



About Green Tide Teas

⚠ This project is based on anonymised and aggregated data inspired by a real small business in Cornwall, UK. All data and visuals are used for educational and portfolio purposes only.

Green Tide Teas is a small, independent tea shop based on the Cornish Coast, known for its creative loose-leaf tea blends and sustainable ethos. The company offers a range of high-quality teas, including herbal, matcha, and speciality blends, available both **in-store and online**.

The business promotes **eco-conscious living**, using recyclable packaging and selling **rescued and re-loved houseplants** alongside its teas. Every product reflects the brand's commitment to sustainability, community, and quality — blending local charm with an environmentally responsible approach.



Metrics/Insights

- **Product performance** — identifying best-selling and underperforming teas.
- **Customer behaviour** — understanding purchase patterns and retention, comparing new customers vs returning customers
- **Seasonal trends** — analysing which months and categories drive higher sales.
- **Sales channels** — comparing online and in-store performance.

The goal is to showcase how **data-driven insights** can help small businesses like Green Tide Teas improve inventory planning, marketing focus, and operational efficiency while supporting sustainable growth.

Project Summary

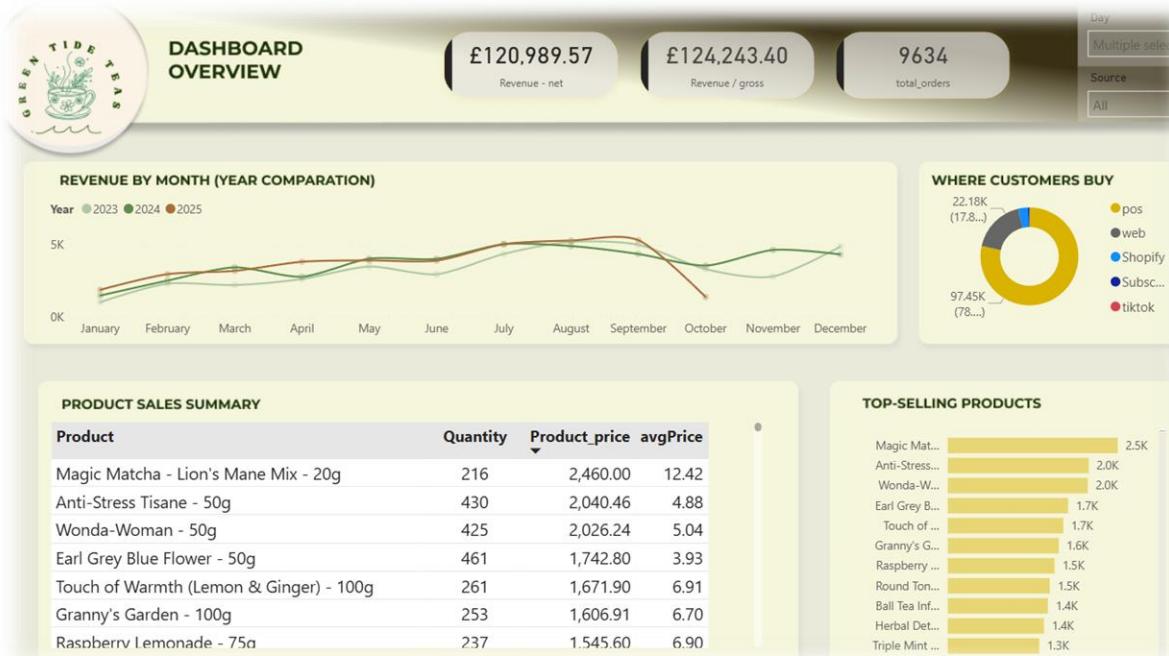


Figure 1. Sales Overview Dashboard

This project analyses **three years of sales, product, and customer data** from *Green Tide Teas*, a local tea business based in Cornwall, UK. Using **Power BI**, I transformed raw Shopify and customer datasets into a **dynamic, insight-driven dashboard**.

The process included:

- **Data cleaning and transformation** in Power Query (handling missing values, merging sources, and removing duplicates).
- **Data modelling** — establishing one-to-many relationships between Orders and Customers.
- **DAX measures** to calculate KPIs such as *Total Revenue*, *Average Order Value*, *New vs Returning Customers*, and *Top Products*.
- **Interactive visualisations** that reveal business trends, seasonality, customer behaviour, and product performance.

Key Insights

- In-store (POS) sales **significantly outperform** online sales, showing that most customers prefer visiting the physical shop.

SALES BY CHANNEL - QUANT

pos	20537.00
web	1230.00
Shopify	229.00
Subscri...	51.00
tiktok	4.00

Figure 2 — Sales by Channel (POS vs Online)

- Revenue peaks occur during **spring and summer months**, suggesting strong seasonality and opportunities for targeted campaigns.

REVENUE BY MONTH (YEAR COMPARISON)

Year ● 2023 ● 2024 ● 2025

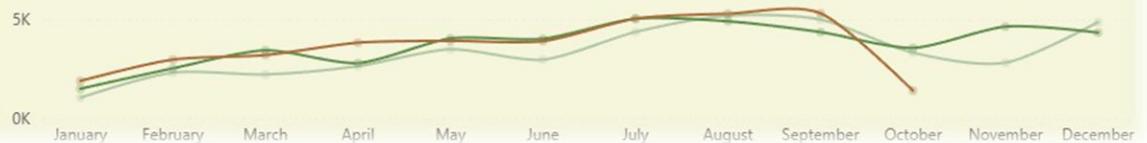


Figure 3 — Revenue by Month (3 Years).

- A few premium blends consistently drive most of the revenue, while several products contribute very little — offering a chance to **optimise the product range**.

Product_name	Qnt	Revenue	Price
Anti-Stress Tisane - 50g	436	2,602.58	4.89
Magic Matcha - Lion's Mane Mix - 20g	218	2,481.24	12.44
Earl Grey Blue Flower - 50g	466	2,340.25	3.93
Wonda-Woman - 50g	429	1,814.78	5.04
Granny's Garden - 100g	256	1,794.51	6.70
Touch of Warmth (Lemon & Ginger) - 100g	267	1,606.91	6.91
Ayurvedic Total Body - 50g	255	1,572.11	5.37
Newquay Brew - 65g	336	1,555.18	4.00
Herbal Detox Tisane - 50g	291	1,530.05	5.20
Dark & Stormy - 50g	279	1,422.53	3.90
Total	3233	18,720.14	5.45

Figure 4 — The top 10 products by revenue (3 years)

- The majority of customers are **new**, indicating good acquisition but potential to improve retention strategies.

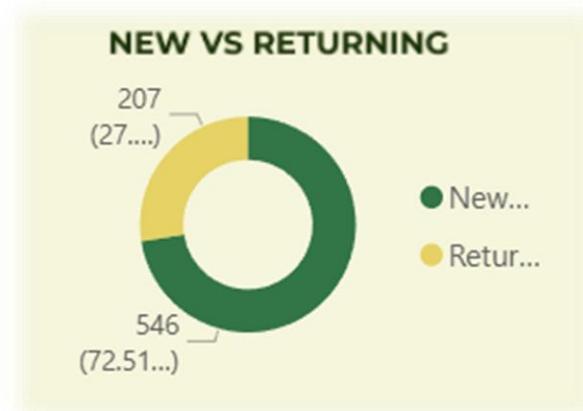


Figure 5 — new vs returning

This dashboard empowers stakeholders to **make data-backed decisions** — from identifying high-performing products to planning seasonal stock and marketing campaigns.

Key Findings Summary

Using data from **2023 to September 2025**, the analysis revealed several important insights about Green Tide Teas sales performance:

1. **Consistent Year-on-Year Growth**

Revenue increased steadily across the three years, with 2024 showing the strongest overall performance. Early 2025 data suggest continued growth, especially through online sales.

2. **Strong Seasonality Patterns**

Sales peak during **spring and summer months (April–July)**, likely driven by tourist activity and warmer weather. Winter months show a noticeable dip, suggesting an opportunity to promote gift sets or subscriptions during this slower period.

3. **Best-Performing Products**

A small group of premium teas consistently drive the highest revenue. These blends combine strong customer loyalty and high average order values — a clear opportunity to feature them more prominently both in-store and online.

4. **Underperforming Products**

Several products show little or no sales activity over multiple years. These may need to be reviewed for potential discontinuation or rebranding to reduce inventory costs and improve focus on high-performing lines.

5. **Channel Insights**

Online sales continue to grow faster than in-store (POS) sales, emphasizing the value of investing in digital marketing, website experience, and social media engagement.

6. **Customer Insights**

The number of **returning customers** has increased year over year, indicating strong brand loyalty. However, new customer acquisition could be further improved through targeted promotions during off-peak months.

Recommendations

Based on the analysis of Green Tide Teas sales and product performance from 2023 to 2025, several strategic recommendations are suggested to support continued growth and operational efficiency:

1. **Focus on High-Performing Products**

- Continue promoting the top-selling premium teas — they consistently generate most of the revenue.

- Use these products in online marketing campaigns, sample bundles, and loyalty offers to reinforce customer retention.

2. **Review Underperforming Products**

- Identify products with zero or minimal sales over multiple years.
- Evaluate whether to discontinue, rebrand, or reposition these items (e.g., limited editions or gift bundles) to avoid stock stagnation.

3. **Leverage Seasonality**

- Since sales peak between **April and July**, plan new product launches or marketing campaigns during this period.
- Introduce **winter promotions** (e.g., Christmas blends, wellness teas, or subscription boxes) to balance low-demand months.

4. **Strengthen Online Sales Strategy**

- Online channels show consistent growth — continue investing in website usability, SEO, and social media engagement.
- Offer online-exclusive discounts or bundles to attract new customers and increase order frequency.

5. **Enhance Customer Retention**

- Develop a simple loyalty or referral program to reward repeat buyers.
- Encourage customer feedback and reviews to increase engagement and trust.

Revenue Trends (2023–2025)

From your dataset, we can already see that:

- **Revenue shows strong seasonality** — it gradually rises from early in the year (January–March) and peaks around **August–September**, then dips in **October–November**.
 - **August and September** are your best-performing months — both in 2023 and likely in following years if the trend continues.
 - **Early Q1 (January–March)** tends to be slower, which could be due to post-holiday spending drops.
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