BRIGHT COFFEE

WHERE EVERY CUP IS A STORY

Presented by Hernie Ngwana

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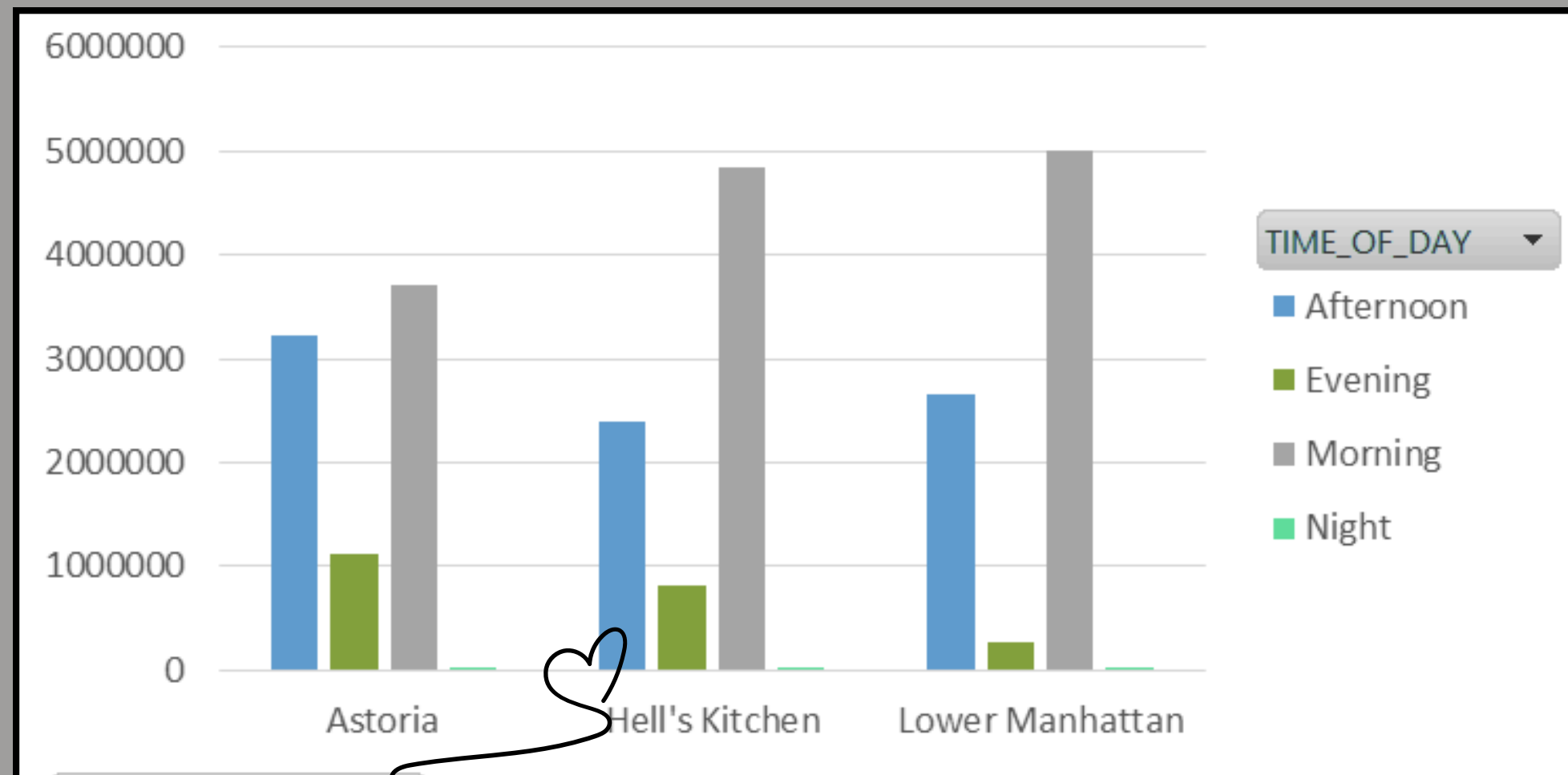
store that generates most revenue

- Hell's Kitchen is the top-performing in terms of revenue, indicating stronger customer demand or higher transactional value compared to other branches.

Time of the day the stores perform the best

- Lower Manhattan generates the highest overall revenue, largely driven by a high of morning sales, suggesting strong commuter traffic or early demand in that area. In contrast, Astoria leads in afternoon revenue, indicating a shift in customer activity in that day-possibly due to local crowds or residential customer patterns.

Product type that sells the most

- The strong sales performance of Barista Espresso suggests a high consumer preference for rich, concentrated coffee options, likely driven by demand for quality and convenience. Herbal Tea securing the second spot indicates a growing interest in health-conscious and wellness-focused beverages, possibly influenced by trends in mindful consumption and relaxation benefits. Meanwhile, Premium Beans ranking third implies that, while there's an audience for high-end coffee products, buyers might be opting for espresso-based drinks over investing in premium beans for home brewing.
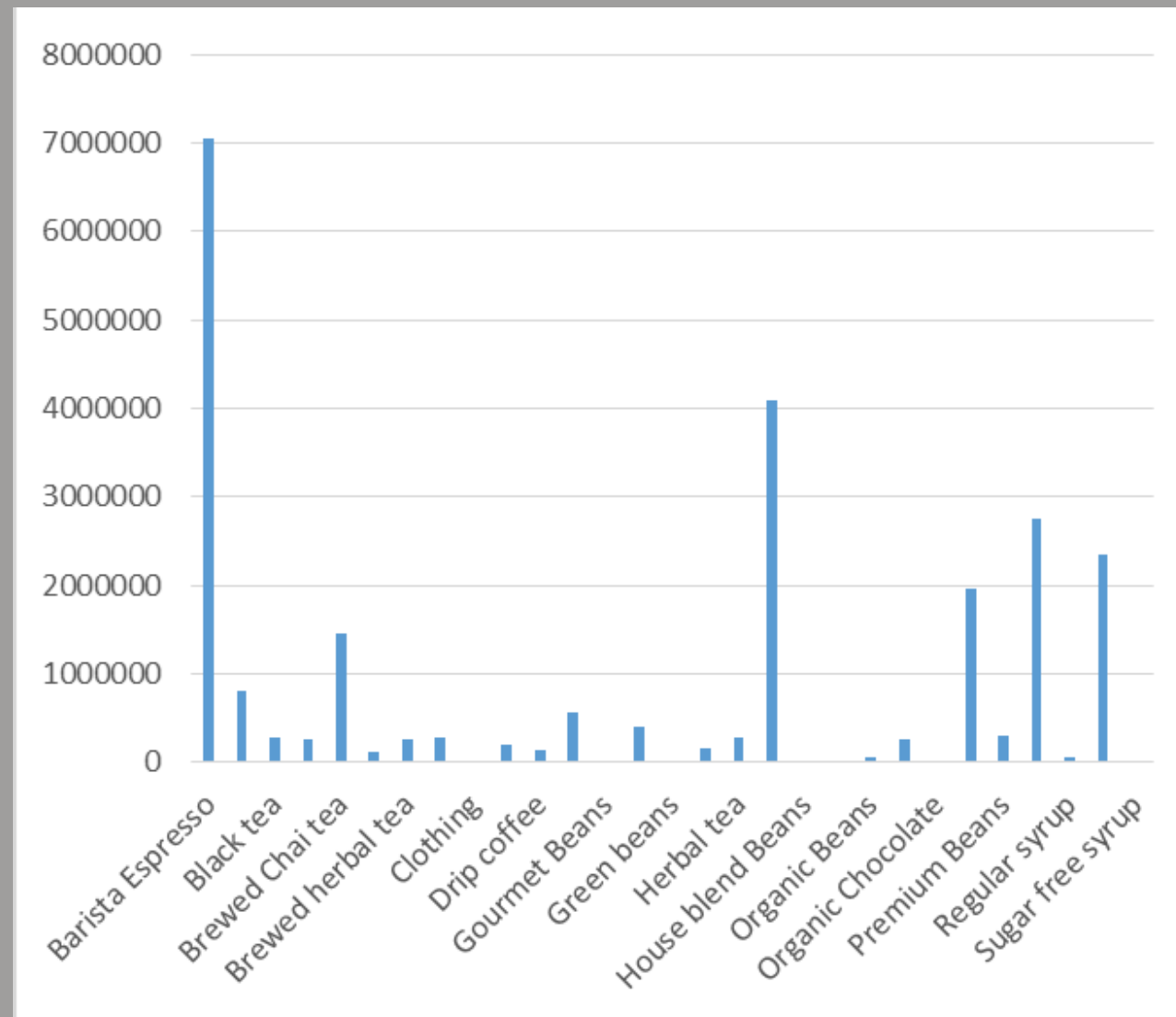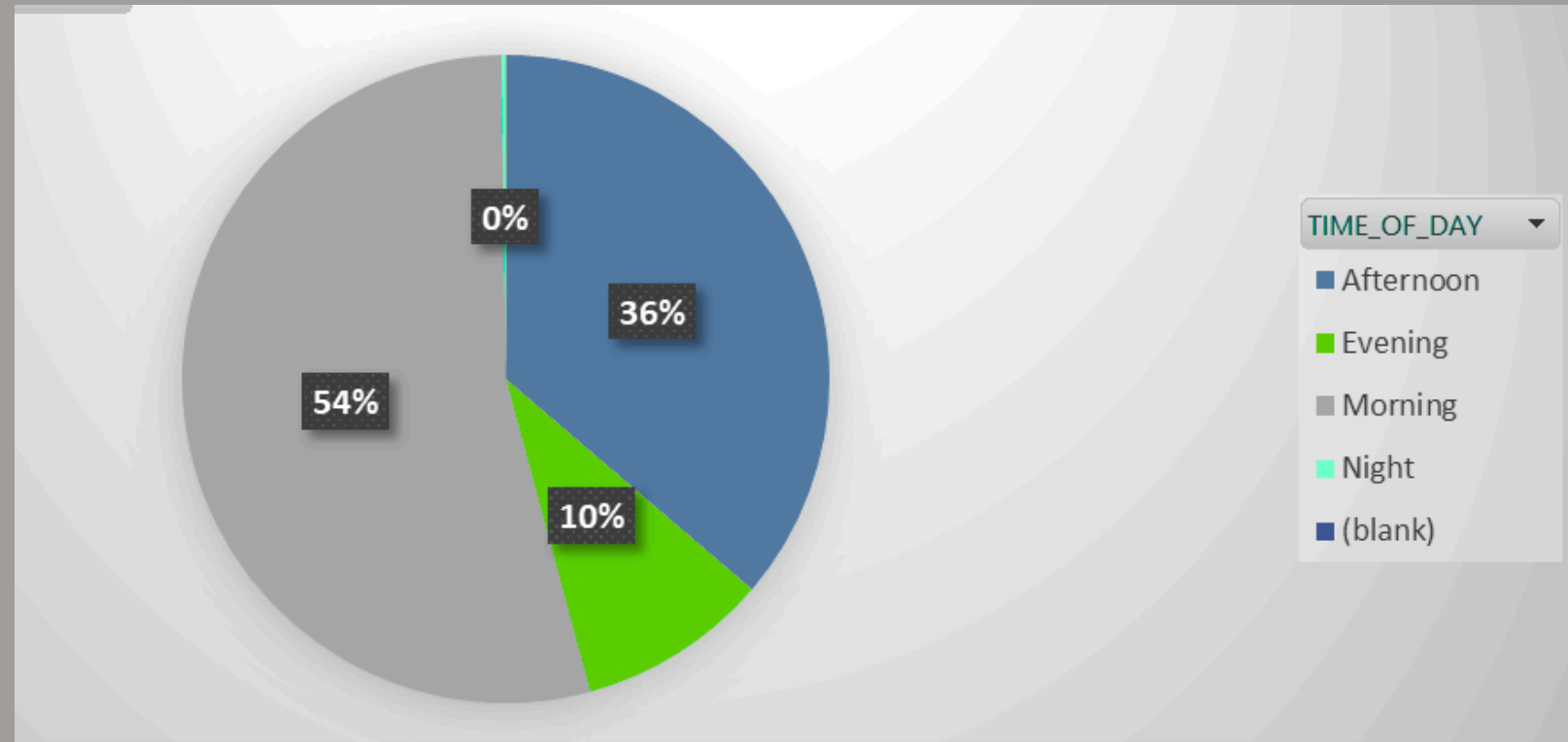
Consumption by product category

- Analyzing coffee's revenue dominance across distinct product categories reveals its significant contribution to overall sales with sales over 1 million.
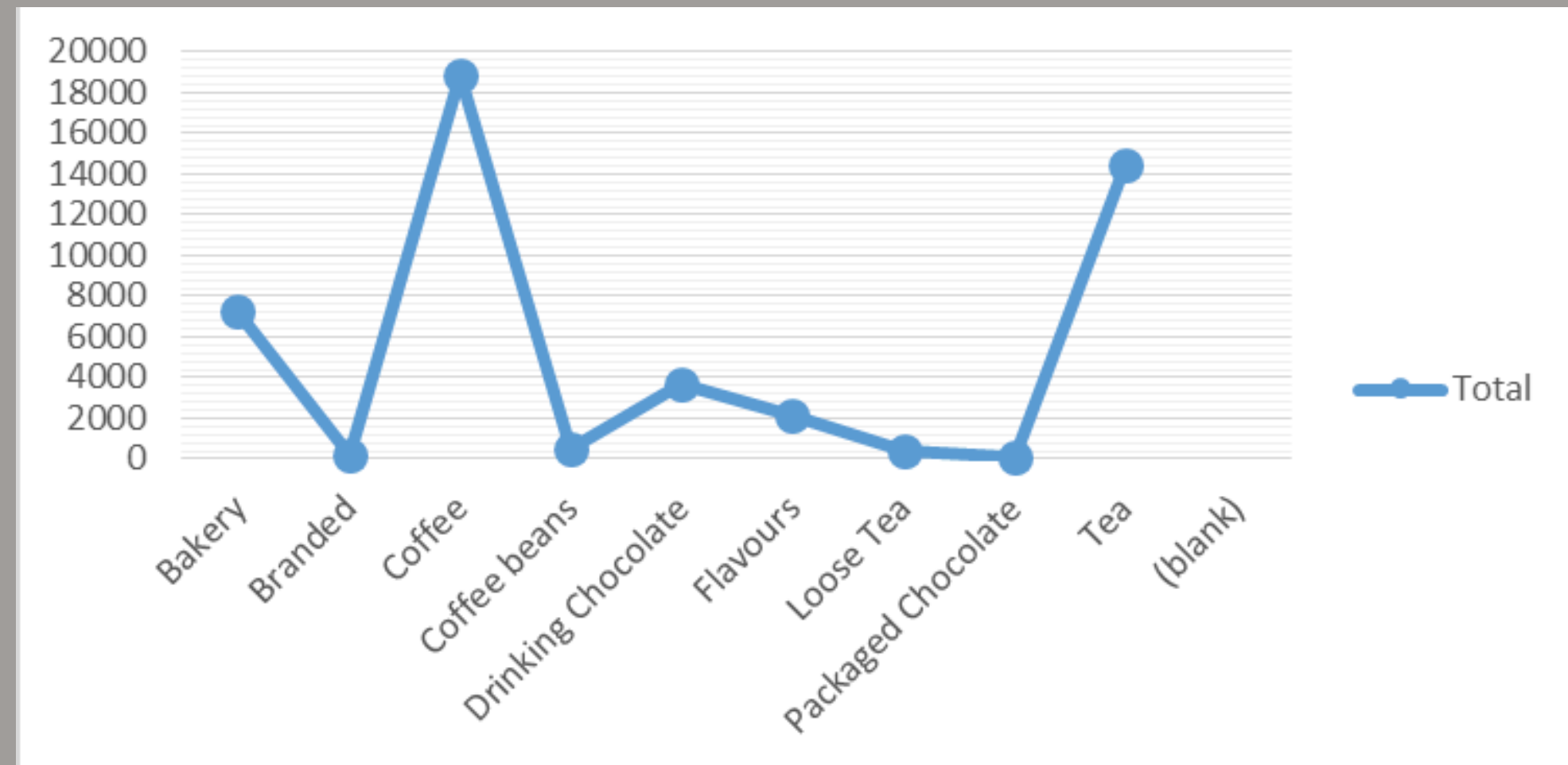
Consumption by times of the day

- Morning:56% - Dominates as the peak coffee consumption period, likely driven by habitual morning routines, workplace culture, and the need for an energy boost at the start of the day.
- Afternoon: 36% - A significant secondary consumption phase, potentially tied to post-lunch energy dips, social coffee breaks, or productivity demands in the latter half of the workday.
- Evening: 10% - The least active period, likely due to reduced caffeine intake before bedtime and a preference for alternative beverages during late hours.

Recomandations

- Morning Rush Solutions: Faster service models and targeted morning promotions.
- Afternoon Engagement: Midday discounts or bundle deals with food pairings.
- Evening Growth Potential: Expanding lower-caffeine alternatives and dessert pairings.

- Dynamic Pricing Models:Test different price points for morning vs. afternoon sales to optimize revenue.
- Subscription & Loyalty Programs: Encourage frequent buyers with incentives tailored to peak consumption times.

Thank You.