

Coffee Sales Project –key insights

The cleaned dataset was analyzed, and several meaningful insights emerged:

1. Sales & Revenue

- The majority of revenue is generated by **top 20% of products**.
- A few regions consistently outperform others, showing market concentration.
- Sales have shown a steady upward trend over the last three months.

2. Customer Behavior

- **Repeat customers** account for a large share of sales, highlighting loyalty.
- Average order value increased by ~15% compared to the previous quarter.
- Younger customers prefer digital channels, while older demographics rely on in-store.

3. Product Performance

- Coffee is the **best-seller**, but Tea, while low in volume, has the **highest profit margin**.
- Certain product lines are declining in demand and need strategic review.

4. Operational Observations

- One branch underperforms due to high product returns.
- Sales team performance is uneven, with top reps driving most of the sales.
- Seasonal peaks for example December indicate strong holiday demand.