



# Monday Coffee...

# Agenda

- ✓ Problem Statement
- ✓ Research Questions
- ✓ Data overview
- ✓ Methodology
- ✓ Analysis and finding
- ✓ Recommendations

# Problem Statement

- The company wants to identify the top **three cities** for **opening** new coffee **shops** by analyzing customer **demand**, **revenue** potential, **satisfaction** levels, **sales** trends, and **rent-profit trade-offs**, ensuring expansion into the most profitable and sustainable locations.

# Research Questions

- What is the distribution of coffee consumers across different cities?
- Which coffee products are currently the top trending in the market?
- How do customers exhibit purchasing behavior towards different coffee products?
- What is the level of customer satisfaction with coffee products, measured through average ratings?
- What is the revenue potential from coffee sales across different cities?
- How much do customers in each city spend on coffee on average?
- How does rent expenditure compare with profit in the coffee business (rent vs. profit trade-off)?
- Which are the top three selling coffee products in each city?
- How many unique customers purchase coffee in each city?
- What is the daily trend of coffee sales?
- What is the monthly trend of coffee sales?
- What is the average sales revenue and average rent per customer?

# Dataset Overview

1. **City:** id,city,population,est\_rent,city\_rank
2. **Customer:** id,customer\_name,city\_id
3. **Products:** id,product\_name,price
4. **Sales:** id,date,product\_id,customer\_id,total,rating

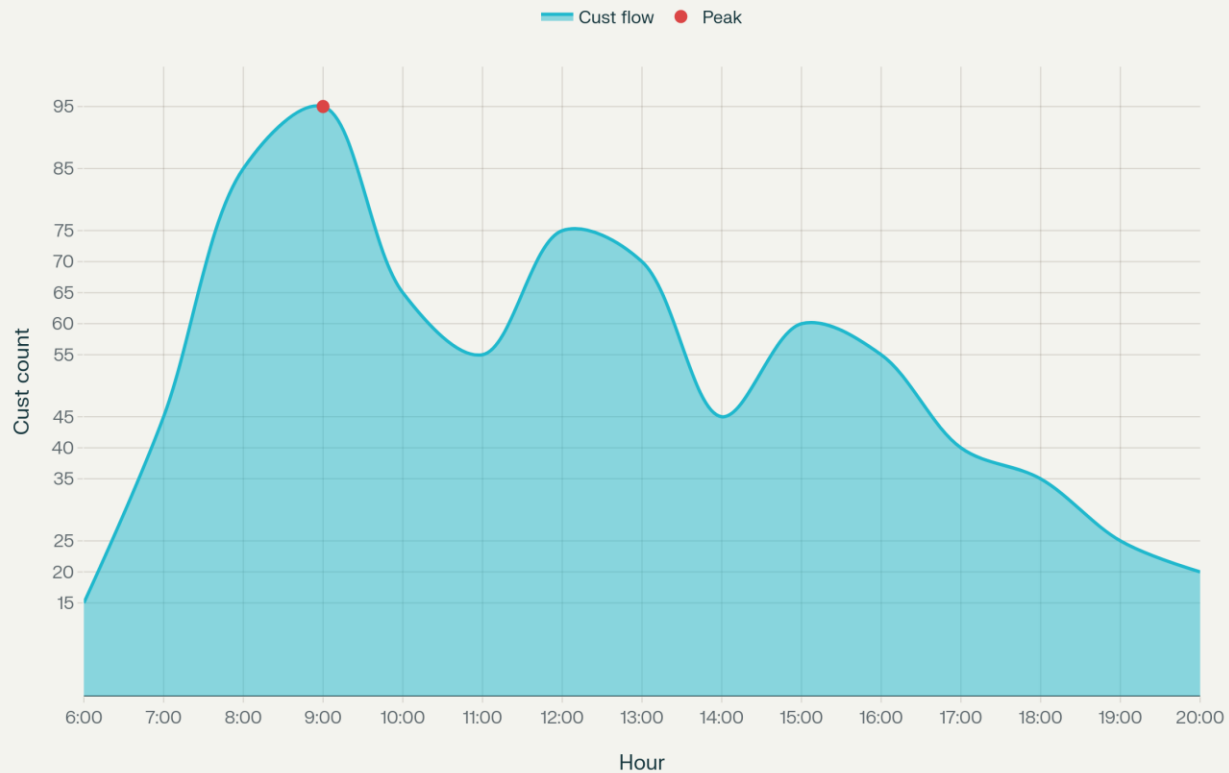
# Methodology

- ❖ Perplexity Pro: Deep research
- ❖ Power BI: Dashboard
- ❖ PostgreSQL: Analysis

# Research AI

- **Daily Customer Flow Pattern:** Morning and Afternoon time indicate high number of coffee visitors.
- **Avg. Coffee Price by Brands:** The Charts uncovers average price of different brands.

Daily Customer Flow Pattern



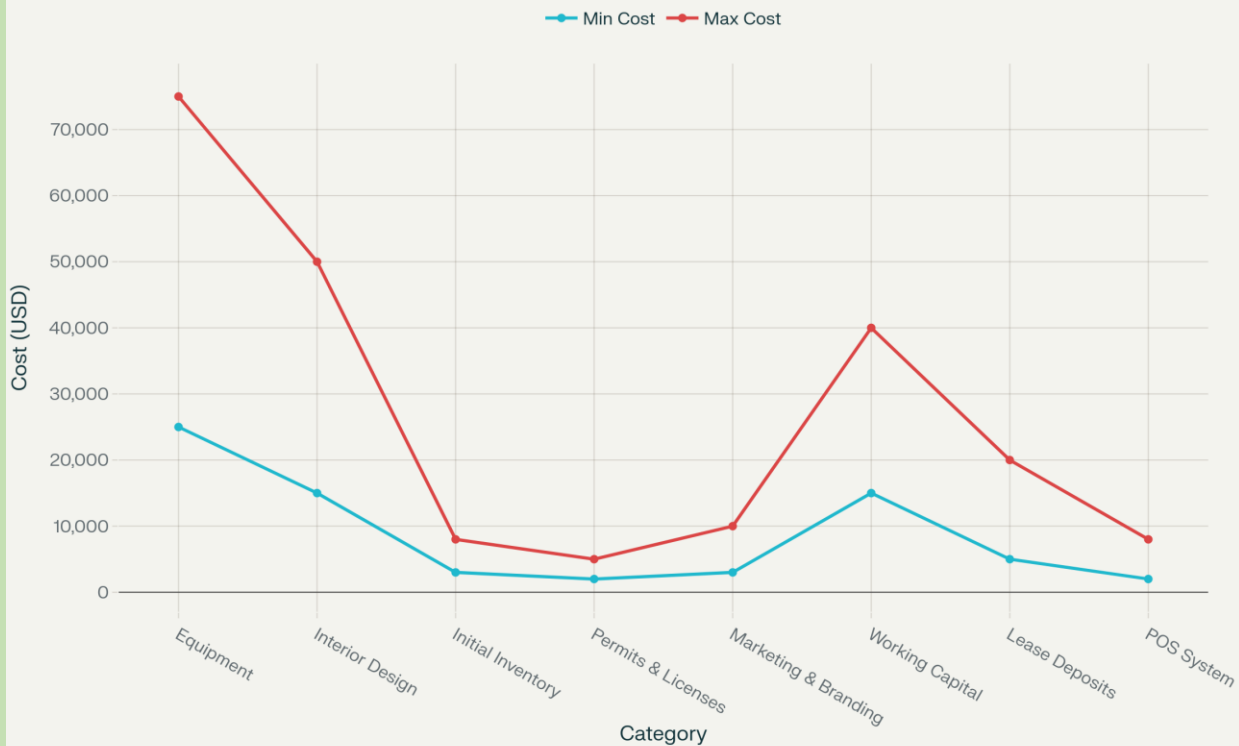
Avg. Coffee Price by Brand/Segment



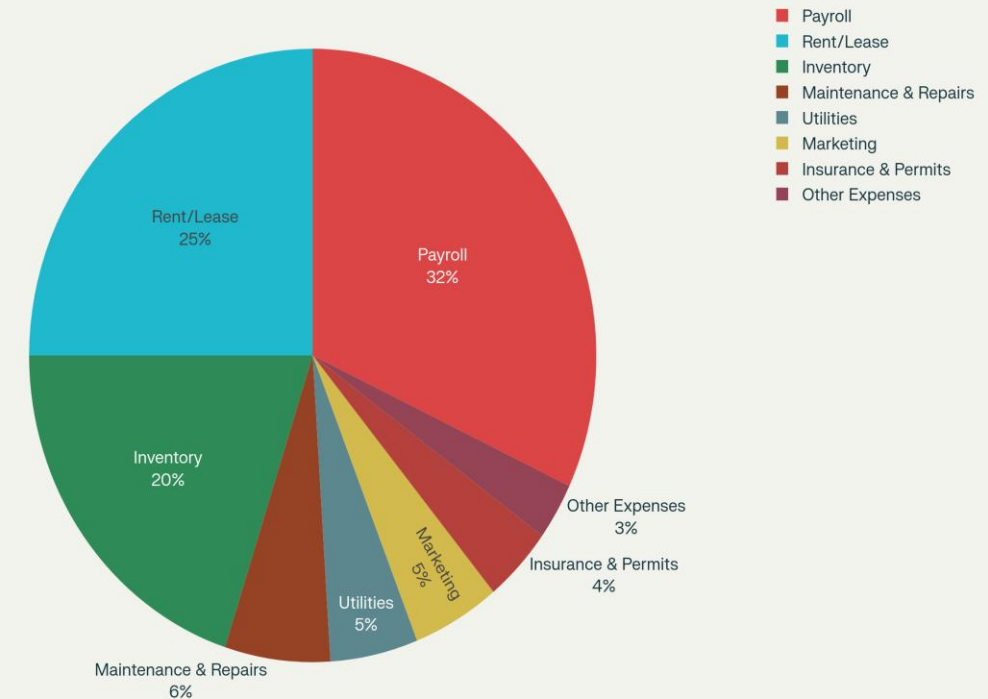
# Research AI

- **Coffee shop startup cost range:** This chart reveals the cost range associated with the different category to install.
- **Café Monthly Expenditure:** The Chart shows monthly incurs Expenditure for a coffee shop.

Coffee Shop Startup Cost Range



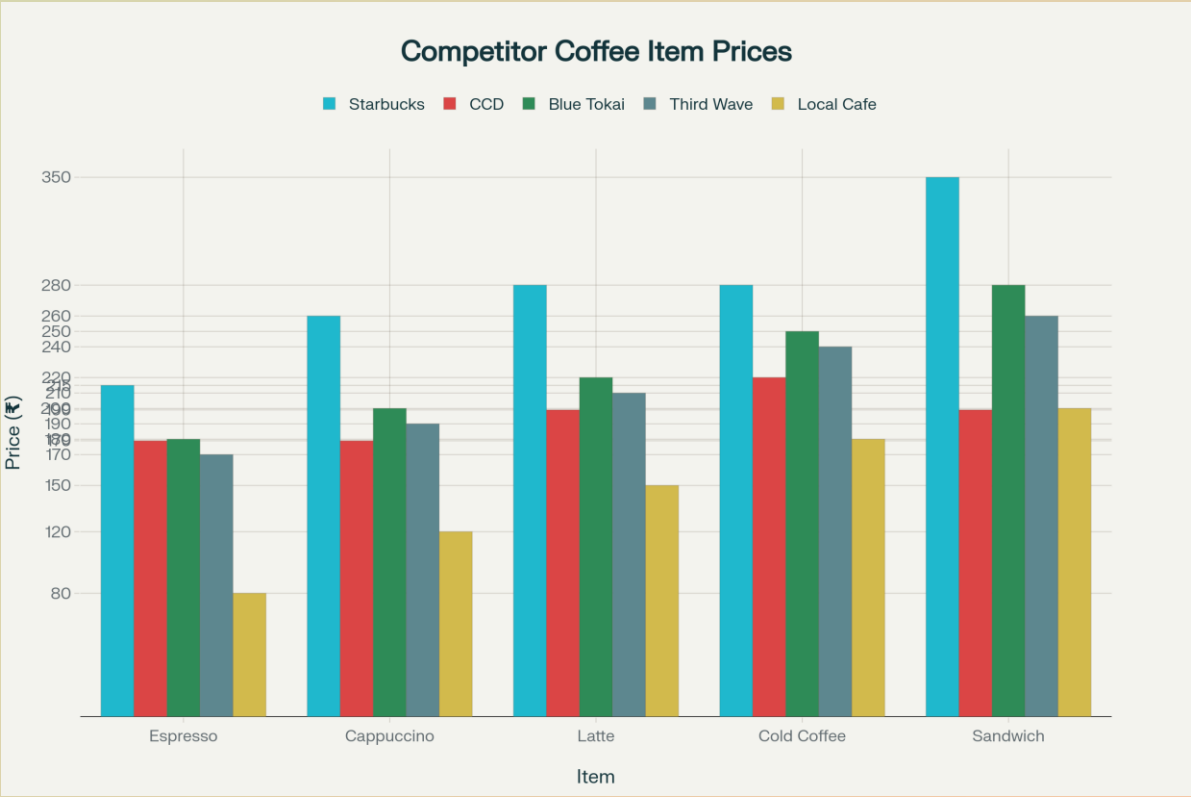
Café Monthly OpEx Breakdown





# Research AI

- **Coffee shop city comparison:** This chart reveals crucial components of coffee location where we are supposed to open new shop.
- **Competitor Coffee item Prices:** The Chart shows coffee and its selling price in different brands.



# Research AI

## 1. Best City Analysis

Why Chennai is the Top Choice to start for new shop:

### Market Advantages:

Second-largest coffee market (₹520 crores) with very high growth potential

Strong coffee culture heritage (score: 8/10) - Tamil Nadu is known for its traditional filter coffee culture

Lower competition intensity compared to Bangalore and Delhi, creating better opportunities for new entrants

### Cost Benefits:

Most affordable commercial rent at ₹35/sq ft per month

Lower operational costs compared to Delhi (₹60/sq ft) and Bangalore (₹45/sq ft)

Better profit margins due to cost structure advantages

### Target Demographics:

8 lakh IT professionals providing steady customer base

Growing urbanization with increasing disposable income

Traditional coffee appreciation transitioning to modern café culture

### Other Cities Analysis:

**Bangalore:** Excellent coffee culture but extremely high competition (2,800 existing coffee shops) and higher rents

**Delhi:** Largest market size but highest rents (₹60/sq ft), very high competition, and weaker coffee culture

**Pune:** Good growth potential but smaller market size and limited IT professional base

# Research AI

## 2. Best Locations in Chennai

### Prime Commercial Areas for Coffee Shops:

- **T. Nagar - Top Recommendation**
  - Highest footfall in Chennai for retail and commercial activity
  - Established shopping destination with consistent customer traffic
  - Mix of office workers and shoppers providing all-day business potential
  - Excellent public transport connectivity via metro and buses
- **Velachery (Phoenix MarketCity Area)**
  - Modern commercial hub with IT companies and shopping centers
  - Growing residential population of young professionals
  - Less saturated than traditional areas like T. Nagar
- **Adyar**
  - Upscale residential area with high disposable income demographics
  - Educational institutions providing student customer base
  - Established café culture with existing successful coffee shops
- **Anna Nagar**
  - Modern planned layout with good infrastructure
  - High concentration of IT professionals and families
  - Growing commercial activity with mall and office developments

## Research AI

### **3. Advertisement Strategies**

#### **Digital Marketing Framework**

##### **1. Social Media Marketing**

- Facebook Campaigns: Target local Chennai demographics aged 25-45 with location-based advertising
- WhatsApp Business: Create loyalty programs and daily special announcements
- Instagram Strategy: Focus on visually appealing coffee and food photography, behind-the-scenes content,

##### **2. Local SEO Optimization**

- Google My Business optimization for "coffee shop near me" searches
- Location-based keywords: "T Nagar coffee shop," "Velachery café," "Chennai filter coffee"
- Customer reviews management to build local reputation

##### **3. Influencer Marketing**

- Partner with Chennai food bloggers and micro-influencers (1K-10K followers)
- Collaborate with local lifestyle influencers who align with coffee culture
- Create Instagram-worthy spaces specifically designed for social media

# Research AI

## 4. Community Engagement

- Host coffee education workshops and tasting sessions
- Partner with local businesses for cross-promotion
- Sponsor local events and cultural festivals

## Traditional Marketing

- Local newspaper advertisements in Tamil and English dailies
- Radio sponsorships during morning commute hours
- Outdoor advertising in high-traffic areas like T. Nagar

## Research AI

### **4. Deep Competitor Analysis**

#### **Major Competitors Analysis:**

##### **Starbucks**

- Pricing: Premium (₹215-₹355 for beverages)
- Market Position: International premium brand targeting affluent consumers
- Strengths: Brand recognition, premium experience, loyalty program
- Weaknesses: High prices, limited local flavor adaptation

##### **Café Coffee Day (CCD)**

- Pricing: Mass market (₹179-₹229 for beverages)
- Market Position: Established Indian brand with widespread presence
- Strengths: Affordable pricing, extensive network, local brand appeal
- Weaknesses: Financial troubles, inconsistent quality

##### **Blue Tokai Coffee Roasters**

- Pricing: Premium specialty (₹180-₹280 for beverages)
- Market Position: Specialty coffee focusing on quality and ethical sourcing
- Strengths: Quality focus, sustainable practices, growing brand recognition
- Weaknesses: Limited presence, higher prices than mass market

## Research AI

### **Third Wave Coffee**

- Pricing: Premium specialty (₹170-₹260 for beverages)
- Market Position: Contemporary specialty coffee with modern appeal
- Strengths: Quality coffee, modern ambiance, tech-savvy approach
- Weaknesses: Limited brand recognition compared to established players

# Research AI

## Competitive Positioning Strategy:

Recommended Market Position: Premium Local Specialty

- Price Range: ₹150-₹250 for beverages (between CCD and Starbucks)
- Unique Selling Proposition: Modern interpretation of traditional South Indian coffee culture
- Differentiators:
  - Local Chennai flavors with international quality
  - Filter coffee expertise with modern brewing methods
  - Community-focused with Tamil cultural elements
  - Sustainable and locally sourced ingredients

## Product Portfolio Strategy:

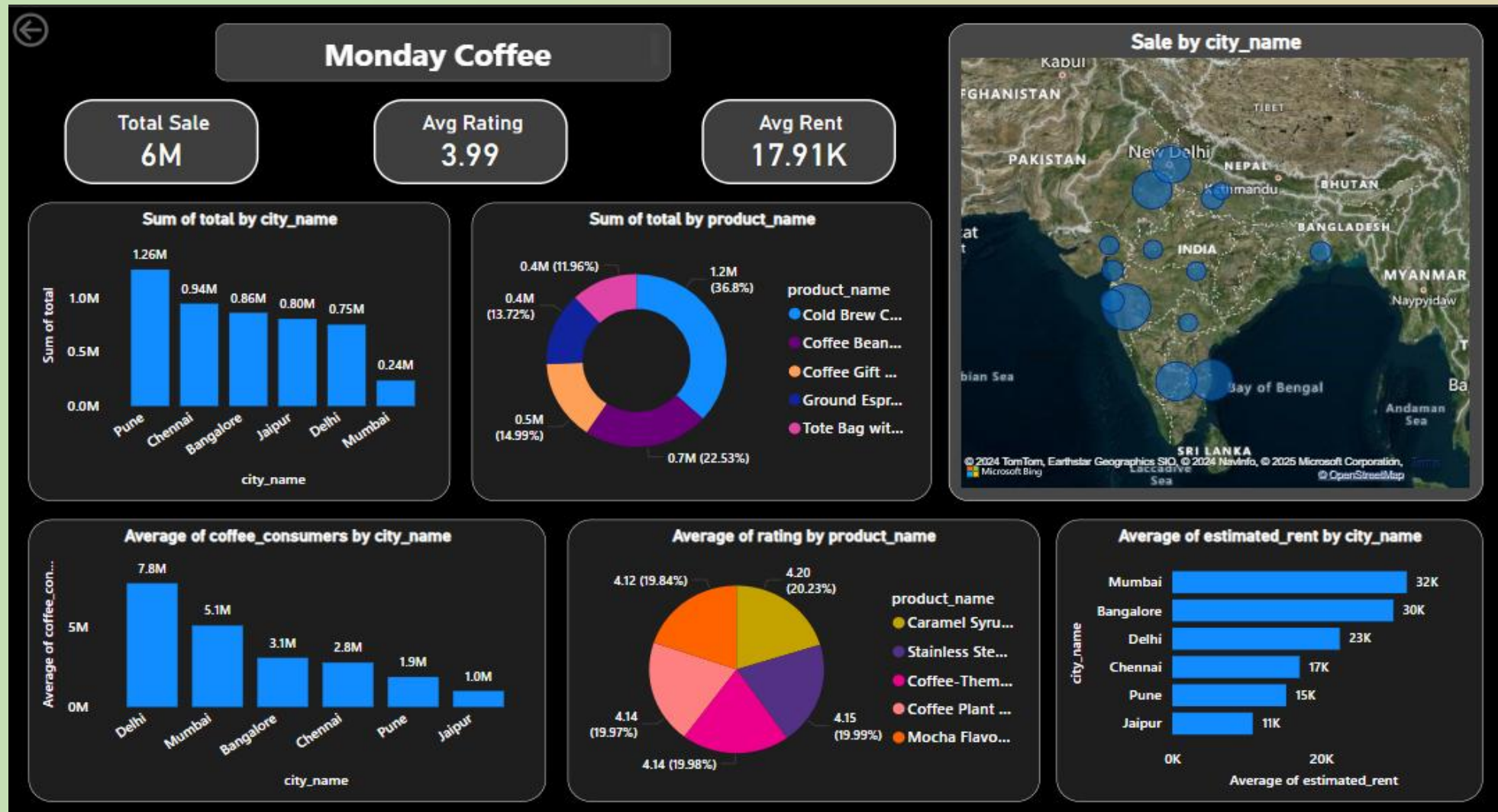
Core Offerings:

- Traditional Filter Coffee (signature item) - ₹80-₹120
- Modern Espresso Drinks - ₹150-₹220
- Cold Brews and Iced Coffees - ₹180-₹250
- Local Food Items: Vada, samosa, sandwiches - ₹120-₹200
- Fusion Items: Filter coffee latte, masala cold brew - ₹180-₹230



# Analysis and Findings

## Dashboard.



# Analysis and Findings

Tables shows the **coffee consumers in different city.**

- **Delhi (7.75M)** leads as the biggest coffee hub.
- **Mumbai (5.1M)** and **Kolkata (3.73M)** follow strongly.
- **Bangalore (3.08M)**, despite being the “Coffee Capital,” shows moderate numbers.
- Tier-2 cities (**Pune, Surat, Jaipur, Lucknow**) together add **5M+ drinkers**, showing rising café culture.

	city_name character varying (15) 🔒	in_millions numeric 🔒	city_rank integer 🔒
1	Delhi	7.75	3
2	Mumbai	5.10	2
3	Kolkata	3.73	7
4	Bangalore	3.08	1
5	Chennai	2.78	6
6	Hyderabad	2.50	4
7	Ahmedabad	2.08	5
8	Pune	1.88	9
9	Surat	1.80	10
10	Jaipur	1.00	8
11	Lucknow	0.95	11
12	Indore	0.83	14
13	Kanpur	0.78	12

# Analysis and Findings

Table refers TOP Trending Coffee Product.

- **Cold Brew Pack (1326)**, **Espresso (1271)**, and **Instant Coffee (1226)** are in strong demand demand.
- **Coffee Beans (1218)** remain popular, showing customers also enjoy home brewing.

	product_name character varying (35) 🔒	count bigint 🔒
1	Cold Brew Coffee Pack (6 Bottles)	1326
2	Ground Espresso Coffee (250g)	1271
3	Instant Coffee Powder (100g)	1226
4	Coffee Beans (500g)	1218
5	Tote Bag with Coffee Design	776
6	Vanilla Coffee Syrup (250ml)	762
7	Cold Brew Concentrate (500ml)	312
8	Organic Green Coffee Beans (500...	307
9	Coffee Art Print	296
10	Flavored Coffee Pods (Pack of 10)	295
11	Coffee Drip Bags (10 Bags)	289

12	Insulated Travel Mug	273
13	Coffee Gift Hamper	270
14	Specialty Coffee Subscription	258
15	Customizable Coffee Coaster Set	258
16	French Press Coffee Set	257
17	Caramel Syrup (250ml)	96
18	Coffee Plant Kit (DIY)	91
19	Coffee Bean Storage Canister	89
20	Coffee Recipe Book	88
21	Mocha Flavored Coffee Mix (200g)	86
22	Personalized Coffee Spoon	83

# Analysis and Findings

Table refers the Coffee Product Sale Behaviour.

- **Cold Brew Pack** generates the highest revenue (1.19M).
- **Coffee Beans (730K)** also perform strongly.
- **Espresso (445K)** and **Instant Coffee (306K)** show steady demand.

	product_name character varying (35) 🔒	count bigint 🔒	sum double precision 🔒
1	Cold Brew Coffee Pack (6 Bottles)	1326	1193400
2	Ground Espresso Coffee (250g)	1271	444850
3	Instant Coffee Powder (100g)	1226	306500
4	Coffee Beans (500g)	1218	730800
5	Tote Bag with Coffee Design	776	388000

# Analysis and Findings

Table refers the Customer Satisfaction with Coffee(Avg Rating).

- **Lowest ratings** in Hyderabad (3.41) and Kanpur (3.44).
- Metro cities like **Mumbai, Delhi, Kolkata** stay around 3.5.
- **Top satisfaction** in Pune (4.46), Bangalore (4.48), and Chennai (4.51).

	city_name character varying (15) 🔒	avg_coffee_rating numeric 🔒
1	Hyderabad	3.41
2	Kanpur	3.44
3	Mumbai	3.45
4	Nagpur	3.48
5	Surat	3.49
6	Kolkata	3.49
7	Lucknow	3.49
8	Indore	3.50
9	Jaipur	3.51
10	Delhi	3.51
11	Ahmedabad	3.55
12	Pune	4.46

11	Ahmedabad	3.55
12	Pune	4.46
13	Bangalore	4.48
14	Chennai	4.51

# Analysis and Findings

Table refers the Revenue Potential by City (coffee\_revenue).

- **Pune (1.16M)** leads revenue potential.
- **Chennai (877K)** and **Bangalore (794K)** follow strongly.
- **Jaipur & Delhi** also cross **700K+**.
- **Lucknow (100K)** shows lowest scope.

	city_name character varying (15) 🔒	coffee_revenue double precision 🔒
1	Pune	1160940
2	Chennai	877320
3	Bangalore	794160
4	Jaipur	750500
5	Delhi	701770
6	Mumbai	218750
7	Kanpur	199500
8	Surat	171190
9	Kolkata	163510
10	Nagpur	132650
11	Ahmedabad	131690
12	Indore	129790

12	Indore	129790
13	Hyderabad	123070
14	Lucknow	100000



## Analysis and Findings

Table refers City wise spent per customer.

- **Pune (24.2K), Chennai (22.5K), and Bangalore (22K)** lead in average spend.
- **Jaipur & Delhi** fall around **11K**.
- **Mumbai (8.7K)** and **Kanpur (6.1K)** show lower spending.

	city_name character varying (15) 🔒	count bigint 🔒	sum double precision 🔒	avg_per_customer double precision 🔒
1	Pune	52	1258290	24197.884615384617
2	Chennai	42	944120	22479.04761904762
3	Bangalore	39	860110	22054.102564102563
4	Jaipur	69	803450	11644.202898550724
5	Delhi	68	750420	11035.588235294117
6	Mumbai	27	235000	8703.703703703704
7	Kanpur	35	213550	6101.428571428572
8	Surat	27	176540	6538.518518518518
9	Kolkata	28	171460	6123.571428571428
10	Nagpur	24	140050	5835.416666666667
11	Indore	21	138590	6599.523809523809
12	Ahmedabad	23	137690	5986.521739130435
13	Hyderabad	21	131520	6262.857142857143

## Analysis and Findings

Table refers the Rent vs Profit Trade-off.

- **Pune (1.14M)**, **Chennai (860K)**, and **Bangalore (764K)** deliver the highest profits.
- **Jaipur (739K)** and **Delhi (679K)** also perform strongly.
- Smaller cities like **Indore**, **Ahmedabad**, **Nagpur** stay near **120K profit**.

	city_name character varying (15) 🔒	coffee_revenue double precision 🔒	estimated_rent double precision 🔒	profit_after_rent numeric 🔒
1	Pune	1160940	15300	1145640.00
2	Chennai	877320	17100	860220.00
3	Bangalore	794160	29700	764460.00
4	Jaipur	750500	10800	739700.00
5	Delhi	701770	22500	679270.00
6	Kanpur	199500	8100	191400.00
7	Mumbai	218750	31500	187250.00
8	Surat	171190	13500	157690.00
9	Kolkata	163510	16200	147310.00
10	Nagpur	132650	7200	125450.00
11	Indore	129790	6300	123490.00
12	Ahmedabad	131690	14400	117290.00



# Analysis and Findings

Table refers the Top 3 Selling Product in each City.

- Uncovering top 3 sold product in each city must keep in new shop.

	city_name character varying (15) 🔒	product_name character varying (35) 🔒	count bigint 🔒	dense_rank bigint 🔒
1	Ahmedabad	Instant Coffee Powder (100g)	26	3
2	Ahmedabad	Coffee Beans (500g)	35	2
3	Ahmedabad	Cold Brew Coffee Pack (6 Bottles)	40	1
4	Bangalore	Instant Coffee Powder (100g)	150	3
5	Bangalore	Ground Espresso Coffee (250g)	167	2
6	Bangalore	Cold Brew Coffee Pack (6 Bottles)	197	1
7	Chennai	Instant Coffee Powder (100g)	172	3
8	Chennai	Coffee Beans (500g)	181	2
9	Chennai	Cold Brew Coffee Pack (6 Bottles)	192	1
10	Delhi	Coffee Beans (500g)	161	3
11	Delhi	Instant Coffee Powder (100g)	170	2
12	Delhi	Ground Espresso Coffee (250g)	183	1
13	Hyderabad	Ground Espresso Coffee (250g)	27	3

	city_name character varying (15) 🔒	product_name character varying (35) 🔒	count bigint 🔒	dense_rank bigint 🔒
14	Hyderabad	Cold Brew Coffee Pack (6 Bottles)	28	2
15	Hyderabad	Instant Coffee Powder (100g)	36	1
16	Indore	Coffee Beans (500g)	23	3
17	Indore	Cold Brew Coffee Pack (6 Bottles)	26	2
18	Indore	Ground Espresso Coffee (250g)	26	2
19	Indore	Instant Coffee Powder (100g)	33	1
20	Jaipur	Instant Coffee Powder (100g)	170	3
21	Jaipur	Coffee Beans (500g)	175	2
22	Jaipur	Cold Brew Coffee Pack (6 Bottles)	178	1
23	Kanpur	Coffee Beans (500g)	50	3
24	Kanpur	Ground Espresso Coffee (250g)	55	2
25	Kanpur	Cold Brew Coffee Pack (6 Bottles)	57	1
26	Kolkata	Coffee Beans (500g)	38	3

32	Lucknow	Instant Coffee Powder (100g)	28	1
33	Mumbai	Cold Brew Coffee Pack (6 Bottles)	53	3
34	Mumbai	Instant Coffee Powder (100g)	60	2
35	Mumbai	Ground Espresso Coffee (250g)	62	1
36	Nagpur	Cold Brew Coffee Pack (6 Bottles)	28	3
37	Nagpur	Coffee Beans (500g)	28	3
38	Nagpur	Instant Coffee Powder (100g)	29	2
39	Nagpur	Ground Espresso Coffee (250g)	39	1
40	Pune	Instant Coffee Powder (100g)	245	3
41	Pune	Ground Espresso Coffee (250g)	254	2
42	Pune	Cold Brew Coffee Pack (6 Bottles)	259	1
43	Surat	Ground Espresso Coffee (250g)	41	3
44	Surat	Cold Brew Coffee Pack (6 Bottles)	45	2

## Analysis and Findings

Table refers the count of unique customer in each city who purchase coffee.

- **Friday (1454)** sees the highest sales, followed by **Thursday (1403)**.
- **Weekend sales** (Sat & Sun ~1393) remain steady
- **Wednesday (1302)** records the lowest sales.

	city_name character varying (15) 🔒	count bigint 🔒
1	Jaipur	69
2	Delhi	68
3	Pune	52
4	Chennai	42
5	Bangalore	39
6	Kanpur	35
7	Kolkata	28
8	Surat	27
9	Mumbai	27

10	Nagpur	24
11	Ahmedabad	23
12	Lucknow	21
13	Hyderabad	21
14	Indore	21

## Analysis and Findings

Table refers the Coffee Sales Trend(Day).

- **Friday (1454)** sees the highest sales, followed by **Thursday (1403)**.
- **Weekend sales** (Sat & Sun ~1393) remain steady
- **Wednesday (1302)** records the lowest sales.

	day_name text	coffee_sales bigint
1	Friday	1454
2	Thursday	1403
3	Sunday	1393
4	Saturday	1393
5	Tuesday	1344
6	Monday	1343
7	Wednesday	1302

## Analysis and Findings

Table refers the Coffee Sales Trend(Month).

- **March (1266), January (1140), and February (1093)** are peak months.
- **September (996)** and **December (877)** also perform well.
- **Lowest sales** in **June (462), July (529), and April (532).**

	month_name text	coffee_sales bigint
1	April	532
2	August	566
3	December	877
4	February	1093
5	January	1140
6	July	529
7	June	462
8	March	1266
9	May	604
10	November	799
11	October	768
12	September	996

## Analysis and Findings

- Table refers the Avg Sale avg Rent per Customer.

	city_name character varying (15) 🔒	avg_per_customer double precision 🔒	est_rent double precision 🔒
1	Bangalore	22054.102564102563	761.5384615384615
2	Chennai	22479.04761904762	407.14285714285717
3	Pune	24197.884615384617	294.2307692307692
4	Jaipur	11644.202898550724	156.52173913043478
5	Delhi	11035.588235294117	330.88235294117646
6	Mumbai	8703.703703703704	1166.6666666666667
7	Hyderabad	6262.857142857143	1071.4285714285713
8	Ahmedabad	5986.521739130435	626.0869565217391
9	Kolkata	6123.571428571428	578.5714285714286
10	Surat	6538.518518518518	500
11	Lucknow	5209.523809523809	428.57142857142856
12	Kanpur	6101.428571428572	231.42857142857142
13	Nagpur	5835.416666666667	300

# Recommendation

## 1. Pune

- Highest revenue potential & profit after rent (1.14M).
- Customers spend the most per head (24K+).
- Strong weekend sales trend.

## 2. Chennai

- High satisfaction rating (4.5) with loyal customer base.
- Strong revenue (877K) & profit (860K).
- High per-customer spending (22K+).

## 3. Bangalore

- Excellent customer satisfaction (4.48).
- Revenue & profit both strong (~764K).
- Consistent coffee culture, strong demand.

**Final Note:** Pune offers the **best profitability**, Chennai provides **customer loyalty & satisfaction**, and Bangalore ensures **long-term brand positioning in India's coffee capital**