

bright coffee

BY SINDISO LANGA



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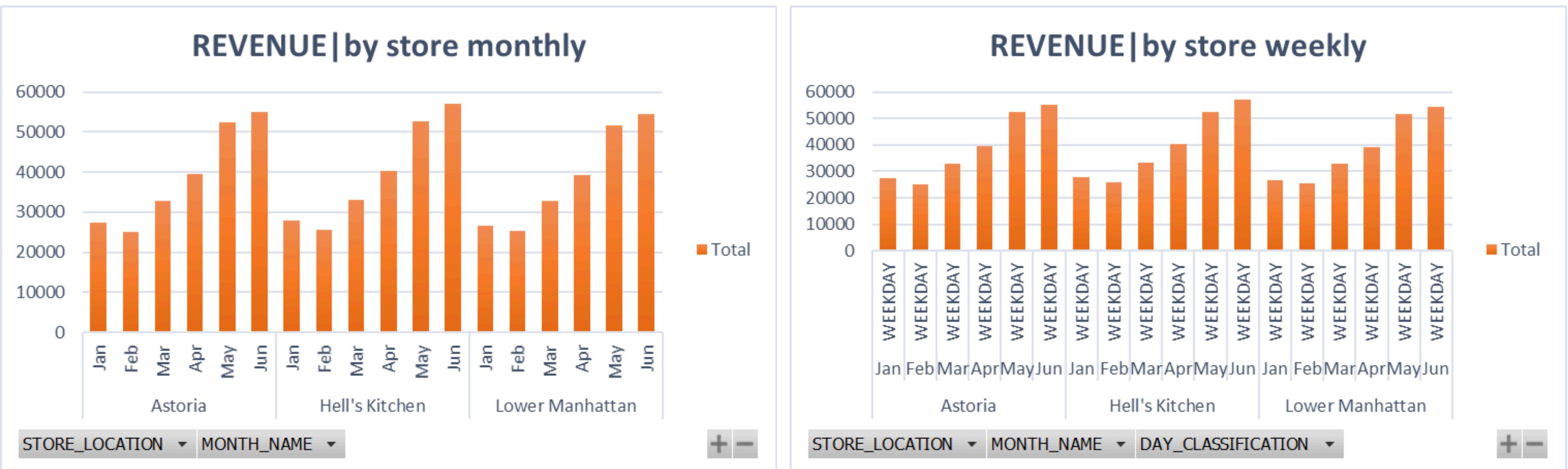
Introduction

- AIM
 - to analyse the performance of sales over 6 months
 - focus on product performance
 - revenue per store
 - marketing strategy & promotions



Revenue by store location

Slide 04

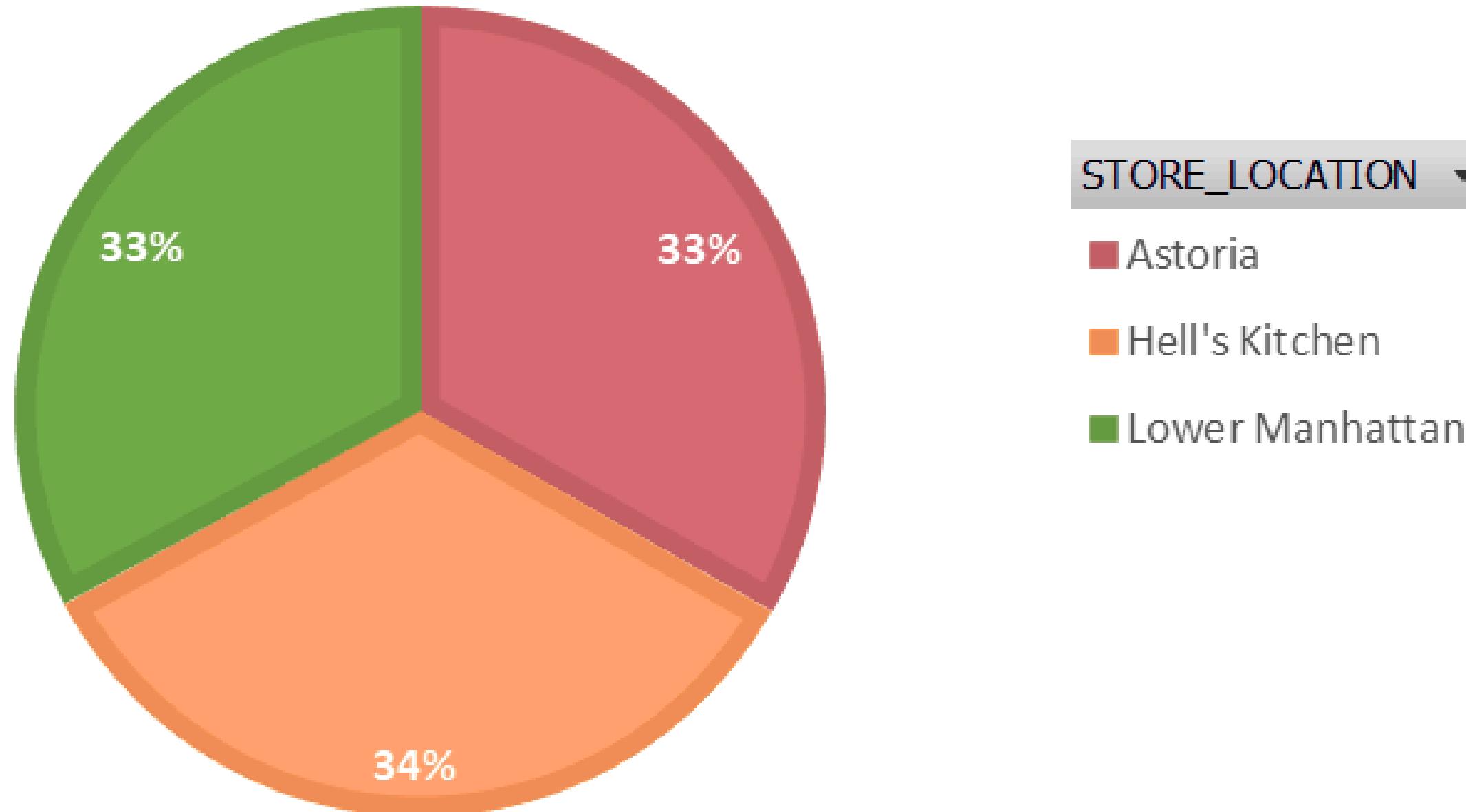


All the shops demonstrated a steady increase in revenue from january to june.

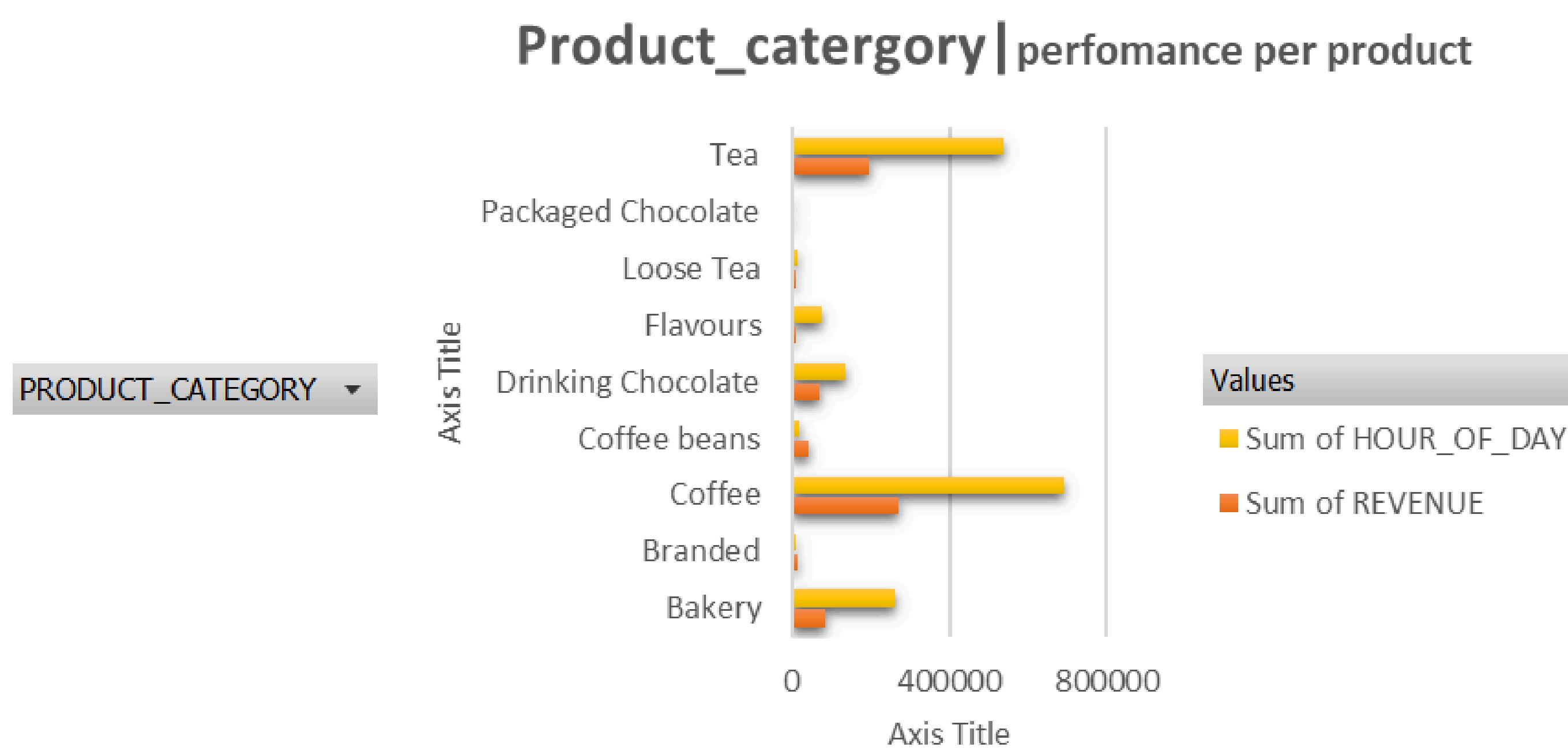
-May and june are the best months in revenue owing to lower temperatures.

-Chilled and icey beverages may be promoted during summer to balance sales.

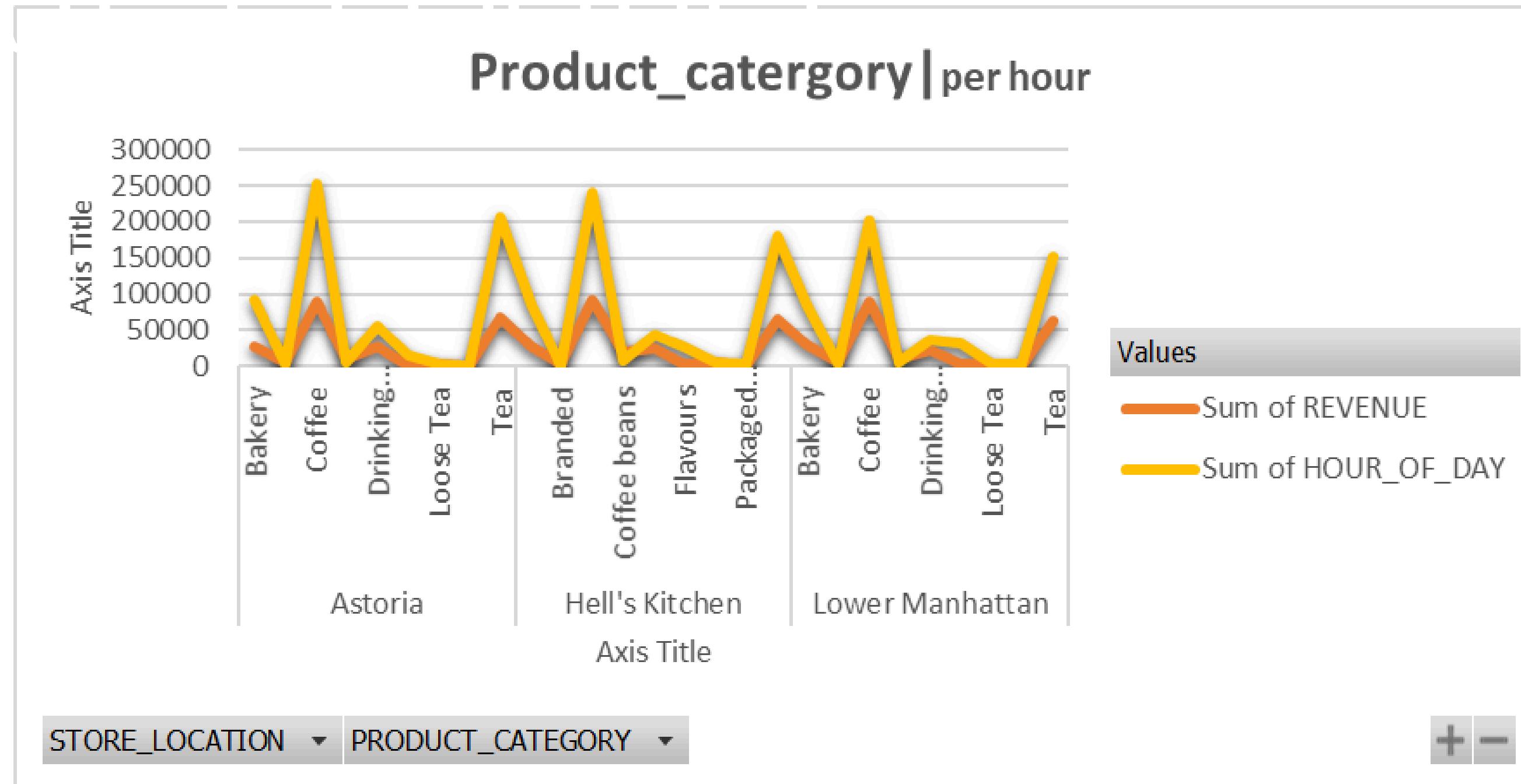
Revenue |by store location



- Hell's kitchen generates more revenue with 34% higher than other shops.
- Astoria and Lower Manhattan contributed a combined 66% from january to june.
- Discounts and promotions may be considered to boost revenue



- Coffee and tea are the most revenue generating products with both contributing more than 60% of sales, while packaged chocolate and branded are the lowest.
- It is recommended that poor selling products be discontinued .



This graph illustrates products comparison by store location per hour.

-Astonia is our busiest ,hell's kitchen second and lower manhattan last.

-All the shops are busy in the morning with sales gradually dropping

Problem statement

- Drop in revenue is due to change in season.
- More than 50% of our products generate low revenue.
- Limited options on the menu.

