

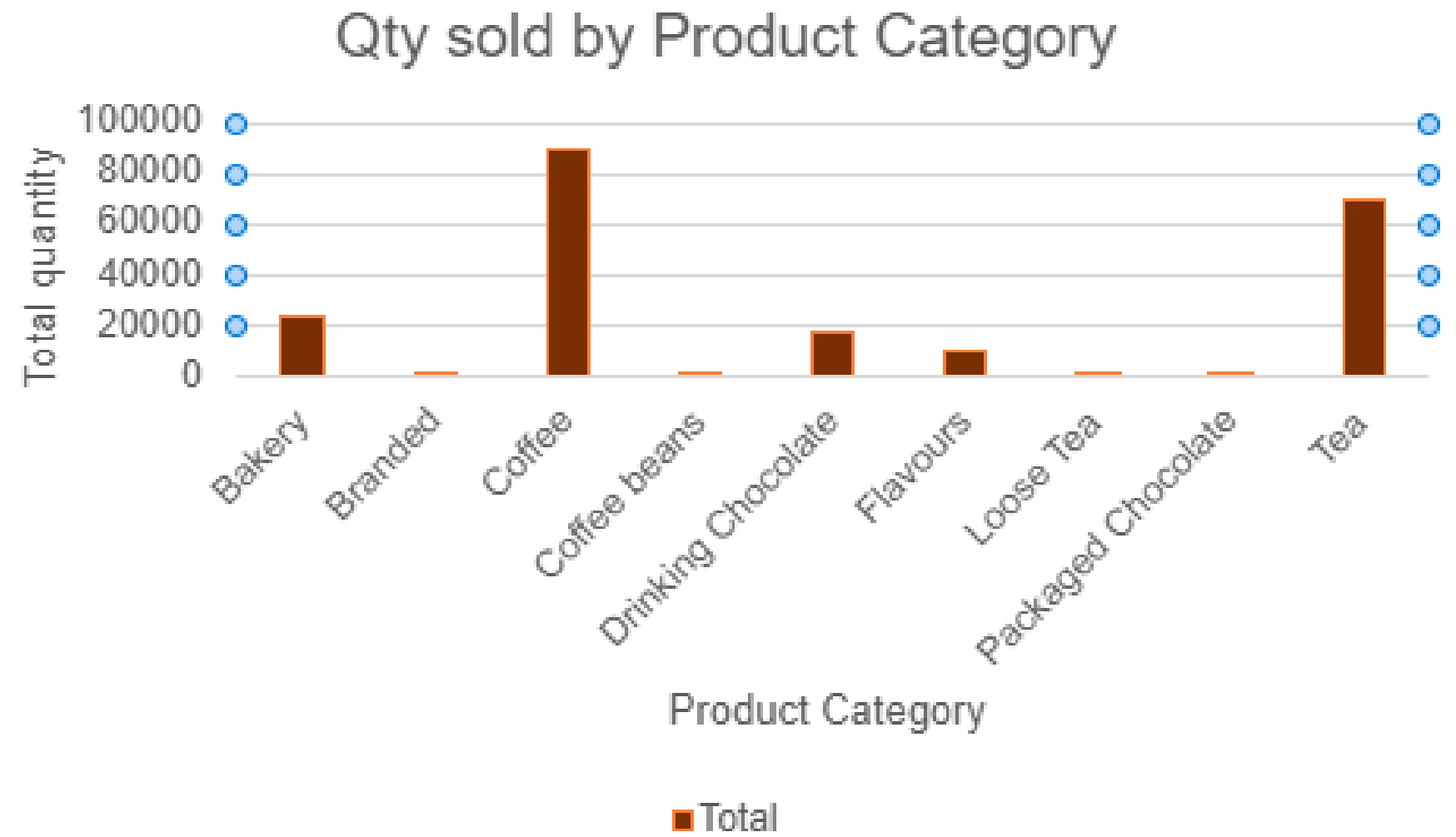
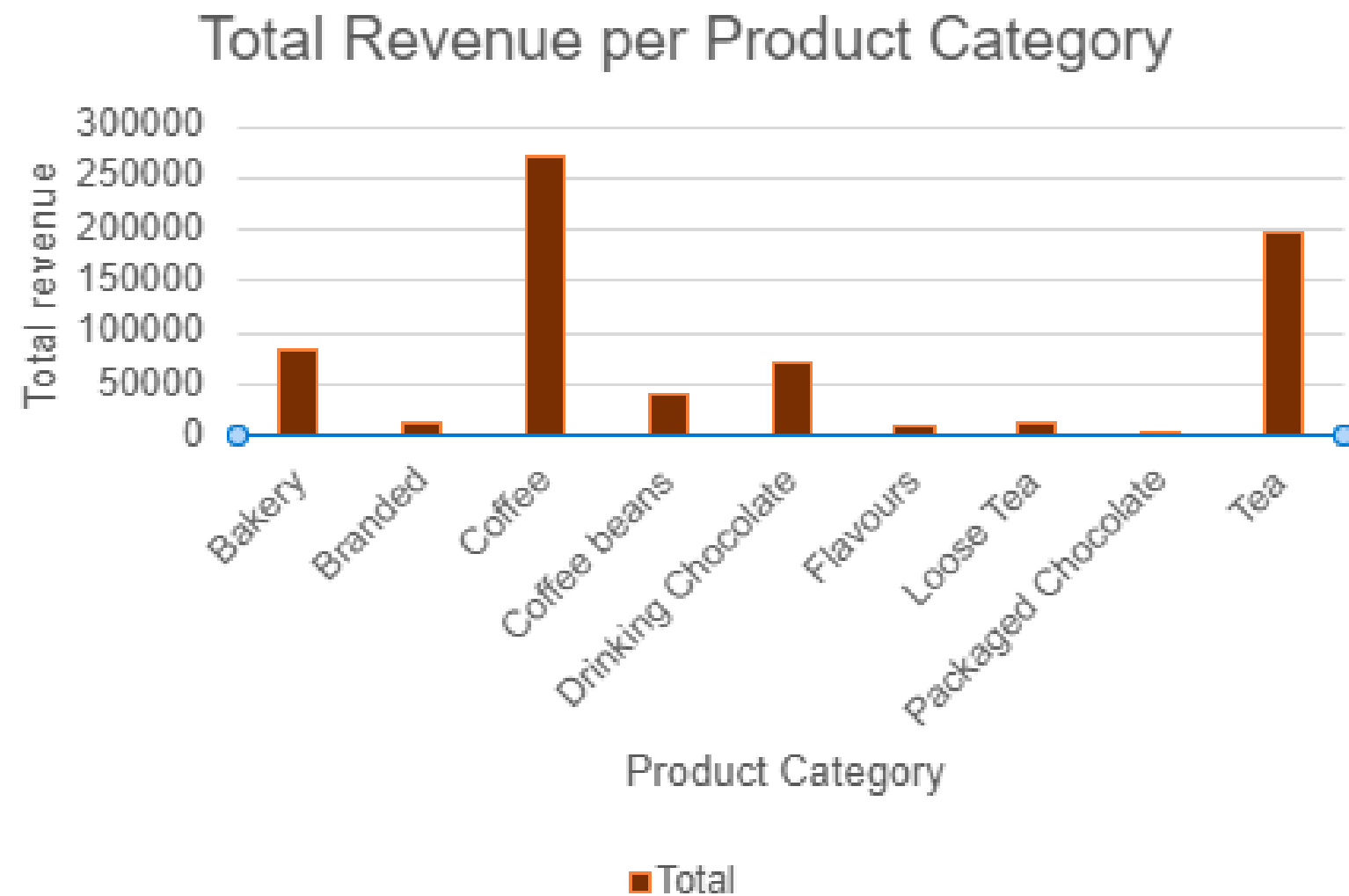


Sales Report Presentation
by: Thato Mogane

Transformed Data

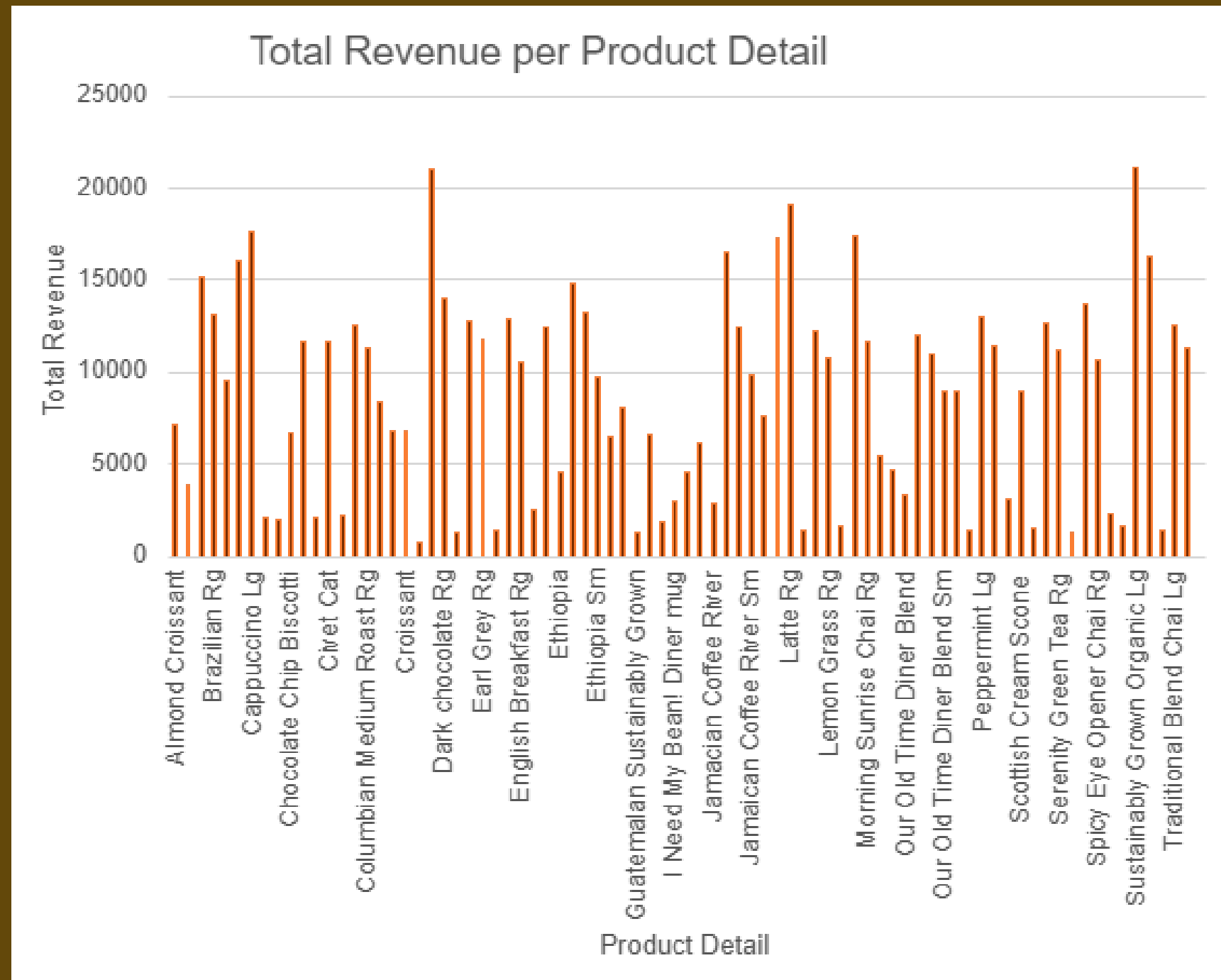
The following graphs are made of information from pivot tables and I will use them to demonstrate my analysis of the previous data.

Product Category



Coffee is the best selling product category sold at the store.
Packaged Chocolate is the product category making the least sales.
The revenue and quantity sold reflect this in the same way.

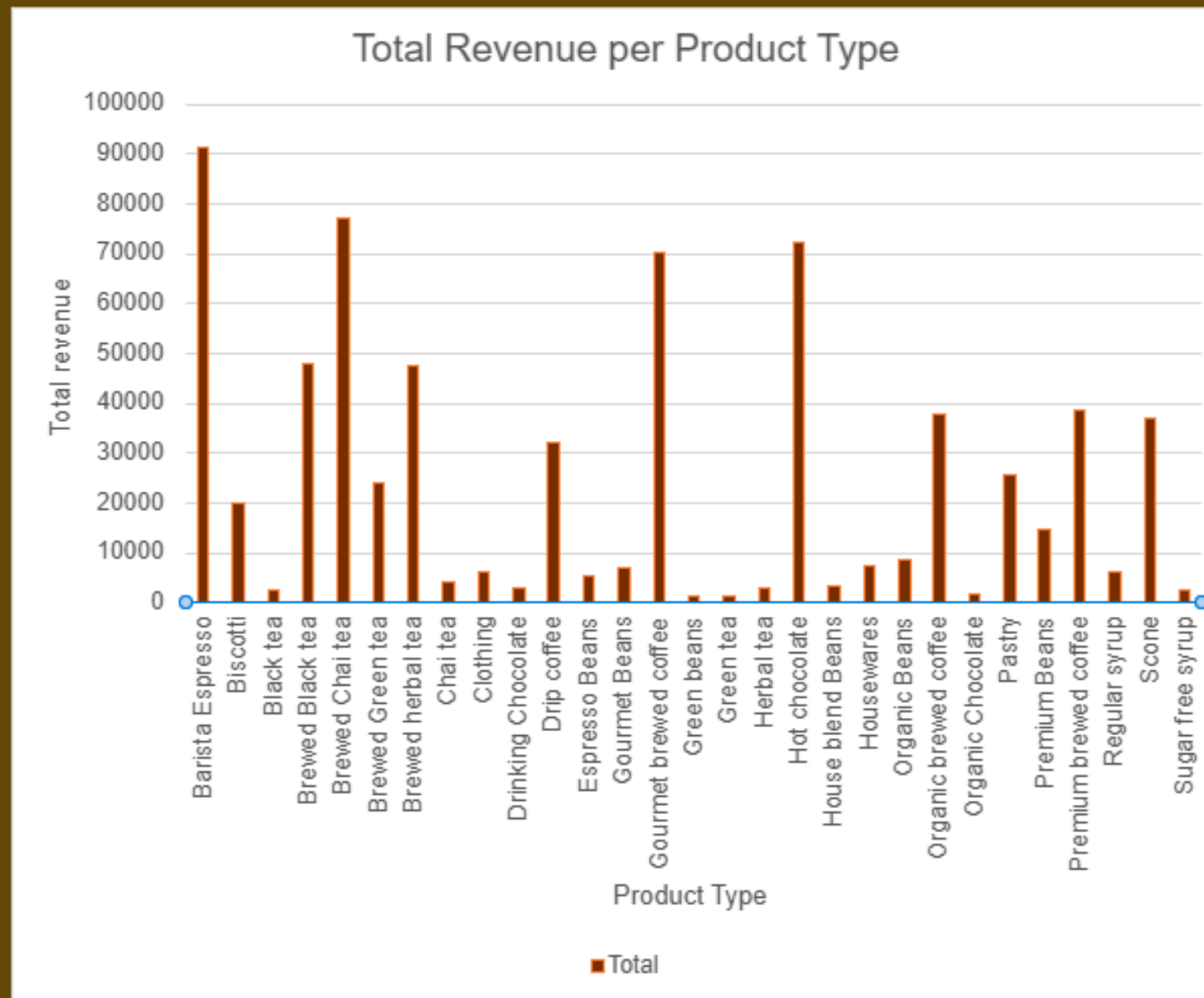
Product Detail



The product detail refers to the brand type used for the product.

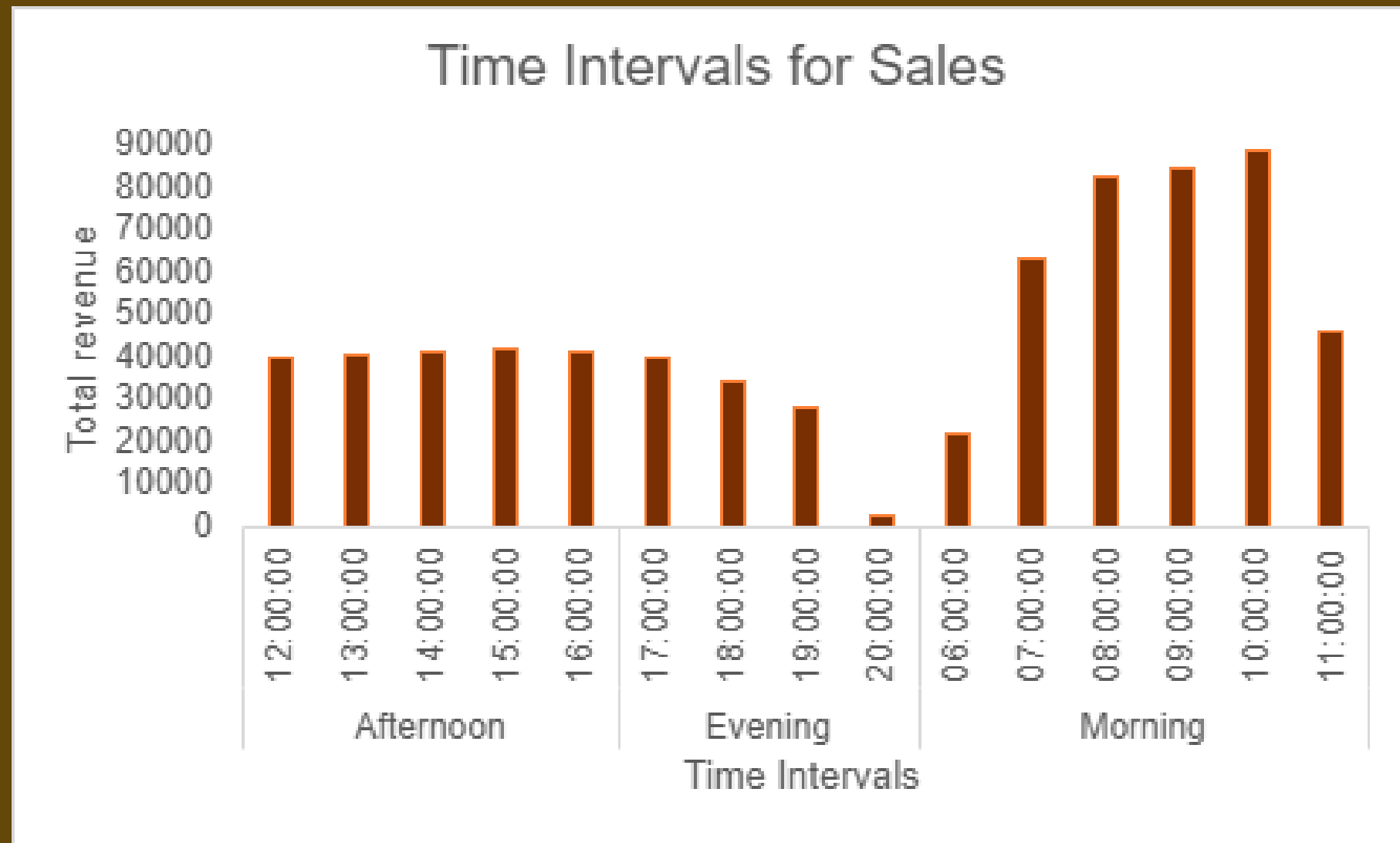
The most popular is Sustainably Grown Organic Lg and Dark ChocolateLg

Product Type

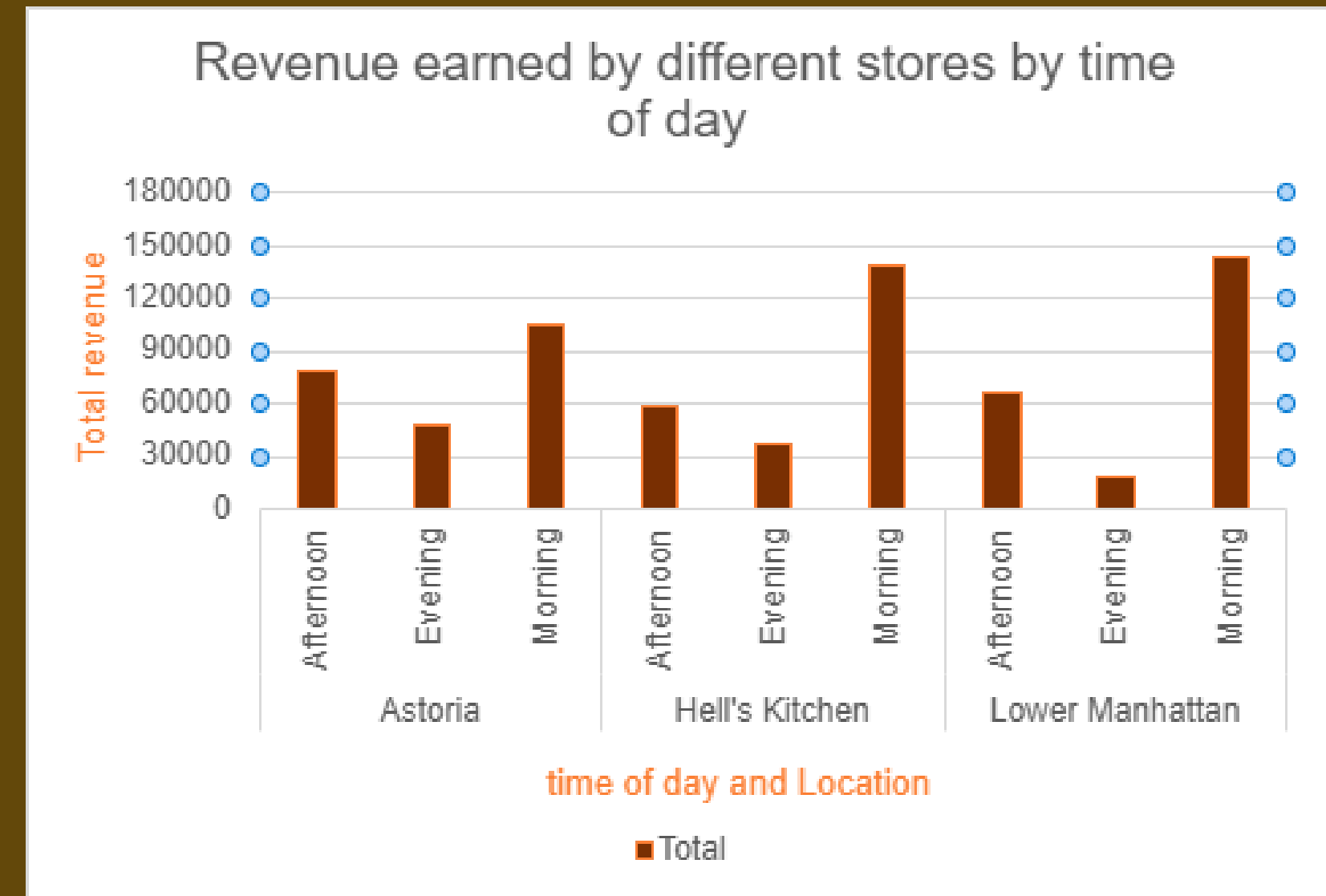


Barista Espresso Is the best selling type at over 90000 and Sugar Free Syrup the worst at little over 2000

Time intervals



The times that make the best sales are between 07H00 and 10H00. 20H00 has the lowest sales compared to other hours



Hell's kitchen is the store that sell the most at all times. It's peak time is the morning as is the other two stores.

Marketing

The time that bring the least amount of money is 20H00. This is the time when most people are at home preparing for bed and most people don't coffee at this time.

We need to choose a drink that helps sleep and promote good health for the insomniacs. The best would be tea in summer and hot chocolate in winter.

We need to give a small freebee like free flavouring hour between 07H00 and 08H00.

Promoting Badly performing product

Giving out free flavourings for an hour on some weeks of some months makes it so more people are exposed to it and it can make better sales.

Give out surprise Packaged Chocolates when selling coffee so that it can share some of the spotlight and be better known by customers of the best selling product

Loyalty Programs

The free chocolates should be given to mostly to customers on the loyalty program. This is encourage people that are not on it to join and make sure the ones on it never want to leave.

Have stores in different locations compete about where the most 'loyalty chocolates' pop up like a game to keep both the stuff and consumers in suspense.

What to stock more on

Stock more Sustainably Grown Organic
Lg and Dark Chocolate Lg. These two
products are most liked by customers.

Thank YOU
&
GOODBYE!