Coffee Sales Data Analysis

Exploring Coffee Market Potential Across Indian Cities

Delhi   Mumbai   Bangalore   Chennai   Kolkata
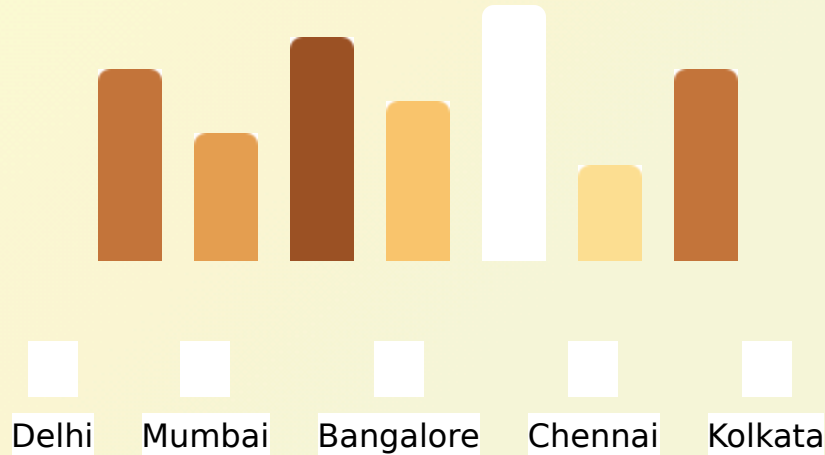
Data Overview & Structure

Sales
Transaction records
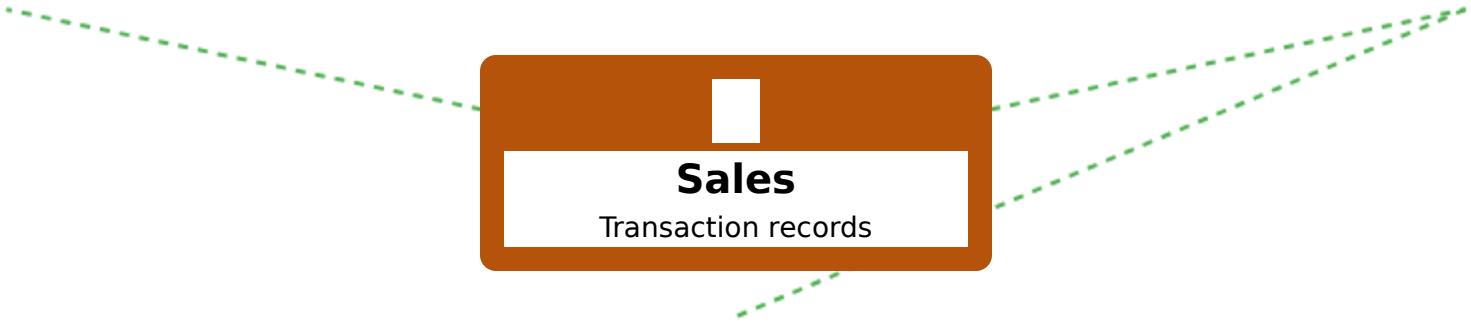
Sales Table

- Records transaction data
- Links to Products via product_id
- Links to Customers via customer_id

Products Table

- Lists coffee products & accessories
- Contains product names and IDs
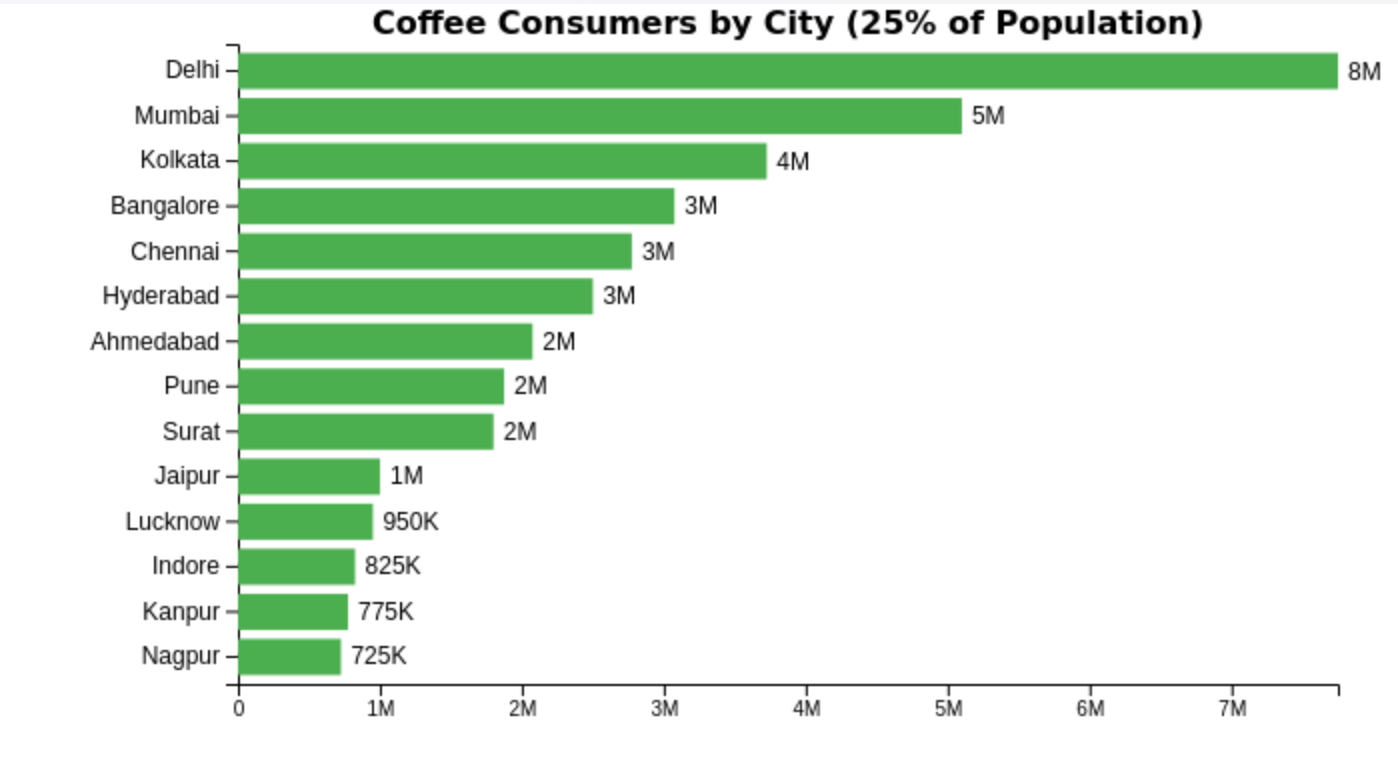- Price information for each item

Customers Table

- Stores customer information
- Links to City via city_id
- Tracks customer transactions

City Table

- Contains city names and populations
- Includes estimated rent costs
- Provides geographic context

Market Potential Analysis

Analysis of estimated coffee consumers in major Indian cities based on 25% population consumption rate.

Coffee Consumers by City (25% of Population)

City	Consumers
Delhi	8M
Mumbai	5M
Kolkata	4M
Bangalore	3M
Chennai	3M
Hyderabad	3M
Ahmedabad	2M
Pune	2M
Surat	2M
Jaipur	1M
Lucknow	950K
Indore	825K
Kanpur	775K
Nagpur	725K

Top Markets

Delhi: 7.75M consumers

Mumbai: 5.1M consumers

Key Insights

- Top 3 cities have 65% of consumers
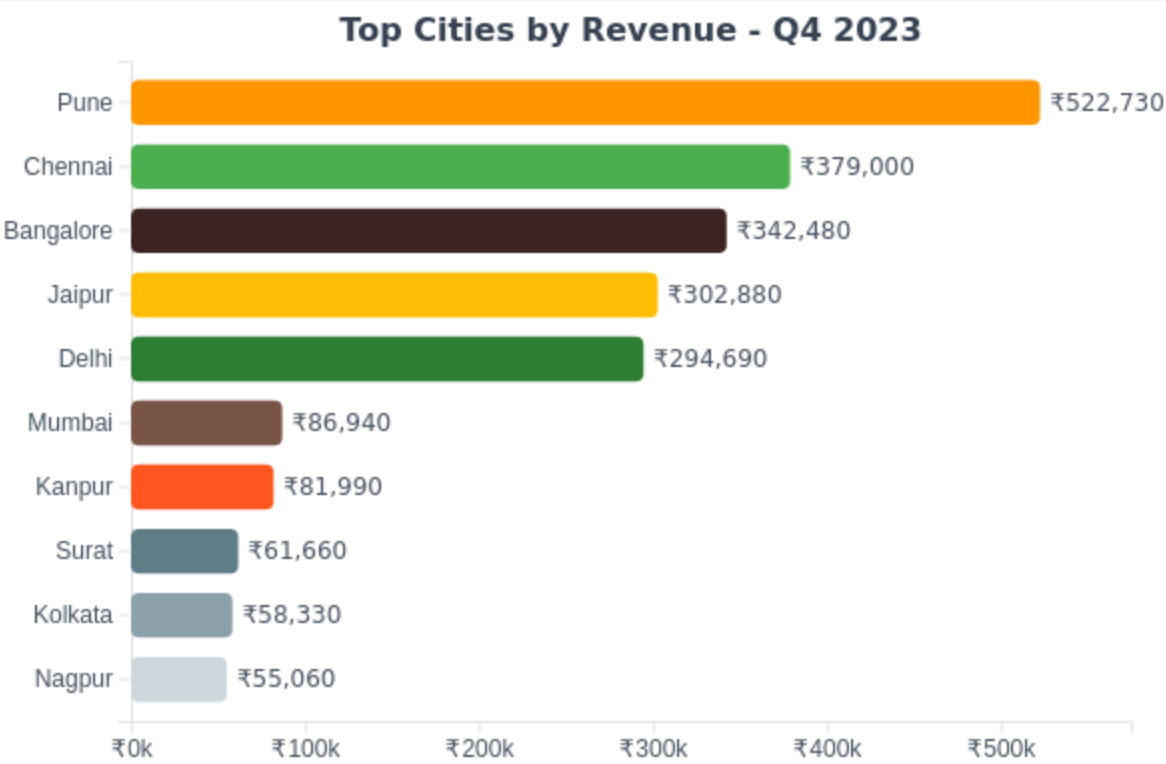- 1 in 4 people consume coffee

Market Opportunity

Target cities with high consumer density for expansion.

Data Source: Population Survey 2023

Coffee Sales Analysis

Q4 2023 Revenue Performance

Analysis of total revenue generated from coffee sales across all cities during the last quarter of 2023.

Top Cities by Revenue - Q4 2023

City	Revenue
Pune	₹522,730
Chennai	₹379,000
Bangalore	₹342,480
Jaipur	₹302,880
Delhi	₹294,690
Mumbai	₹86,940
Kanpur	₹81,990
Surat	₹61,660
Kolkata	₹58,330
Nagpur	₹55,060

Q4 2023 Revenue Leaders

Pune: ₹522,730

Chennai: ₹379,000

Bangalore: ₹342,480

Key Insights

- Pune maintains its position as the revenue leader with over 40% of total Q4 sales
- Top 3 cities (Pune, Chennai, Bangalore) account for nearly 60% of total Q4 revenue
- Seven of the twelve cities have achieved six-figure revenue totals

Overall Q4 2023 Revenue Distribution

₹2,946,900
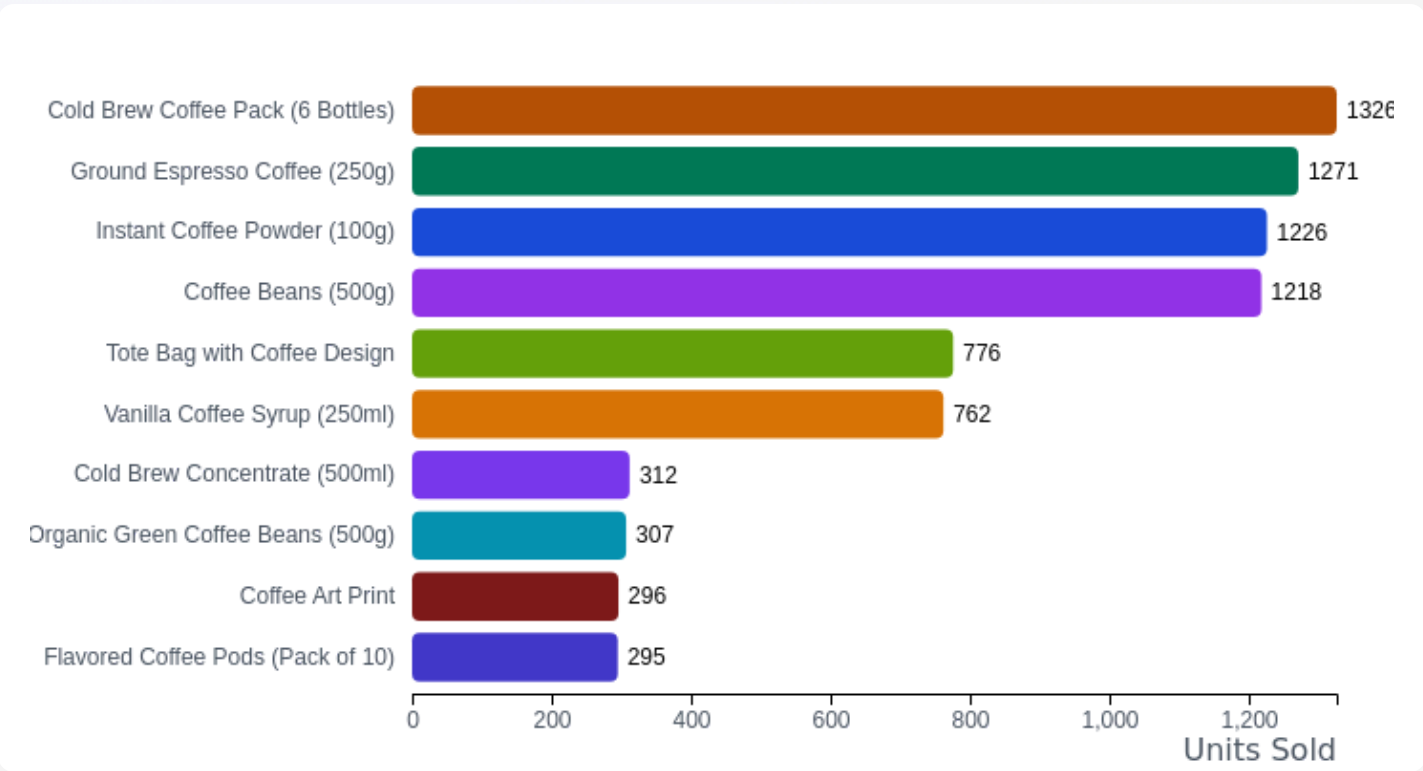Total Revenue (All Cities)

₹522,730
Pune Contribution

8.5%
Pune vs Total (%)

Product Performance Rankings

Analysis of coffee product sales volume reveals key insights into customer preferences and bestsellers.
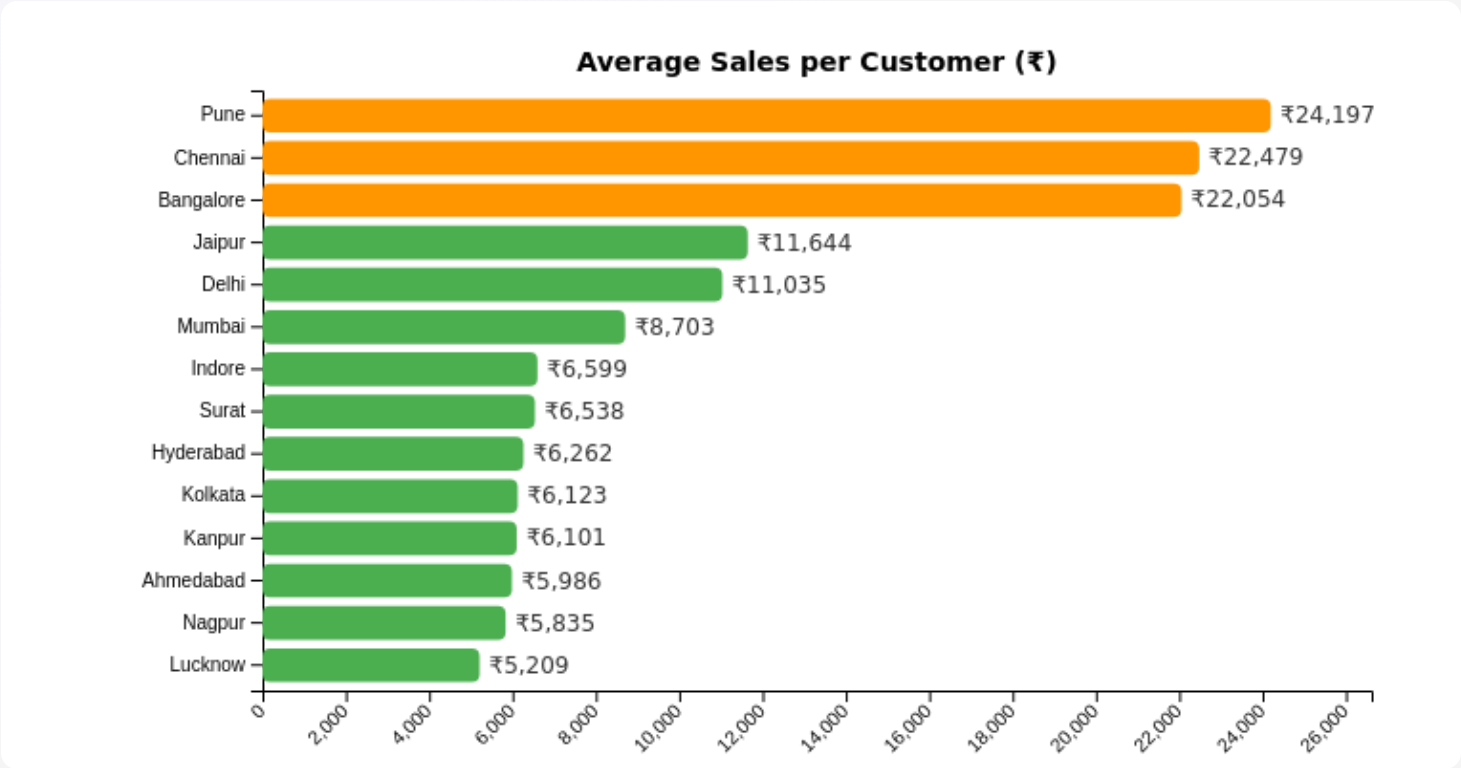

Top Performers

Cold Brew Coffee Pack	**1,326 units**
Ground Espresso Coffee	**1,271 units**
Instant Coffee Powder	**1,226 units**

Key Insights

- Cold brew products lead sales by a significant margin
- Packaged coffee formats outsell loose beans
- Customer preference for convenience products is evident

Customer Value by City

Analysis of average sales per customer reveals which cities show the highest customer lifetime value.

Average Sales per Customer (₹)

City	Average Sales per Customer (₹)
Pune	₹24,197
Chennai	₹22,479
Bangalore	₹22,054
Jaipur	₹11,644
Delhi	₹11,035
Mumbai	₹8,703
Indore	₹6,599
Surat	₹6,538
Hyderabad	₹6,262
Kolkata	₹6,123
Kanpur	₹6,101
Ahmedabad	₹5,986
Nagpur	₹5,835
Lucknow	₹5,209

Top Performing Cities

Pune: Highest average customer value at ₹24,197

Chennai: Strong customer loyalty with ₹22,479 average

Bangalore: Consistent high customer spending at ₹22,054

Strategic Implications

Focus marketing efforts on high-value cities

Replicate successful customer engagement strategies from top cities

Investigate factors driving higher customer value in these markets

Based on average sales per customer across all coffee products in Q4 2023

Market Penetration Analysis

Comparing current customer base with estimated coffee consumers (25% of population) to identify market penetration and growth opportunities.
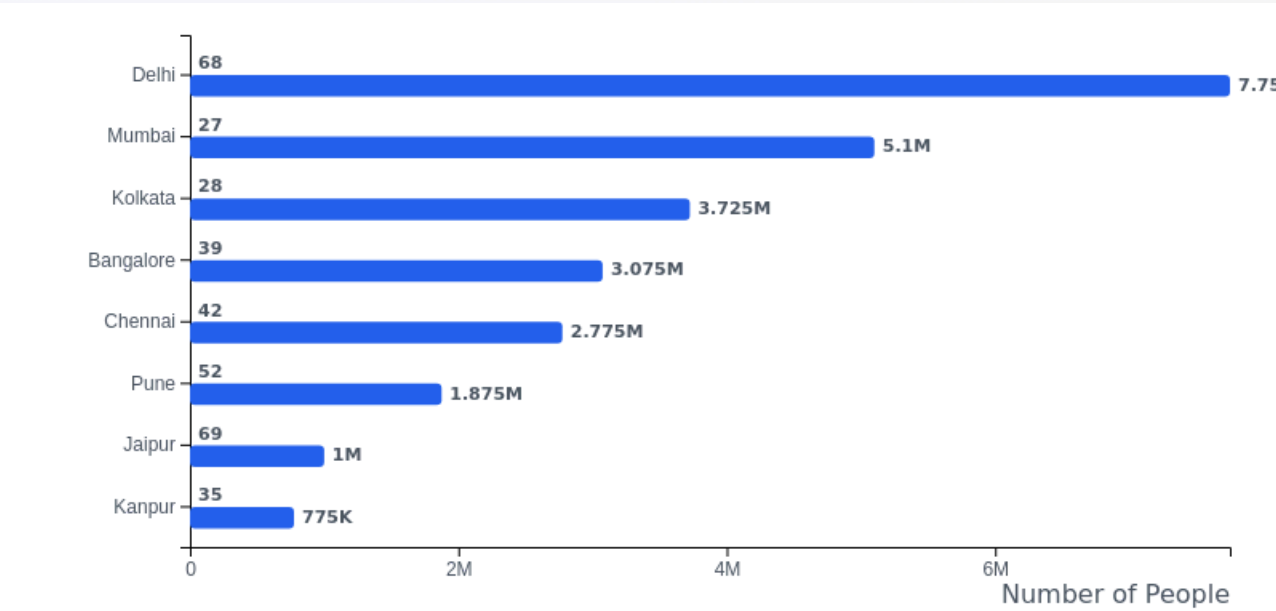
Key Insights

Market Opportunity
Cities like Delhi and Mumbai have high potential with 77.5M and 51M estimated consumers.

Penetration Rate
Current penetration varies from 8% in Delhi to 24% in Nagpur.

City Comparison
Chennai shows highest current customers (42) vs. population estimate (2.8M).

Growth Strategy
Target cities with high population and low current customer count.

Current Customers   Estimated Coffee Consumers (25%)

Regional Product Preferences

Analysis of top 3 selling products in each city reveals consistent consumer preferences for specific coffee products across different markets.
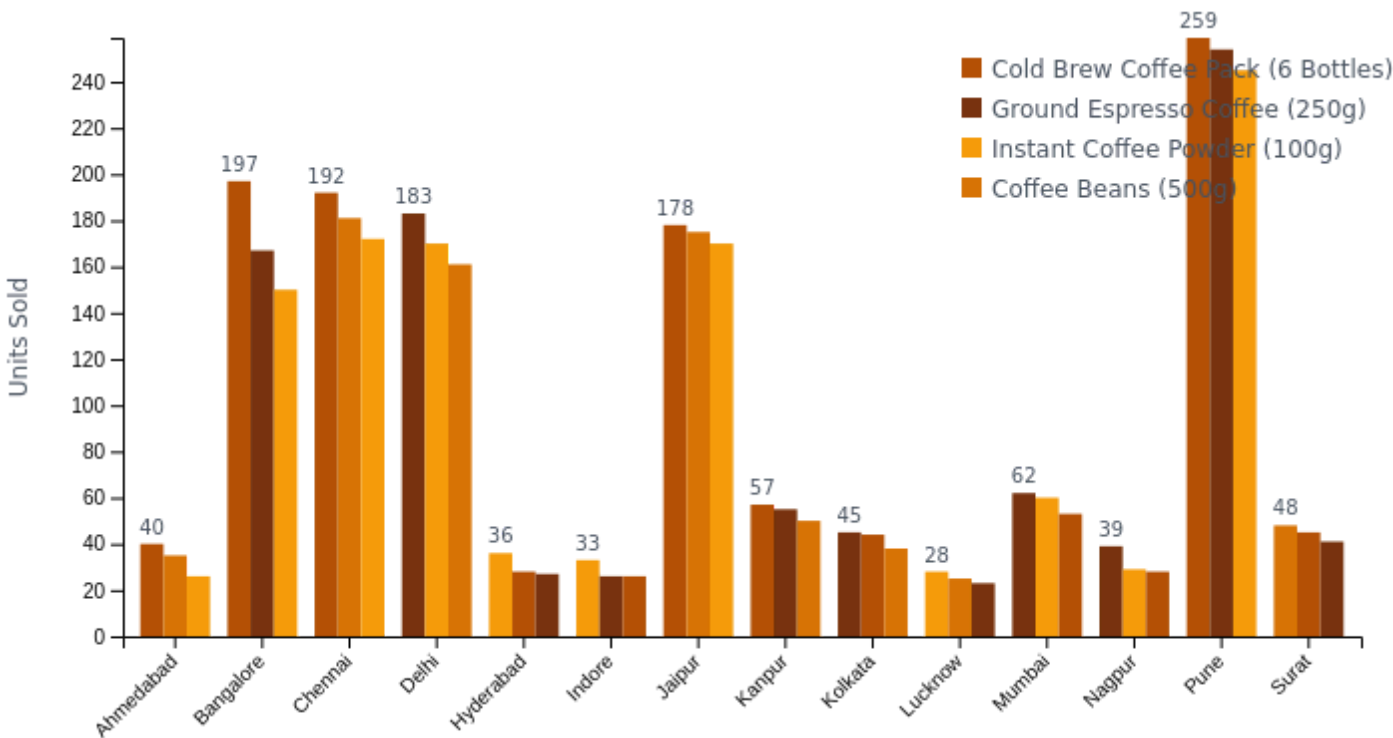
Top Performing Products

Cold Brew Coffee Pack	192-259 units
Ground Espresso Coffee	161-254 units
Instant Coffee Powder	150-245 units

Key Insights

Cold Brew shows the strongest performance in Chennai (192 units) and Pune (259 units)

Ground Espresso maintains consistent sales across all cities (161-183 units)

Instant Coffee Powder shows the most flexibility in consumer preference

Top Products by City

Legend:
- Cold Brew Coffee Pack (6 Bottles)
- Ground Espresso Coffee (250g)
- Instant Coffee Powder (100g)
- Coffee Beans (500g)

Y-axis: Units Sold

City values (Cold Brew): Ahmedabad 40, Bangalore 197, Chennai 192, Delhi 183, Hyderabad 36, Indore 33, Jaipur 178, Kanpur 57, Kolkata 45, Lucknow 28, Mumbai 62, Nagpur 39, Pune 259, Surat 48

Data Source: Coffee Sales Database (2023 Q4)

Customer Distribution Insights

Analysis of customer segmentation across major Indian cities, revealing market penetration and customer distribution patterns.

Customer Count by City
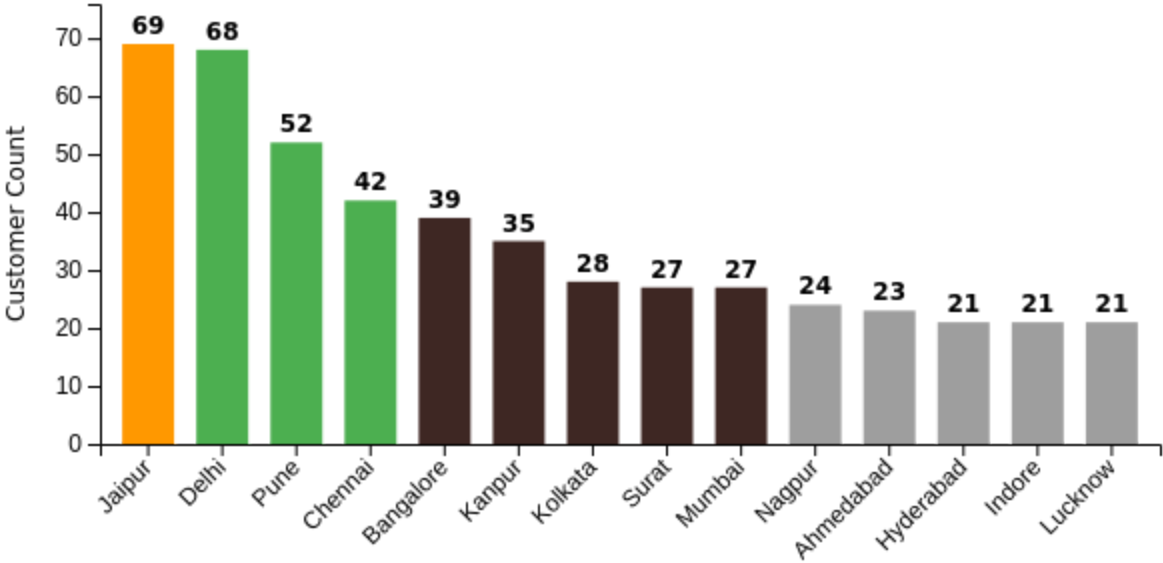
Jaipur
69
Leading city in customer count
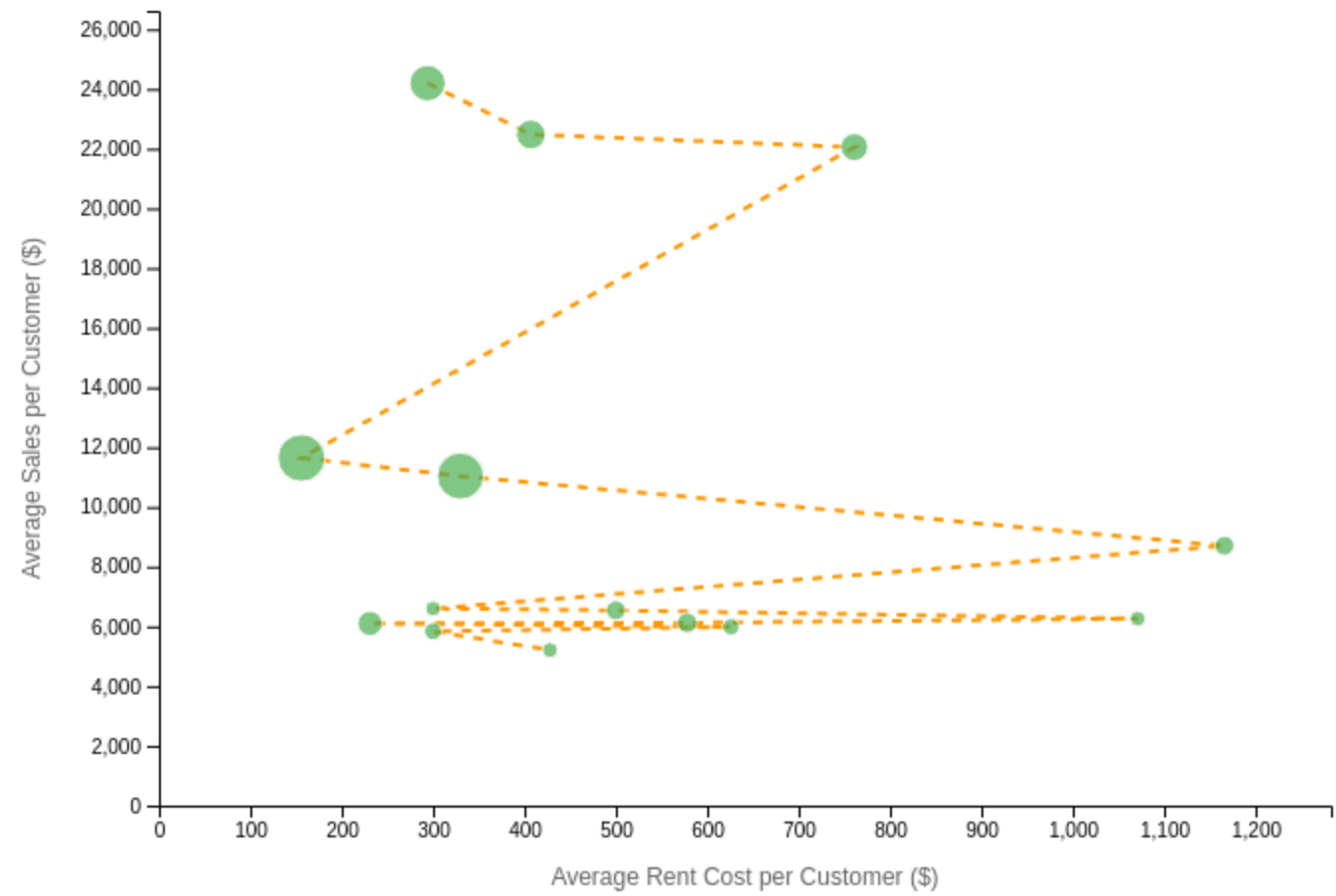
Delhi
68
Second in customer count

Key Insights

Top 2 cities account for 137 customers (39% of total)

6 cities have more than 40 customers

Customer distribution shows market readiness for coffee products

Based on Q4 2023 customer data   14 cities analyzed

Sales vs Operating Costs

Sales vs Operating Costs by City

Profitability Analysis

Comparing average sales per customer against average rent costs reveals which markets are most profitable.

High Profitability
Pune and Chennai show strong profit margins with high sales relative to rent costs.

Challenging Markets
Mumbai and Hyderabad face higher rent costs compared to their sales volumes.

Opportunity Areas
Jaipur and Lucknow show potential for growth with increasing sales trends.

Rent Efficiency
Pune demonstrates best-in-class rent efficiency with lowest relative costs.

Bubble Size Legend

Small   Medium   Large

Growth Trends & Opportunities

Monthly sales growth analysis framework to identify expansion opportunities and track performance trends by city.

Growth Metrics

- Month-over-month growth percentage
- Yearly growth comparison
- City-wise performance ranking
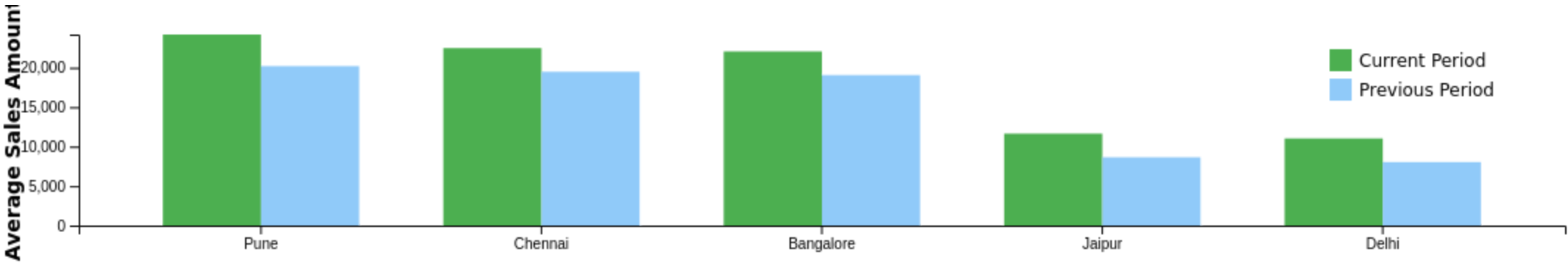
Expansion Opportunities

- High-growth cities for market expansion
- Underperforming regions for targeted campaigns
- Seasonal trends for inventory planning

Action Framework

- Quarterly performance reviews
- Adaptive marketing strategies
- Resource reallocation recommendations

Monthly Growth Rate by City (Latest Data)

Key Insight

Pune shows the highest average sales growth, indicating strong market adoption. Chennai and Bangalore follow with significant momentum.

Expansion Potential

Cities with consistent growth patterns like Pune and Chennai present opportunities for increased market share through targeted promotions.

Strategic Recommendations

Based on our data analysis, we've identified key opportunities for market expansion and revenue optimization.

Market Expansion Strategy

- Focus on high-potential cities: Delhi, Mumbai, Kolkata
- Target growing cities like Jaipur and Lucknow
- Develop city-specific marketing campaigns

Product Optimization

- Promote top-selling products: Cold Brew, Espresso, Instant Coffee
- Develop bundles featuring popular products
- Introduce limited editions based on seasons

Customer Segmentation

- Create premium offerings for high-value customers
- Develop loyalty programs for repeat purchases
- Target urban professionals with workplace solutions

Pricing Strategy

- Implement value-based pricing for premium products
- Create affordable entry-level options for price-sensitive markets
- Adjust pricing based on city-specific sales capacity

Geographic Expansion Considerations

Enter tier-2 cities with high population | Develop residential marketing | Target office districts for sales