

# Bright Coffee Shop

## SALES ANALYSIS





# Table of Contents

3 AND 4. Sales  
Trend

5 REVENUE BY  
STORE LOCATION  
AND MONTHS

6. TOTAL  
SALES

7. REVENUE BY  
STORE LOCATION

8. REVENUE PER  
STORE PER TIME

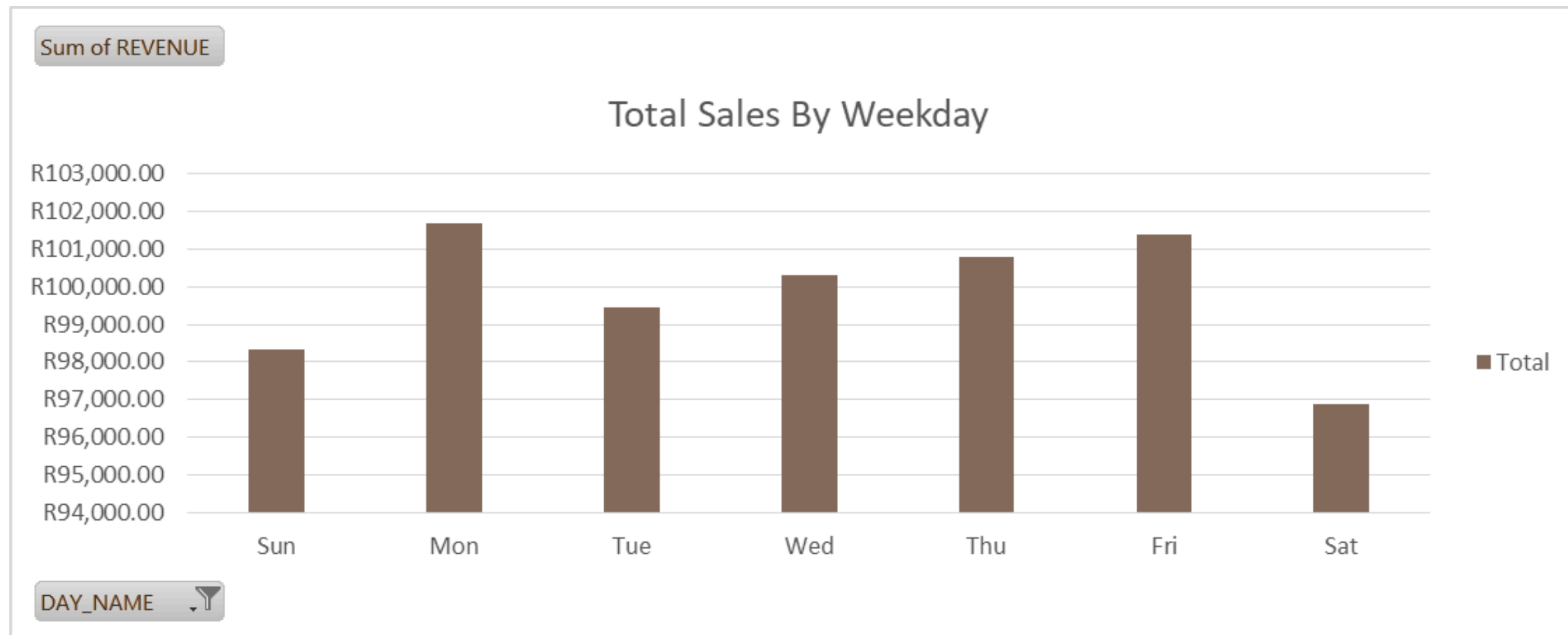
9. REVENUE BY THE  
HOUR OF DAY

10. RECOMMENDATIONS

11. THANK YOU

# SALES TREND

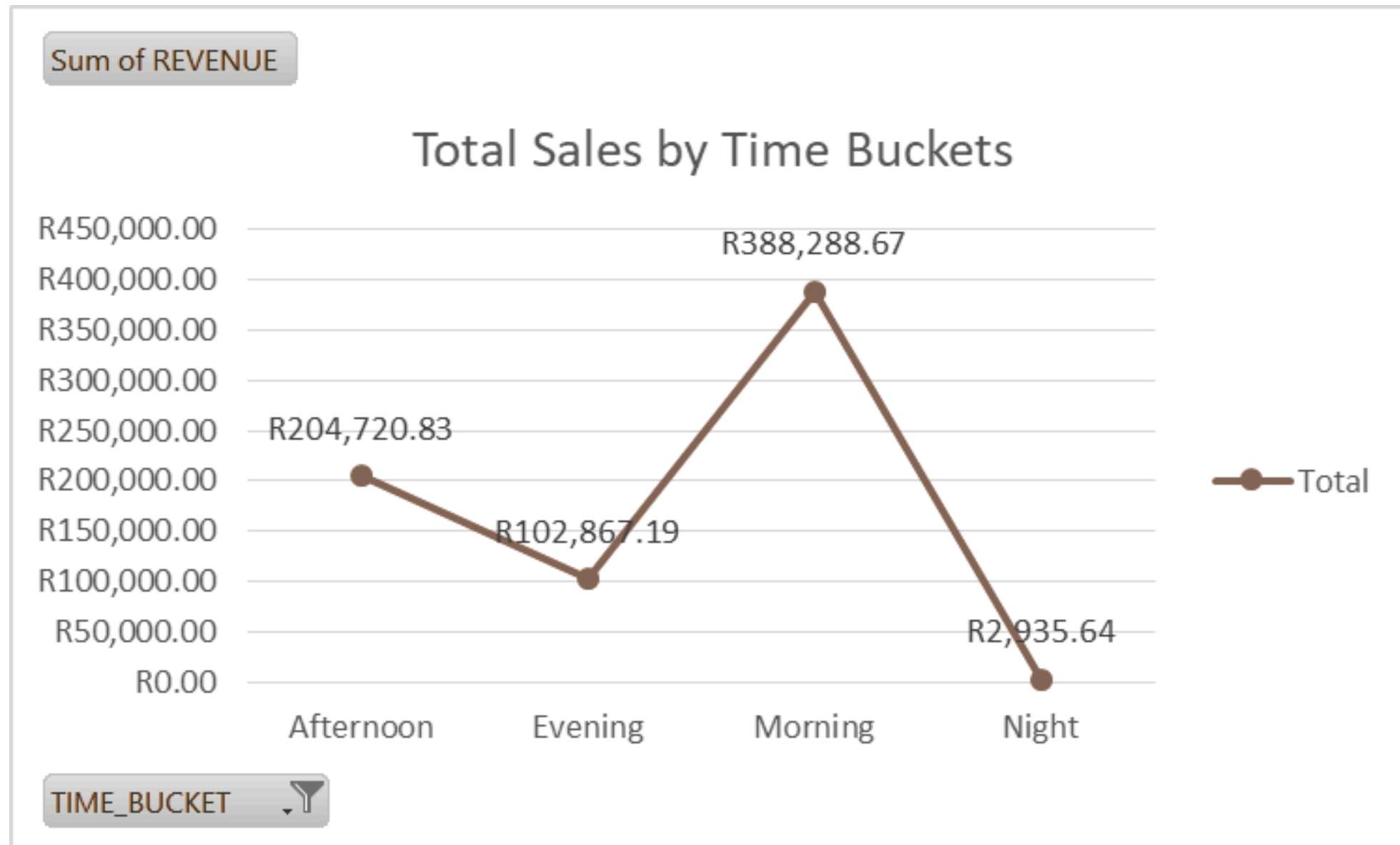
Slide 03



- On Mondays that's when the shop sells the most
- Sales stay almost the same from Tuesday to Friday.
  - On Saturday and Sunday there is reduced sales.

# SALES TREND

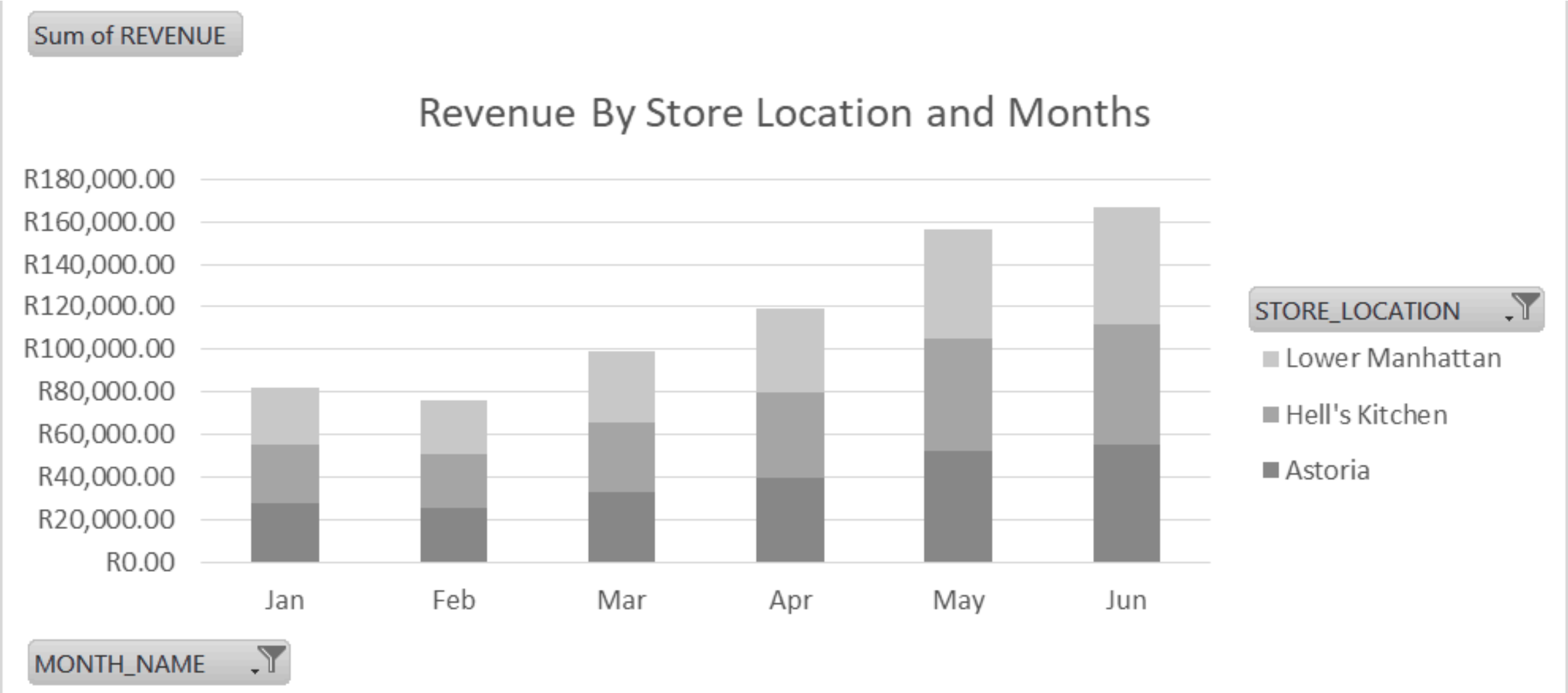
Slide 04



The most coffee is sold in the morning

- Afternoon and Evening sales are steady but lower than the morning peaks .
- During the night there is minimal sales

# REVENUE BY STORE LOCATION AND MONTHS



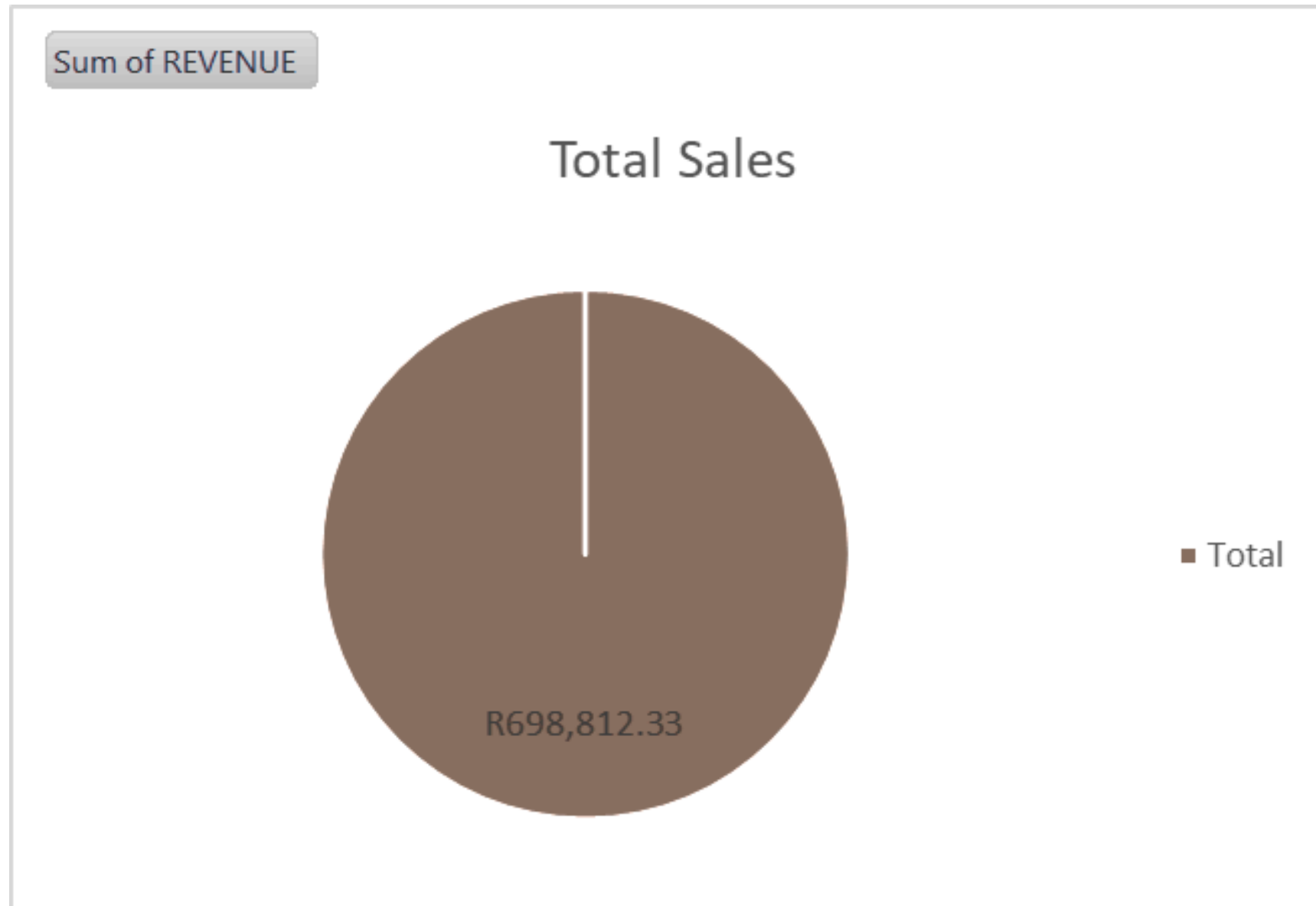
May and June are the months with the highest revenue

- Revenue increases from january to june showing postive sales.



# TOTAL SALES

Slide 06

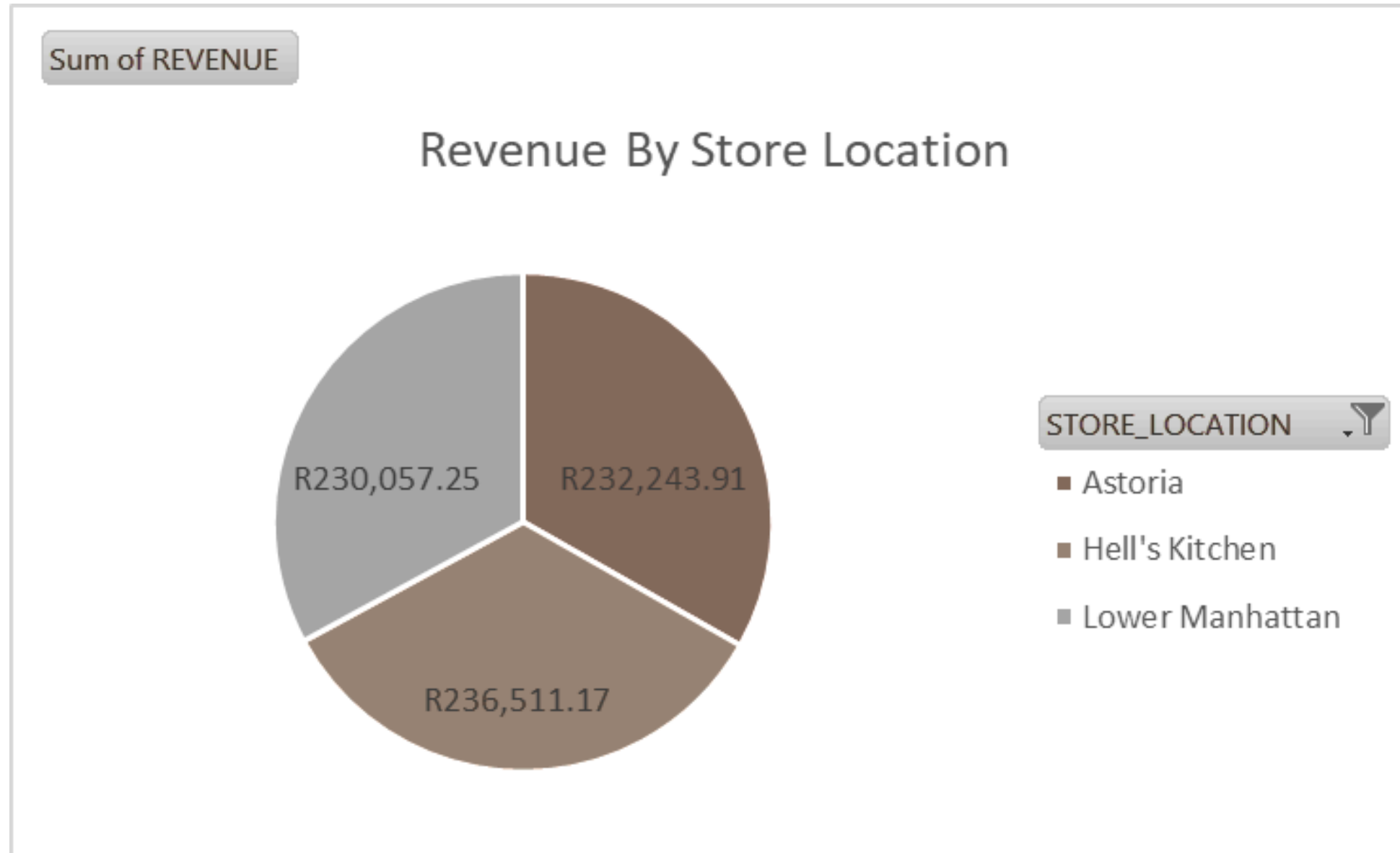


On The above we are showing the total amount of sales generated by the coffee shop

- The coffee shop generated approximately R698,812.33

# REVENUE BY STORE LOCATION

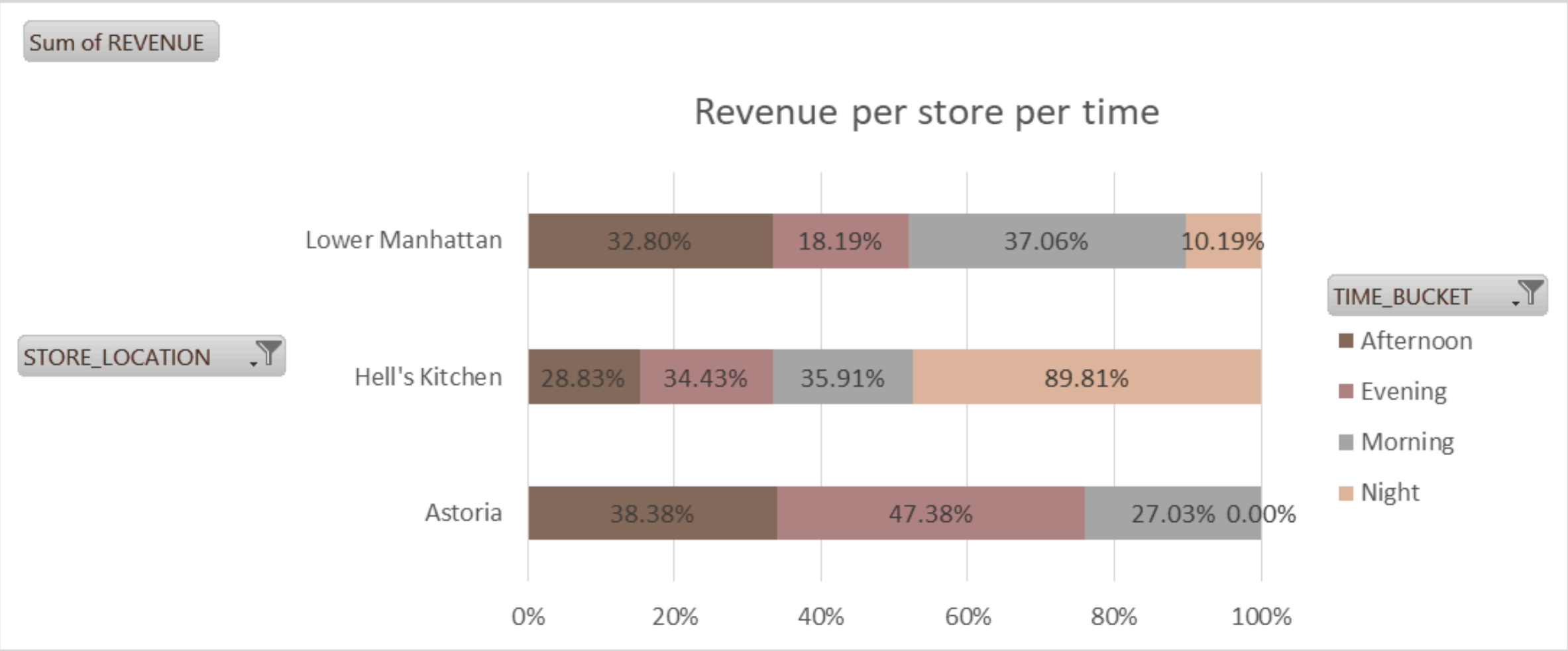
Slide 07



Revenue amongst the three stores are close but there is a store(Hell's Kitchen) is leading

- the store that sold the most is Hell's kitchen

# REVENUE PER STORE PER TIME

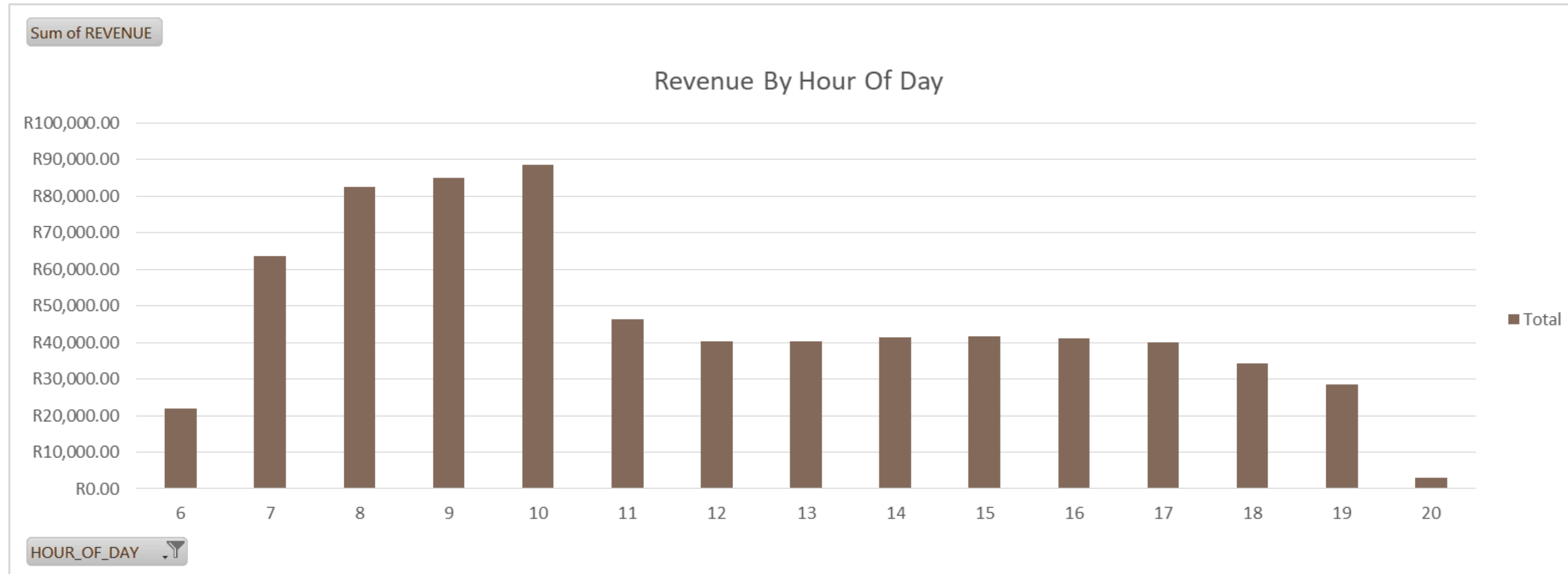


- All the store locations make the most sales in the morning.
- Hell's kitchen shows nearly 90% of its revenue from mornings.
  - Lower Manhattan and Astoria have more sales in the afternoon and evening



# REVENUE BY THE HOUR OF DAY

Slide 09



The hour of the day that sold the most is 10 which is the morning

- After 6PM there is minimal sales
- After 11AM the sales decline a bit and stabilize in the afternoon

## RECOMMENDATIONS

Slide 10

DURING THE  
WEEKENDS THEY  
SHOULD TRY  
IMPLEMENT  
DISCOUNTS  
BECAUSE DURING  
WEEKENDS THE  
SALES ARE DOWN

AND ALSO THEY  
SHOULD TRY  
ADDING NEW  
FLAVORS IN THE  
AFTERNOON AND IN  
THE EVENING

THEY SHOULD ALSO  
TRY TO CAPITALIZE  
ON DAYS OR WEEKS  
WHERE THE SALES  
ARE HIGH AND  
IMPLEMENT  
DISCOUNTS AND  
ALSO SPECIALS

THEY CAN TRY RUNNING  
REGULAR TESTS TO KEEP  
THE STANDARDS HIGH . AND  
THEY COULD TRY ADDING  
SIGNATURE DRINKS



THANK YOU

THEODORAS NHLAYISO  
MASINGE

