

Coffee Sales Project –Business Recommendations

Based on the data analysis and insights, the following recommendations are made to improve performance and strategy.

1. Revenue Growth

- Focus marketing and resources on **top-performing products**.
- Expand distribution in high-performing regions.
- Introduce loyalty rewards to retain repeat customers.

2. Customer Strategy

- Segment customers based on behavior and target promotions accordingly.
- Improve digital platforms to capture younger customer preferences.
- Introduce personalized offers to increase average order size.

3. Operational Improvements

- Provide additional training to underperforming sales reps.
- Investigate reasons for high returns in specific branches and resolve issues.
- Improve inventory management for seasonal peaks.

4. Product Strategy

- Continue promoting **high-margin products** even if they sell less in volume.
- Reevaluate or phase out consistently underperforming products.
- Launch bundled offers to cross-sell slow-moving products with popular ones.

5. Long-Term Actions

- Build an interactive **dashboard** for continuous monitoring.
- Adopt more advanced analytics (forecasting, predictive models).
- Regularly update and clean data to ensure reliable insights.