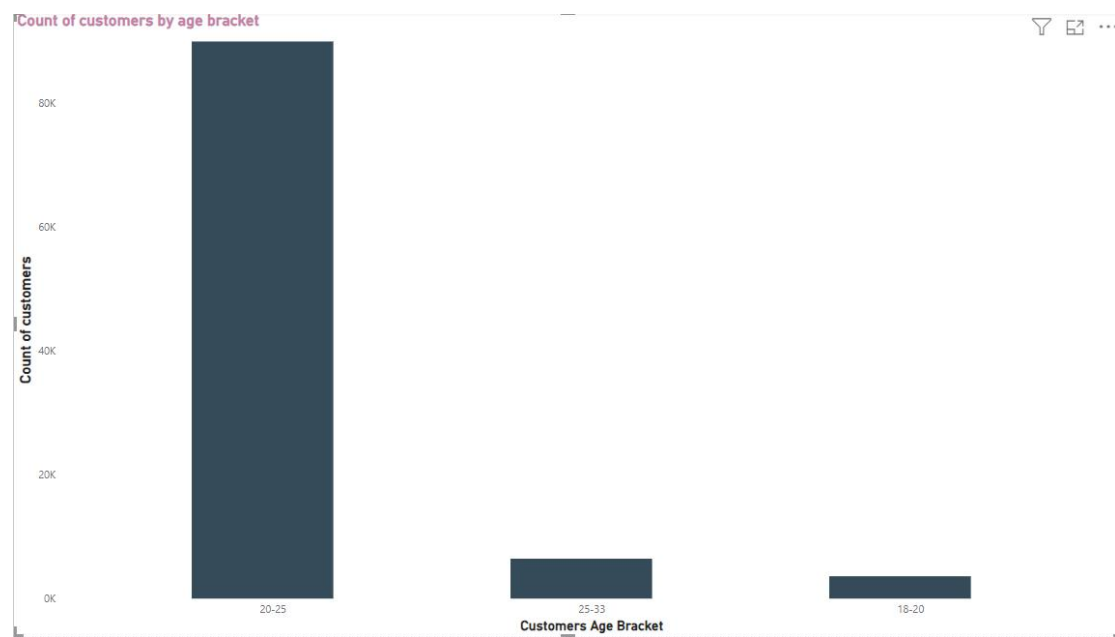


# Presentation

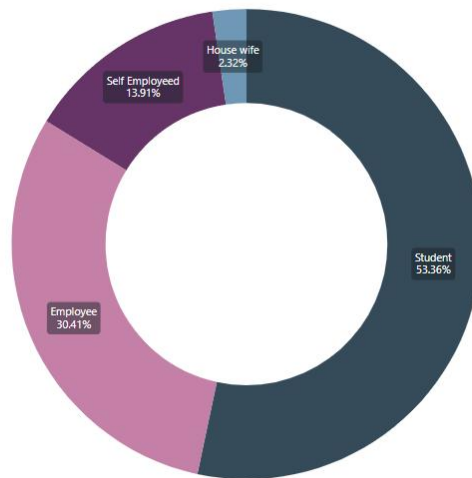
## 1- Number of customers by age bracket



As we can see from the bar chart above, the number of unique customers that the company has are mostly on the age bracket between 20 and 25 years old. This means that the company has a very young base of customers and must focus on keeping them for a very long time. But also it seems like they need to focus on other age groups by expanding their services to other locations in town where they can reach more senior customers.

## 2- Customer breakdown by occupation

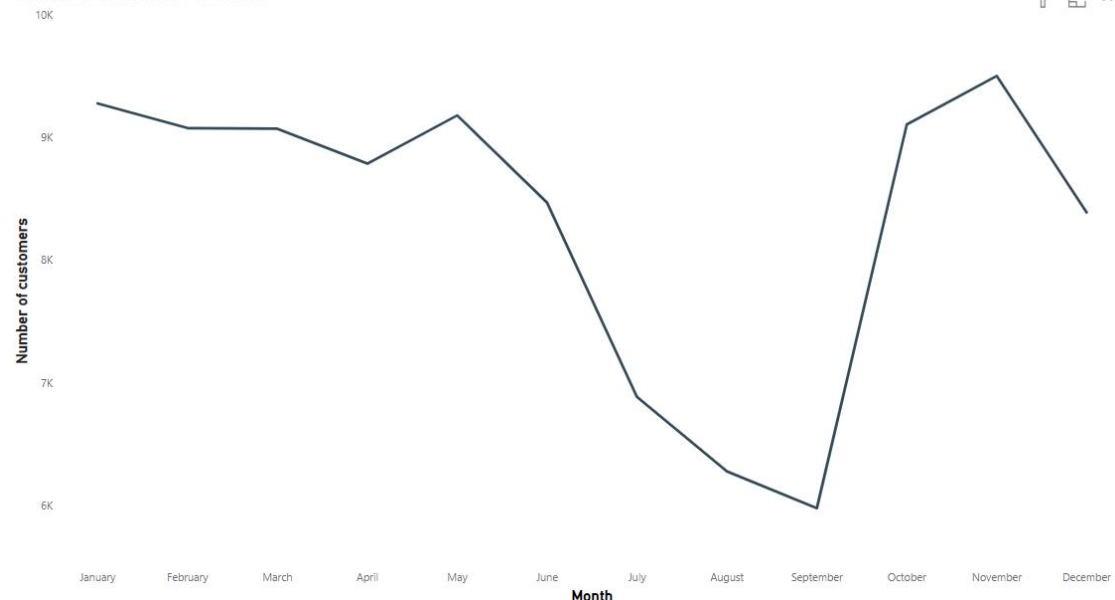
Breakdown of customers by occupation (%)



As we can see from the chart above, more than 53% of total customers are students and this explains why the majority of customers are also between the age of 20-25. Thus, the company can focus more on increasing their reach to other locations and people from different age groups and occupations to be able to diversify their customer base and increase their sales.

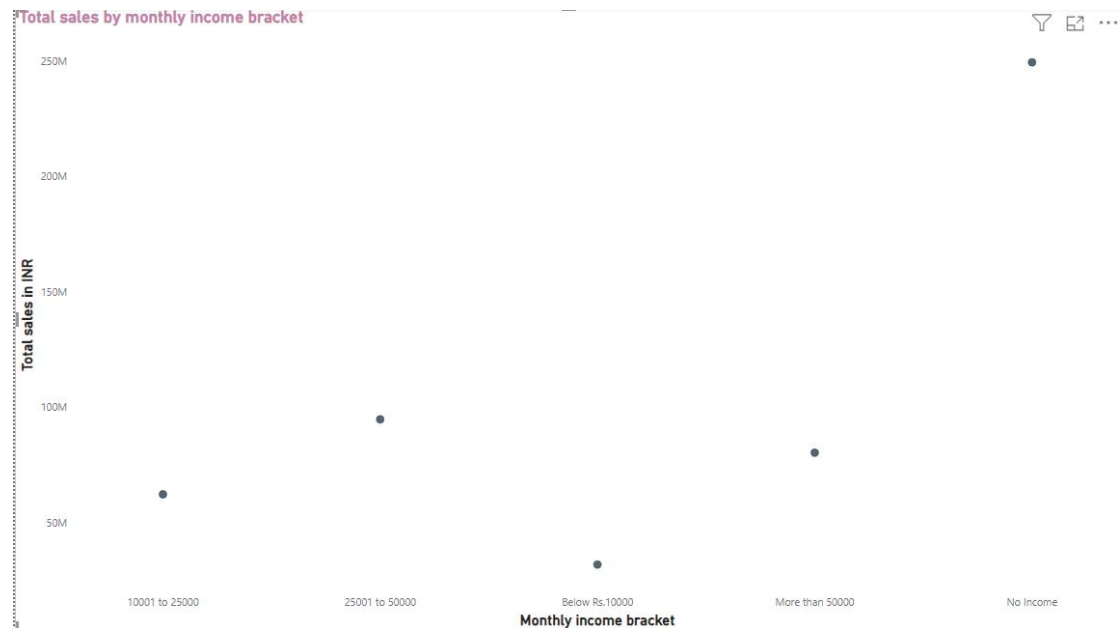
## 3- Number of customers per month

Number of customers Per month



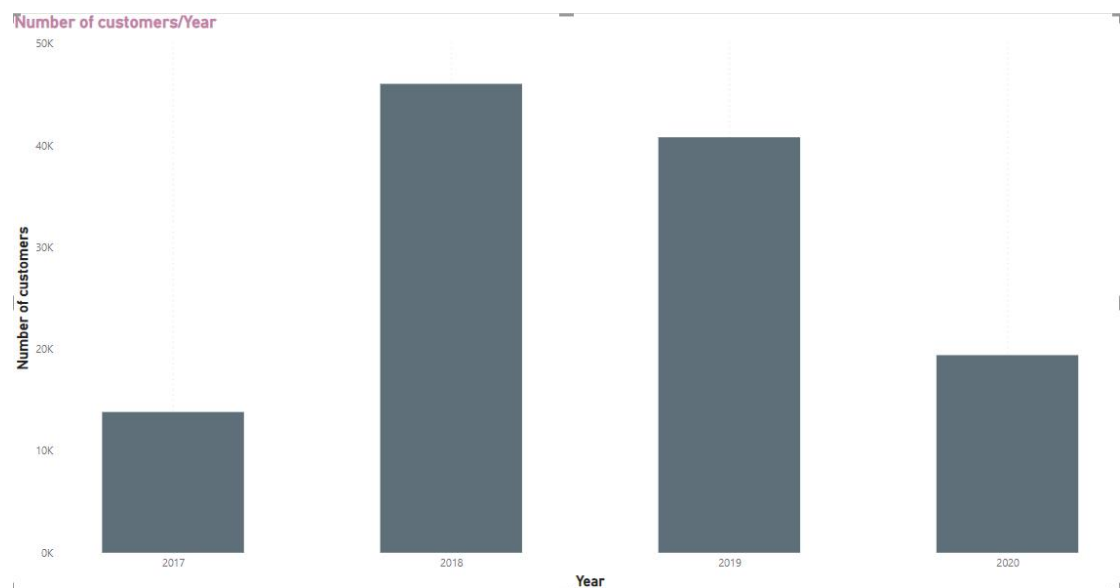
From the lone chart above we can see that number of customers that the company has starts dropping around June and keeps dropping until beginning of September and then picks up again. This explains really that the majority of customers of the company are students and during the summer period when most students are away, number of customers drop significantly.

#### 4- Total sales by monthly income bracket



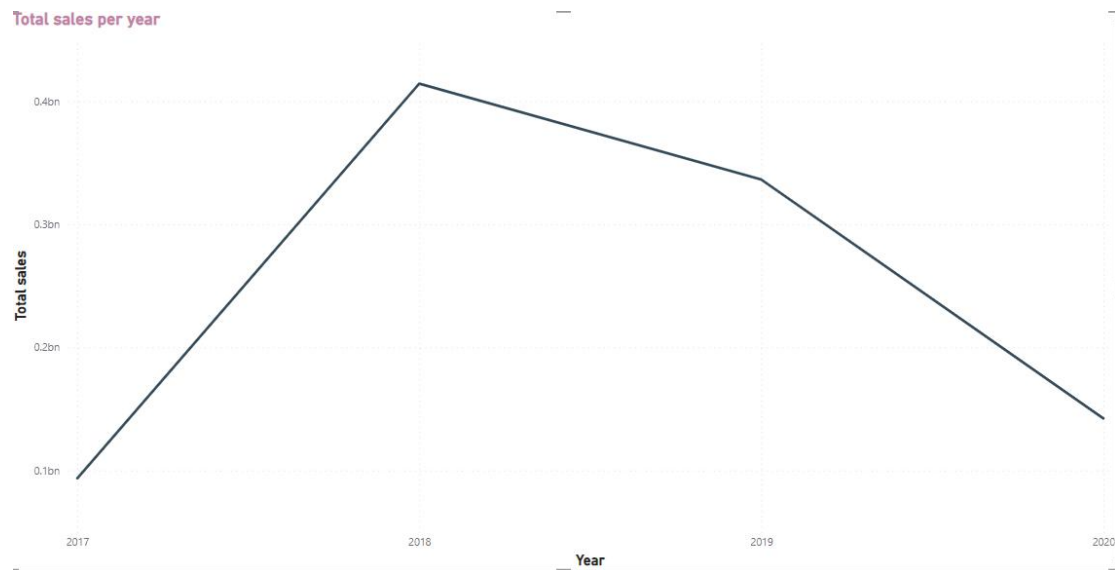
As we can see from the scatter plot above, there is really no apparent relationship between income and total sales. Customers with no income contributed the most to sales while customers with more income has lower sales. Thus, having more income doesn't mean more sales for the company.

#### 5- Number of customers per years



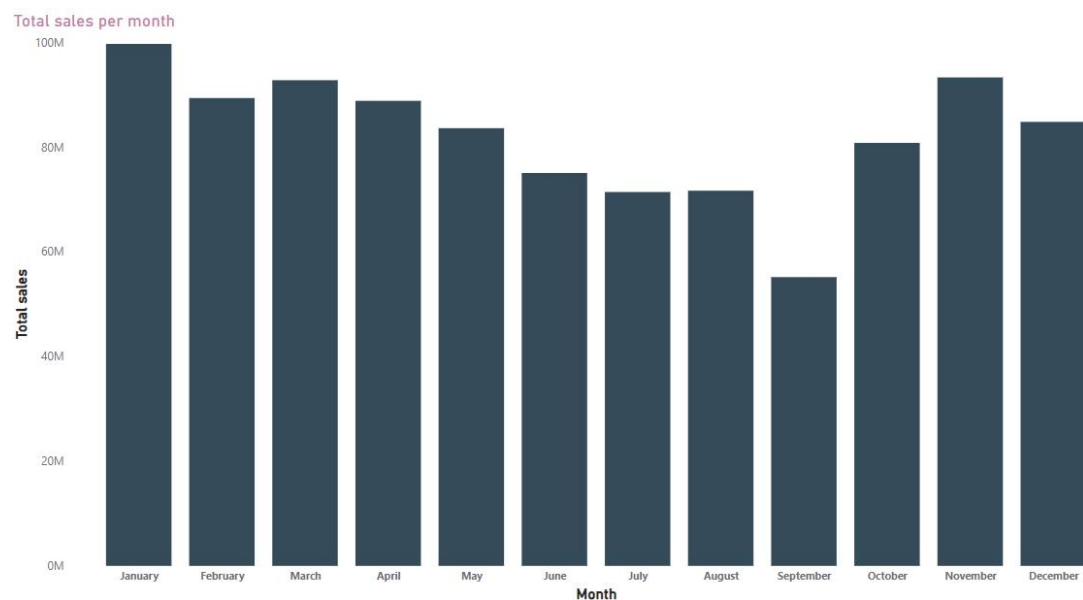
We can see that the number of customers increased in 2018 and 2019 however when we check the data we can see that we only have the data for 3 months for 2017 and only 6 months for 2020 and this we can't have clear idea if the number of customers increased really or not over time.

## 6-Total sales over time



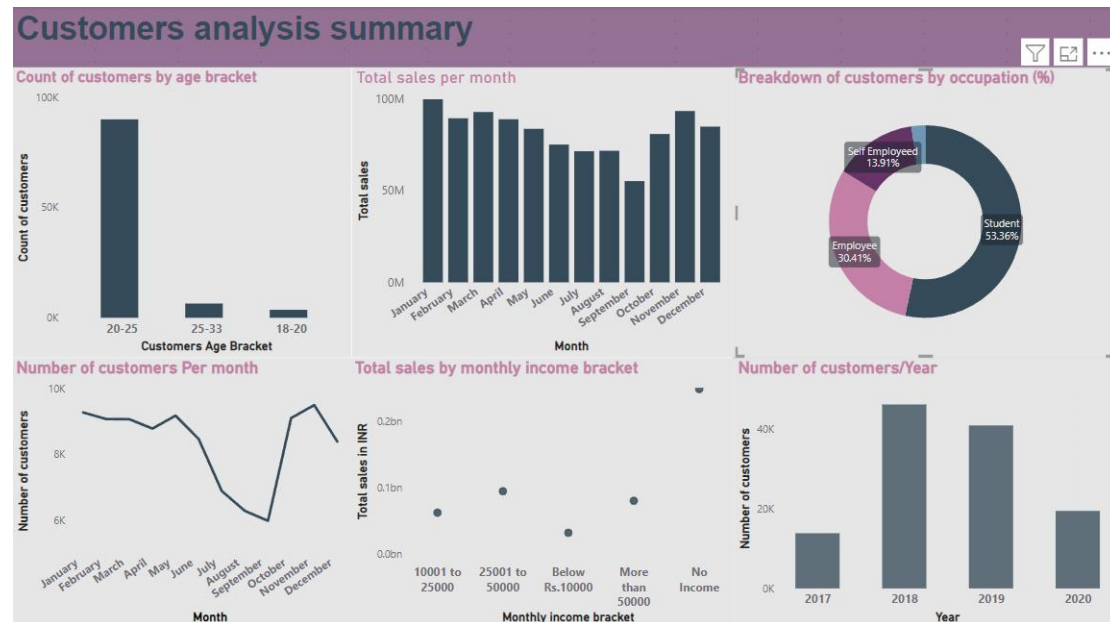
Sales show that they increased in 2018 and 2019 however again the data in 2017 and 2020 is not complete for all months to have the general picture of how sales improved throughout the years.

## 7-Total sales per month



We can see that sales drop during June, July, August, and September. Summer period could be slower in sales because as we have seen the major customers for the company are students and thus during summer period maybe students are away or at least are not enrolled at full capacity at school.

## Dashboard



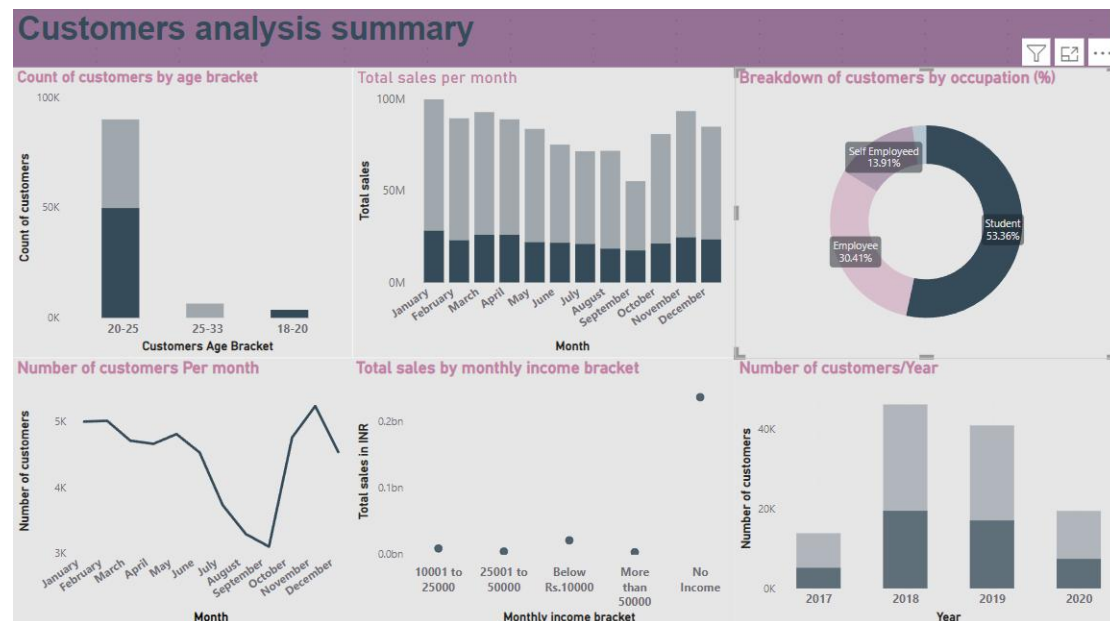
We can see that dashboard above summarizes everything about our customer base analysis.

Their age brackets at first, and their occupations.

We can also see the number of the customers the company has every month. Along with that we can see the total sales of the company per month and per year as well.

The dashboard also summarizes if the total sales have any correlation with the total income of the customers.

## How to use the Dashboard:



If we press for example on students on the graph on the upper left, the dashboard will show us the sales realized from students per month, per year and also their age bracket. We can also click on a month and the dashboard will customize the data to show us the number of customers the company has on that month, their age bracket, sales, occupations, etc...

## Recommendation:

- The company can expand their services to other locations in order to be able to attract customers from different occupations and age brackets and thus diversify their customer base.
- Sales drop during the summer period and thus if the company can reach a different customer base they can compensate for that period if they had well diversified customer base.
- Offer new services or types of foods and also advertise in order to increase the number of customers and sales as well.