



Bright coffee

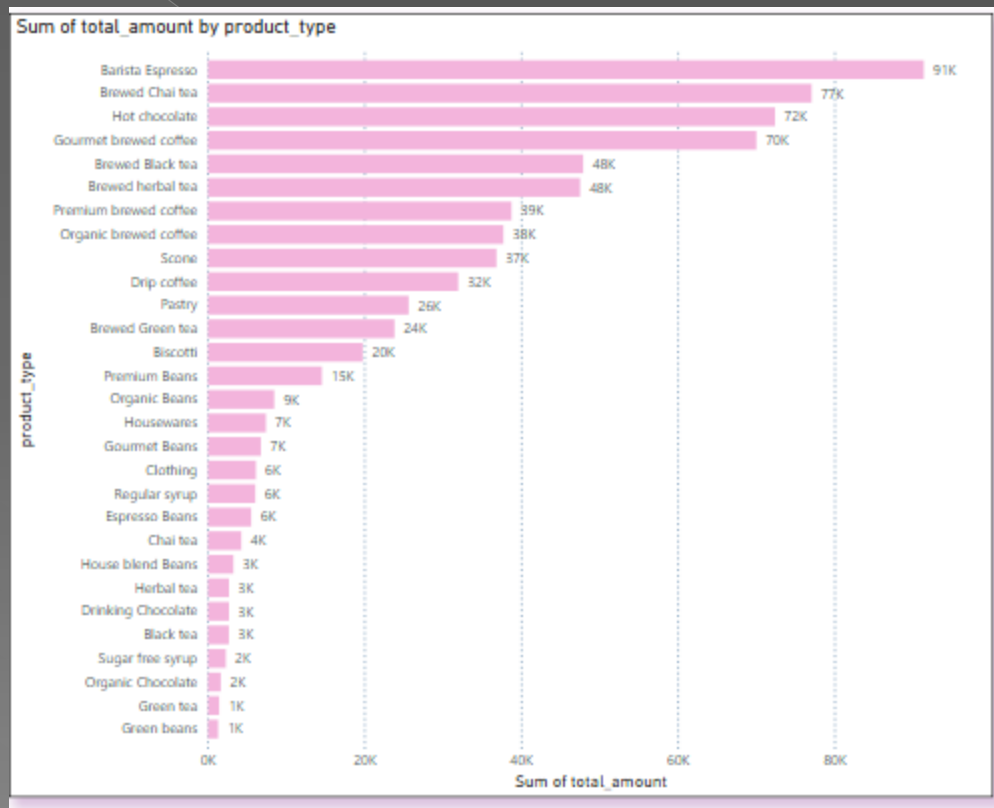
By Tshepang Cynthia



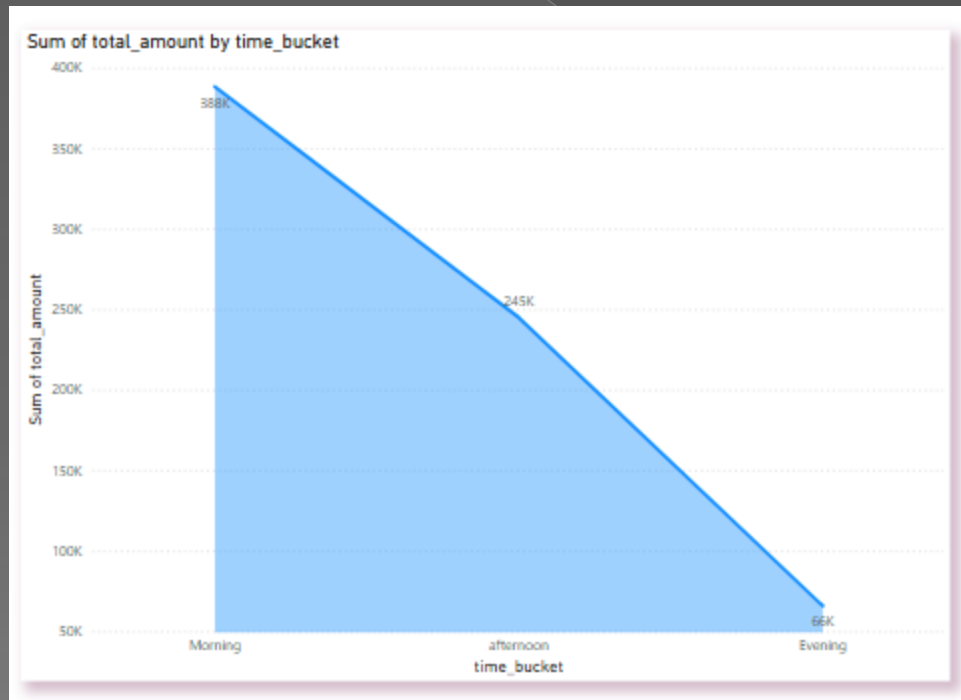
Agenda

- What Makes Us Unique
- Customer Trends & Preferences
- What people consume most
- Products sold by time
- Top selling products
- Products that are less sold
- Final Thoughts

Total Sum of Products type being sold



When Do People Consume Most?



Mornings (6–9 AM): This is where most people order coffee

(2–5 PM): Dip in foot traffic. Evenings

(5–8 PM): Steady dine-in activity.

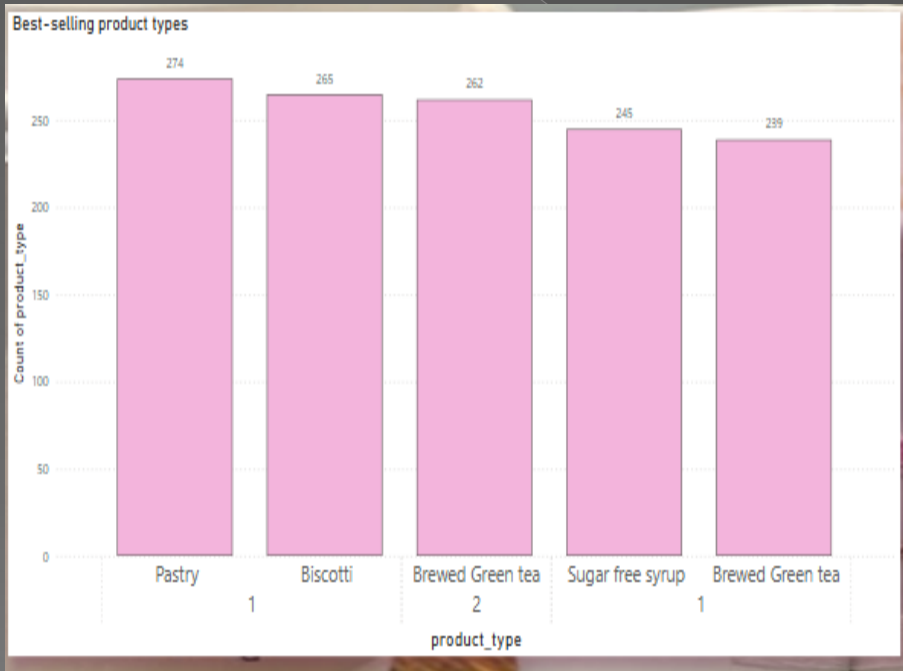
Products sold by time

Content:

- Morning Rush (6–9 AM)
Has the most sold
- Lunch (12–3 PM):
has the mean sold
- Evening Wind-down (6–9 PM):
has less sold



Top-Selling Products by Time Bucket



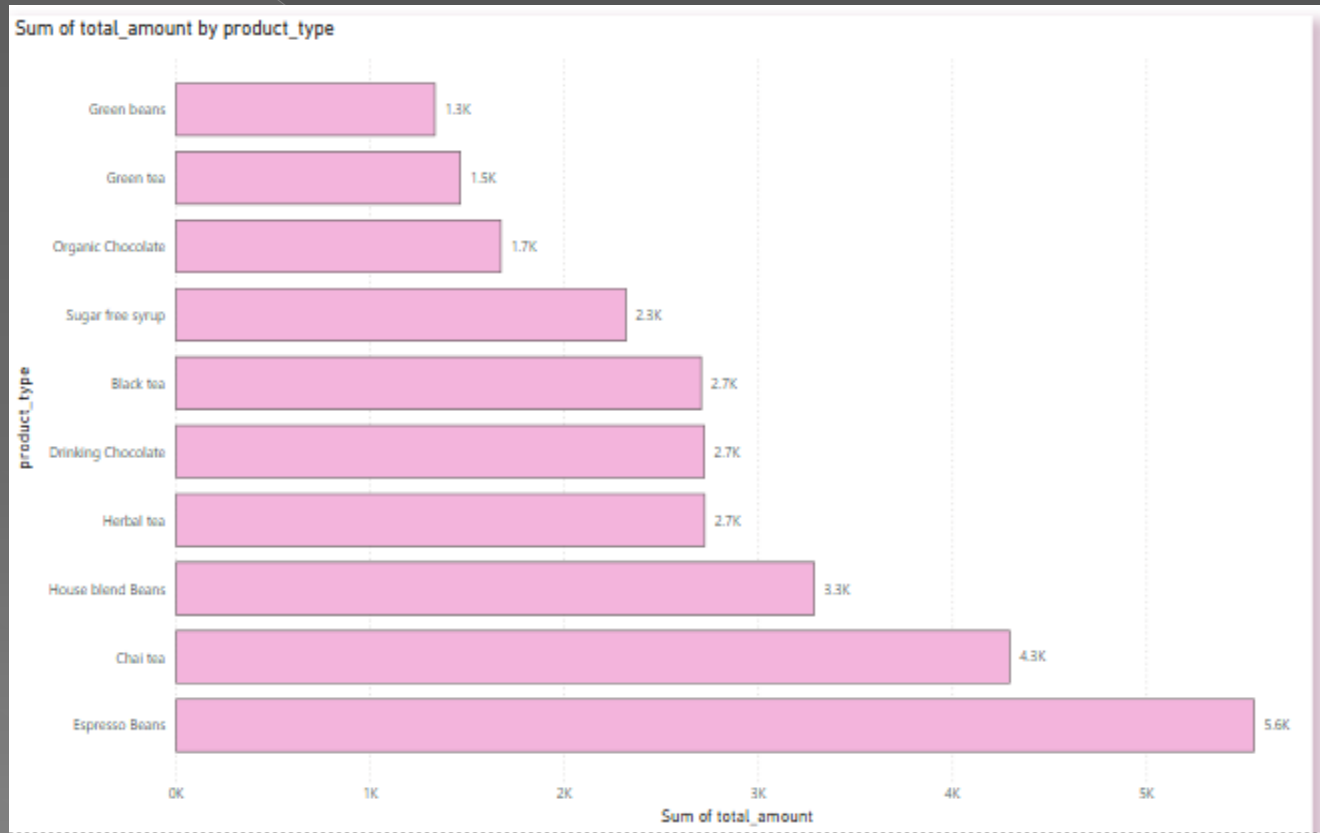
Content:

- Products that are most sold.
- pastry
- Biscotti
- Brewed green tea
- Sugar free syrup
- Brewed green tea

- At 388,288.67, Morning had the highest Sum of total_amount and was 491.29% higher than Evening, which had the lowest Sum of total_amount at 65,668.52.
- Morning had the highest Sum of total_amount at 388,288.67, followed by afternoon at 244,855.14 and Evening at 65,668.52.

- Morning accounted for 55.56% of Sum of total_amount.
- Morning had 388,288.67 Sum of total_amount, afternoon had 244,855.14, and Evening had 65,668.52.

Products that are less sold



How we Can Promote Low-Selling Items

- Loyalty Programs
- Promos
- Social Media
- Special Deal
- Create bundles that include low-selling items with top sellers
- Bottomless coffee
- Coffee vouchers



Thank YOU