**Case Study – Neighbourhood Café’ famous for its beautiful ambience, friendly staff and delicious coffee – wide array of beverages(classic espresso to lattes, pastries, sandwiches to diverse taste based on its established customer base.**

**More coffee chains and independent coffee shops have slowed down business and Business owner Taylor needs insights from Analysts to understand performance and uncover potential opportunities for growth.**

**Data souces and types:**

Sales Data –

1. Which items on the menu are selling most? Which ones are selling the least?
2. Is there a specific time or week, seasons where the items sell the most/least?

Customer data/survey:

1. Which type of customer has the café served until now and how has the customer demographics in the area shifted?
2. Customer needs – Is there demand for more vegan options?

Competitor data:

1. What are the competitor price points for certain similar products? Is it too high at the café.
2. What are some USPs of competitors?
3. Is there more social media presence/ reward points?

**Data acquisition**

By gathering data from multiple sources, you can gain a comprehensive understanding of a business and identify trends and patterns that may not be apparent when looking at individual data sources.

Consulting closely with stakeholders like Taylor to better understand their goals for the analysis. Before collecting data, analysts must determine what data they need to collect in order to conduct an analysis that is relevant *to business needs*

**Data Cleaning**

* Missing fields
* Duplicates
* Inconsistencies/ errors

**Data analysis**

-Sales data, customer data, competitor data, operations data(inventory, stock management)

**Data visualization**

Easy to understand charts, dashboards to take actions based on data

**Recommendations:**

Improve foot-traffic and sales – targeted promotions for larger segments,

Generate business during low -peak hours/days

Menu revamping – items that sell less can be eliminated, introduce takeaways, opiimizing price points, new vegan options.

Adjusting staff levels based on peak sales hours, Inventory management to avoid stock shortage

**Monitoring**

identifying areas of improvement to enhance the efficiency and effectiveness of the analysis process in the future.