



Welcome to Capstone Project - 2

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Batch: PGA37





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Monday Coffee

Expansion Analysis with SQL



Solve Business Problems with SQL

Objectives:

The business aims to expand by opening three coffee shops in India's top three major cities. Since its launch in January 2023, the company has successfully sold its products online and received an overwhelmingly positive response in several cities. As a data analyst, your task is to analyze the sales data and provide insights to recommend the top three cities for this expansion.

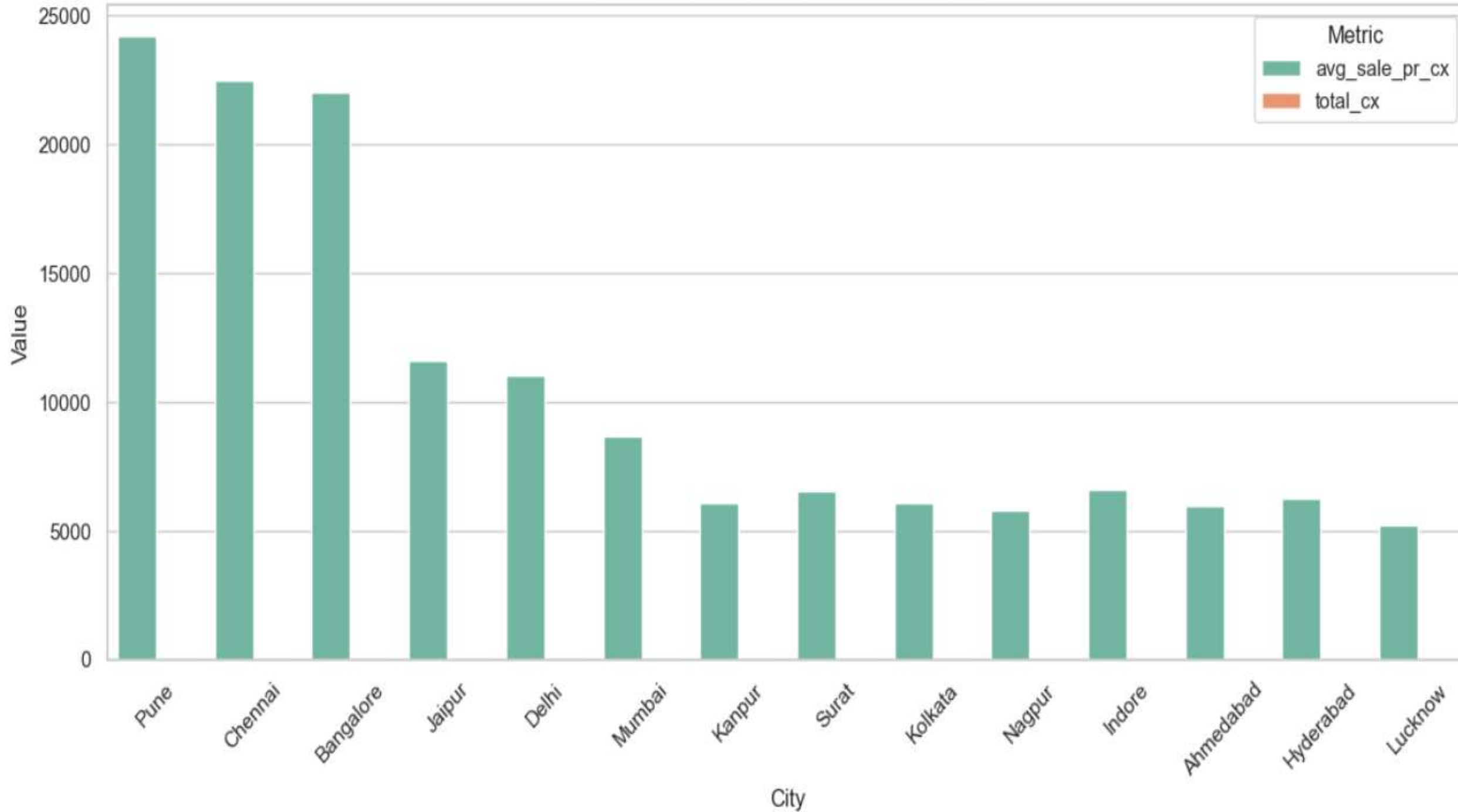




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Average Sale vs. Total Customers per City

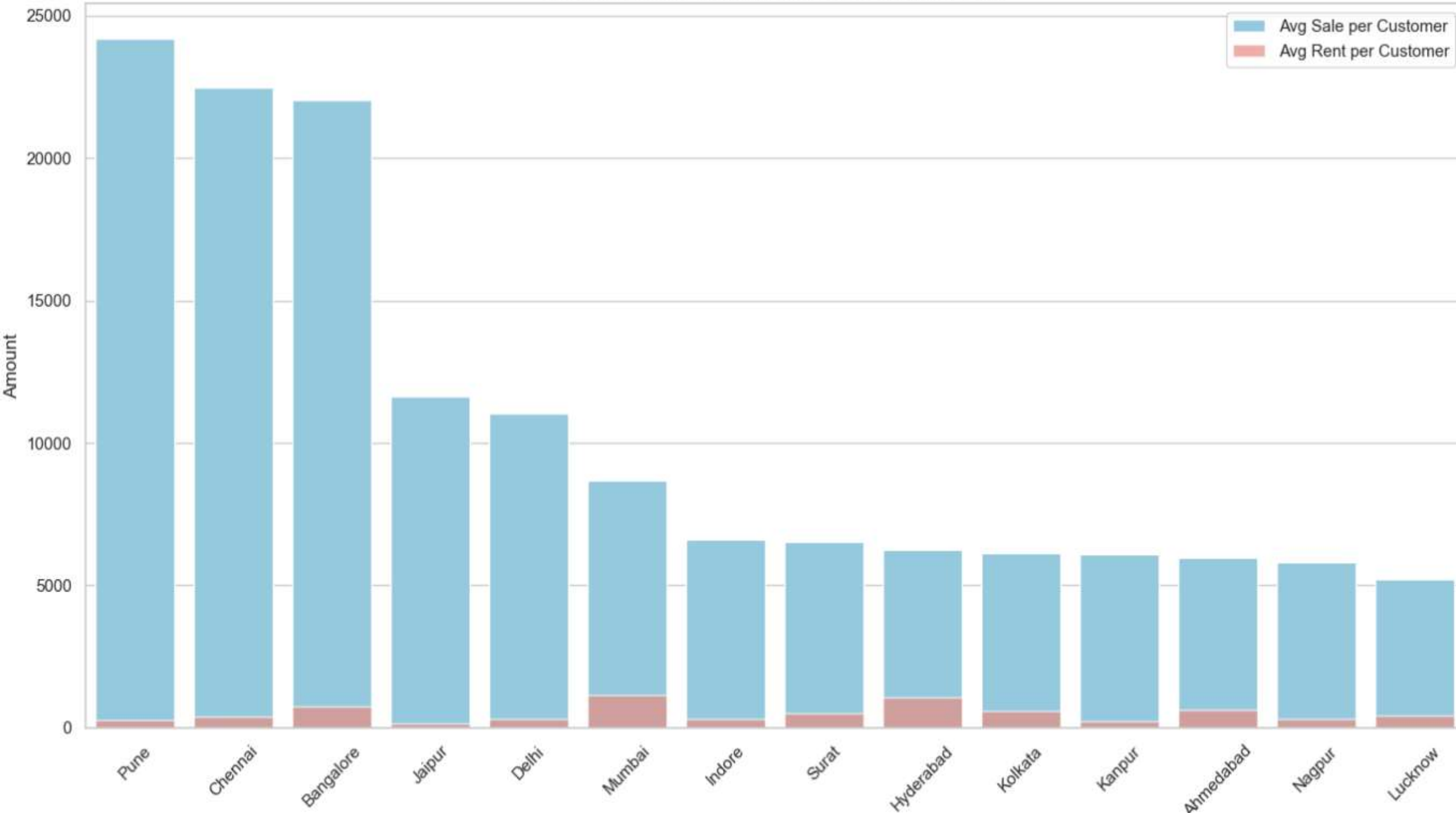




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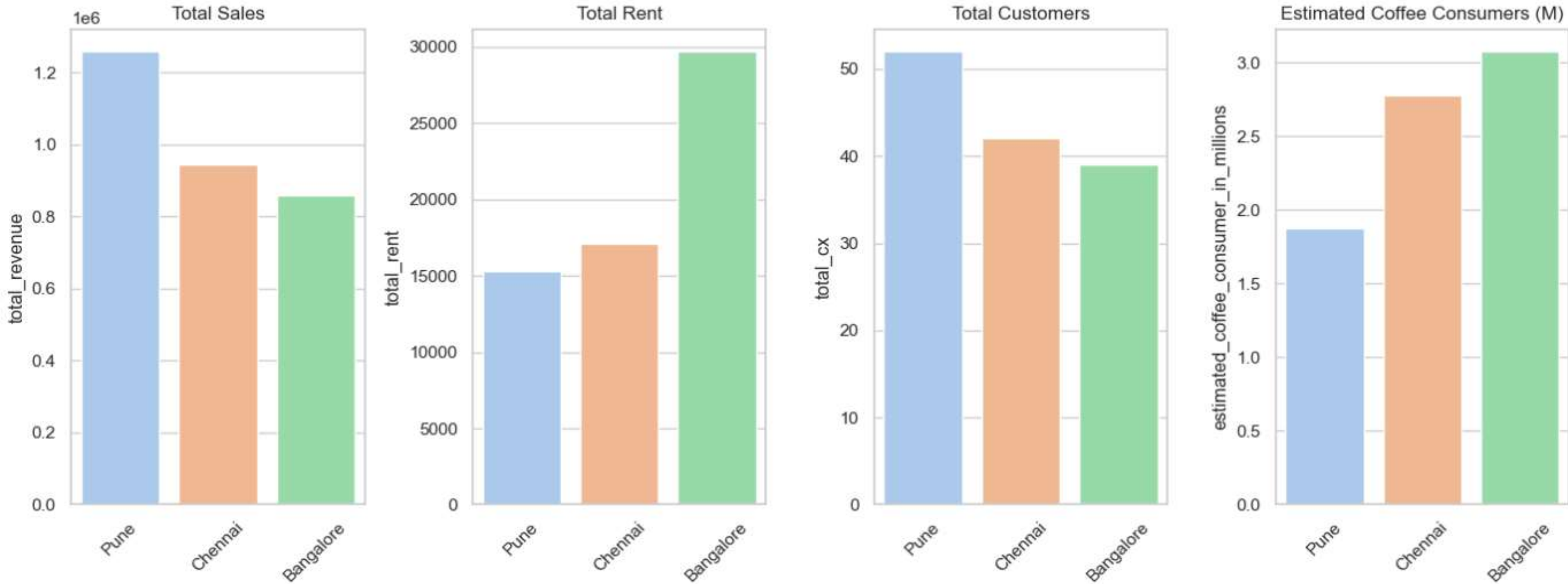
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Average Sale vs Rent per Customer by City





Top 3 Cities by Total Sales - Market Potential Analysis



Recommendations & Reasons

City 1: Pune

- Average rent per customer is very low.
- Highest total revenue.
- Average sales per customer is also high.

City 2: Chennai

- Very high Average Sale per Customer
- A large target market.
- High Revenue Potential with Efficient Cost.

City 3: Bangalore

- Strong spending massive market.
- One of the largest coffee-drinking populations
- Average sales per customer is better at 22k.

