

COFFEE



SQL

DATA ANALYST

PROJECT

ANALYTICS

Start your week with a Sip!

▶ ANKIT RAJ MISHRA



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OBJECTIVE



The Business aims to expand by opening three coffee shops in India's top three major cities.



Since its launch in January 2023, the company has successfully sold its products online and received an overwhelmingly positive response in several cities.



Start your week with a Sip!



As a data analyst, your task is to analyze the sales data and provide insights to recommend the top three cities for this expansion



ANKIT RAJ MISHRA

STAKE HOLDERS



Operations & Supply Chain Team

Will manage sourcing, logistics, and shop setup



Customers

Will benefit from physical stores in their cities.



Data Analysts

Provide insights and recommendations for decision-making.



Marketing Team

Will design campaigns focused on high-potential cities.



Investors

Interested in maximizing returns and minimizing risks

Founders / Business Owners



Need to decide where to invest capital.



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BUSINESS QUESTIONS



- 01 How many people in each city are estimated to consume coffee, given that 25% of the population does?
- 02 What is the total revenue generated from coffee sales across all cities in the last quarter of 2023?
- 03 How many units of each coffee product have been sold?
- 04 What is the average sales amount per customer in each city?
- 05 Provide a list of cities along with their populations and estimated coffee consumers.
- 06 What are the top 3 selling products in each city based on sales volume?
- 07 How many unique customers are there in each city who have purchased coffee products?
- 08 Find each city and their average sale per customer and avg rent per customer
- 09 Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly)
- 10 Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer

