



**BRIGHT COFFEE SHOP**

**SALES ANALYSIS  
PRESENTATION**

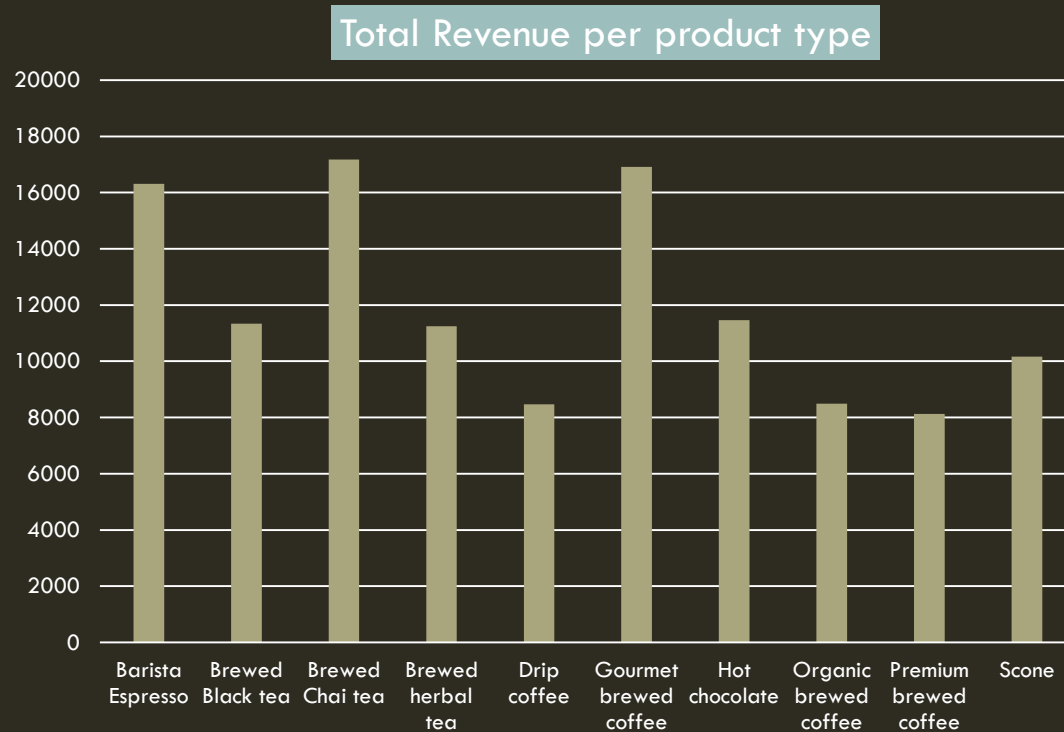
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# REVENUE PER PRODUCT TYPE



Brewed Chai Tea – 15.4%

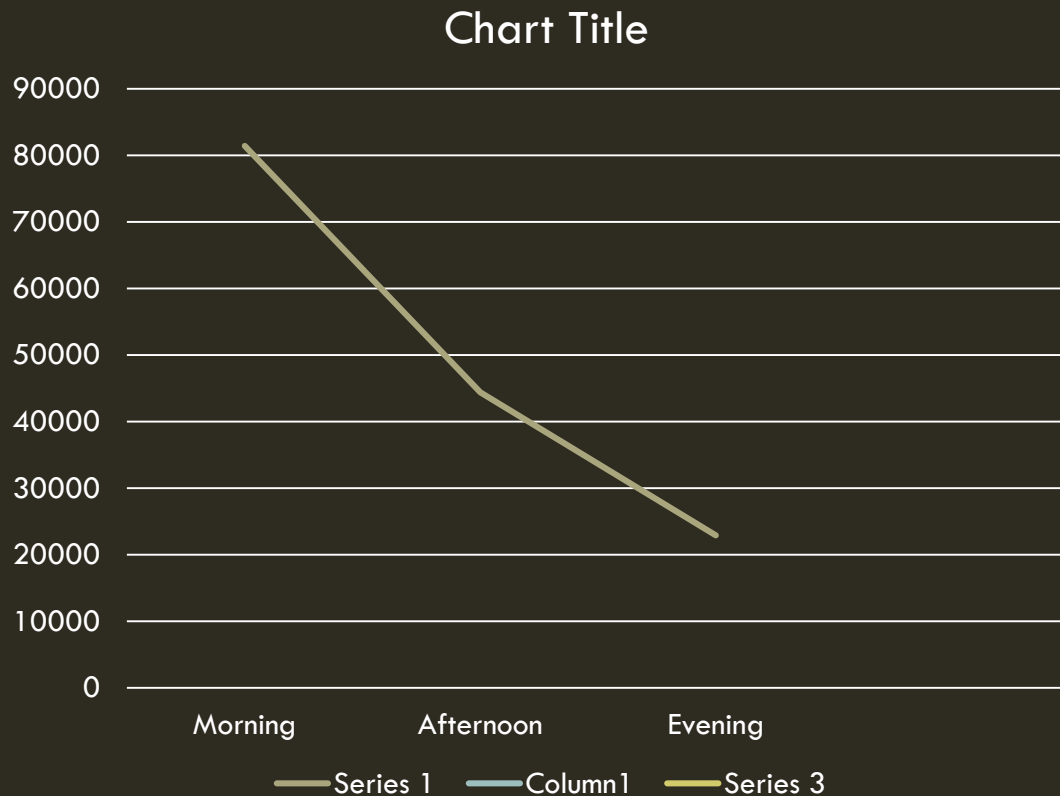
Gourmet Brewed Coffee – 15.2%

Barnstable Espresso – 14.7%

( This are the top revenue earners)



# PEAK SALES BY TIME OF DAY

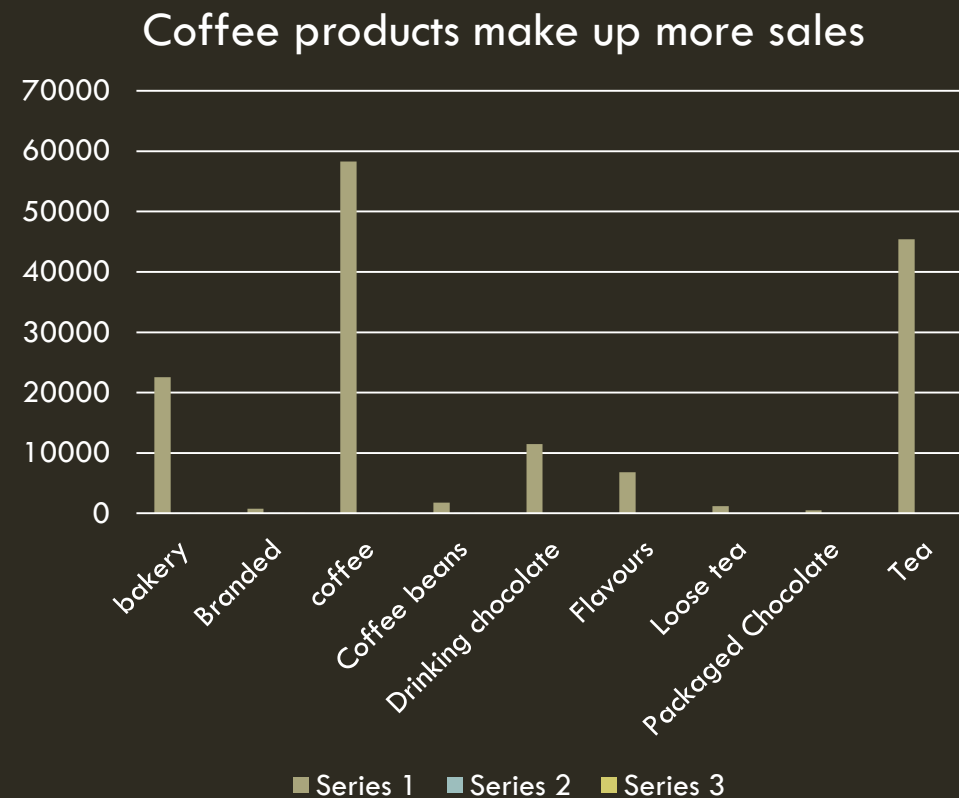


## Sales by Time Bucket

- Morning 6:00:00-11:00:00 shows highest sales
- Afternoon picks up a little better
- Evening stable but lower



# QTY OF ITEMS SOLD BY PRODUCT CATEGORY



# BEST SELLING PRODUCT

## TOP FIVE BEST SELLING PRODUCT

- Earl Grey Rg
- Morning Sunrise Chai Rg
- Dark Chocolate Lg
- Columbian Medium Reast Rg
- Latte



# RECOMMENDATION FOR IMPROVEMENTS

- Introduce breakfast combo deal to boost morning sales
- Introduce loyalty rewards for frequent clients
- To increase afternoon sales, add seasonal drink flavours
- Research on marketing campaign





A top-down view of a white ceramic cup filled with coffee and latte art, sitting on a matching saucer. A silver spoon rests on the saucer. The entire set is placed on a rustic, dark brown wooden table. The text "THANK YOU" is overlaid in a bold, blue, sans-serif font.

**THANK YOU**



A blurred background of a cafe interior. On the right, a blue door is visible with a silver chain hanging from it, attached to a dark sign that reads "OPEN" in white, hand-drawn letters. The background shows warm, golden light and out-of-focus figures of people.

OPEN