

Bright Coffee Shop Pty Ltd.

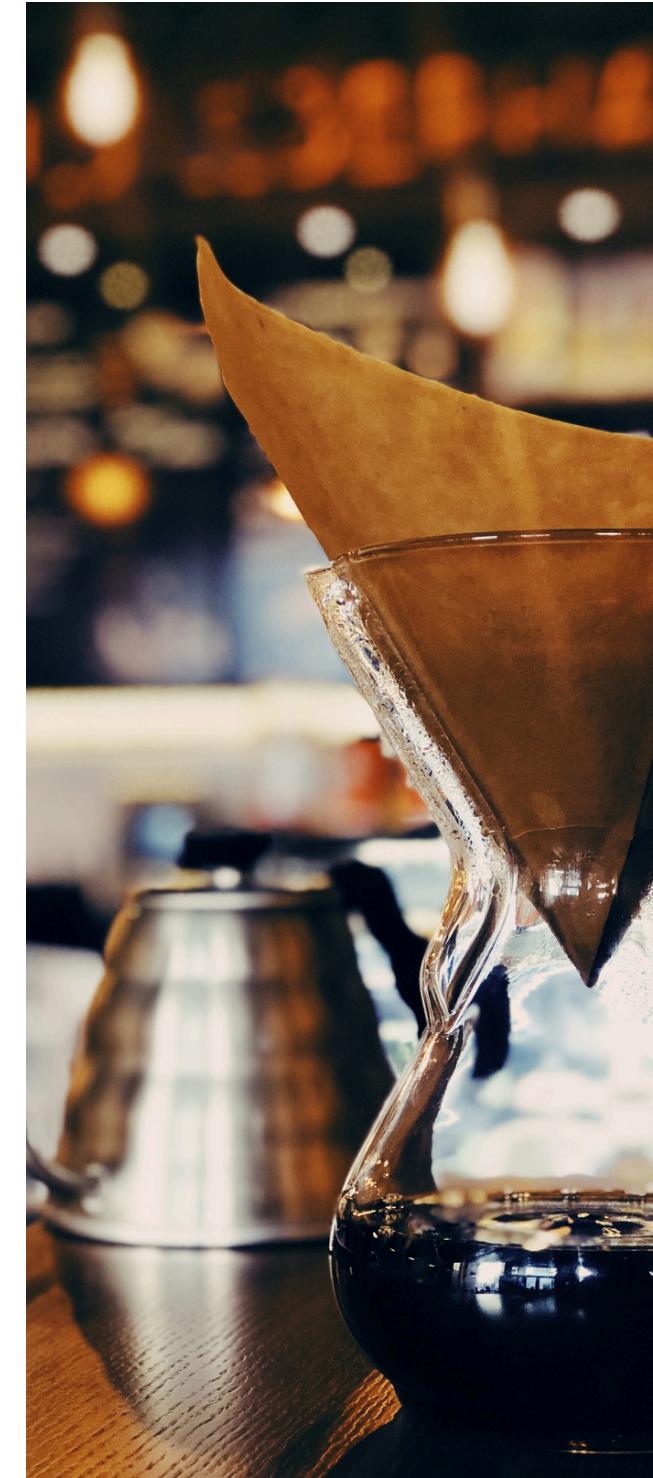
# BRIGHT COFFEE SHOP

WHERE EVERY CUP IS A STORY

Presented by Thato Mashegwane



Bright Coffee Shop Pty Ltd.



# BASIC KNOWLEDGE

This analysis is centered around looking at how Bright Coffee shop has been performing before you as the CEO joined the business.

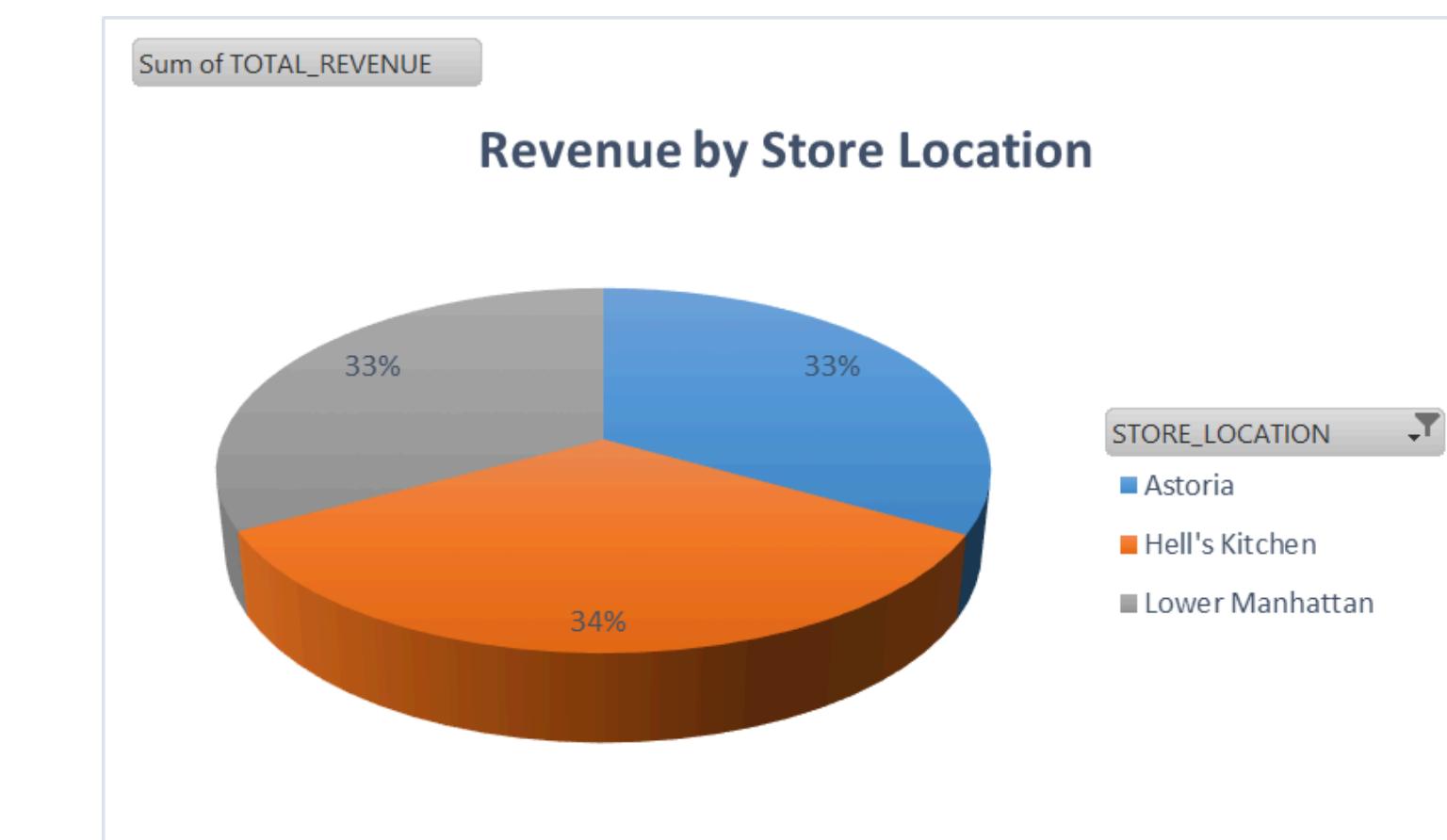


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# COFFEE SHOP BRANCHES

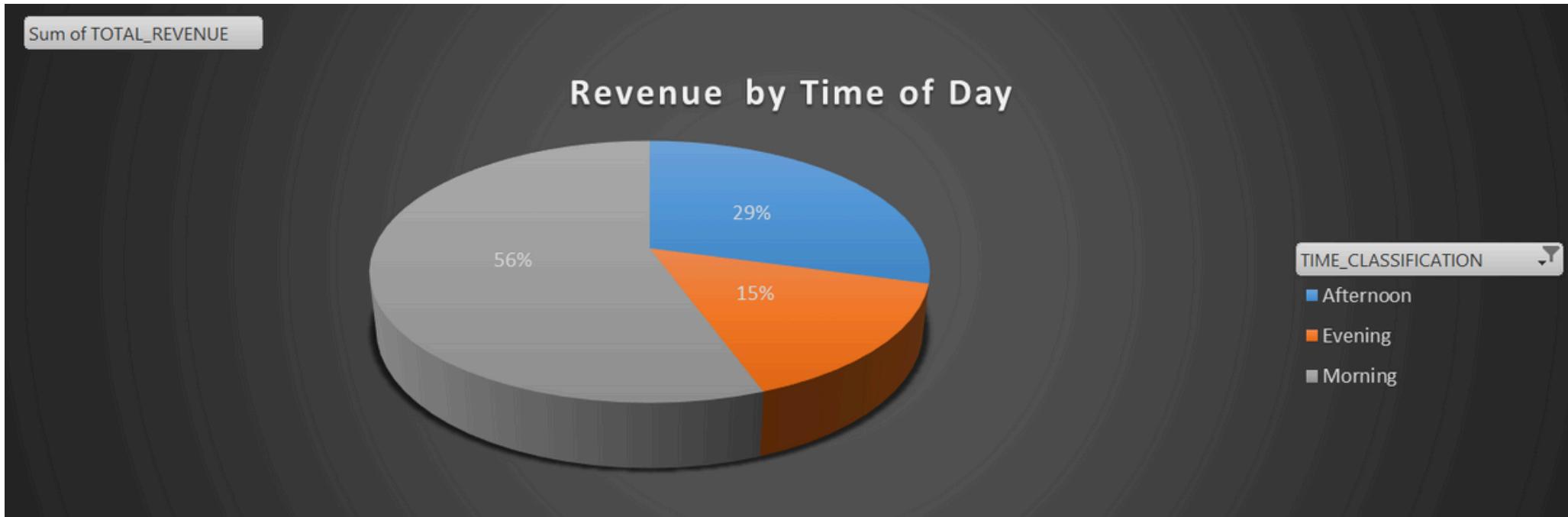
We have 3 branches of the coffee and below is the revenue per store location

Astoria	R232 244
Hell's Kitchen	R236 511
Lower Manhattan	R230 057

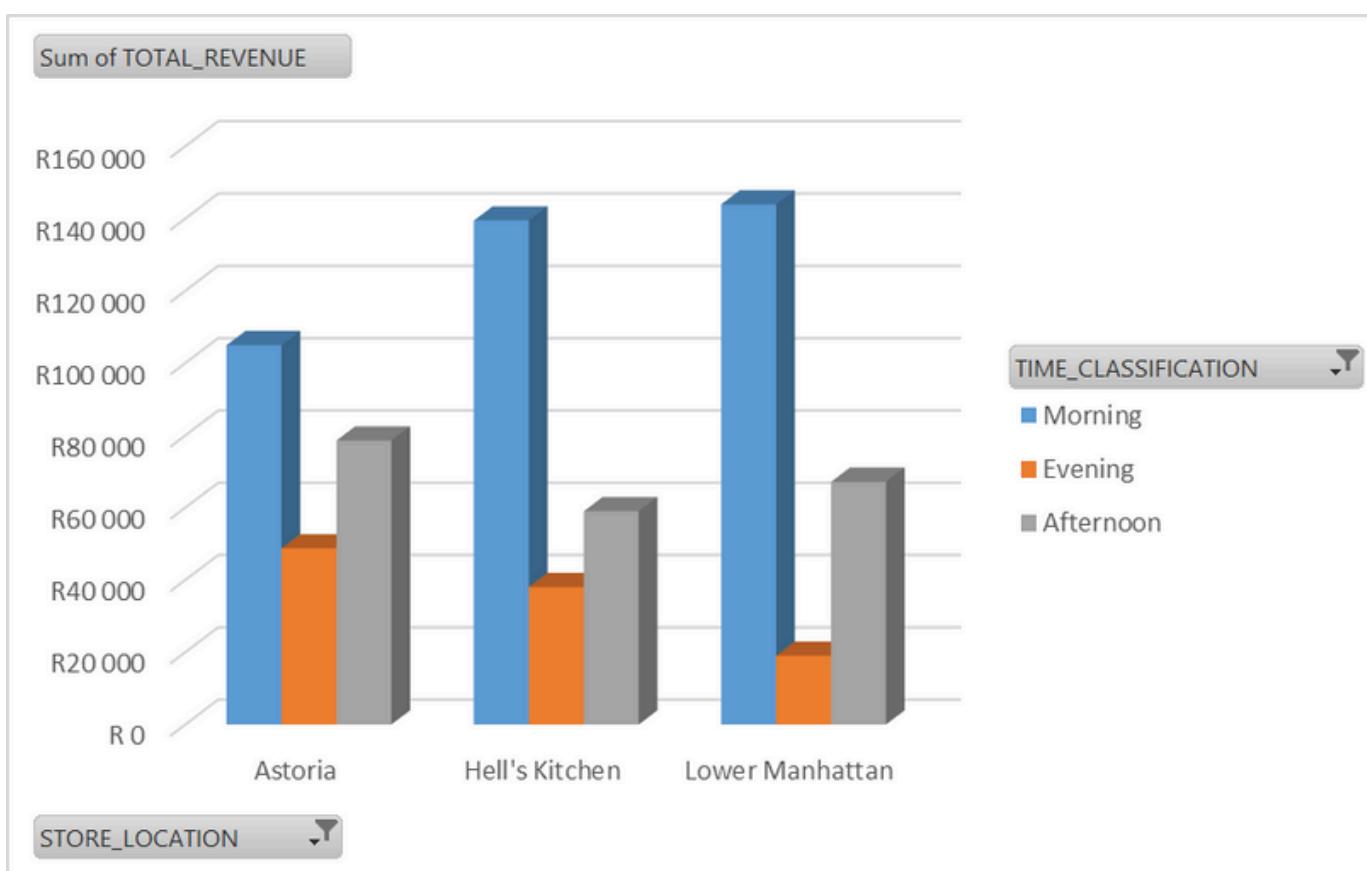


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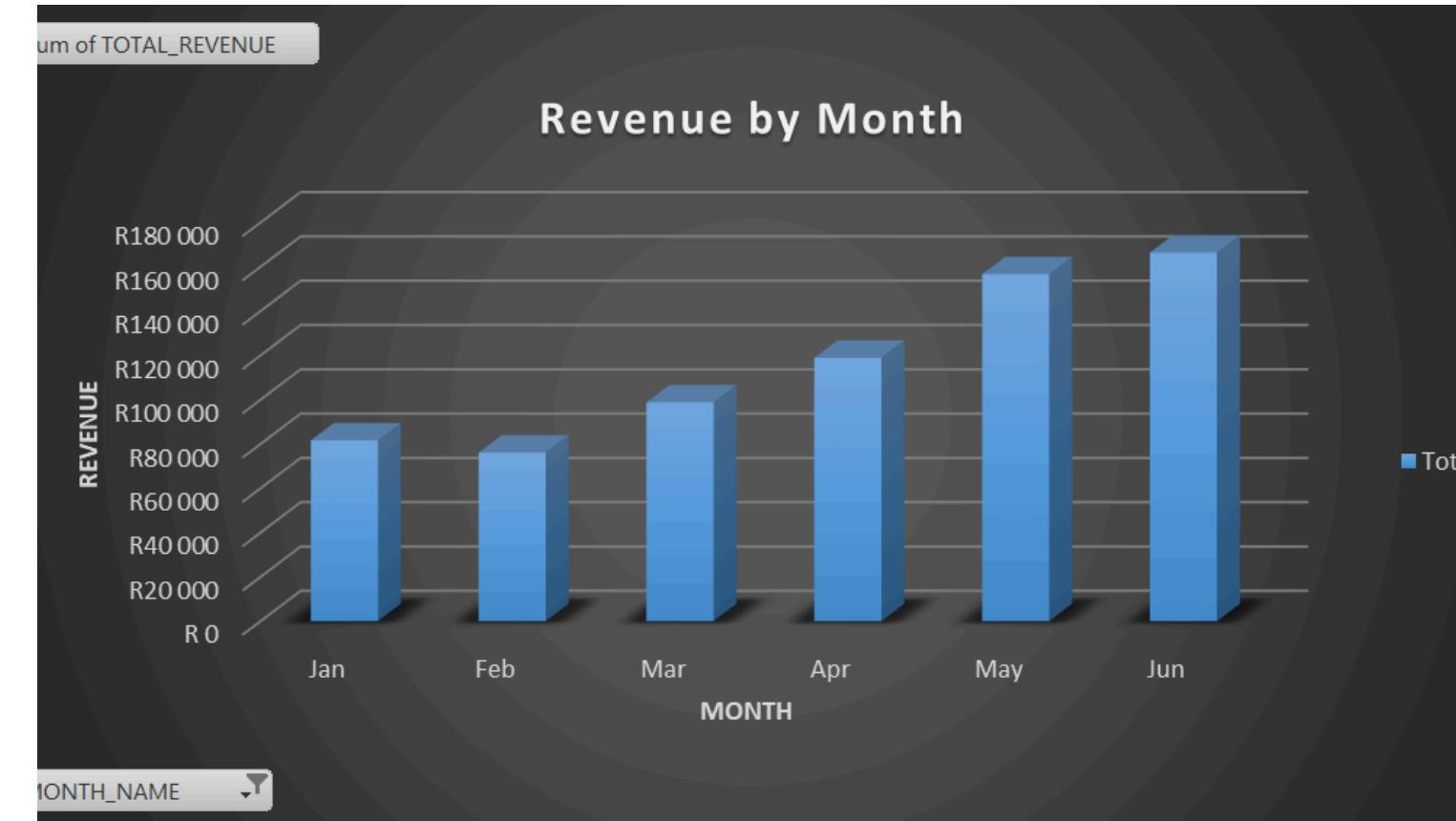
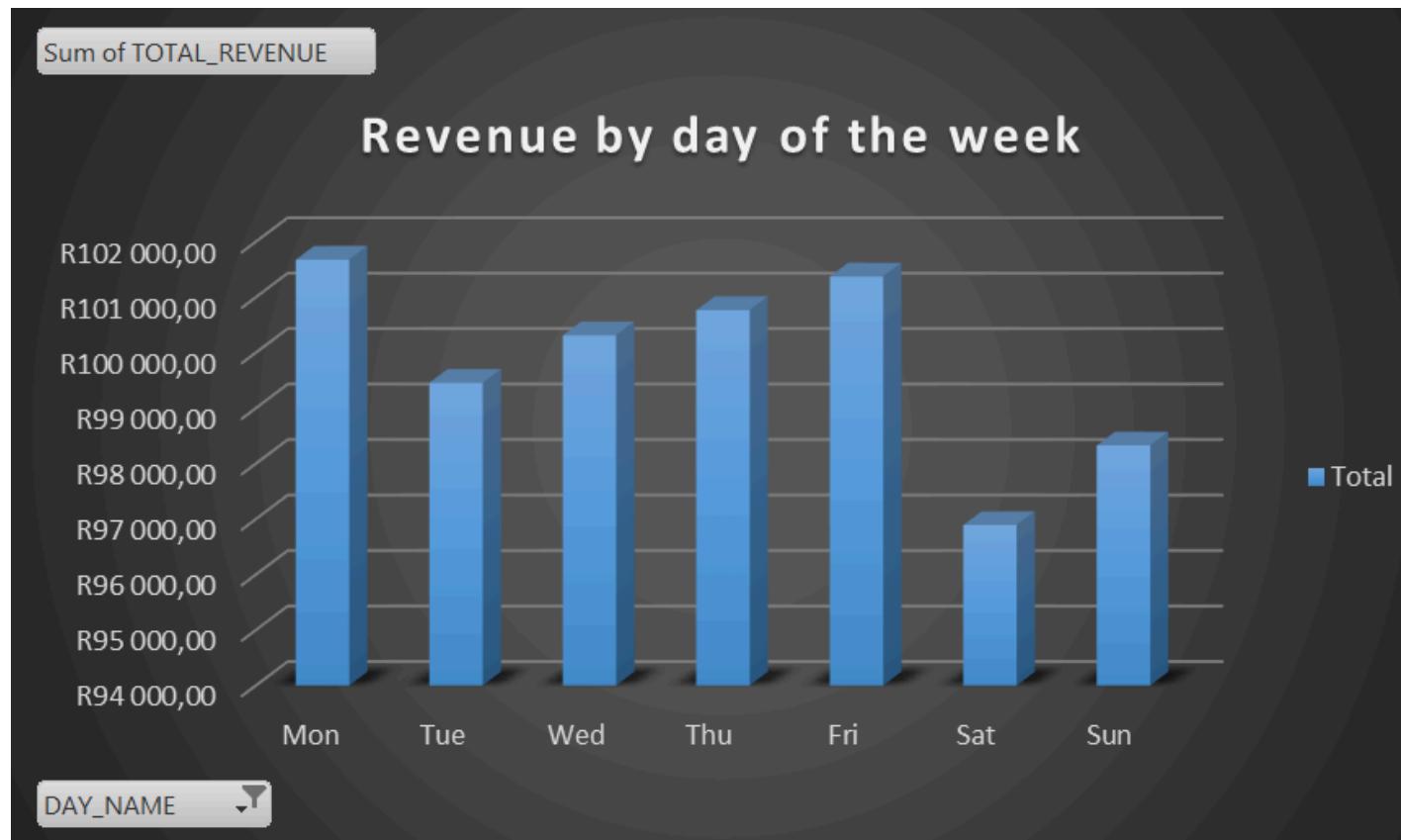
We also looked at the different times of the day and found that the morning is the most popular time to buy.



So if we are to look at the revenue by store location linear to time of day, our finds are :



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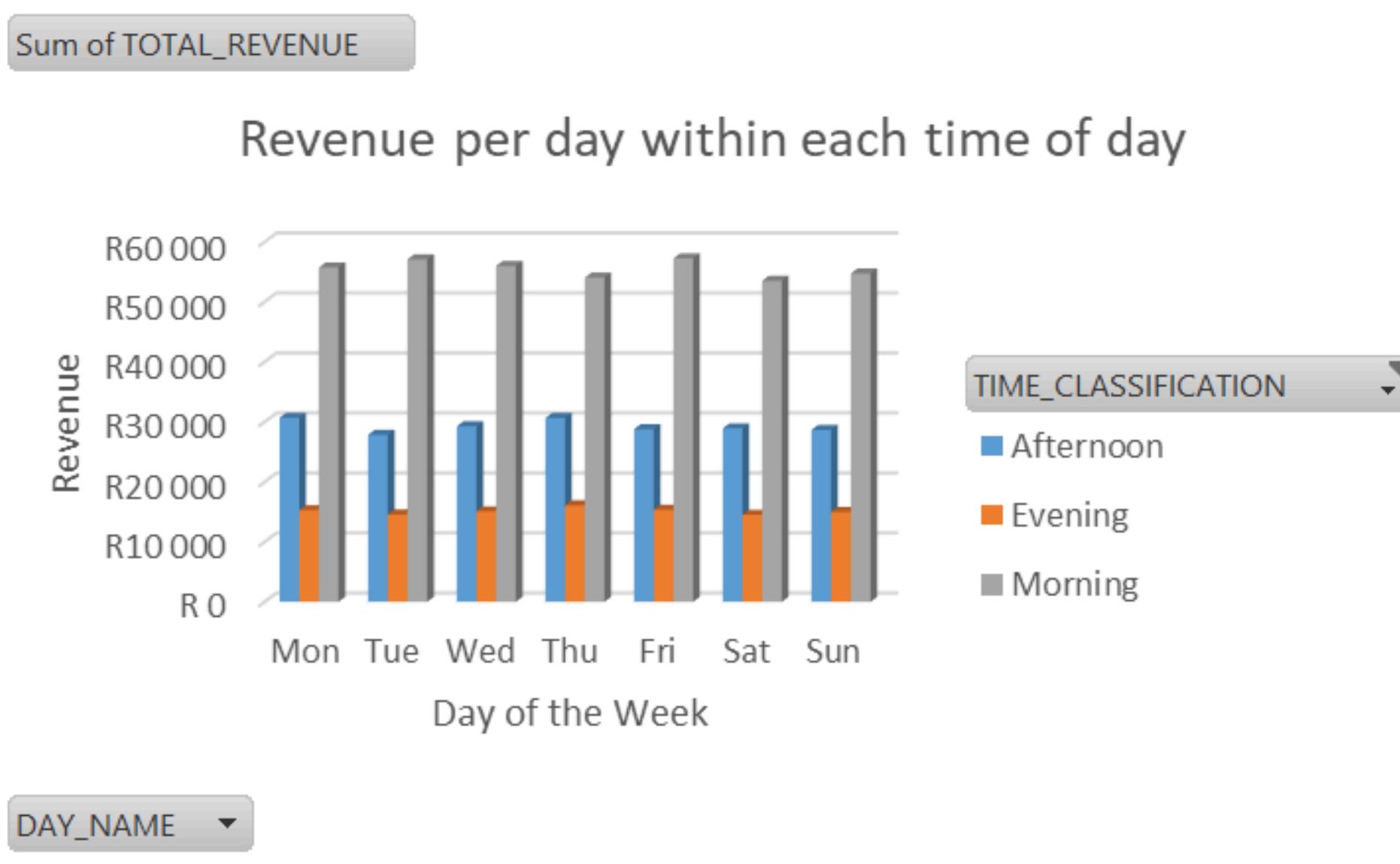
**Revenue by Day of the Week**

**Revenue by Month**

Above we are looking at the revenue by the day of the week and also by the month, considering we have to see how the business fared within the different days and also the different months.



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The graph above reflects the revenue by day of the week linear to the time of the day.

We can see that mornings are where the shop makes the most sales. Furthermore it is on friday mornings where they make the most sales.

The graph below reflects the revenue by the different product categories.

We can clearly see that Coffee is our best performer and packaged chocolate is our worst performer

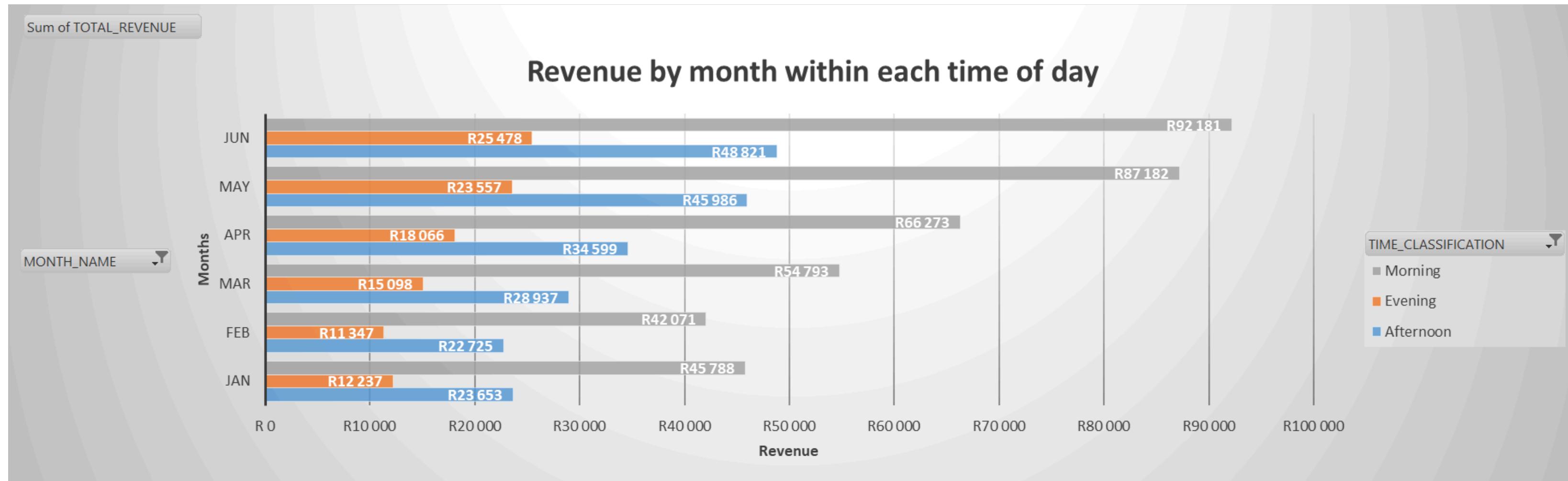


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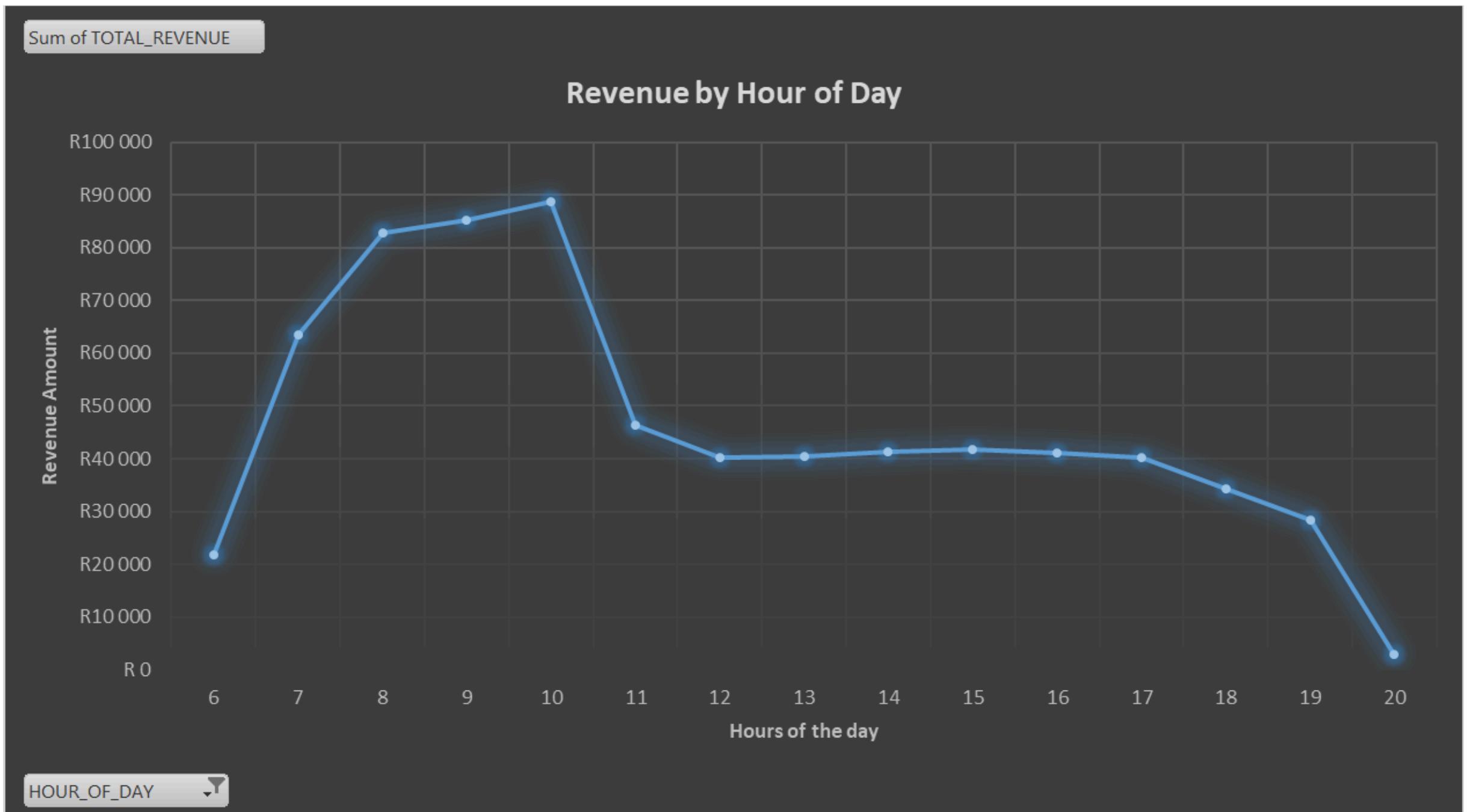


Below is the revenue by each month linear to each time of the day.

It is safe to say that the month of June is where sales increase and we assume that is because it is winter



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The graph above highlights the revenues in line with the hour of the day it is.

We can clearly see and thus conclude that 10:00 is around about the time sales peak



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Overall the Total Revenue that has been generated  
in these 6 months is :



**R 698 812**



Bright Coffee Shop Pty Ltd.

**THE ANALYSIS OF THIS  
DATA WAS BROUGHT  
TO YOU BY:**

**THATO MASHEGWANE  
FUTURE DATA ANALYST**



My final take on this data is that the business has a lot of potential, it just has to find a way to increase sales for other products as well as sales for later in the day because most sales took place in the morning .

