

Bright Coffee Shop Sales Analysis

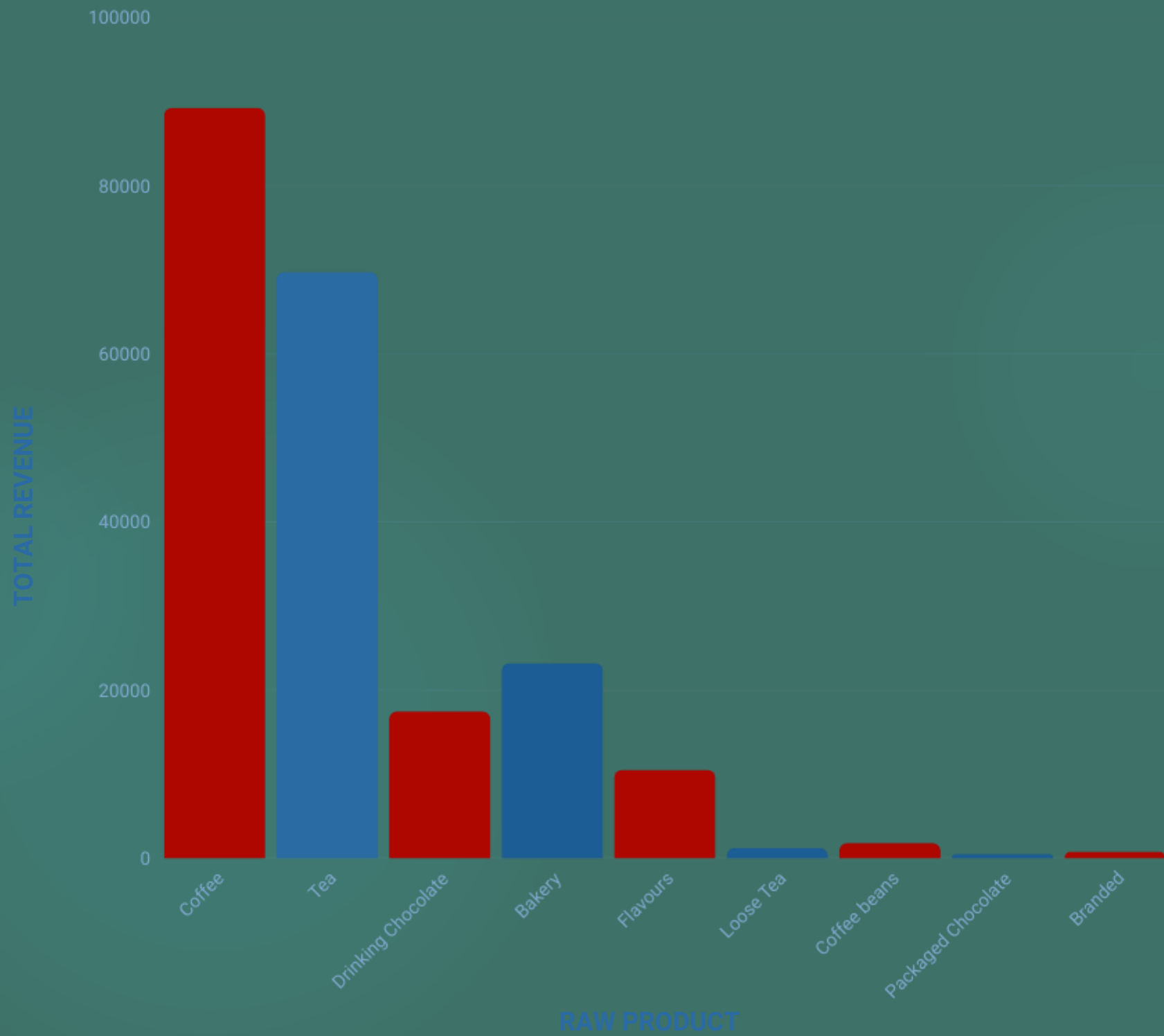


BRIGHT COFFEE SHOP

On the agenda

- **COMPANY'S REVENUE AND SALES TRENDS ACROSS PRODUCTS**
 - **PRODUCT PERFORMANCE**
- **WHAT TIME OF DAY THE STORE PERFORMS BEST**
- **REVENUE BY STORE LOCATION**
 - **RECOMMENDATIONS FOR IMPROVING SALES PERFORMANCE**

REVENUE PER RAW PRODUCT



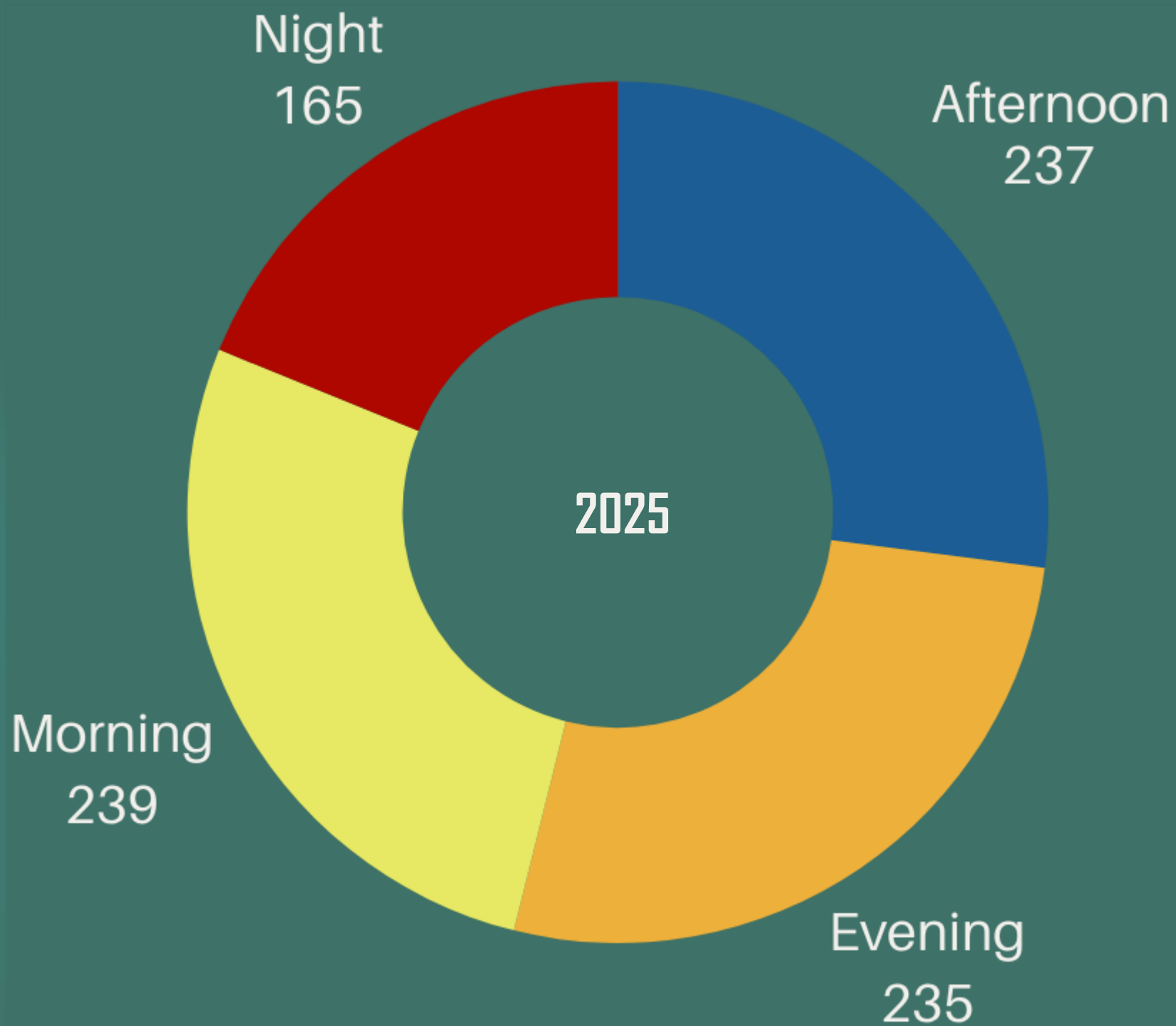
TOP 4 SELLING PRODUCTS

PRODUCT TYPE	REVENUE
COFFEE	89250
TEA	69737
BAKERY	23214
DRINKING CHOCOLATE	17457
	TOTAL 214470

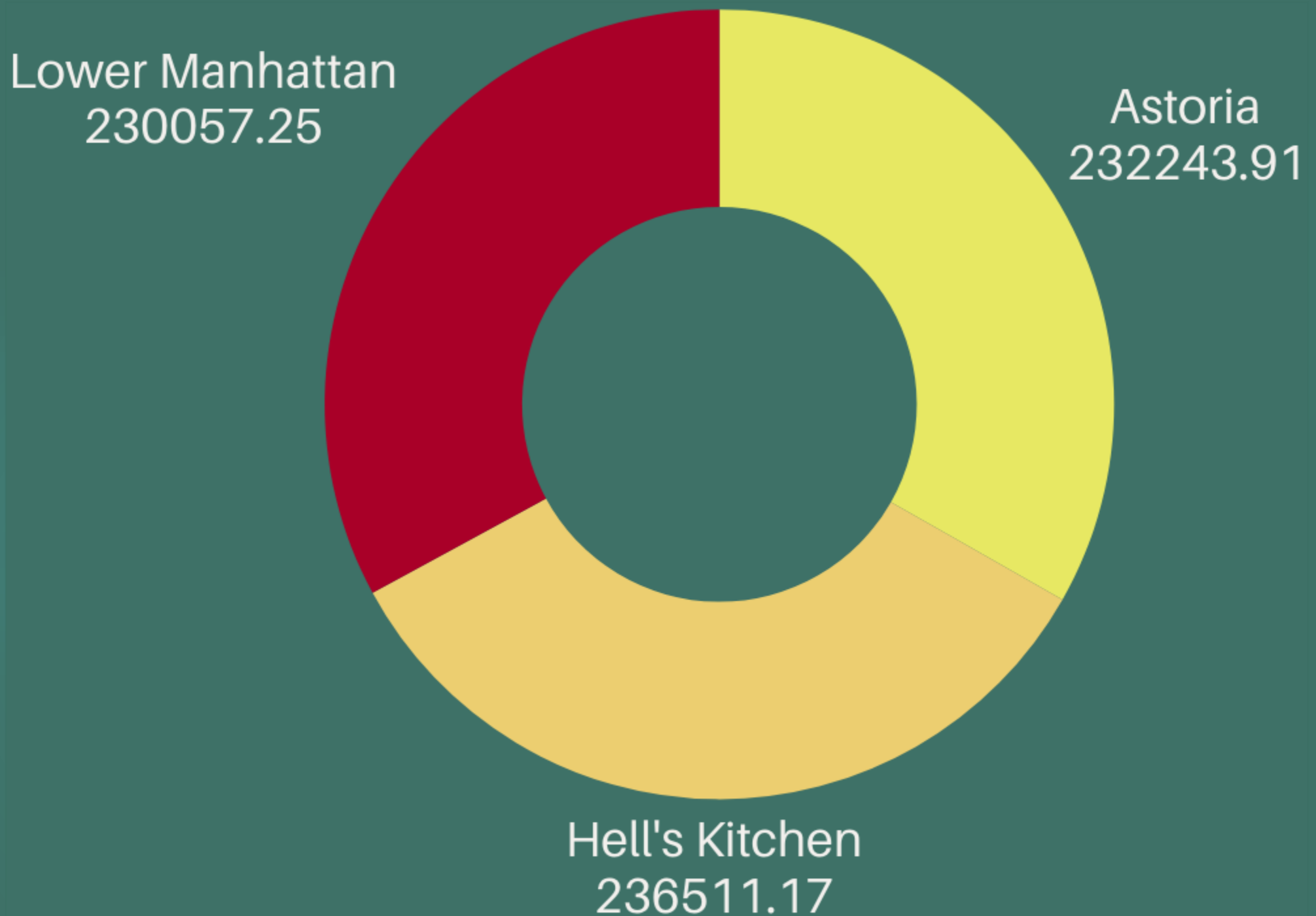
LEAST 5 SELLING PRODUCTS

PRODUCT TYPE	REVENUE	
FLAVOURS	10511	
COFFEE BEANS	1828	
LOOSE TEA	1210	
BRANDED	776	
PACKAGED CHOCOLATE	487	TOTAL 14812

DAILY COFFEE SALES



REVENUE BY STORE LOCATION



Recommendations

- ☐ **Marketing campaigns during slow time slots since a lot of revenue is made during the morning**
- ☐ **Creating sales on certain products during peak hours**
- ☐ **Stock more of the best-selling items**
- ☐ **Promote underperforming products by having price specials and selling combo deals**