

SIBUSISO MAURICE MASHININI

COFFEE SHOP

PRESENTATION

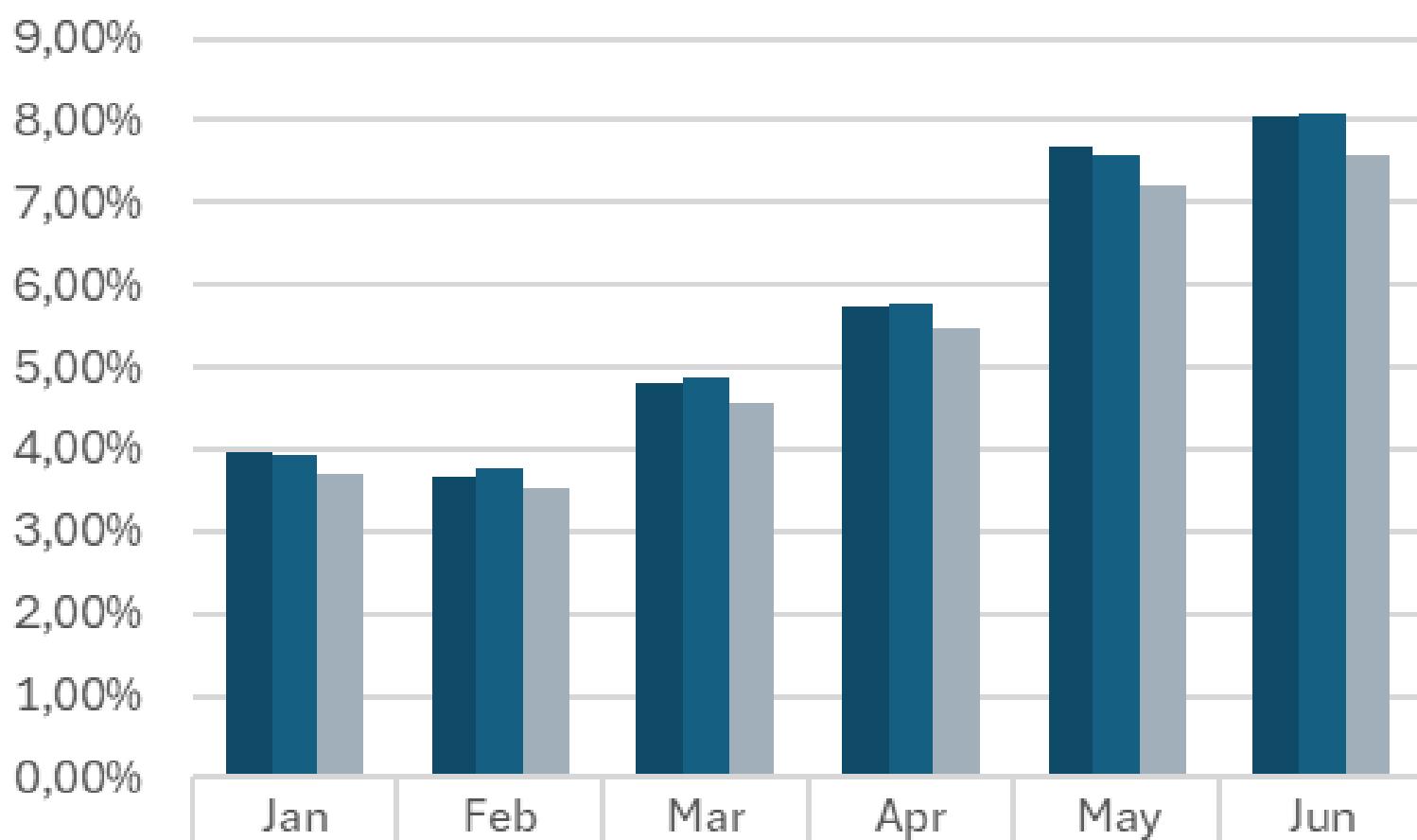
BRIGHT COFFEE SHOP SALES ANALYSIS



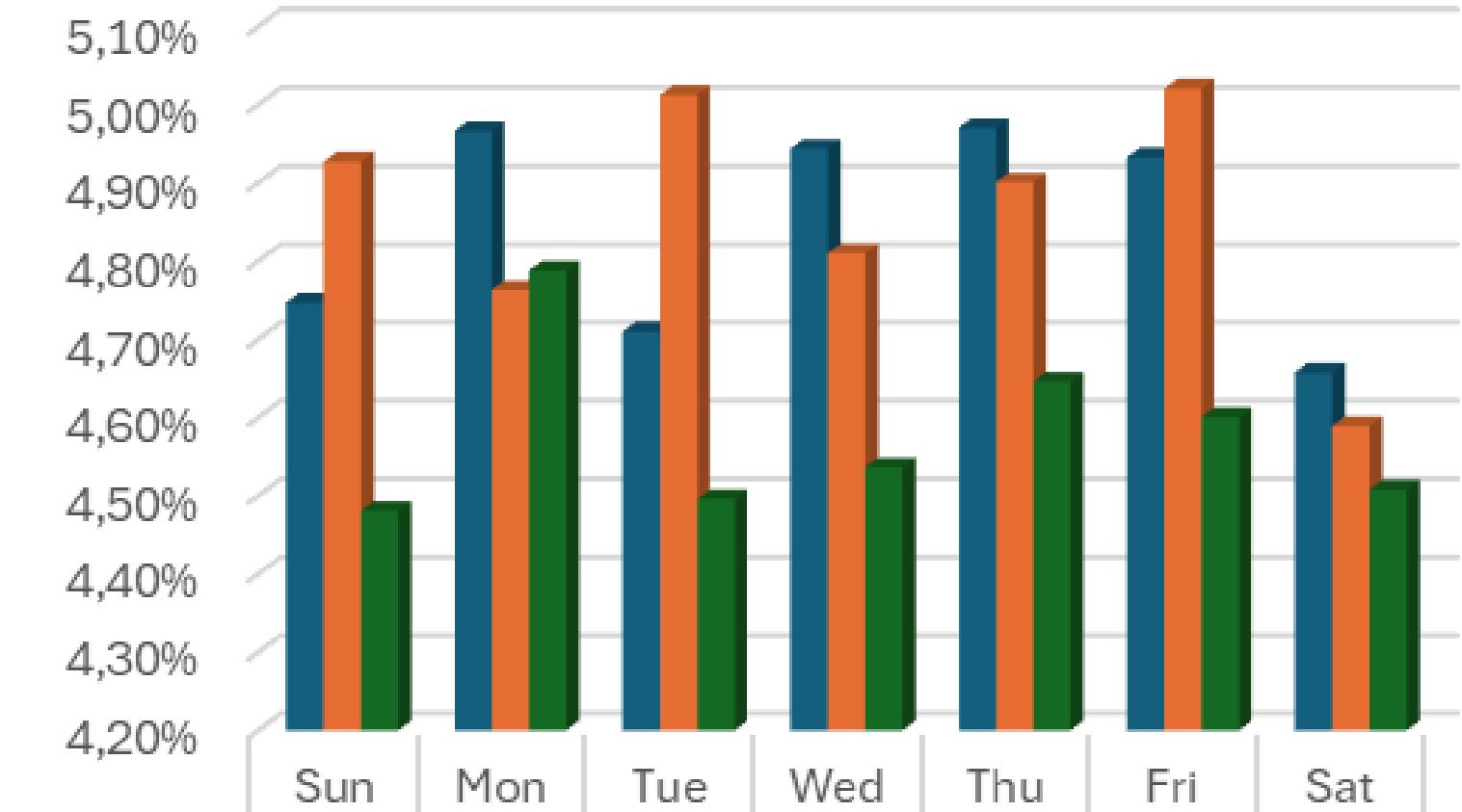
Revenue by Store Location

The data reveals a clear and consistent **seasonal trend** across all store locations, with a dramatic increase in revenue as the year progresses from winter to summer. In contrast, **daily revenue is remarkably stable** throughout the week, with only minor variations that differ by location.

Monthly revenue by Store Location



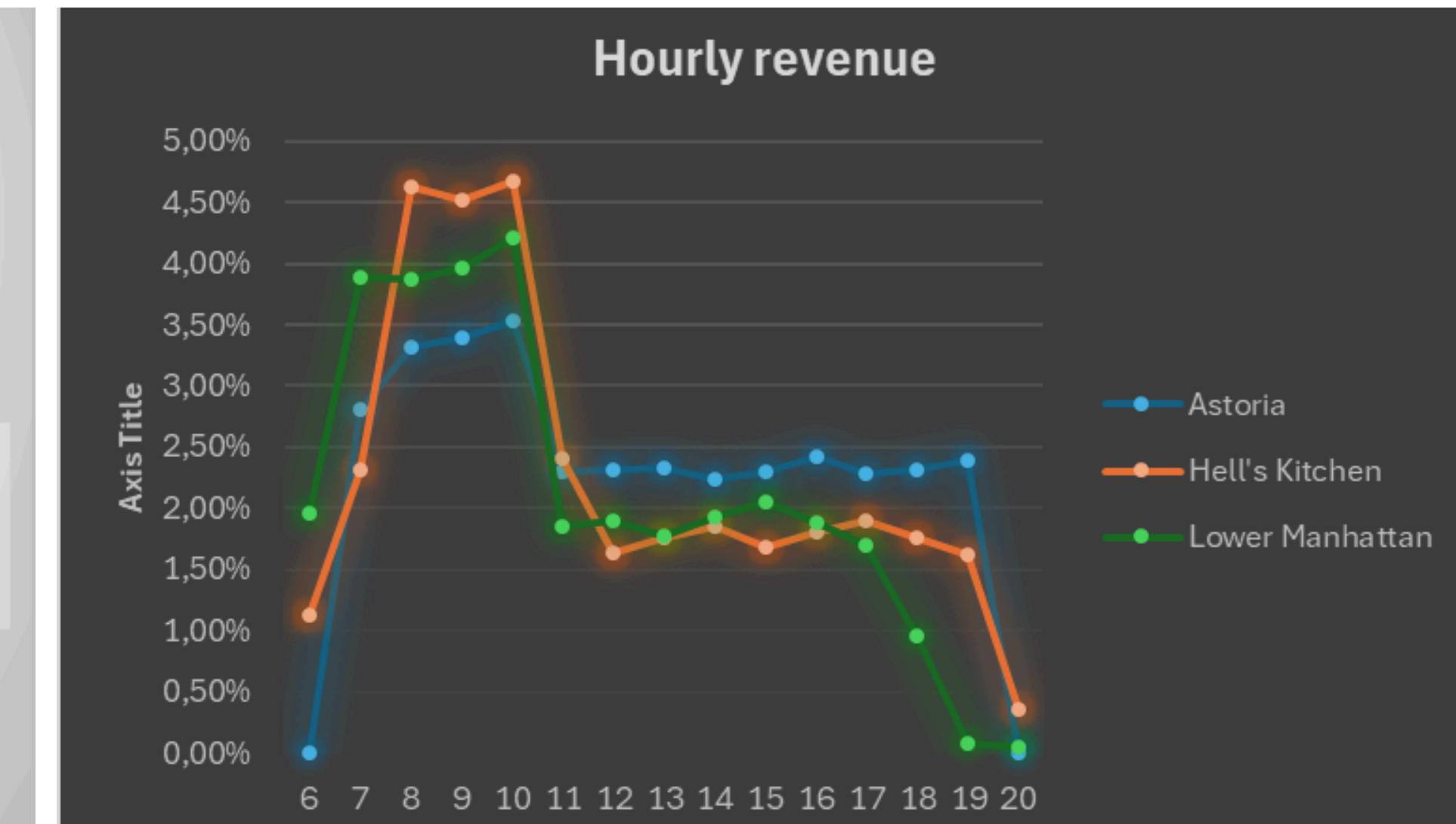
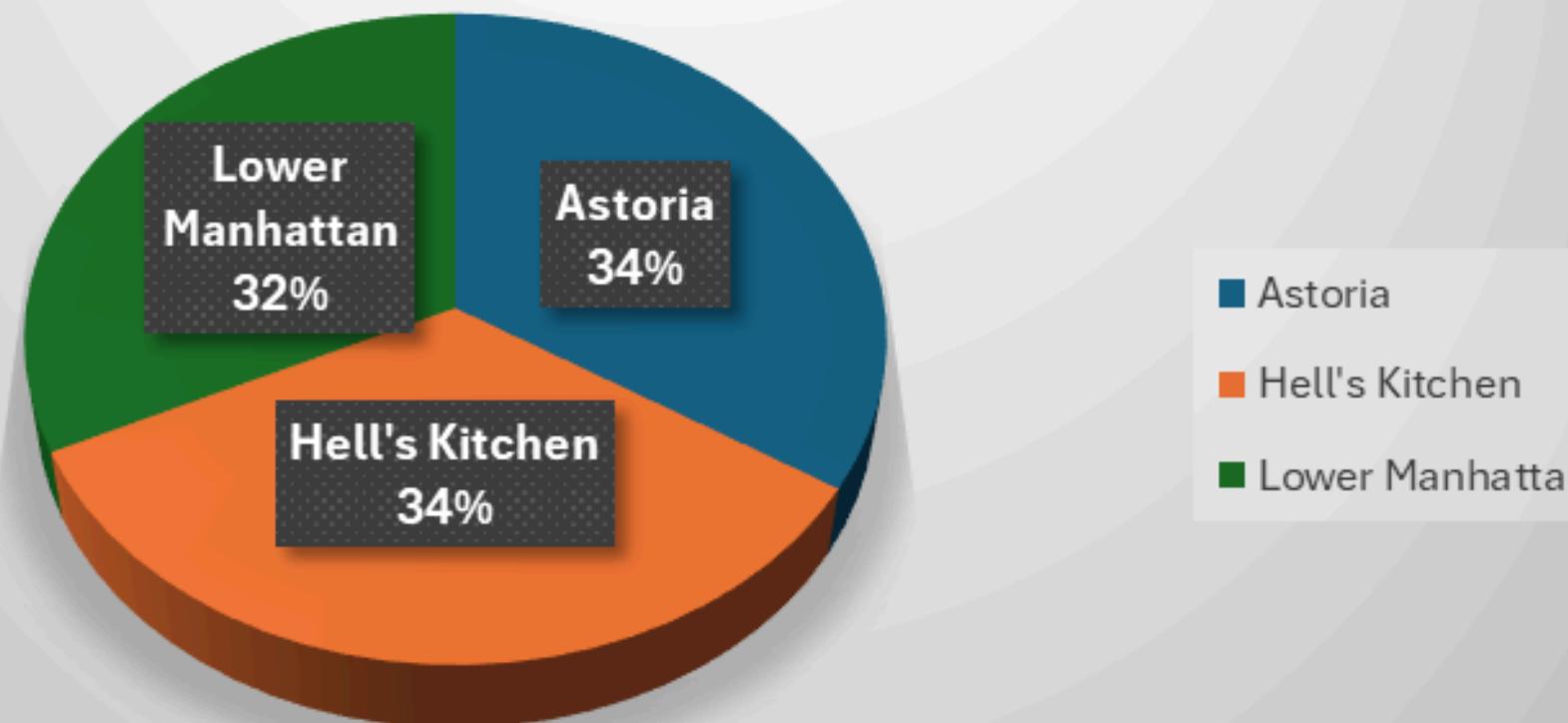
Daily revenue day of week



REVENUE DISTRIBUTION BY STORE LOCATION

THE REVENUE DISTRIBUTION SHOWS A REMARKABLY **BALANCED PERFORMANCE** ACROSS ALL THREE STORES. HOWEVER, THE HOURLY REVENUE CHART REVEALS **DISTINCTLY DIFFERENT CUSTOMER PATTERNS** THROUGHOUT THE DAY FOR EACH LOCATION, WHICH IS A CRITICAL INSIGHT FOR OPERATIONS AND MARKETING.

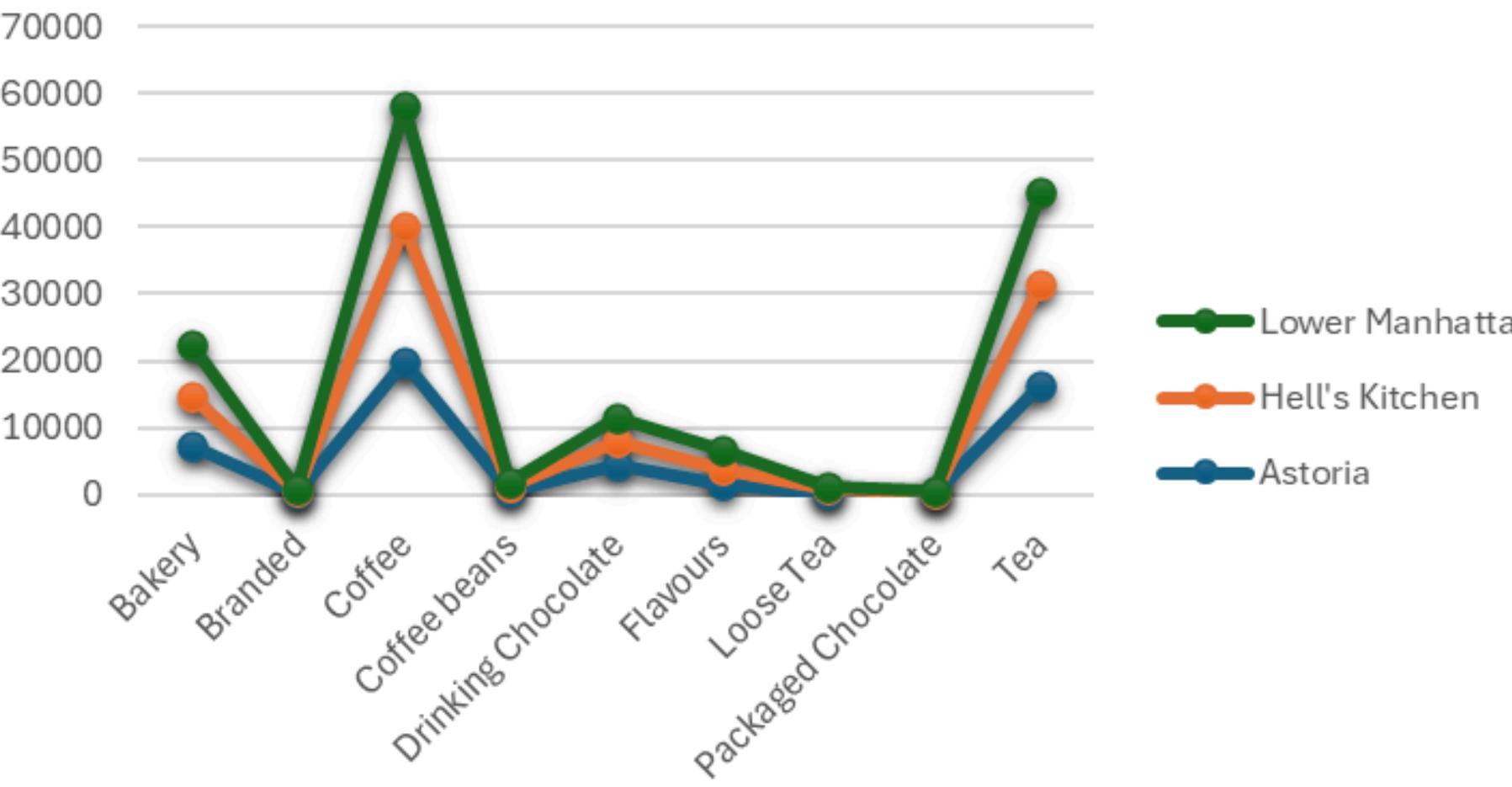
REVENUE DISTRIBUTION BY STORE LOCATION



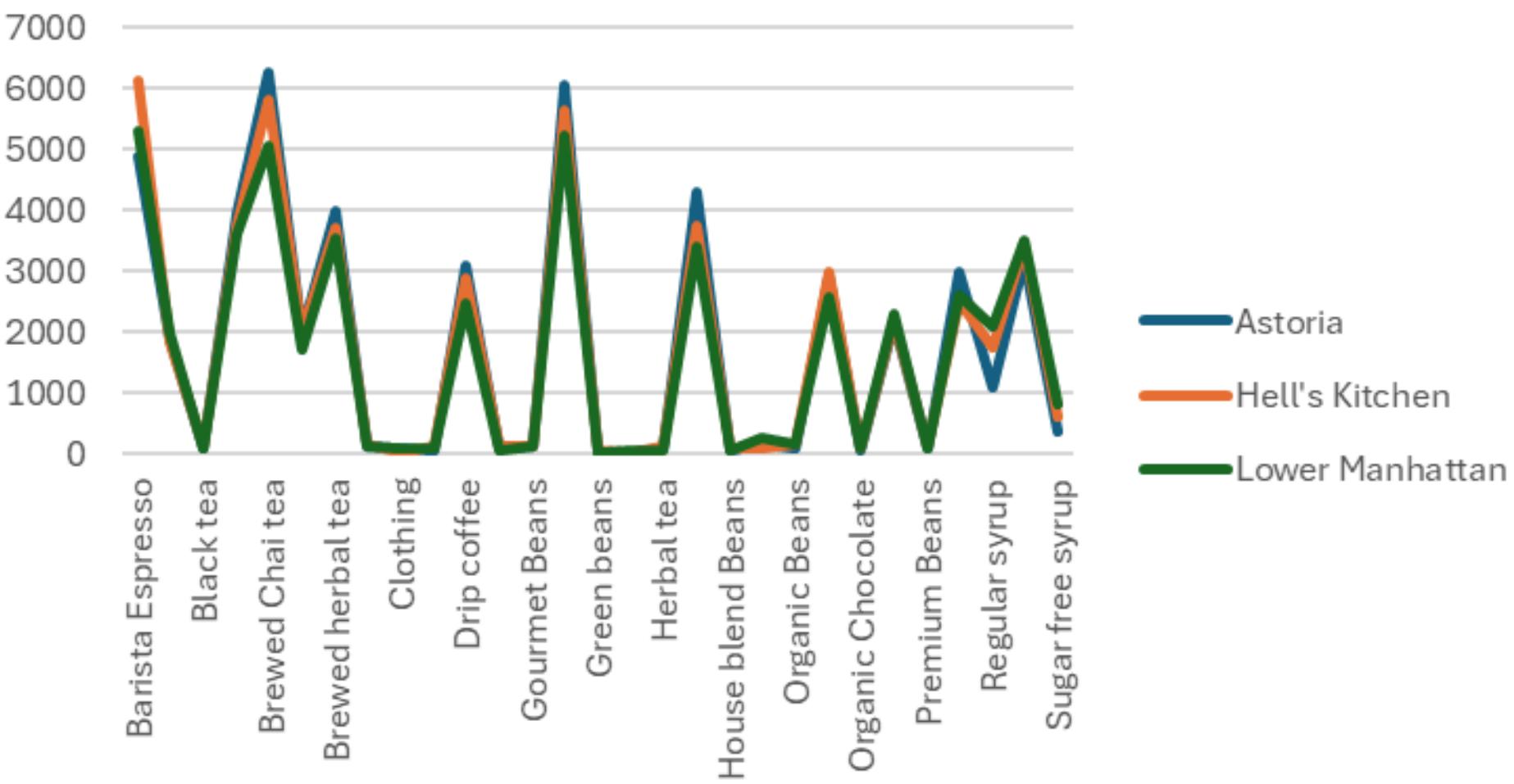
NUMBER OF SALES PER PRODUCT CATEGORY

THE KEY INSIGHT IS A CLEAR DISCREPANCY BETWEEN WHAT SELLS THE MOST AND WHAT GENERATES THE MOST REVENUE. THE STORES HAVE SIMILAR PRODUCT PREFERENCES, BUT ASTORIA IS THE DOMINANT PERFORMER IN HIGH-VALUE CATEGORIES, WHILE LOWER MANHATTAN CONSISTENTLY UNDERPERFORMS.

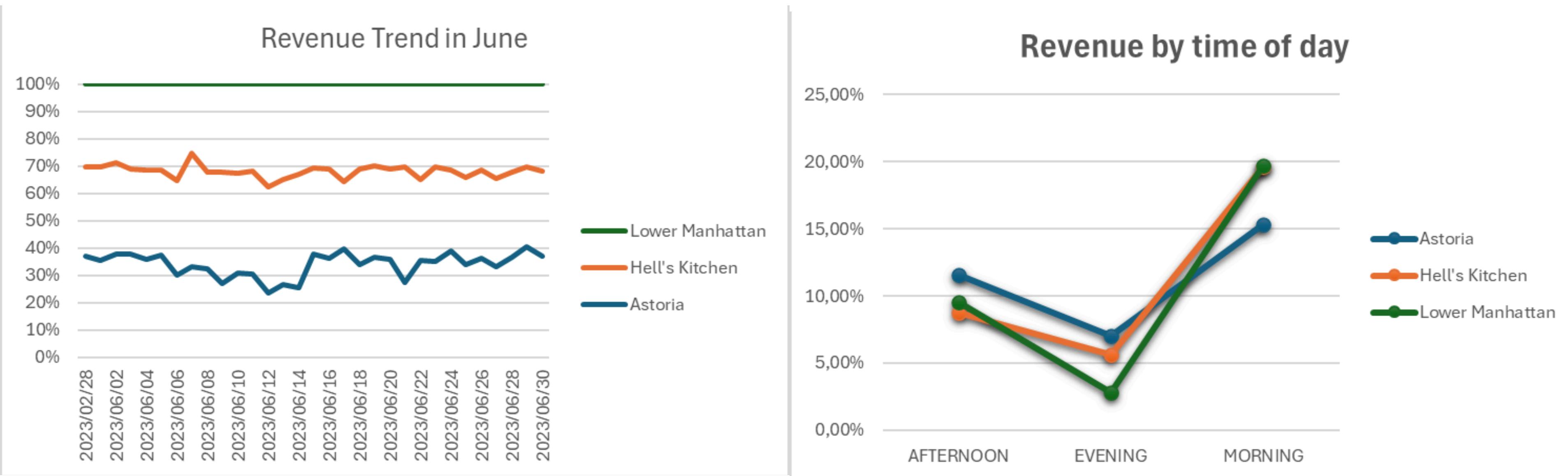
Numbers of sales per product category



Total revenue per product type



REVENUE BY TIME OF DAY AND TREND IN JUNE



THE CHART REVEALS SIGNIFICANT DAILY VOLATILITY AND A CLEAR WEEKEND-DRIVEN PATTERN IN REVENUE FOR ALL STORES DURING THIS PEAK SEASON. WHILE ALL LOCATIONS FOLLOW THE SAME OVERALL PATTERN, ASTORIA CONSISTENTLY OUTPERFORMS THE OTHERS, SHOWING BOTH HIGHER PEAKS AND HIGHER LOWS.

THE CHART REVEALS THAT THE AFTERNOON IS THE MOST IMPORTANT DAYPART FOR OVERALL REVENUE, BUT EACH LOCATION HAS A UNIQUE RELIANCE ON DIFFERENT TIMES OF THE DAY. ASTORIA'S STRENGTH IS IN THE AFTERNOON, HELL'S KITCHEN DOMINATES THE MORNING, AND LOWER MANHATTAN HAS AN UNUSUALLY STRONG EVENING PERFORMANCE.



**THANK
YOU**