

Coffee Orders

Analysis



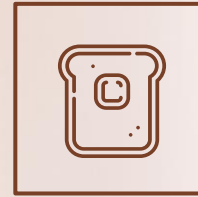
Agenda



Project Recap



Problem



Process



Insight



Action Plan





Project Recap



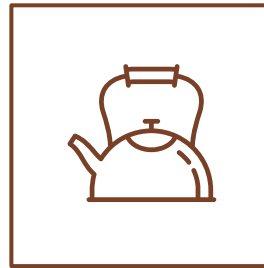
The coffee shop are facing revenue problem, they need detailed analysis and identify areas for improvement in their marketing strategies.



Problem



**Analysis of the customer
information**



**Sales comparison of different
type of products**



**The sales trend in
different time**



Process



1.Data Understanding

2.Data Transforming

3.Data Analysis

4.Business Decisions

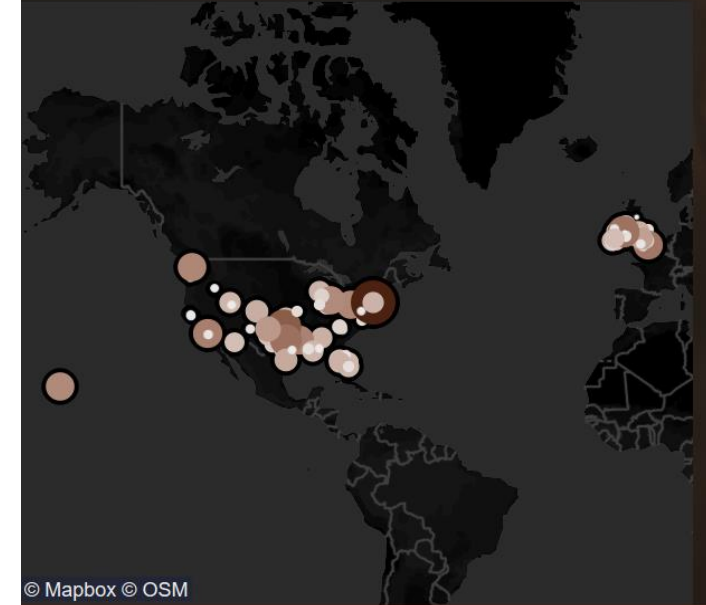




Top 10 Customer Based on Sales

Allis Wilmore	317.1
Brenn Dundredge	307.0
Terri Farra	289.1
Nealson Cuttler	281.7
Don Flintiff	278.0
Derick Snow	251.1
Brice Romera	246.2
Alexa Sizey	218.7
Ailey Brash	206.6
Daniel Heinonen	204.9

Customer Address



Customer

Most customers are from America and the UK



1

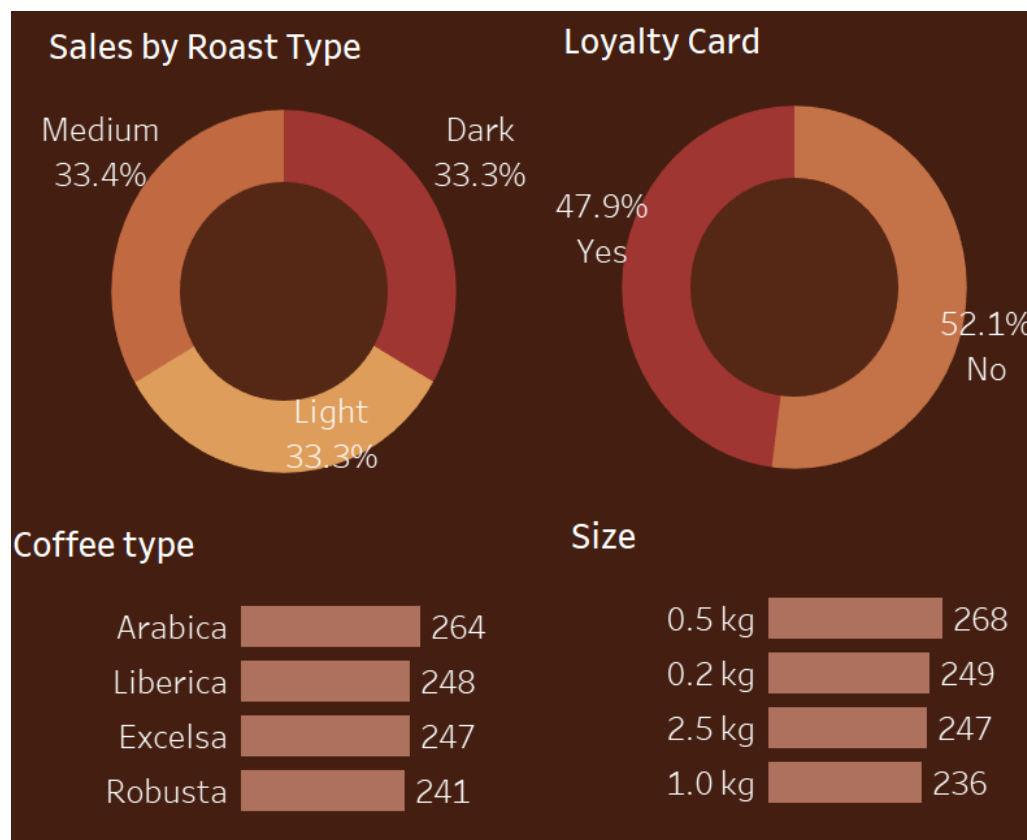
Loyalty Card

More than half people don't use Loyalty Card

2

Different Product

Customers don't show obvious preference on different roasts.

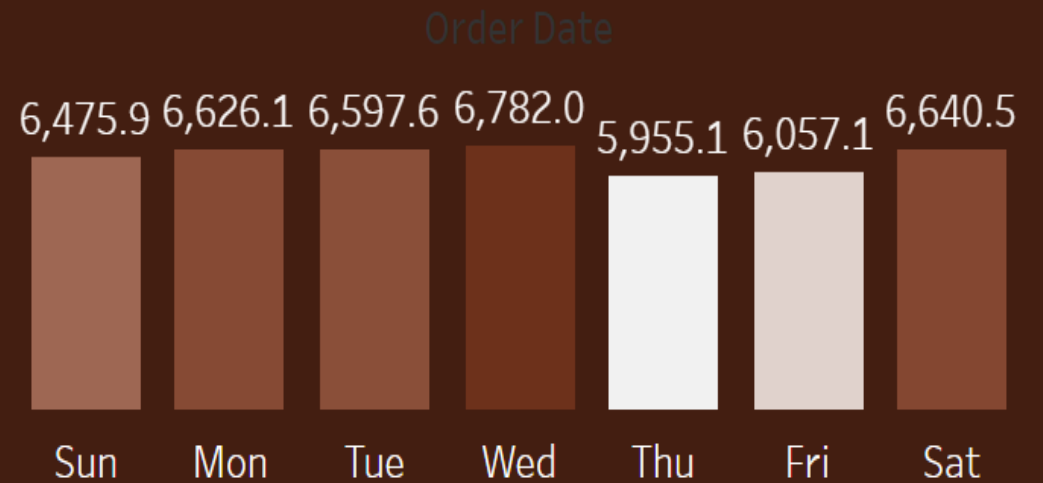




Sales Trend on Weekdays

The busiest days are Wednesday and Saturday, most sales are recorded on Wednesday. On Thursday, the shop is not busy, the least sales are recorded on that day.

Orders on Weekdays





Action Plan

- capitalize on 0.5kg roast and Aribica coffee
- provide more discounts to attract more people using Loyalty Card.
- design different kinds of products
- cut cost on Tuesday



THANK YOU

