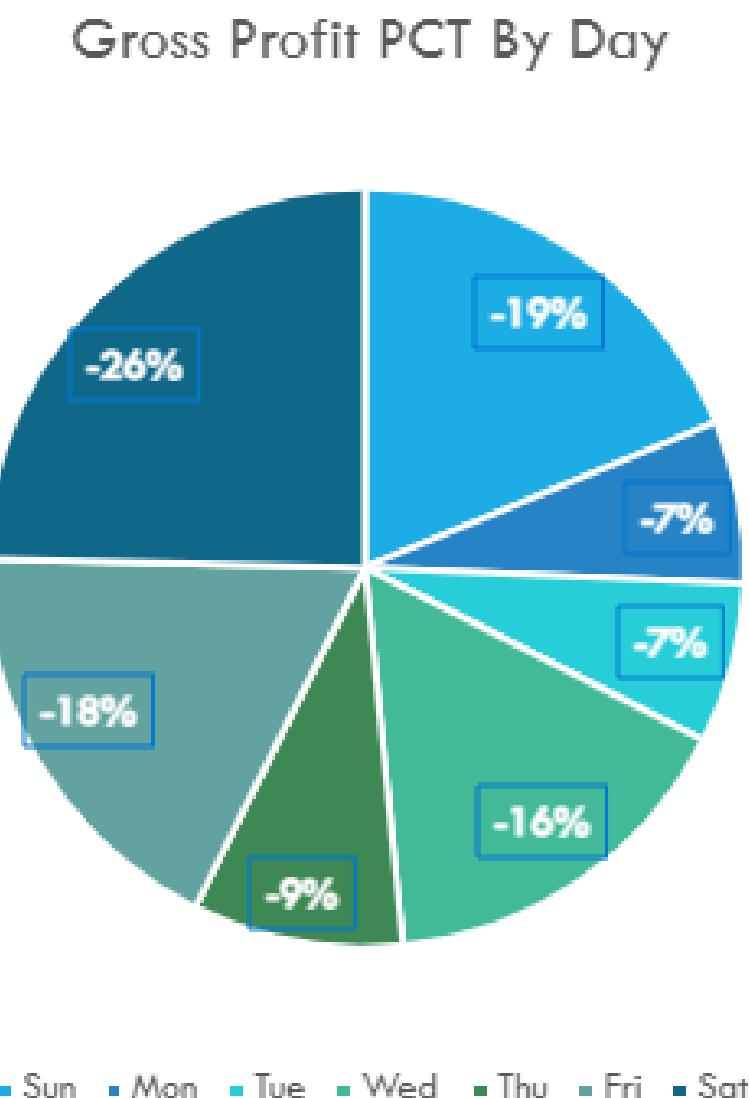
Unit Price By Day

- 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

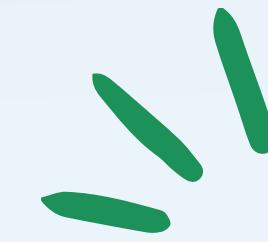
- A negative gross profit percentage means the company is selling its products for less than it costs to make or buy them.
 - The largest negative margins are -26% and -19% indicating these days (likely Monday and Sunday, based on typical data patterns) are the biggest drain on profitability.
 - The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

- 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.

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THANK YOU

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