

Story of data collection –

The report is about a café in Pune which was started by two people roughly three years ago. Although founders are baristas, café offers variety of categories for its customers. The café has been a part of many social media and internet blogs naming it one of the most picturesque cafes in the city. This analysis is done to understand few trends in categories, then items in each category, correlation between categories and total sale and understanding daily trend to manage the kitchen better.

Since the café has started, I have been going there for coffee and a good workplace. Ever since then I have gotten familiar with the owners of the café. I always wanted to help them grow and expand into more cafes all over the city but I could not give them concrete numbers which could help them do that. Now with my limited knowledge about data management and analysis, I can do that. So, I approached the owner with this thought. Owner was very kind and willing to provide me the data with which I could provide some helpful insights. It turned out the owner already was collecting the data with the CRM software that they had subscribed to but they could not make any sense of it. I took 3 months' worth of data with at least 10 variables out of which I used at most 5-6.