

# bright coffee

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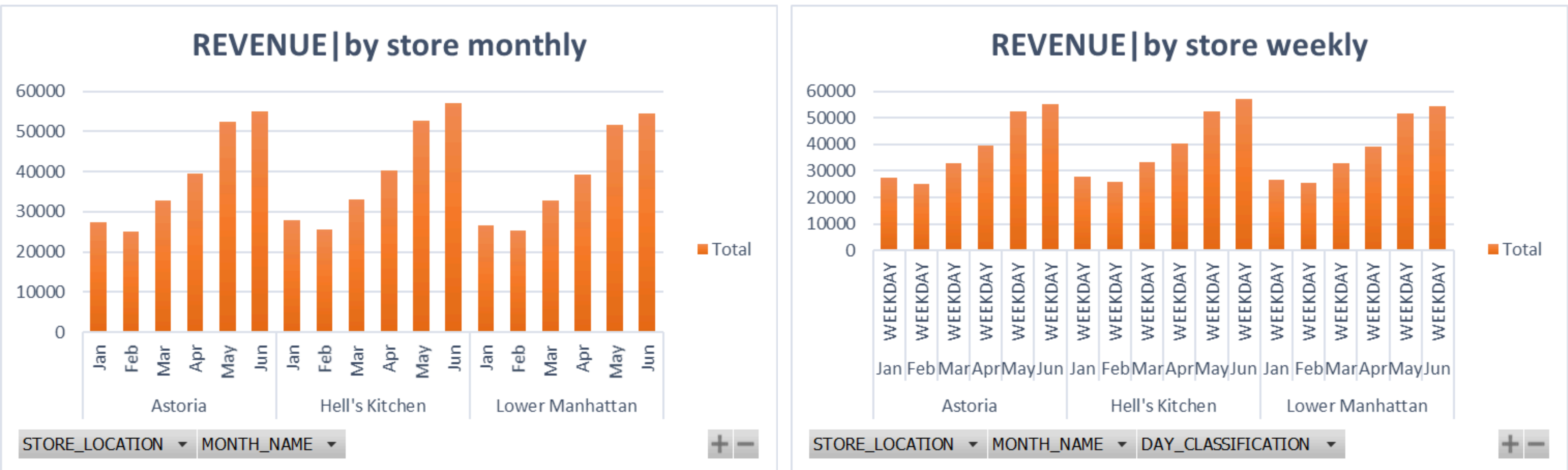


# Introduction

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

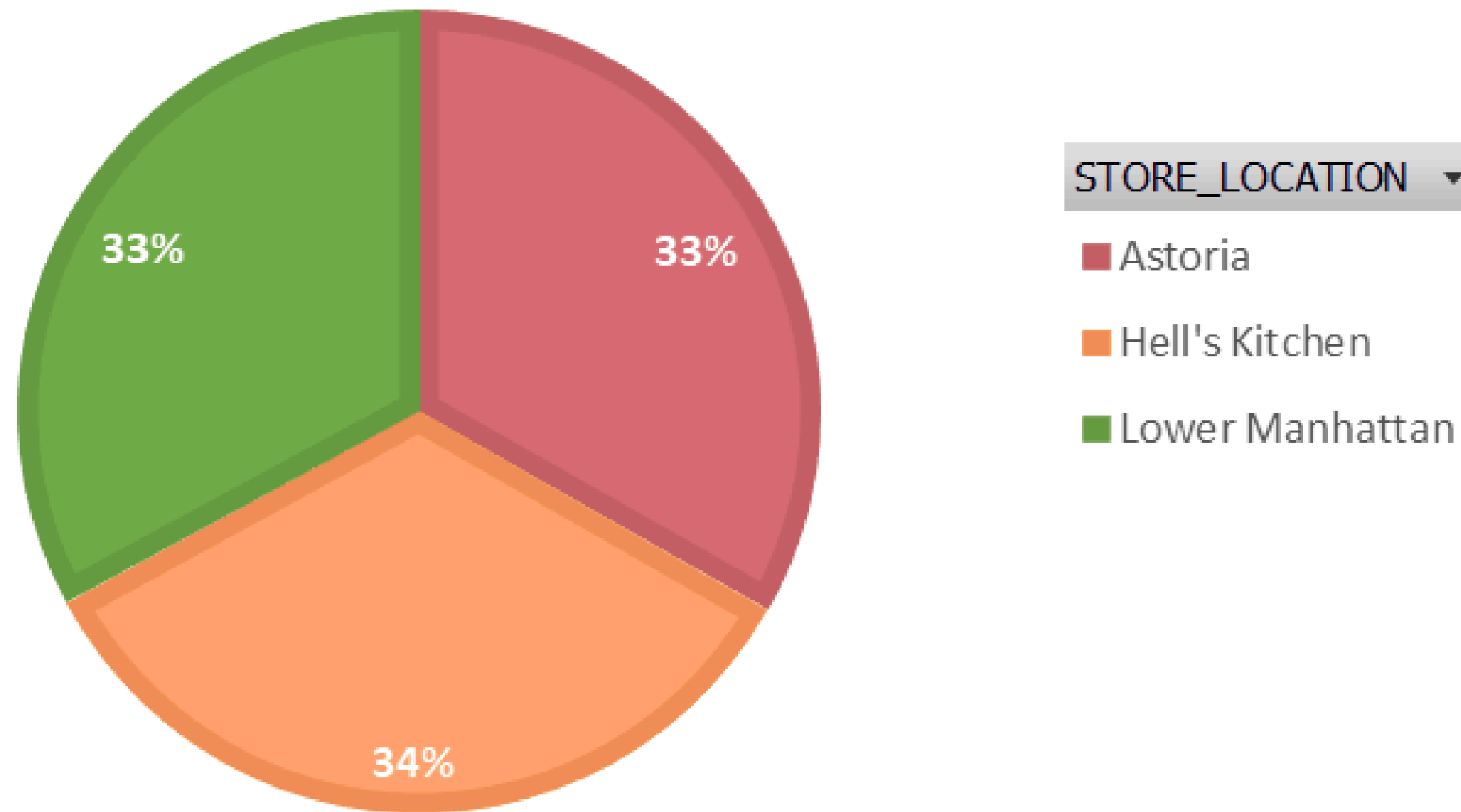


# Revenue by store location

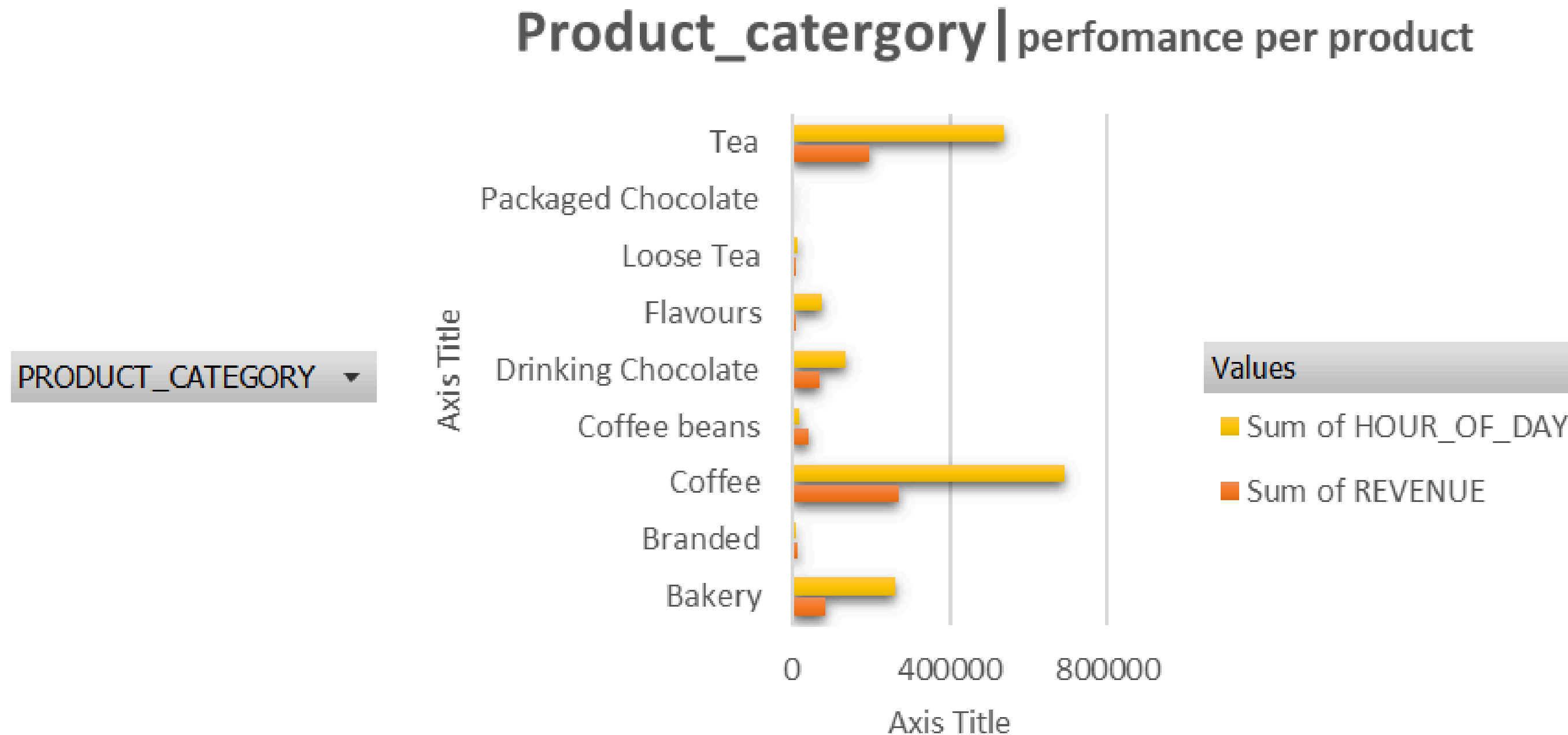


- All the shops demonstrated a steady increase in revenue from january to june.
- May and june are the best months in revenue owing to lower temperatures.
  - Chilled and icy beverages may be promoted during summer to balance sales.

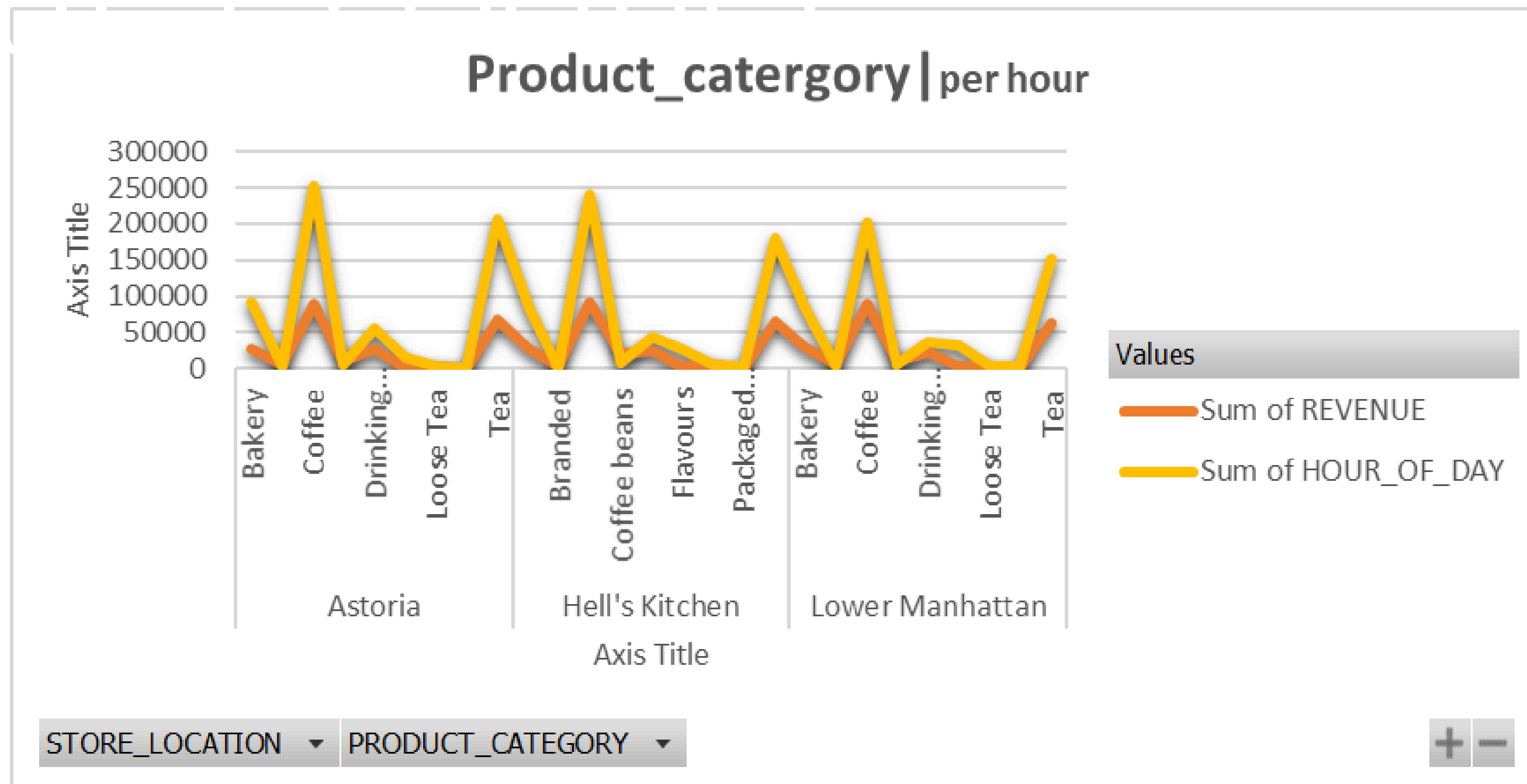
## Revenue |by store location



- 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.

-Astoria 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.

