



- ☀️ **Summer:** Cold options dominate. *Iced Coffee* (85%) and *Cold Brew* (70%) are the most refreshing choices.
- ❄️ **Winter:** Warm beverages are strongly preferred. *Hot Espresso* (90%) and *Cappuccino* (75%) top the list.
- 🌧️ **Monsoon:** Customers lean towards comfort drinks. *Latte* (65%) and *Americano* (60%) show consistent demand.
- 🌸 **Spring:** Lighter flavors are enjoyed. *Mocha* (50%) and *Flat White* (55%) attract moderate interest.

Business Impact:

By aligning the coffee menu with seasonal preferences:

- Cafés can **boost sales** during peak demand periods.
- Marketing campaigns can highlight **season-specific drinks**.
- Customers receive a **personalized experience**, increasing loyalty.



Coffee Preferences Across Seasons



Summer

Top Choices: *Iced Coffee & Cold Brew*

Why People Love It:

- Refreshing & cooling during hot weather.
- Cold caffeine gives energy without the heaviness of hot drinks.
- Works as both a beverage and a “chill-out” refreshment.

Purpose of These Coffees:

- **Iced Coffee:** Quick, energizing, and easy to drink cold.
 - **Cold Brew:** Smoother, less acidic, perfect for slow sipping in heat.
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Winter

Top Choices: *Hot Espresso & Cappuccino*

Why People Love It:

- Warmth & comfort against the cold.
- Rich, bold flavors match the cozy winter mood.
- Acts as a natural “warm-up” drink.

Purpose of These Coffees:

- **Espresso:** Strong caffeine kick, keeps people energized in shorter days.
 - **Cappuccino:** Balanced with frothy milk, ideal for relaxing evenings.
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Monsoon

Top Choices: *Latte & Americano*

Why People Love It:

- Comforting & soothing while watching rain.
- The cozy balance of warmth and taste pairs with monsoon moods.
- Brings relaxation during slow, rainy days.

Purpose of These Coffees:

- **Latte:** Smooth and milky, a “comfort cup” to enjoy indoors.
 - **Americano:** Light yet warming, great for longer rainy-day conversations.
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Spring

Top Choices: *Mocha & Flat White*

Why People Love It:

- Mild, pleasant flavors fit the fresh spring vibe.
- Chocolatey or creamy notes feel indulgent but not heavy.
- Celebratory mood matches seasonal freshness.

Purpose of These Coffees:

- **Mocha:** A sweet treat with chocolate, perfect for outdoor spring breaks.
- **Flat White:** Creamy but smooth, highlighting coffee flavor with elegance.