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 comparision of different type of products

The sales trend in different time

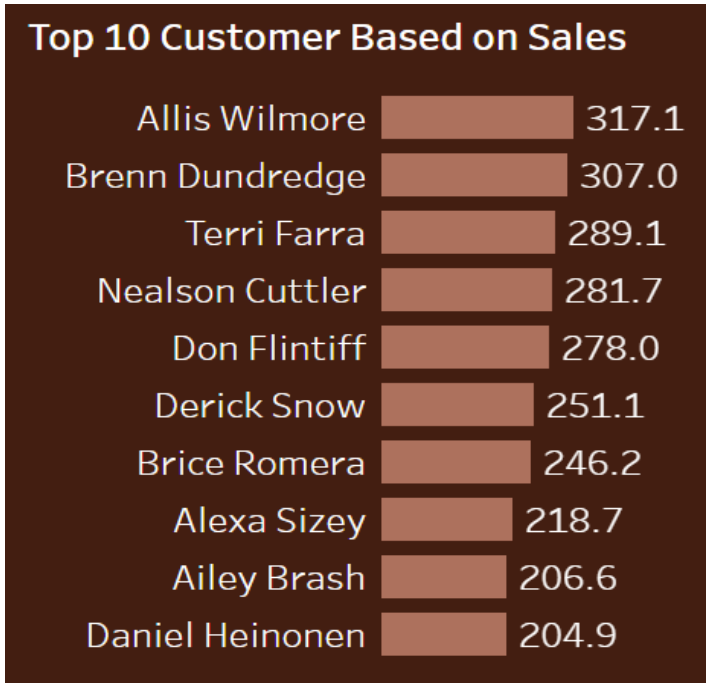
Process

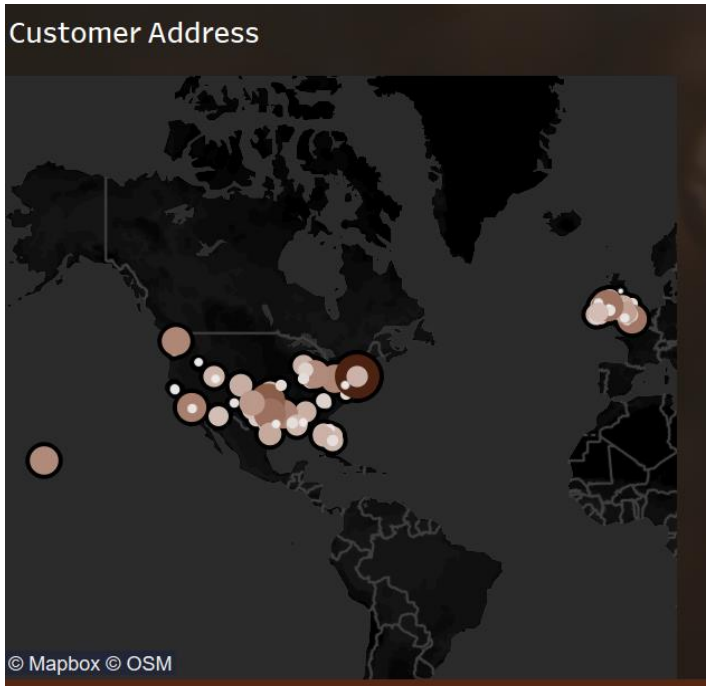
1.Data Understanding

2.Data Transforming

3.Data Analysis

4.Business Decisions





Customer

Most customers are from America and the UK

1

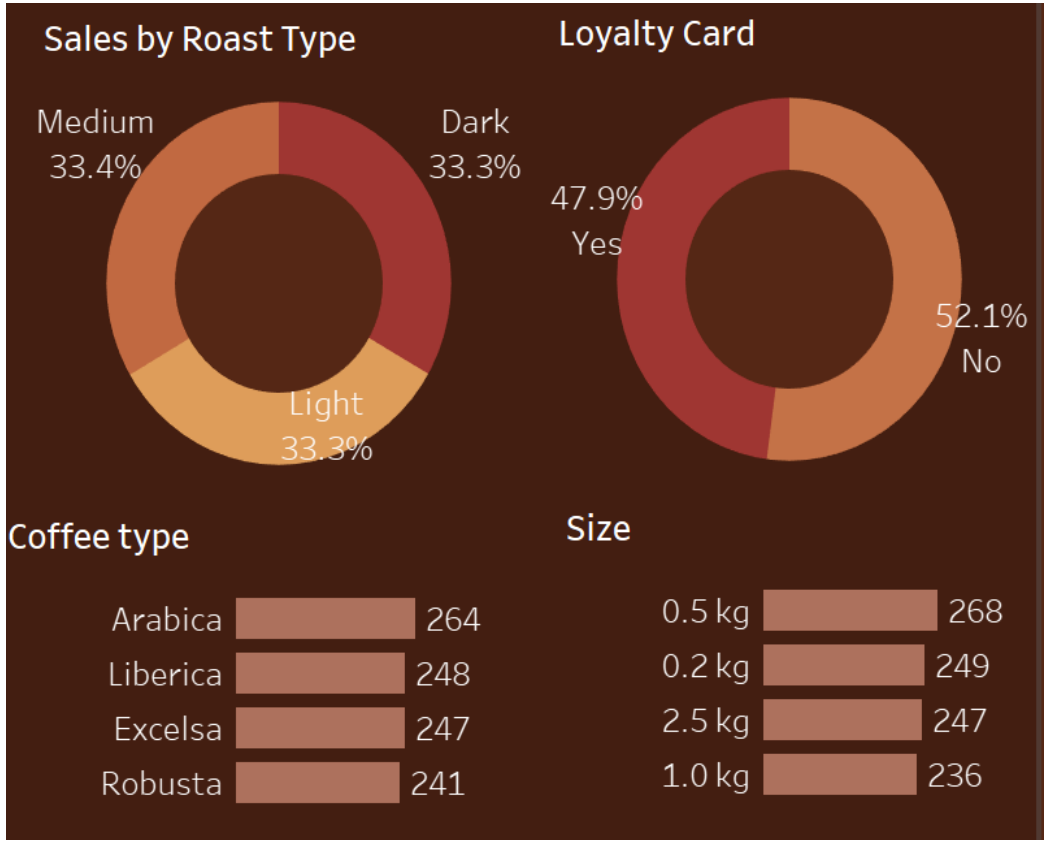
Loyalty Card

More than half people don't use Loyalty Card

2

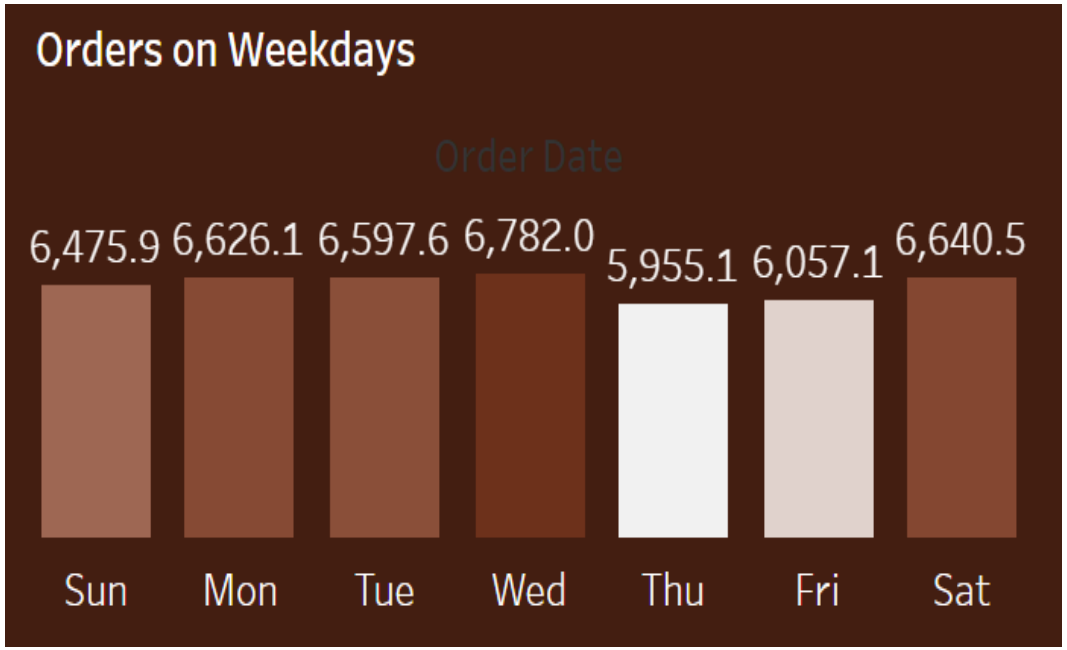
Different Product

Customers don’t show obvious preference on different roasts.



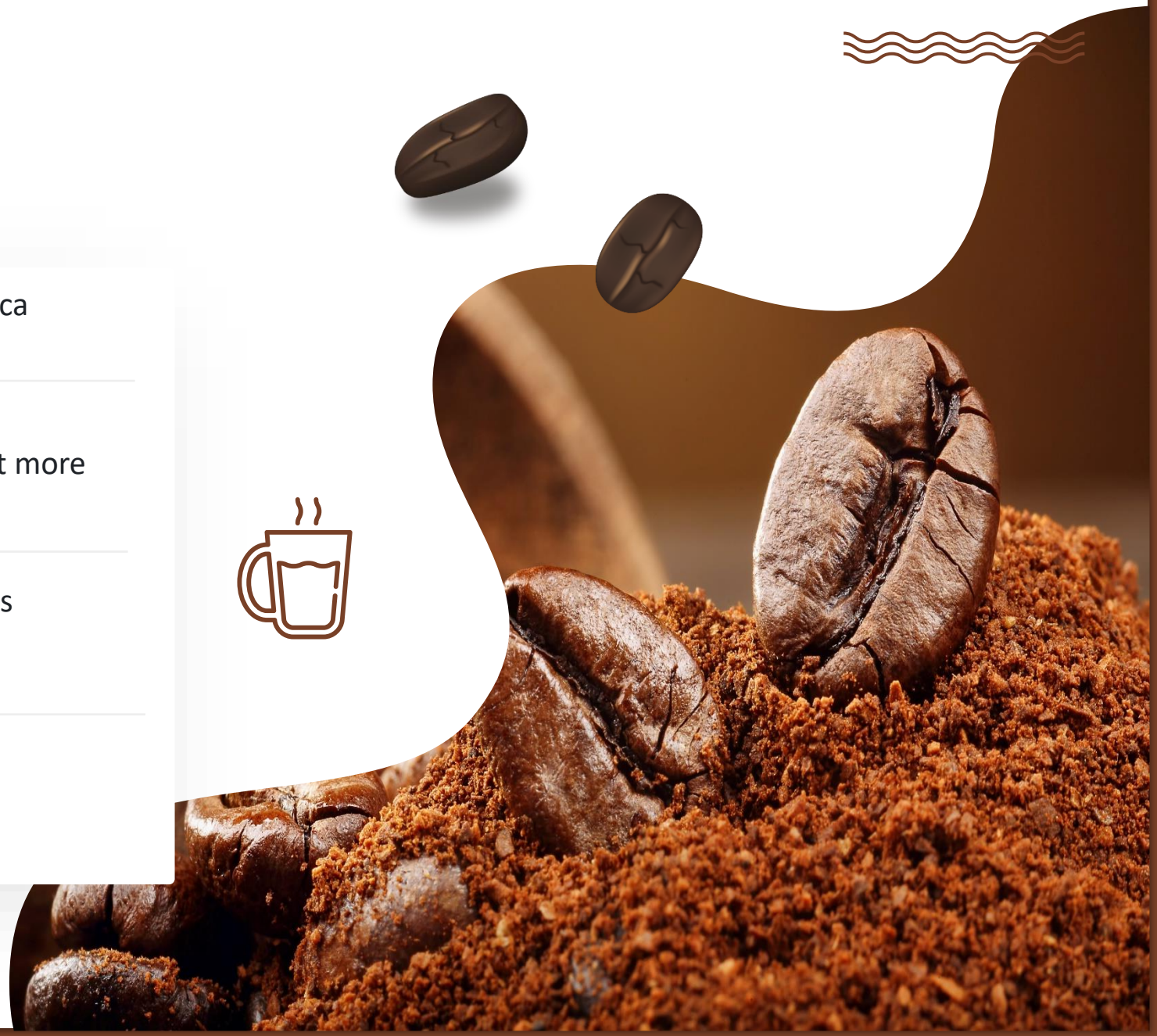
Sales Trend on Weekdays

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



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