

Coffee Connect – Marketing Growth & Loyalty Insights

Data-Driven Performance Analysis (2025)

Prepared by: [Abdullah Khaled]

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Key Findings:

- Instagram is the top-performing marketing channel in revenue and conversions.
- Returning customers generate higher revenue and lower cost per conversion.
- Winter is the strongest season with peak customer activity.
- Top categories drive +40% of overall revenue.
- Flyers underperform and show low ROI.

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Purpose of Report:

This report provides insights on channel efficiency, seasonality, customer behavior, and product performance to support loyalty growth and marketing optimization.



Dataset Summary:

- Total Rows: 2000
- Total Columns: 20
- No missing values detected
- No invalid negative financial numbers
- Date column cleaned & converted to datetime



Key Fields Used:

- Revenue
- Conversions
- Ad Spend
- Marketing Channel
- Customer Type
- Season
- Product Category
- ROI & Performance Metrics

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Insights:

Instagram generates the highest revenue and conversion volume.

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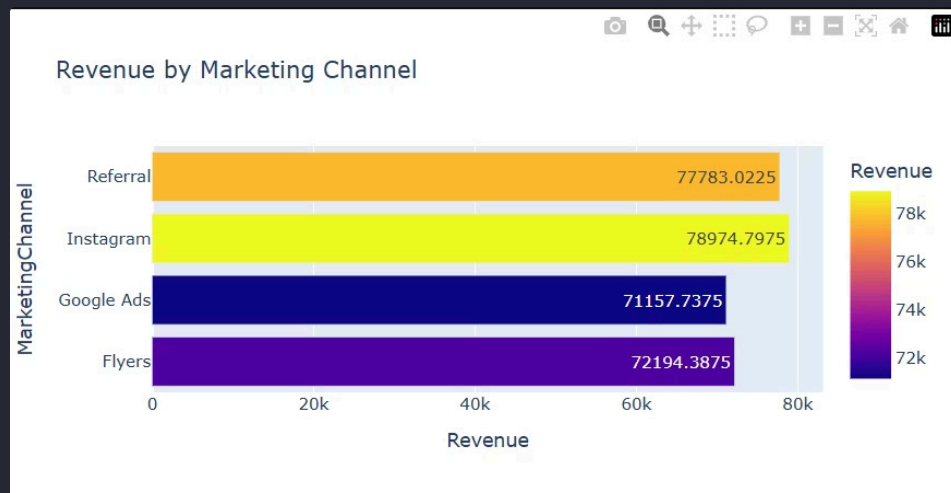
Referral delivers strong organic performance with minimal AdSpend.

3

Flyers show lower revenue contribution and higher cost inefficiency.

Charts to Upload:

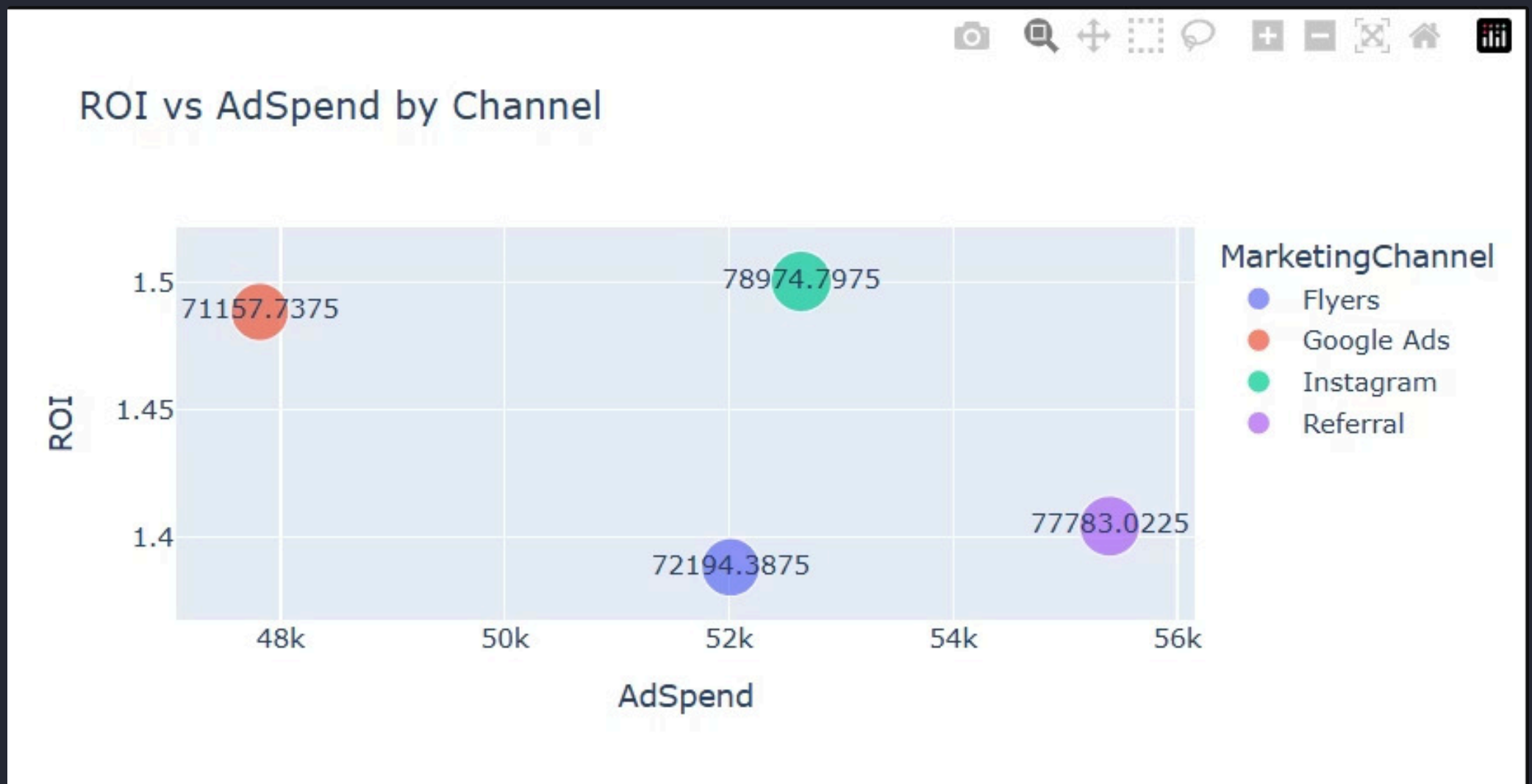
↑ (1) Revenue by Marketing Channel



↑ (2) Conversions by Marketing Channel



↑ (3) ROI vs AdSpend by Channel

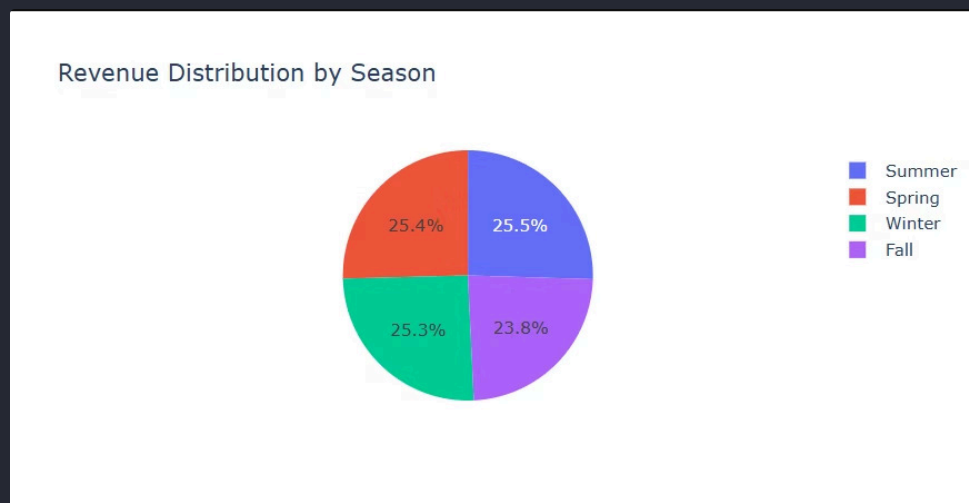




Charts to upload:

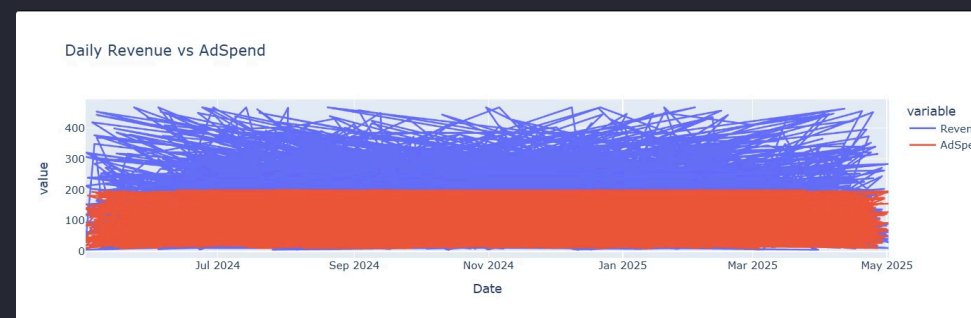
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1 Revenue Distribution by Season



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2 Daily Revenue vs AdSpend (line chart)



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Insights :

- **Seasonality is evenly distributed**, with all four seasons contributing a similar share of total revenue ($\approx 23-26\%$). This indicates **stable demand across the year** with no extreme seasonal spikes.

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- The **Daily Revenue vs AdSpend trend** shows consistent daily patterns, with both metrics moving in parallel — **indicating stable marketing spending behavior and predictable revenue generation.**

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- The chart shows **multiple revenue peaks** across the timeline, suggesting opportunities to **scale campaigns on high-performing days** and identify key demand periods.

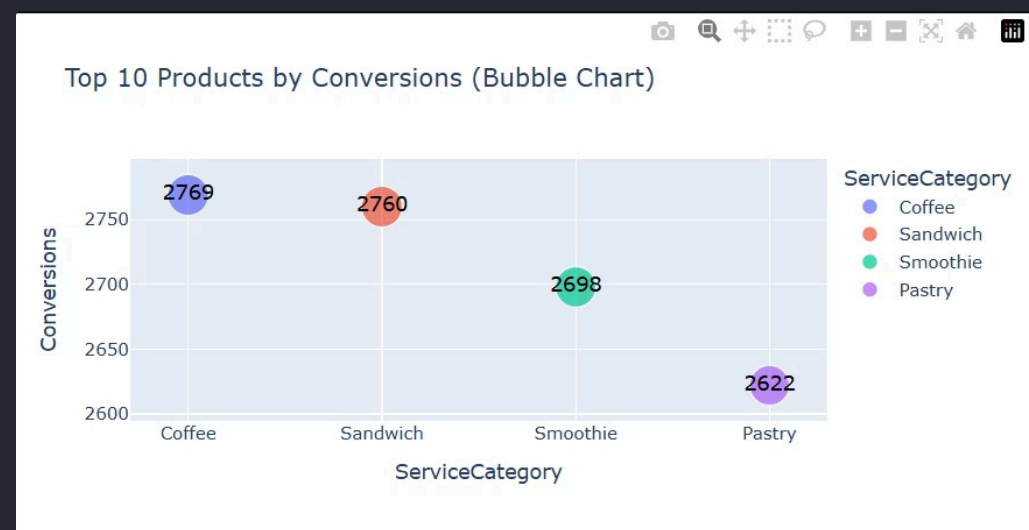
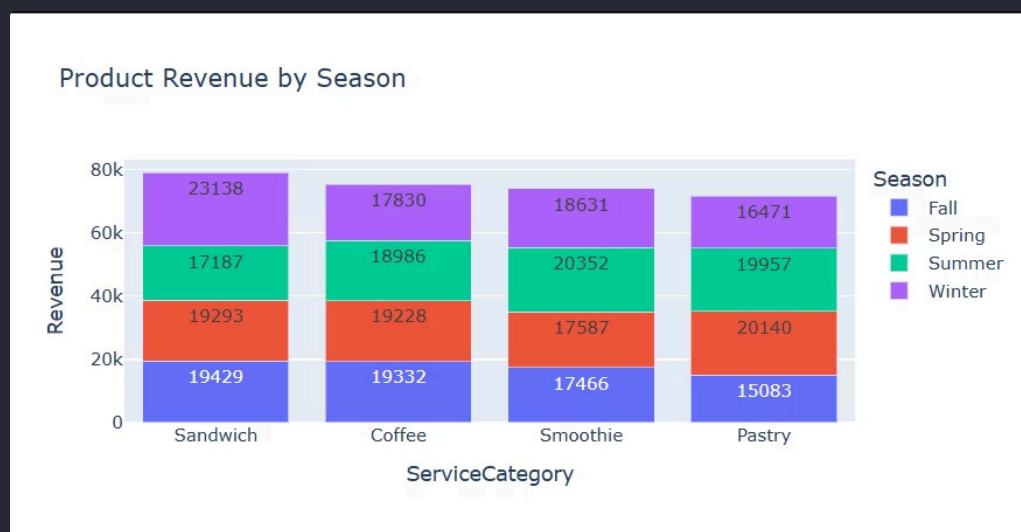
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- No significant season appears dominant in revenue contribution → **seasonal promotions should target all seasons**, not just one.



Insights:

- Top 10 products contribute significantly to total revenue.
- Certain product categories are seasonally sensitive.
- Low-performing SKUs can be bundled or promoted to improve turnover.



Charts to Upload:

- ↑ Top 10 Products by Revenue
- ↑ Top 10 Products by Conversions
- ↑ Product Revenue by Season



Marketing Recommendations:

- Increase budget allocation to Instagram and Referral channels.
- Reduce spending on Flyers due to low ROI.



Seasonal Recommendations:

- Launch Winter-focused promotions to maximize peak demand.
- Prepare Spring category-specific bundles.



Customer Strategy:

- Introduce a loyalty tier system for returning customers.
- Offer first-purchase discounts for new customers.



Product Strategy:

- Promote top sellers aggressively during high seasons.
- Bundle low-performing SKUs with high-demand products.

Conclusion:

The analysis reveals high-performing channels, strong seasonal patterns, and valuable customer behavior insights. CaféConnect can significantly increase ROI and loyalty growth through targeted marketing and product strategies.

Next Steps:

- Conduct A/B testing on Instagram campaigns.
- Launch Winter loyalty program.
- Expand referral incentives.
- Optimize product bundles based on seasonal demand.

