COFFEE SALES DATA ANALYSIS REPORT

INTRODUCTION:

This report analyzes coffee sales data from September 2019 - January 2022.

The findings will provide insights to support marketing strategies, inventory planning, and overall business growth.

OBJECTIVE

The objective is to evaluate sales performance, identify top performing products, highlight the top10 customers based on their contribution to total sales, find total sales for each country and the total quantity ordered for each coffee type.

DATA SOURCE

The data set was provided by **Intern pulse Academy**

DATA OVERVIEW.

The data set contains 1000 rows and 3 Sheets.

Orders table, product table, and customers table.

Key fields include: Order date, Unit price, country, total sales and customers Id.

TOOLS

I used Excel to clean and prepare the data for analysis.

STEPS TAKEN DURING THE CLEANING

After performing my exploratory data analysis and identifying key data quality issues

I used Excel to clean and prepare the data for analysis.

Below is the step-by-step process:

· **Loading the data:** I downloaded the CSV Excel sheet.

I used **CTRL T** to change the data into a table format for easy cleaning, I looked for **duplicates** but the data set has no duplicates.

· **Handling Missing Values:** I reviewed the missing data by using Go to special features in Excel and filter functions. I used CTRL G to look for blanks and filled them to make sure the data does not have blanks because it will affect my analysis, I also examined the columns with missing values such as **customer's Emails and phone numbers** and replaced with unknown. Then I deleted postcode because it will not contribute anything to my analysis.

MERGING COLUMNS

I used **=XLOOKUP** to merge columns

Customer's ID under customer's table and customer's id under Order table, then product id under product table and productid under order table for my analysis.

I also multiplied unit price by quantity by quantity to get my sales price.

COFFEE TYPE COLUMN

This column was writing in a short form, ROB, EXC, ARA and LIB, instead of ROBISTA, EXCELSA, ARABICA AND LIBERICA, the full names were not provided in the dataset but I made research to get the full names and use (IFS functions) to fill it up in the appropriate column.

ROAST TYPE COLUMN

This column was also writing in a short form

M, L and D so I used (IFS FUNCTION) to fill it up with MEDIUM, LIGHT AND DARK.

SIZE, SALES PRICE AND PROFIT

I formatted the datatype for sales price, and profit to currency and size column to KG.

PIVOT TABLE

I checked coffee type and sum of sales to get the total sales of coffee types.

Names of customers and sum of sales to get the top10 customers and their sales.

Country and sum of sales to get the highest sales by country.

Coffee type and sum of quantity to get the total quantity.

VISUALIZATIONS AND INSIGHT

Overall, Sales and Quantity (KPI CARDS)

Total Sales: $45,134.26

Total Quantity: 3,551 units

This shows the overall performance at a glance

TOP 10 CUSTOMERS(TABLE)

Highest Contributors

Allis Wilmore: $317.07

Brenn Dun dredge: $307.045

Terri Farra: $289.11

LOWEST CONTRIBUTORS

Nanny Lush -$204.93

SALES TREND BY COFFEE TYPE (LINE CHART)

Sales fluctuate monthly between **below $2,000 and Above $5,000**

This reviews seasonality and irregular demand

QUANTITY BY COFFEE TYPE (BAR CHART)

One Roast type has the highest quantity sold (over 900 units).

Others range between 500-700 units with the lowest below 450 units.

Customers show a clear preference for a specific roast type.

SALES BY COUNTRY (PIE CHART)

United States contributes the largest share **($35,63.9)**

Other regions IRELAND, UK contributes less than half of this amount combined.

Revenue is concentrated in the U.S Market.

RECOMMENDATIONS:

    (1) Strengthen Customer loyalty

Since top 5 customers contribute **(3.2%)** of sales, protect them with loyalty cards, referral bonuses and exclusive offers.

Encourage smaller customers to **(below $200 sales)** to increase purchase frequency

(2) ADDRESS SALES VOLATILITY

With monthly sales dipping below **$200** in some periods, promotions or discounts during low-demand months could help stabilize revenue.

(3) DIVISIFY REVENUE BASE

Over 40% sales coming from one segment is risky. Focus on expanding customer base and balancing sales across roast type and categories.

CONCLUSIONS

The data visualization analysis provides clear insights into the coffee shop's performance over the four-year period. Sales are heavily concentrated in the United States, with other markets contributing minimally. Arabica emerges as the most preferred coffee type, though other varieties show balanced demand. The loyalty program contributes consistently but does not drive significant growth in yearly profit, which fluctuates over time. Overall, key performance indicators reflect a notable decline in sales, quantity, and profit in the current year compared to the previous year, signaling a contraction in business activity.