BRIGHT COFFEE

WHERE EVERY CUP IS A STORY

Presented by Hernie Ngwana

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Objective

To identify customer purchasing trends across different times of the day and store locations in order to determine peak sales hours, the highest-performing store, and the top revenue-generating product categories. This insight aims to support data-driven decisions in optimizing store operations, product offerings, and marketing strategies.

Tools Used

Excel
Snowflake
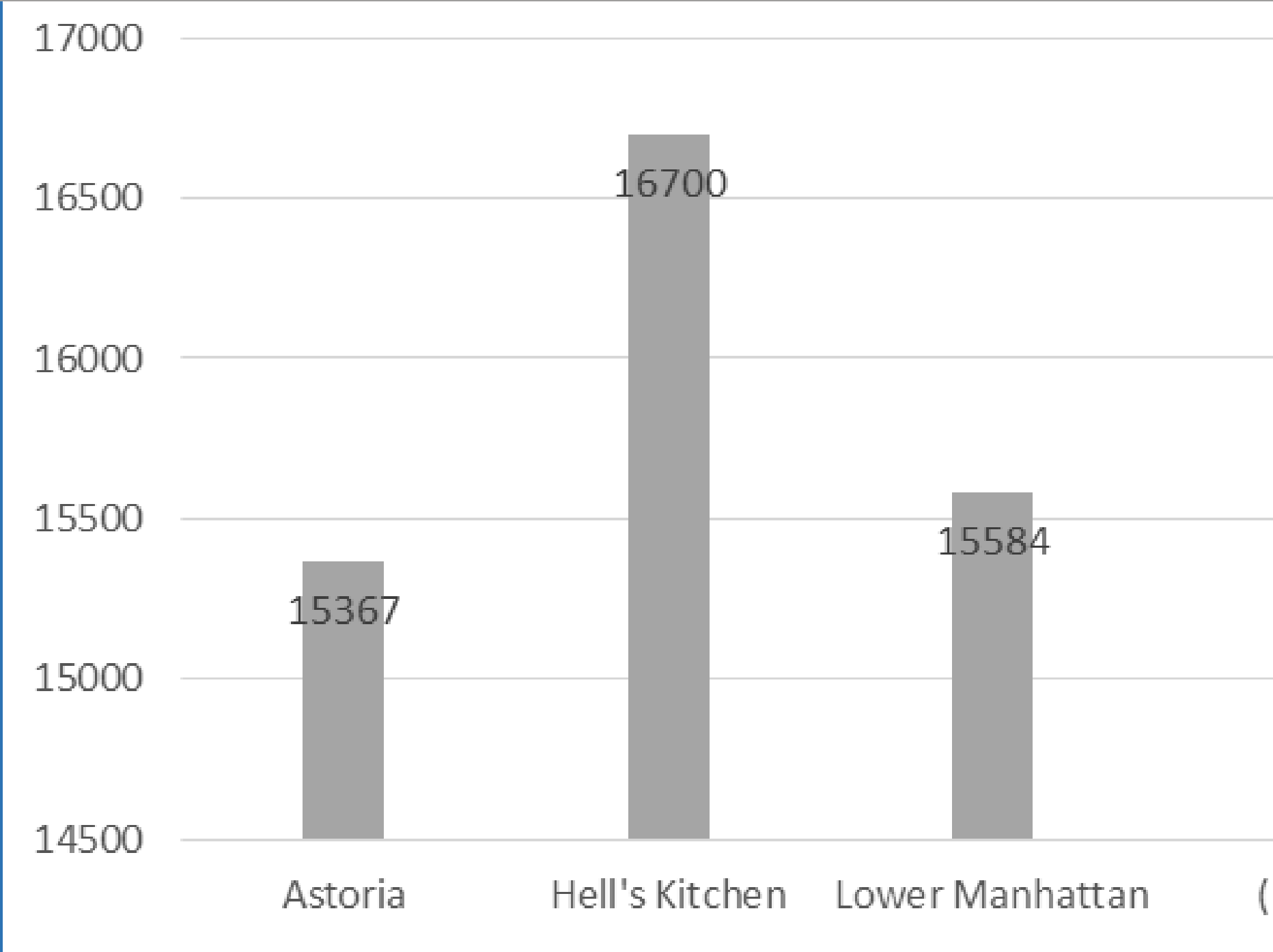
📍 Branch Comparison Insights:

1. Hell's Kitchen Leads in Revenue

Hell's Kitchen is clearly outperforming the other branches, generating approximately R16,700 in total revenue. This suggests either a higher volume of customer traffic, higher spending per customer, or both. It may also indicate more effective promotional efforts or menu optimization in that location.

2. Lower Manhattan and Astoria Perform Similarly

Lower Manhattan and Astoria are generating similar revenue levels (around R15,584 and R15,367 respectively), suggesting consistent performance. However, the small gap between them and Hell's Kitchen signals potential growth opportunities, such as targeted promotions or upselling strategies.

3. Strategic Focus Opportunity

Given Hell's Kitchen's success, it could serve as a benchmark branch. Analyzing what drives its higher performance—location, staff efficiency, product mix, or promotions—could help replicate that success in 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.
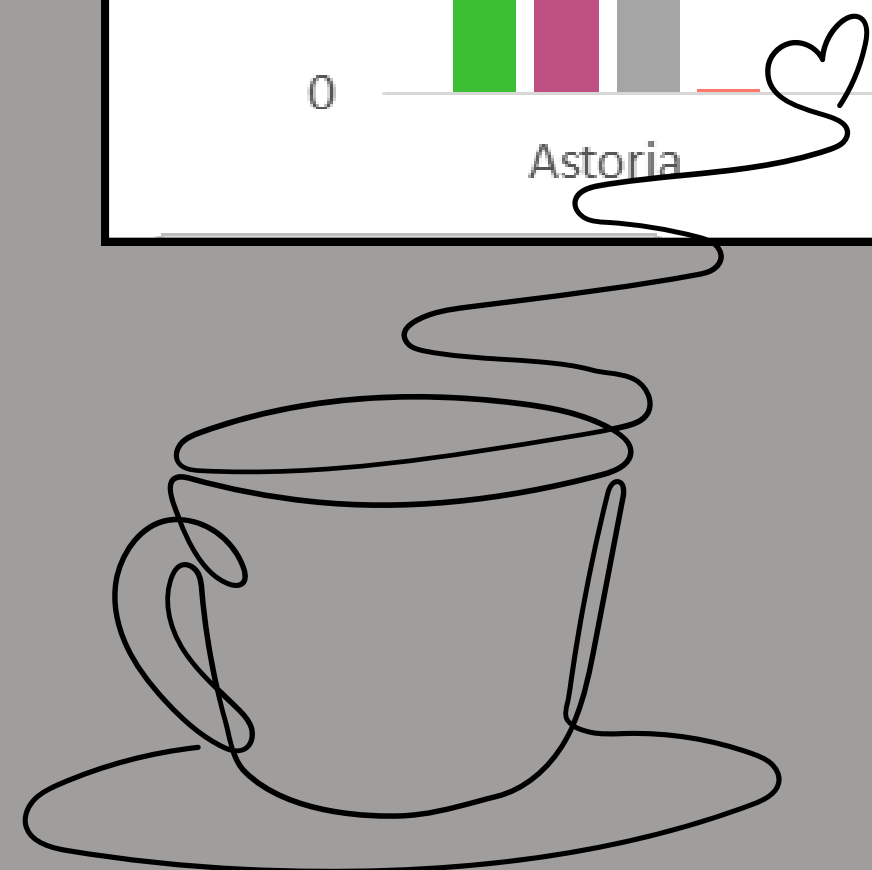
Product type that sells the most
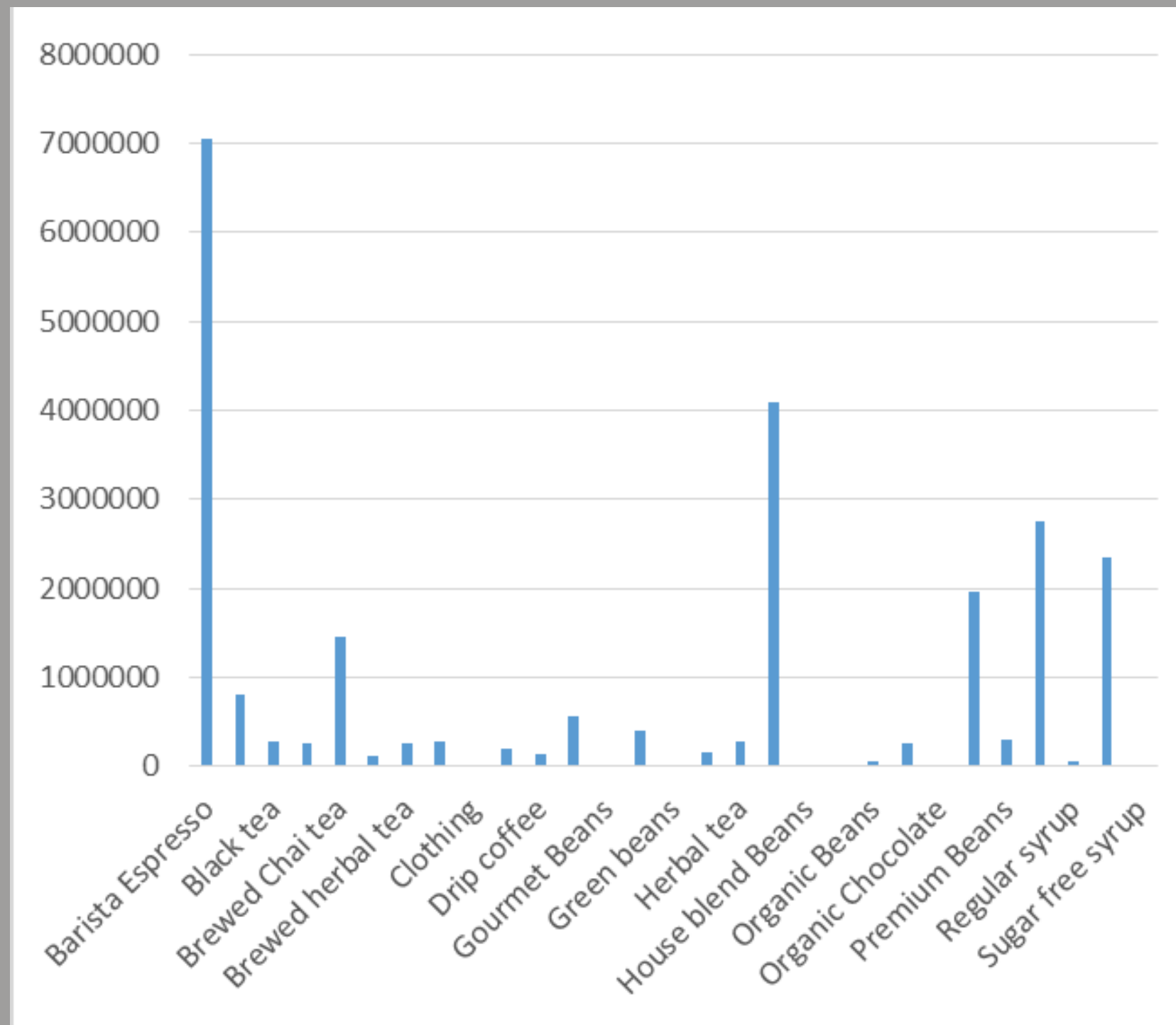
- The strong sales performance of Barista Espresso suggests a high consumer preference for rich, concentrated coffee options, likely driven by demand for quality and convenience. Herbal Tea securing the second spot indicates a growing interest in health-conscious and wellness-focused beverages, possibly 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

Coffee shows the highest level of consumption by far, indicating it is the most popular product category. This aligns with expectations for a coffee shop and highlights coffee as the main revenue driver.
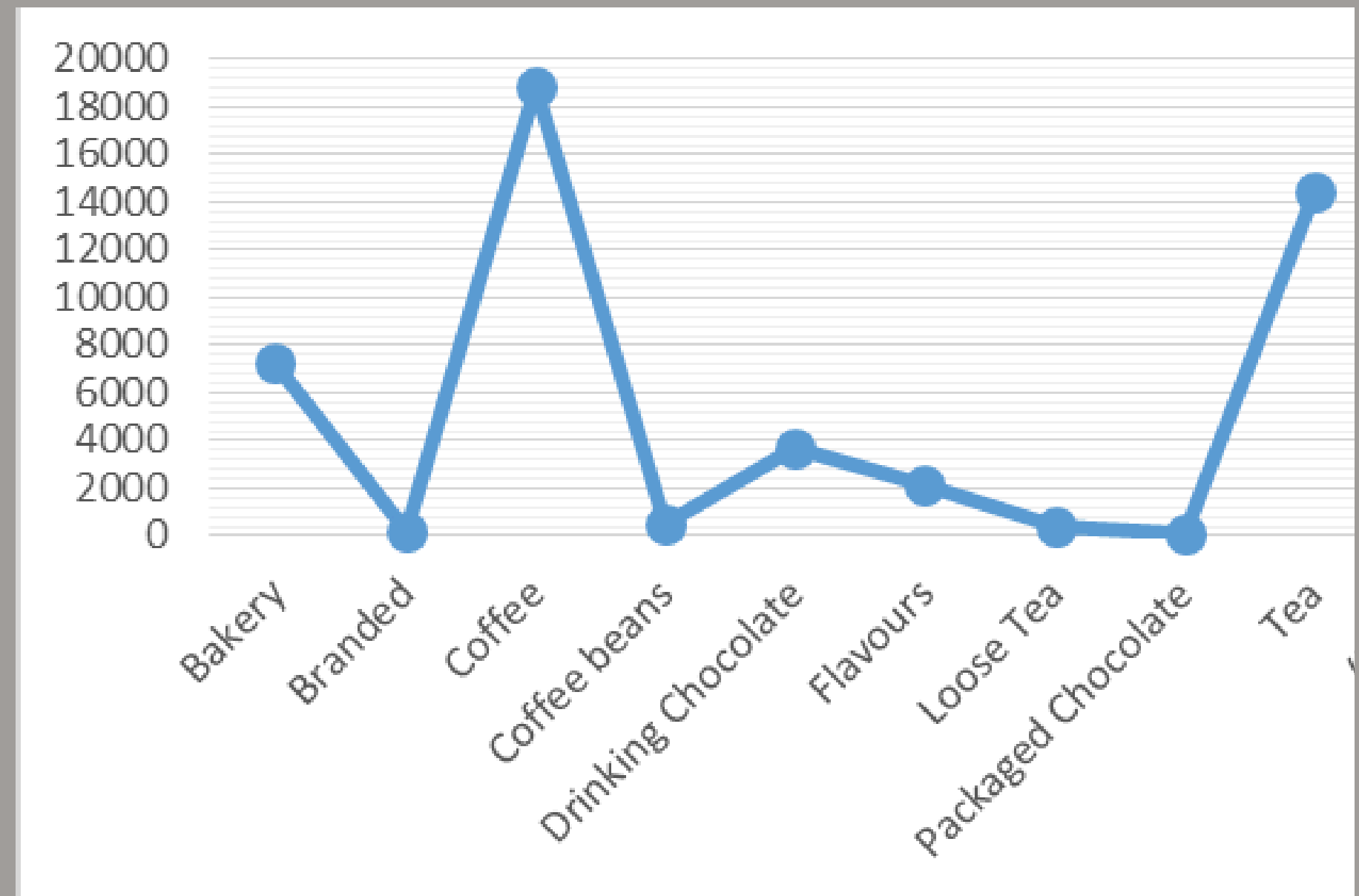
Tea also has relatively high consumption, though not as high as coffee, suggesting a strong but secondary preference among customers.

Packaged Chocolate and Flavours (likely syrups or additives) show moderate levels of consumption, possibly due to their complementary nature with beverages.

Bakery items also show moderate but not leading consumption, implying an opportunity to boost sales through better pairing with drinks or promotional strategies.

Coffee Beans and Drinking Chocolate have lower consumption than brewed coffee, which may indicate that fewer customers are purchasing items for home use compared to on-site drinks.

Branded items and Loose Tea are among the lowest in consumption, which might suggest these categories are either under-promoted or not in high demand.

Consumption by times of the day
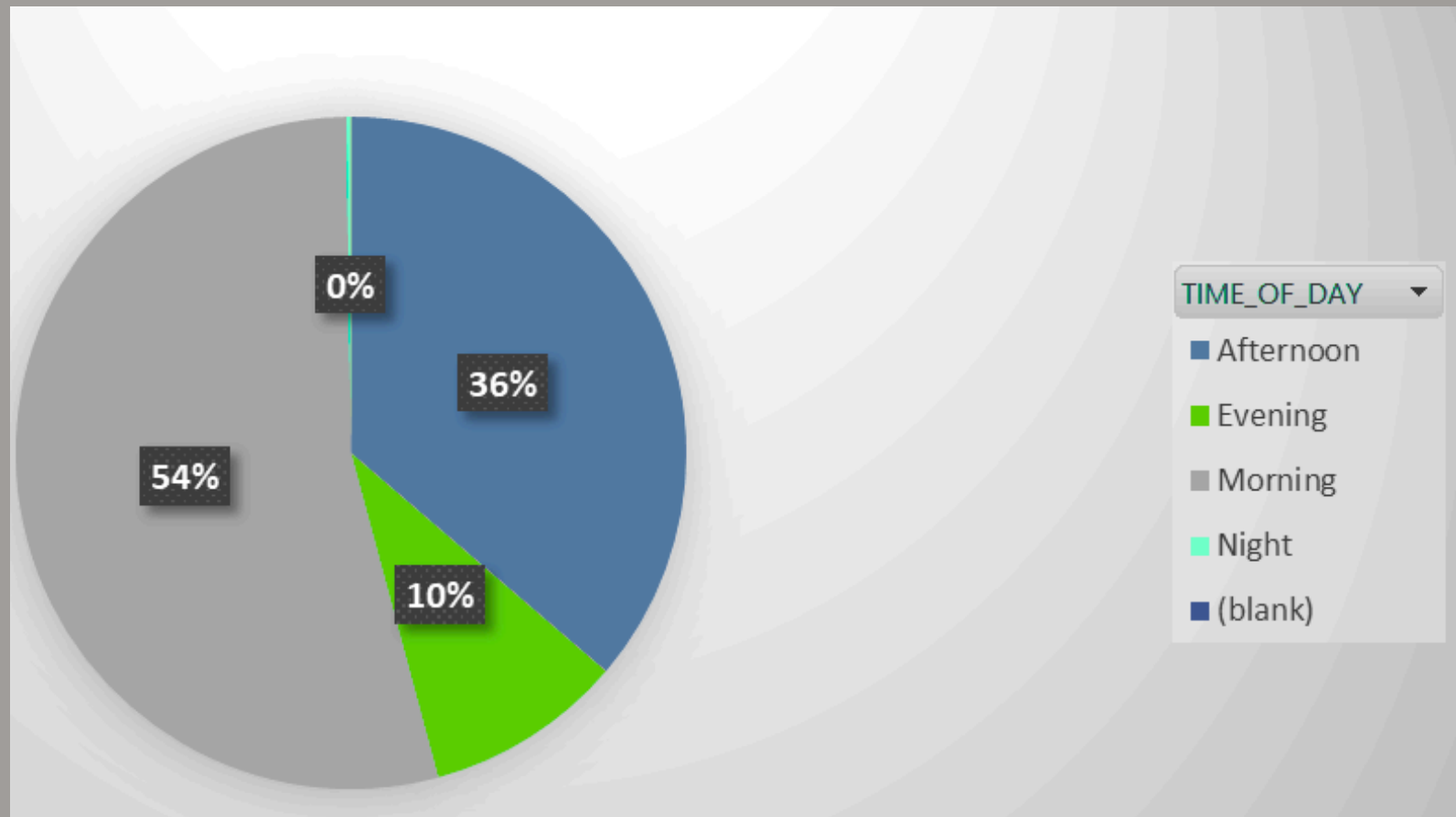
- Morning:56% - Dominates as the peak coffee consumption period, likely driven by habitual morning routines, workplace culture, and the need for an energy boost at the start of the day.
- Afternoon: 36% - A significant secondary consumption phase, potentially tied to post-lunch energy dips, social coffee 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.