

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes, primarily concentrated in the upper left and center of the page.

COFFEE SALES REPORT AND ANALYSIS

**CONDUCTED BY MATHEWS
DATA ANALYST**

AGENDA

Background

Key Metrics

Problems identified

Root cause

Recommendations

BACKGROUND

- **Our coffee shop company has 3 major regional branches**
- **From these 3 regions data was collected in month of April 2019 in all sectors of the business**
- **To discover performance of sales, analysis was conducted to uncover any potential metrics that would improve the business**

Metrics used include:



KEY METRICS USED

- **Sales performance of each regions and combined**
- **Profit**
- **Loss from product waste and rate**
- **Product demand ranking**
- **Hourly sales**
- **Sales target vs Sales performance**



PROBLEMS IDENTIFIED

- 1. Sales fluctuations**
- 2. Products demand**
- 3. Product waste**
- 4. Business operation**
- 5. Business performance against target**

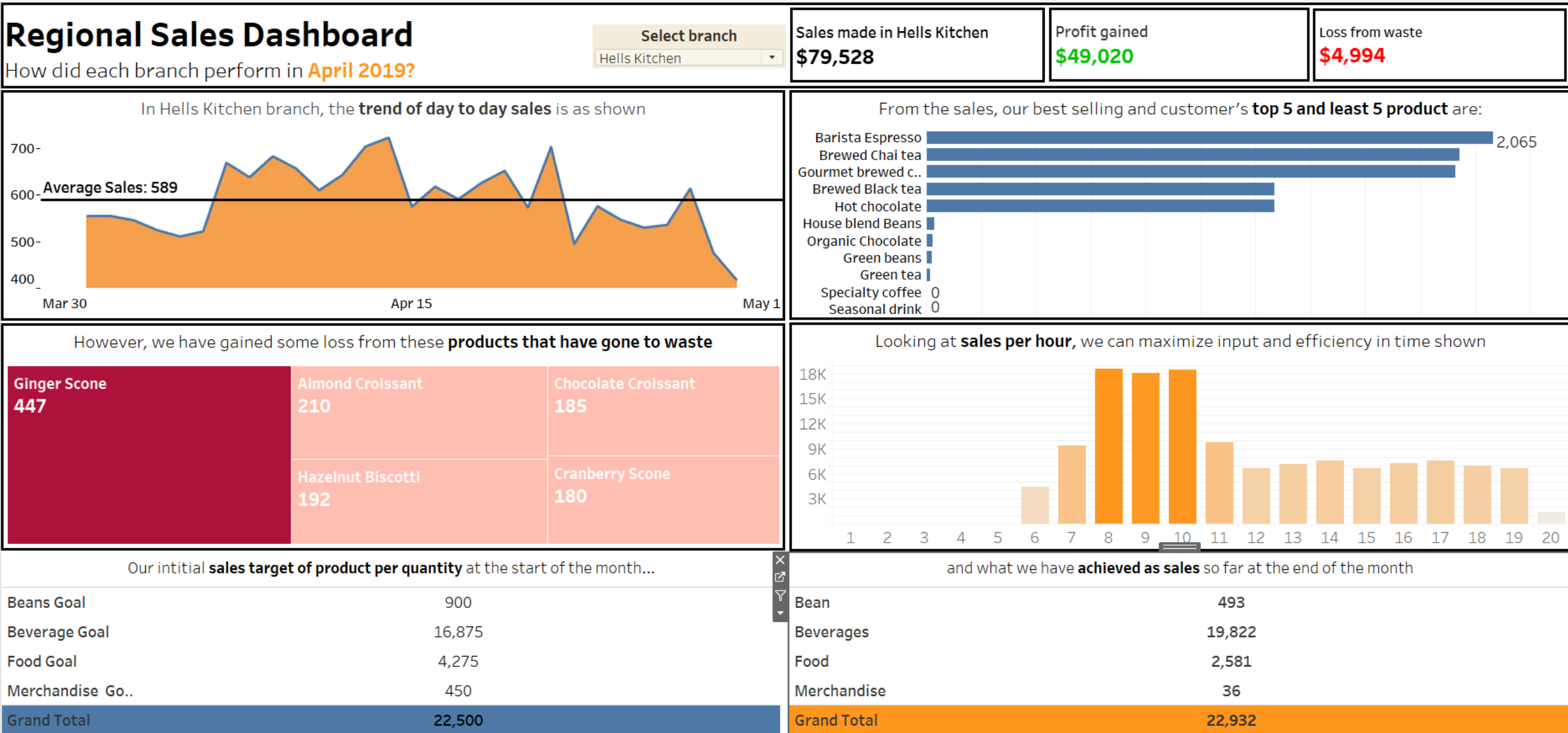


Figure 1: Analysis dashboard

SALES FLUCTUATIONS VIZ ACROSS DIFFERENT REGIONS

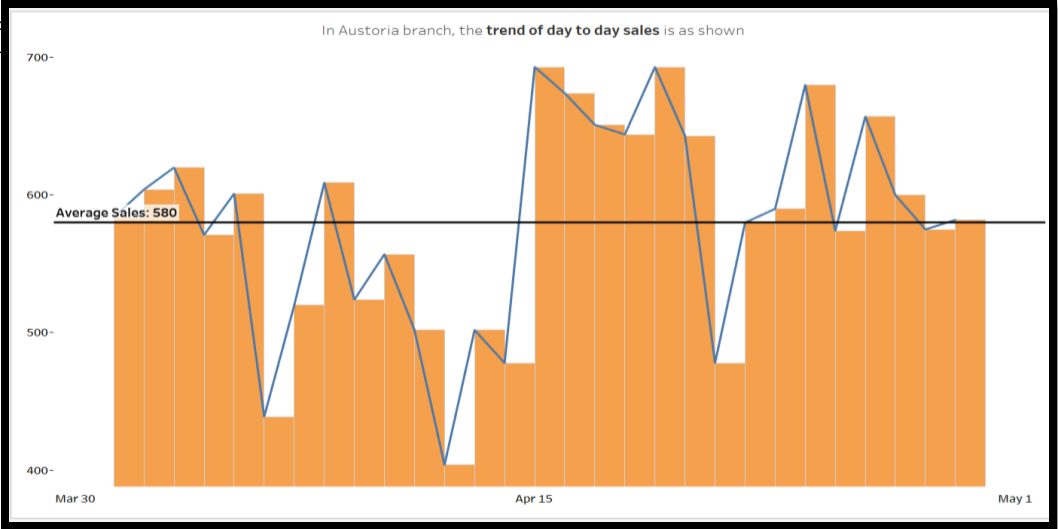


Figure2: Sales trend for **Astoria**

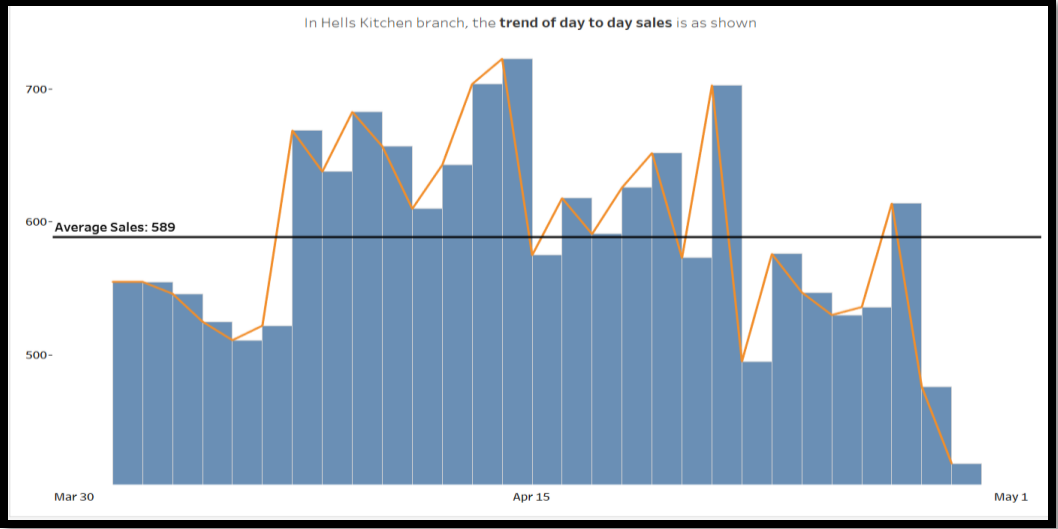


Figure3: Sales trend for **Hell's Kitchen**

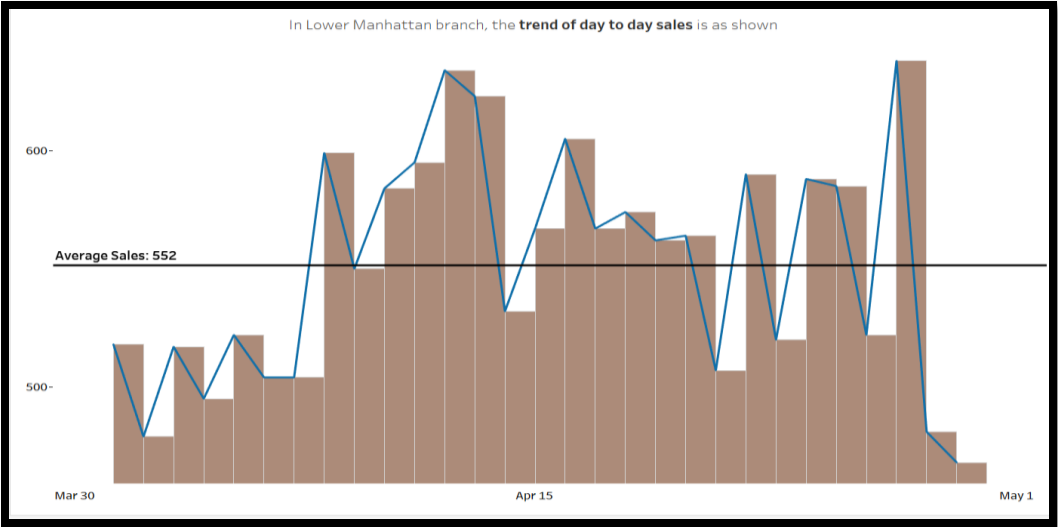


Figure4: Sales trend for **Lower Manhattan**

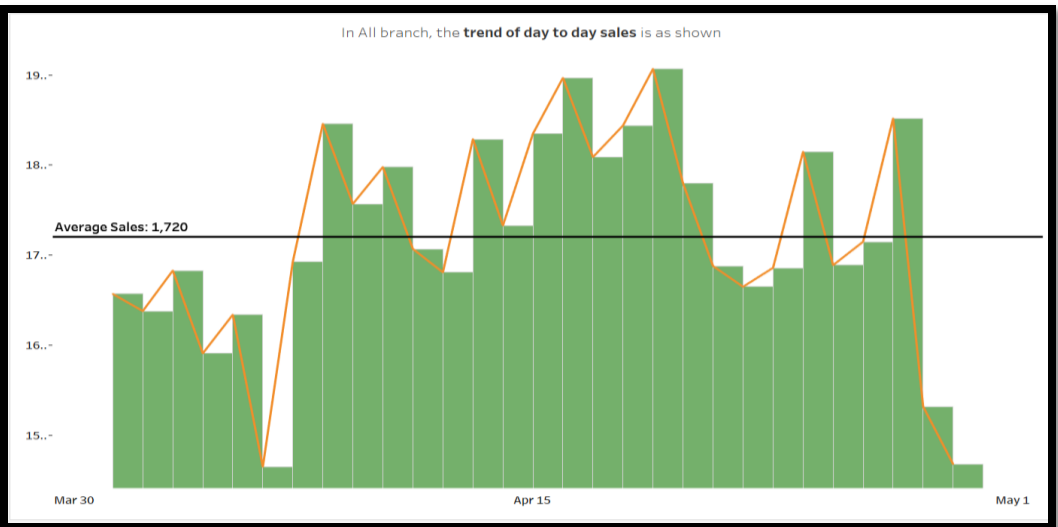


Figure4: Sales trend for **Combined branches**



SALES FLUCTUATION ANALYSIS

- There is no direct link or reason why sales are fluctuating, however this does not mean the sales cannot be improved.
- To ensure sales improvement in future these areas mentioned below could increase revenue of the company

PRODUCT DEMAND AND CONTRIBUTION TO SALES

- To ensure consistency, our best selling products should be readily available as they are customers go to preference
- We have products that have either zero sales or way below the average.
- These products could be removed or replaced with new innovative ones and test with customers to gauge their performance

List of these products will be provided at the appendix

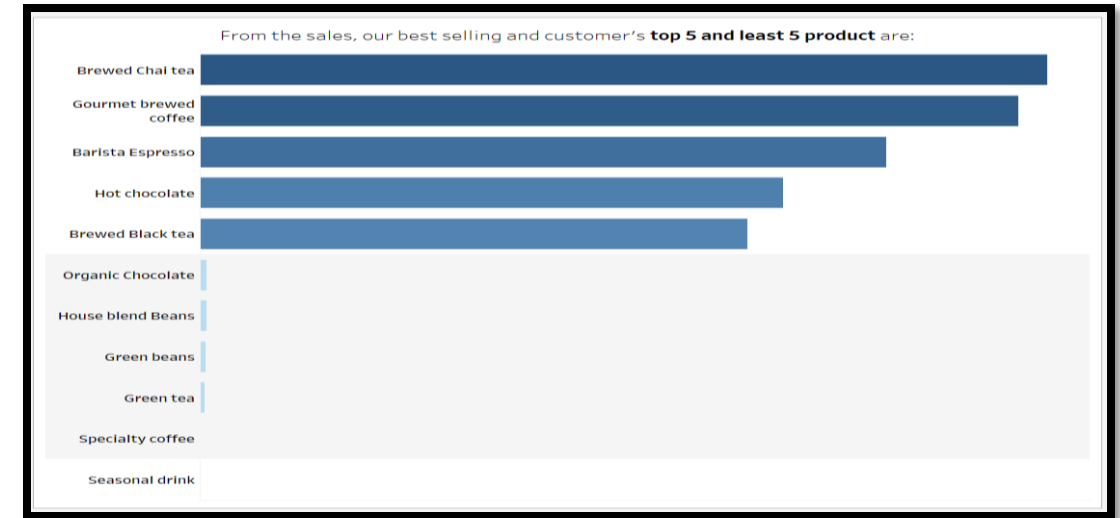


Figure6: Product Type performance on sales

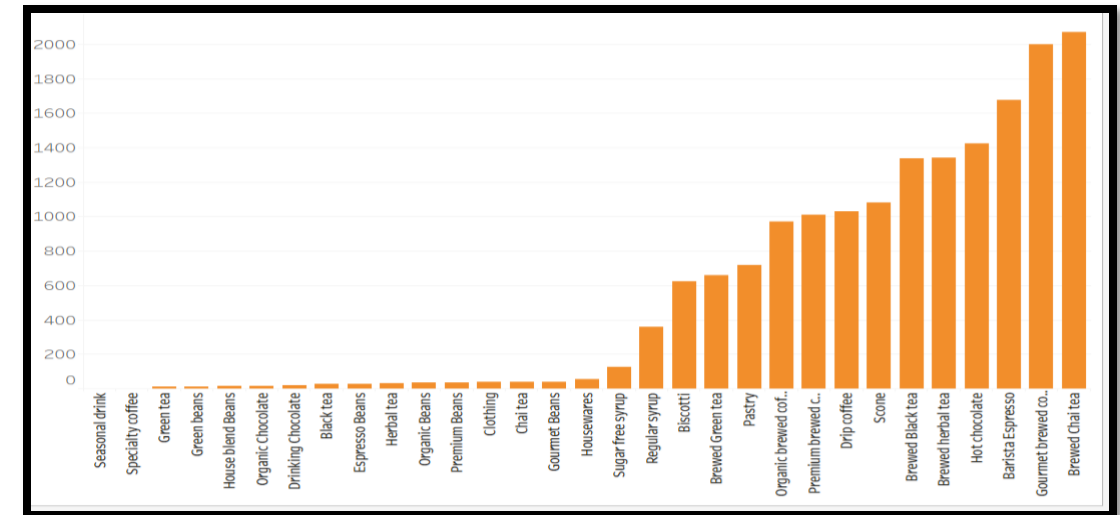


Figure7: Product performance on sales

PRODUCT WASTE

- The above products especially Ginger Scone are significantly going to waste more than they are being sold
- The loss from this waste is approximately \$5000.
- Less orders for these products could reduce the waste and approximately order 10+ the number sold

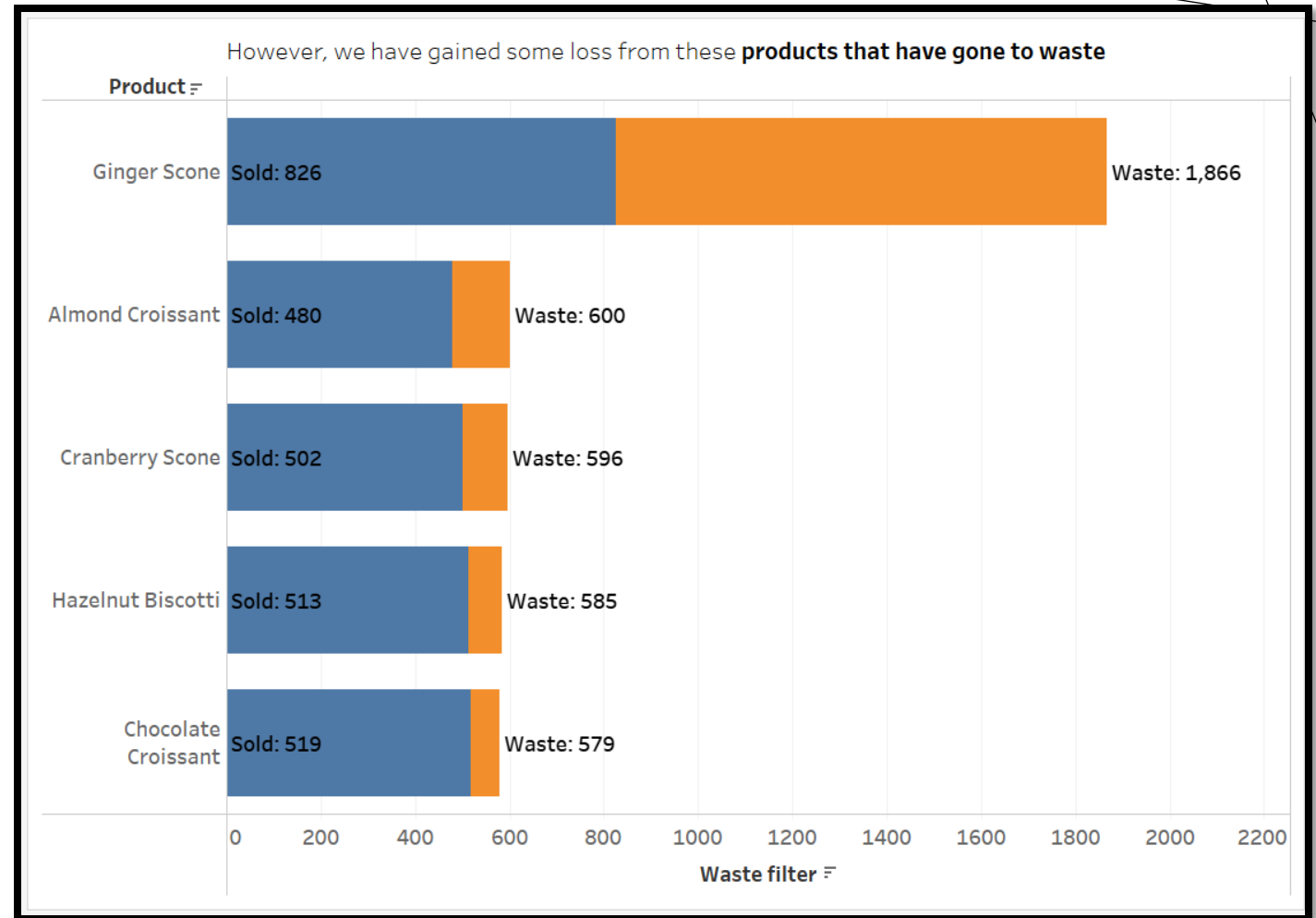


Figure8: Products sold over the product gone to waste

BUSINESS OPERATION

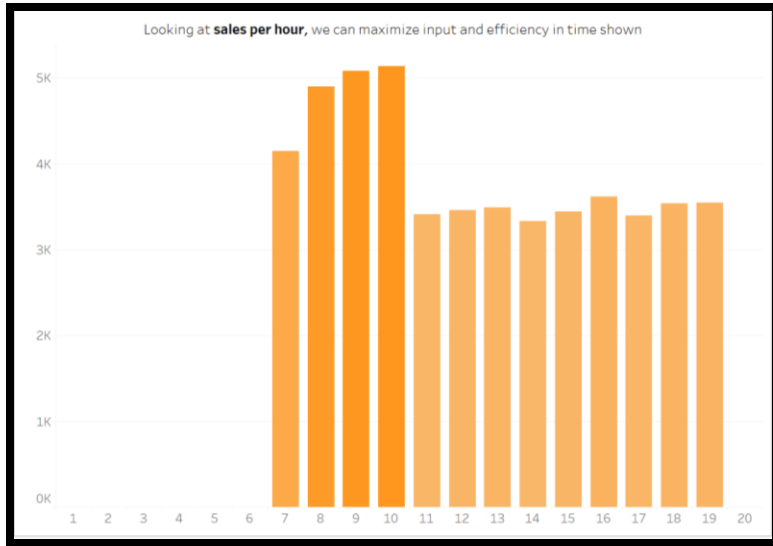


Figure9: Astoria peak hours

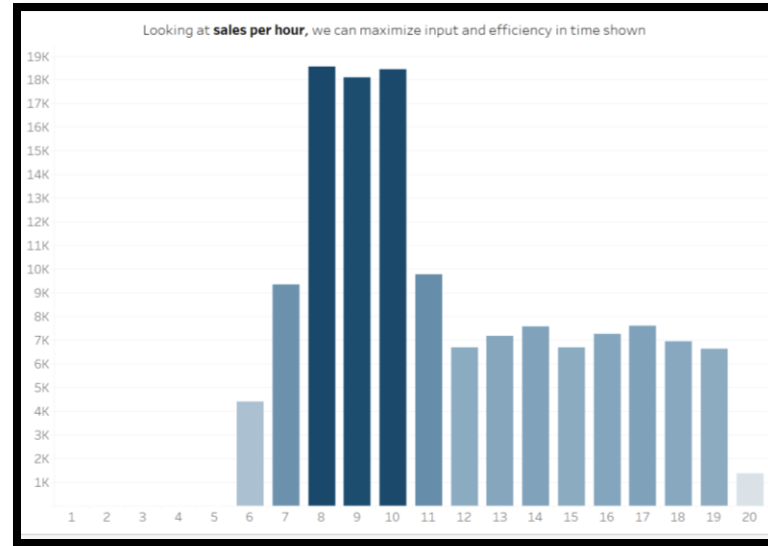


Figure10: Hell's kitchen peak hours

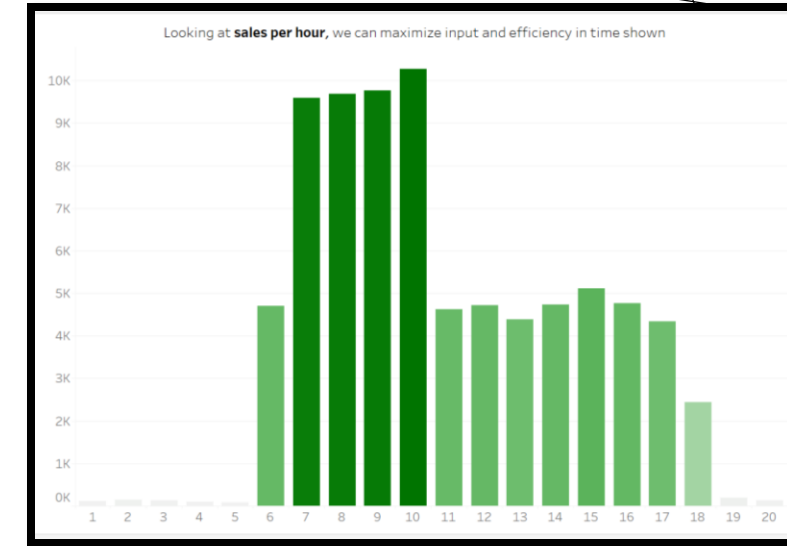


Figure11: Lower Manhattan peak hours

- All branches have a peak time from 6-12.
- Opening hours could be adjusted an hour before this time instead of 1.00am
- Closing time can be maintained until 8.00pm
- Saving on time will ensure efficient use of resources and money.

BUSINESS PERFORMANCE OVERALL (TARGET SALES VS ATTAINED)

PRODUCT	MEASUREMENT	TARGET	ACTUAL	PERFORMANCE
Coffee Beans	Quantity	2,620	1168	Target not attained
Beverage	Quantity	49,125	59,105	Target exceeded
Food	Quantity	12,445	7,764	Significant gap
Merchandise	Quantity	1,310	255	Significant gap
Total	Overall	65,000	68,292	Target attained

BUSINESS PERFORMANCE OVERALL ANALYSIS

PRODUCT	Analysis	Recommendation
Coffee Beans	44 percent of target achieved	Reduce order amount to compensate those not sold. Since shelf life is 6-9 months hold from purchasing at least 3 months
Beverage	20 percent increase of sales	Fully maximize on this product by ensuring availability and quality since its high on demand
Food	Achieved 62% of the target	Reduce order, cut off the perishable products that accumulate high waste
Merchandise	13% sales achieved	For foreseeable time, avoid any order for this products and offer as promotions in sales as well

FINAL TAKEAWAYS & RECOMMENDATIONS

Takeaways

- Further exploration of customers feedback and review could improve the performance of the company
- Cutting less on other product group except beverage and beans could reduce loss and allow product experiment
- Providing minimal variety of products could improve efficiency since the key products drive more sales

Recommendations

Reduce waste by ordering less on pastry products

Replace or remove some products with little to no demand and experiment on different recipes

Reduce working hours of the branches to 6-8pm

Maximize on beverage since they provide highest drive in sales



THANK YOU

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Tableau:

https://public.tableau.com/views/RegionalSalesAnalysis_17353833124890/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link