

Proposal For Coffee Shops EDA

Executive Summary:	Analyze this dataset can help make decisions: which products should be appropriately increased investment and which products should be appropriately reduced.
Who:	Stakeholders: Head of Marketing Department Audience: Marketing Department Member
Persona:	Head Marketing Department
What:	Data Source: Coffee Chains Dataset Data Quality: clear and concise
Why:	Goals: <ul style="list-style-type: none">• Use data to help make more reasonable inventory and distribution decisions• Anticipate next moves in sales based on trends• Be able to make a case for her sales strategy to her colleagues Intended Outcome: <ul style="list-style-type: none">• Category, Profit, Sales by region/country• Expenses by region• Compare budget sales/profit with sales/profit
How:	Format: Tableau Dashboard Report Presentation Vehicle: Tablet or Desktop
Challenges:	The data set is very number heavy so creating a visualization that is not too number heavy will be difficult. hard to chose the most meaningful findings in the sales data to create a strategy

My Viz Dashboard Link

<https://public.tableau.com/app/profile/jiawei.li3411/viz/CoffeeChainAnalyse/CoffeeChai>

[nAnalyse?publish=yes](#)

Highlight of Design Choice

- By analyzing the relationship between market size and popular product types, it is possible to determine which type of product should be more used in which market.
- By analyzing the difference between budgeted profit and actual profit, it can help to decide which product should increase investment and which product should reduce investment.
- Comparing the actual profit and sales of different products with budget profit and sales, we can see that Regular Espresso is most popular and makes also most average profit. Besides this, it achieved the budget. Green tea is not popular and also makes minus average profit. So it is wise to reduce inventory of Green tea and increase inventory of Regular Espresso. And we can also make reasonable inventory and distribution decisions for other products.
- By analyzing profit and sales by region, in California made most sales and profit. People in New Mexico do not like coffee and tea. So if we want to add new stores, we may need to consider California and other cities more.

Summary

Most of the diagrams were designed to address the original question when this proposal was created, but it was discovered during the process that it really needed feedback from customer reviews. Customer reviews can better judge the popularity of products.