

Coffee Sales Project – Questions Answered

? Key Questions Answered in the Analysis

This project set out to answer several important business and operational questions.

The following questions were formulated and addressed using Excel analysis techniques (PivotTables, charts, and formulas).

1. Performance Questions

- What are the total sales/revenue over the selected period?
- Which product/service generates the highest revenue?
- Which region or branch performed best?

2. Customer Behavior Questions

- Who are the top customers by sales volume?
- What is the average order size?
- How often do customers return (repeat purchases)?

3. Operational/Trend Questions

- Are sales increasing, decreasing, or stable month-to-month?
- What seasonal trends or peak periods can be observed?
- Which category of products/services is underperforming?

4. Efficiency Questions

- Which sales representative contributes the most?
- Are there areas of inefficiency (e.g., high returns, cancellations)?
- What is the overall profit margin?