



Maven Roasters coffee Report/2023 (for 6 month)

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Maven Roasters



Maven Roasters Coffee's mission is to become a recognized leader in our target market for providing outstanding premium bagged coffees and specialty coffee beverages.

content

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Executive Summary

- ❖ Improves the coffee shop's analytical capabilities reports and performance for sales information.
- ❖ The goal of analyzing transaction data is to get important insights regarding customer behavior, product popularity, sales patterns, and operational efficiencies.
- ❖ The purpose is to optimize inventory management, improve decision-making processes, and find possible cross-selling opportunities.



Highlights

- How have Maven Roasters' sales trended over time?
- Which days of the week tend to be busiest, and why do you think this is the case?
- What times of the week do you see the highest and lowest demand?
- How have Maven Roasters' sales trended over time?
- Are the highest revenue generating products the same as the highest order generating products?
- Do you think all of the branches of this chain generate similar revenue or are there some deviations?
- Is it possible to fix the situation and generate more orders in the next 6 months or not?



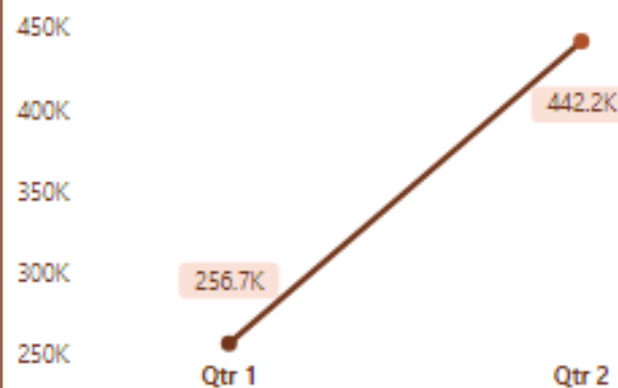


Maven Roasters' sales trended over time

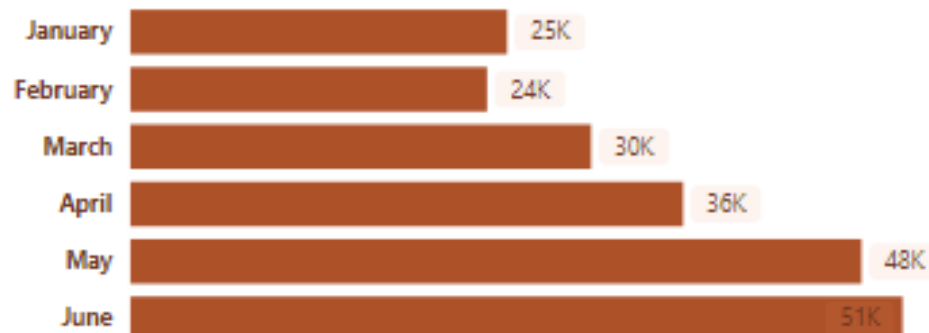
(For 6 Month | 2023)

Day	Drink Category	Store Location	Non-Peak Periodic Time		
All	All	All	8:34 AM		
Total Revenue	Total Quantity	Total Order	Average Quantity Per Month	Peak Periodic Time	
698.81K	214K	7M	36K	6:01 AM	

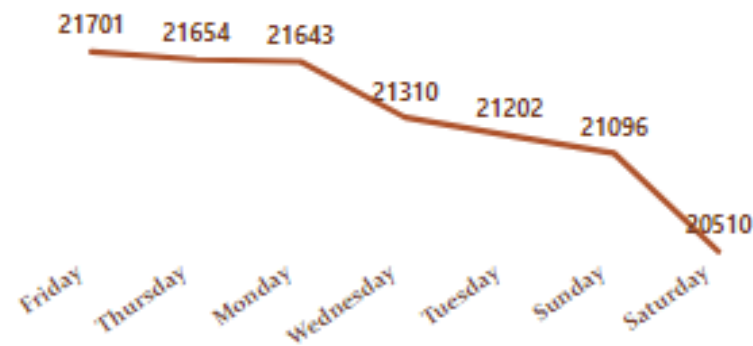
Sales by Quarter



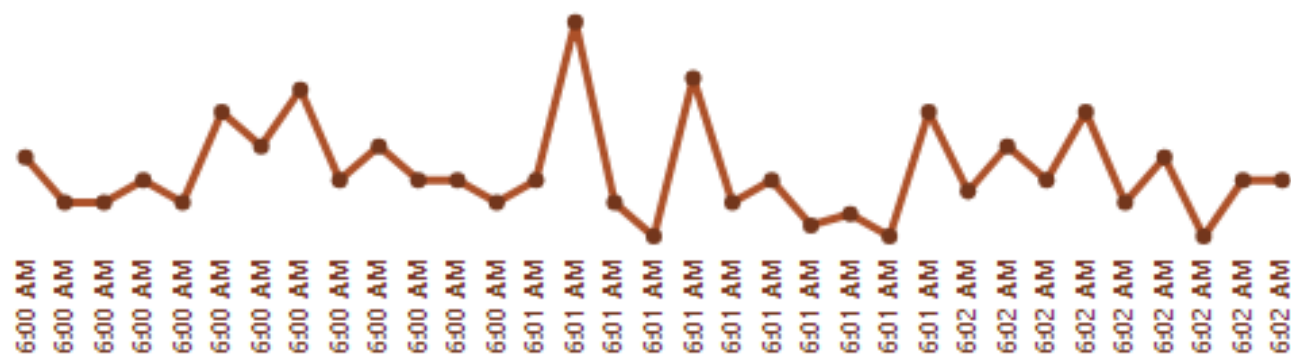
Quantity by Month



Daily Count Order

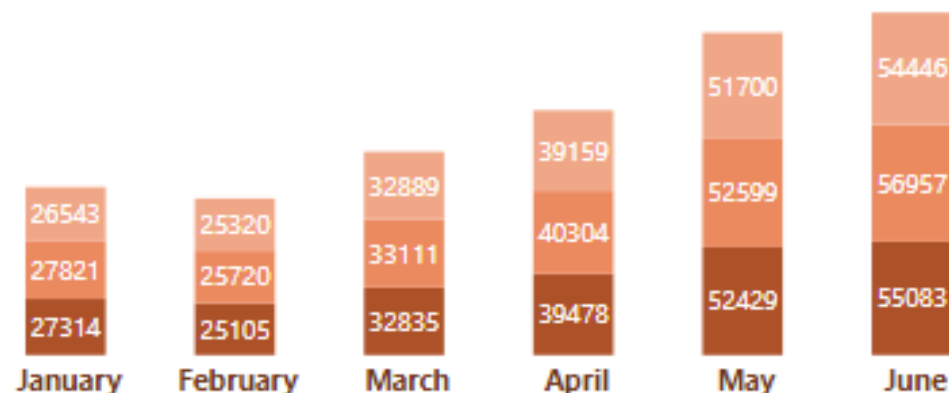


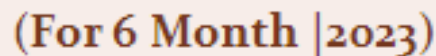
Quantity Sold ByTime



Sales Store By Month

● Astoria ● Hell's Kitchen ● Lower Manhattan





8:34 AM

698.81K

214K

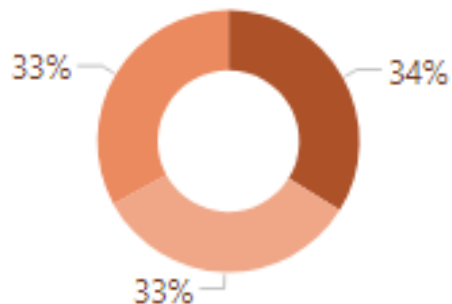
7M

36K

6:01 AM

Dark chocolate

● Hell's Kitchen ● Astoria ● Lower Manha...



Category	Number of Products
Bakery	82.32K
Branded	13.61K
Coffee	269.95K
Coffee beans	40.09K
Drinking Chocolate	72.42K
Flavours	8.41K
Loose Tea	11.21K
Packaged Chocolate	4.41K
Tea	196.41K

Sustainably Grown...	21,151.8
Dark chocolate Lg	21,006.0
Latte Rg	19,112.3
Cappuccino Lg	17,641.8
Morning Sunrise C...	17,384.0

Item	Number of Tweets
Barista Espresso	91K
Brewed Chai tea	77K
Hot chocolate	72K
Gourmet brewed coffee	70K
Brewed Black tea	48K
Brewed herbal tea	48K
Premium brewed coffee	39K
Organic brewed coffee	38K
Scone	37K
Drip coffee	32K
Pastry	26K

Lemon Grass	1,360.40
Guatemalan Sustai...	1,340.00
Spicy Eye Opener ...	1,335.90
Earl Grey	1,270.90
Dark chocolate	755.20



Maven Roasters' Quantity Analysis

(For 6 Month 12022)

Day
All

Drink Category
All

Store Location
All

Non-Peak Periodic Time
8:34 AM

Total Revenue
698.81K

Total Quantity
214K

Total Order
7M

Average Quantity Per Month
36K

Peak Periodic Time
6:01 AM

Best Drinking Quantity

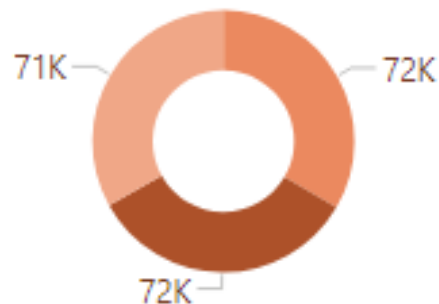
Earl Grey Rg

Lest Drinking Quantity

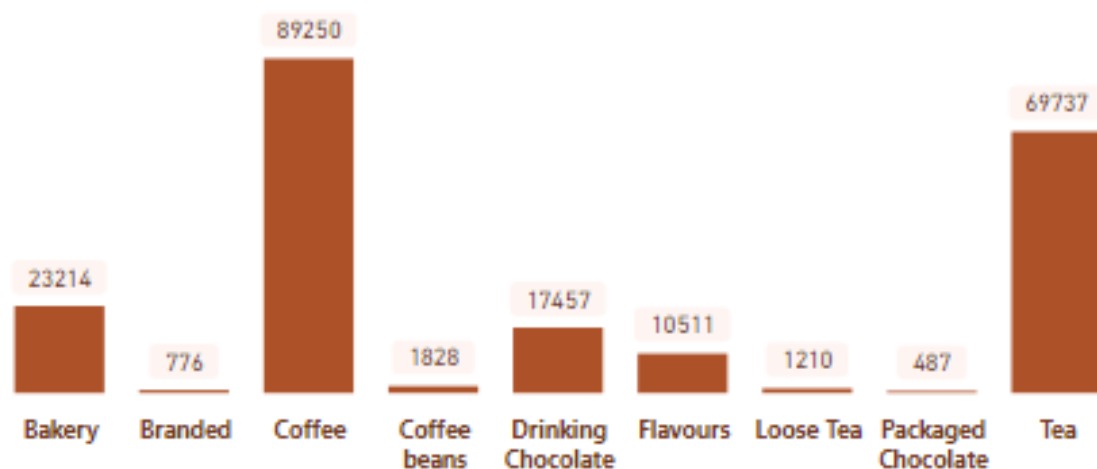
Dark chocolate

Quantity by store

Lower Manha... ● Hell's Kitchen ● Astoria



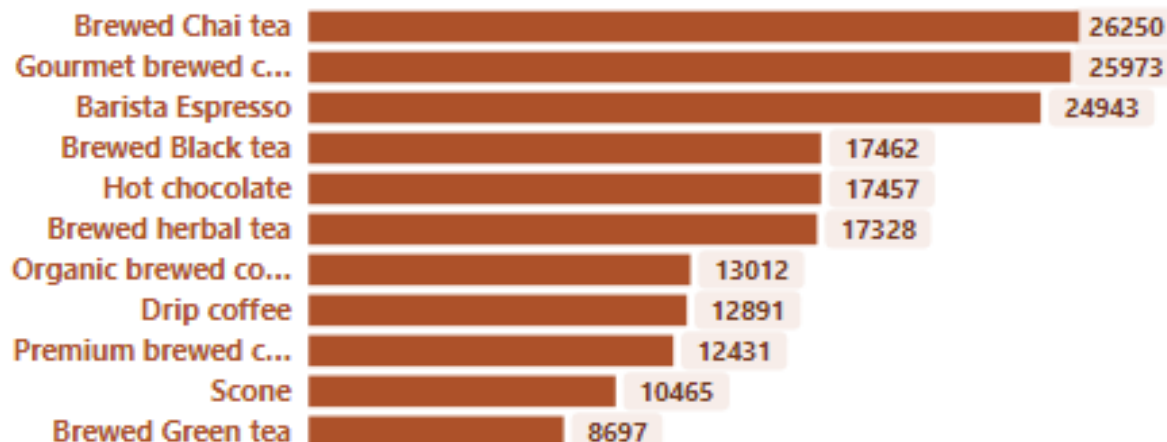
Quantity by Drink Category



Top 5 Drinking Quantit

Earl Grey Rg	4708
Dark chocolate Lg	4668
Morning Sunrise C...	4643
Latte	4602
Peppermint Rg	4564

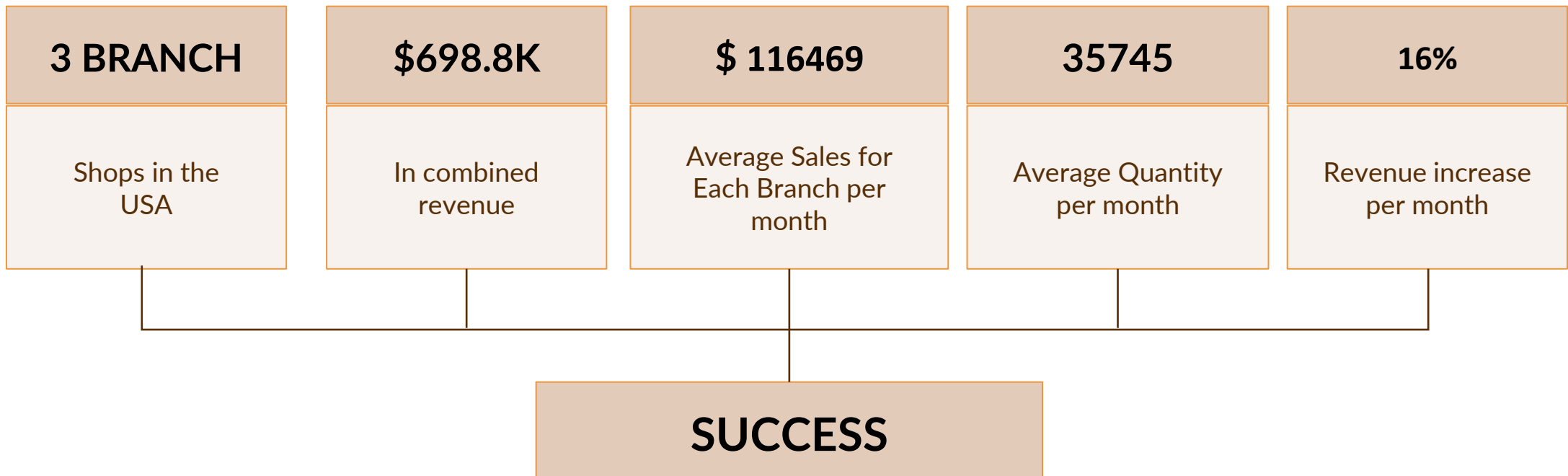
Quantity by Drinking Type



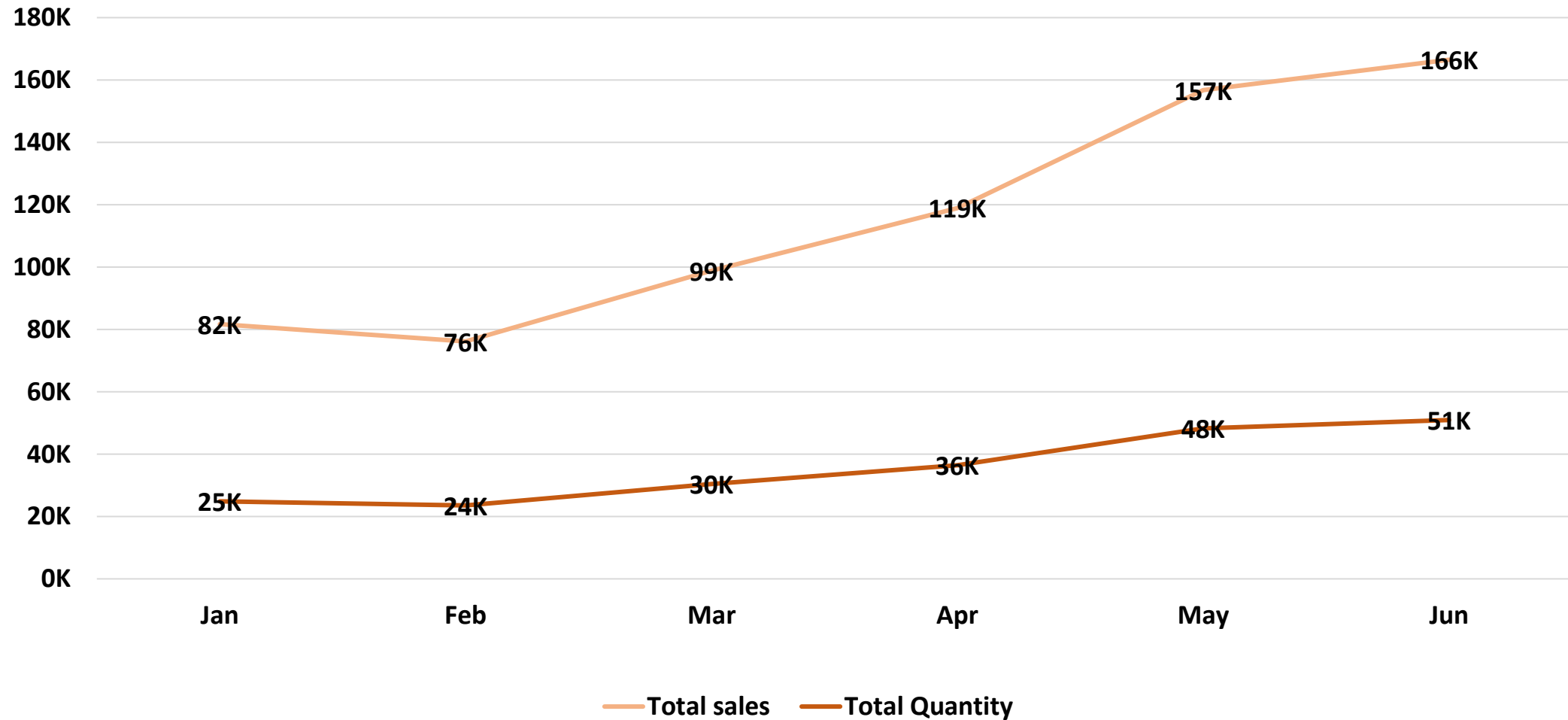
Bottom 5 Drinking Quantity

Jamacian Coffee R...	146
Earl Grey	142
Guatemalan Sustai...	134
Spicy Eye Opener ...	122
Dark chocolate	118

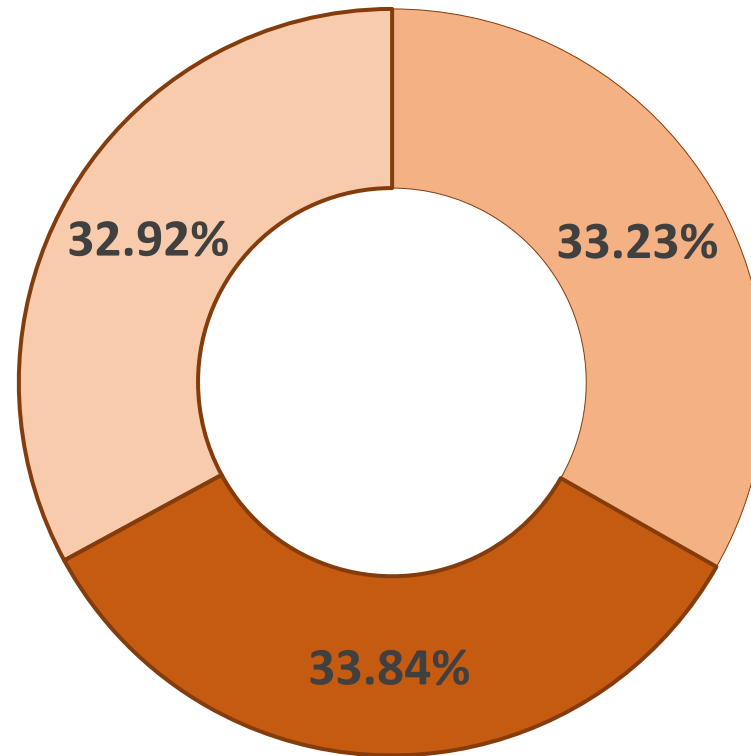
Industry Outlook



Coffee shop Insight



Branch Performance



■ Astoria ■ Hell's Kitchen ■ Lower Manhattan

Quarterly Performance

- Revenues increase significantly between Q1 and Q2.
- There is gradual increase in Quantity sold from **January** to **June** , with a peak in **May (46K)** ,indicating an increase in demand during this month and downturn in February that led to a decrease.
- The certain pattern in Quantity sold based on the time of day ,with spikes during the peak period (**6:01AM**)
- There are seasonal or daily patterns in demand, which can help with resource and product planning.



Coffee shop Performance

- **9** coffee category with 29 different varieties
- **Coffee** is the top selling category with around **206.95 thousand** ,followed by **fast food** such **Bakery** and **Food**.
- Other products such as **Juices** ,**Mixes** and **Canned Foods** record relatively lower sales.
- Most famous is “**Earl Grey Rg**” and at least is “**Dark Chocolate**” while the type “**Sutainbly Grown Organic Lg**” achieves the highest sales

Coffee shop Performance

- “**Barista Espresso**” ,”**Dark Chocolate**” and “**Brewed Black Coffee**” are the best type selling
- A variation in customer preferences can be observed , with a clear towards tradition and popular coffee drinks.
- Performance of different branch have similar sales shares, indicating relatively equal performance between location.
- This shows consistency of performance across different branches with no clear distinction for any one location.



Recommendations....

- ✓ Providing strong offers for work hours and break-time work and fast services to any place, especially remote places, while taking into account maintaining the quality, safety and temperature of the drinking , especially during the afternoon.
- ✓ Providing a quiet environment and comfortable decoration that helps to relax after a hard day's work with the customer's special drink.
- ✓ We can also provide places for business meetings for managers and employers and other places for studying for students or those who can get their work done in a quiet atmosphere that is comfortable for the nerves and pressure of work.
- ✓ Providing some light bakeries and pastries in addition to the types that achieve the least amount of quantities and sales, in order to highlight the existence of other types of drinks that you can try with some delicious flavors.



Recommendations....

- ✓ Study competitors' offers ,conduct a periodic analysis of competitors' offers and prices to see which products are popular with them and whether there are gaps in the market that the shop can exploit .
- ✓ Expanding the advertisements and advertising campaigns for Maven Roasters through social media and also in workplaces such as companies and others and educational places such as schools and universities, with the presentation of some customer opinions about us and the extent of their trust in us and the extent of their nomination for our store and the best drinks they prefer and in which flavors.
- ✓ Creating a database for all customers, especially loyal customers, to provide them with offers and discounts and know their evaluation of us and also to benefit from them in developing future plans to attract more and more customers.
- ✓ Linking the Maven Roasters brand with a special flavor that distinguishes it from other competitors by working on innovating new flavors and different ways of making the drink and what is served with it so that it is healthy and delicious at the same time.





CoffeeShop
YOUR TAGLINE HERE

Thank you