



# COFFEE SALES PERFORMANCE REVIEW: STRATEGIC INSIGHTS & RECOMMENDATIONS

MIRKO LAINE DASHBOARD ANALYSIS

# AGENDA

- 1.Executive Summary – Key Findings at a Glance
- 2.Sales Evolution Over Time (2019-2022)
- 3.Performance by Coffee Type
- 4.Who Are Our Power Buyers
- 5.Sales Distribution by Country
- 6.Impact of Loyalty Card on Sales
- 7.Path Forward – Key Strategic Moves

# EXECUTIVE SUMMARY

## TOP INSIGHTS

### 1. 2021 MARKED PEAK SALES PERFORMANCE

Sales volumes reached their highest point, driven by strong performance in Arabica and Robusta Categories.

### 2. REVENUE CONCENTRATION IN TOP 5 CUSTOMERS

Top 5 individual buyers contributed over 1470\$, indication dependency on key accounts.

### 3. U.S LEADS WITH OUTSIZED MARKET SHARE

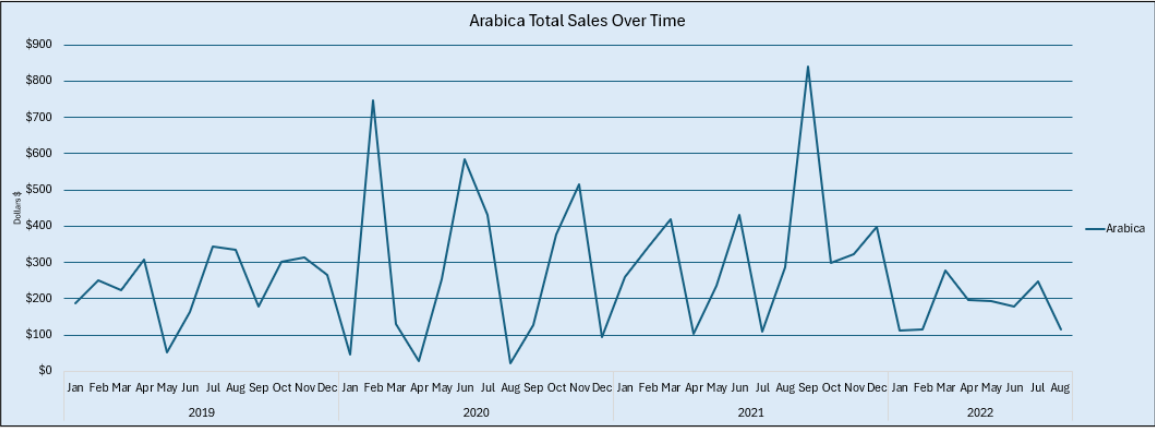
United States generated 35 639\$ in revenue, which is 5x more than the next largest country Ireland.

### 4. SEASONALITY DRIVES VOLATILITY

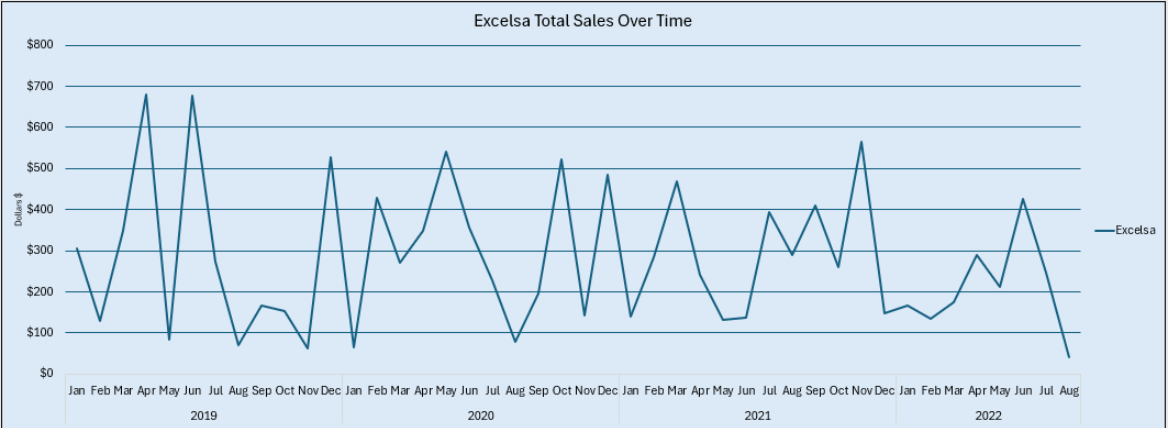
Sales data reveals clear seasonal demand spikes, offering opportunities for campaign

# SALES EVOLUTION OVER TIME (2019-2022)

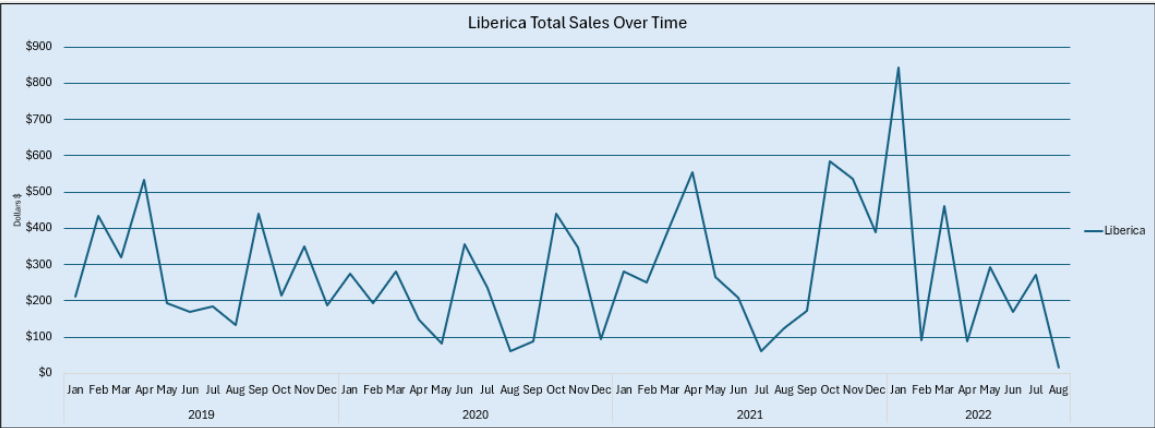
Arabica



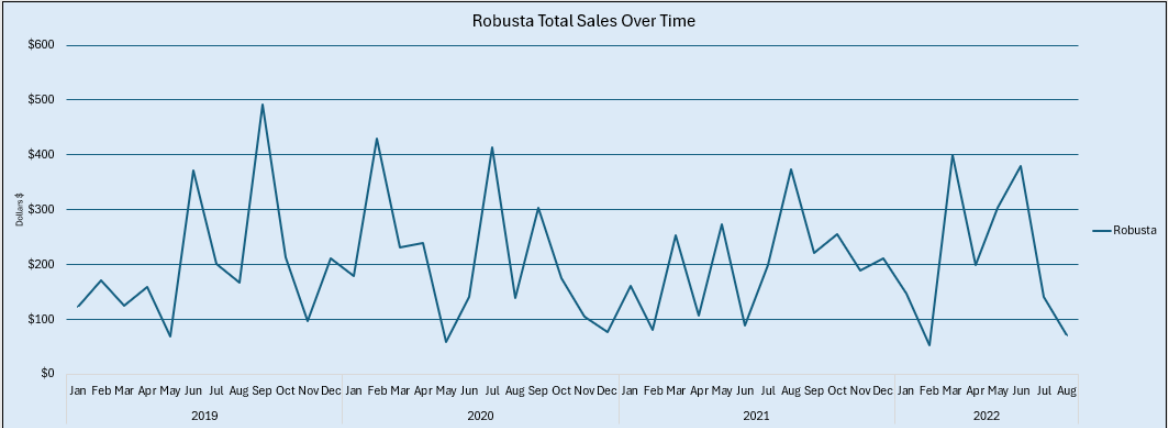
Excelsa



Liberica



Robusta



# SALES EVOLUTION OVER TIME (2019–2022)

## Key Takeaways

### 1. Seasonal peaks drive sales cycles

Consistent **spikes in spring/summer months** highlight the importance of aligning promotions with high-demand periods.

### 2. Clear COVID-19 impact and recovery trajectory

2020 shows a **notable dip**, followed by **steady recovery** through 2021, culminating in peak performance.

### 3. Arabica outperforms with stability

Among the coffee types, **Arabica shows steady performance**, while **Excelsa fluctuates**—suggesting demand inconsistency or supply sensitivity.

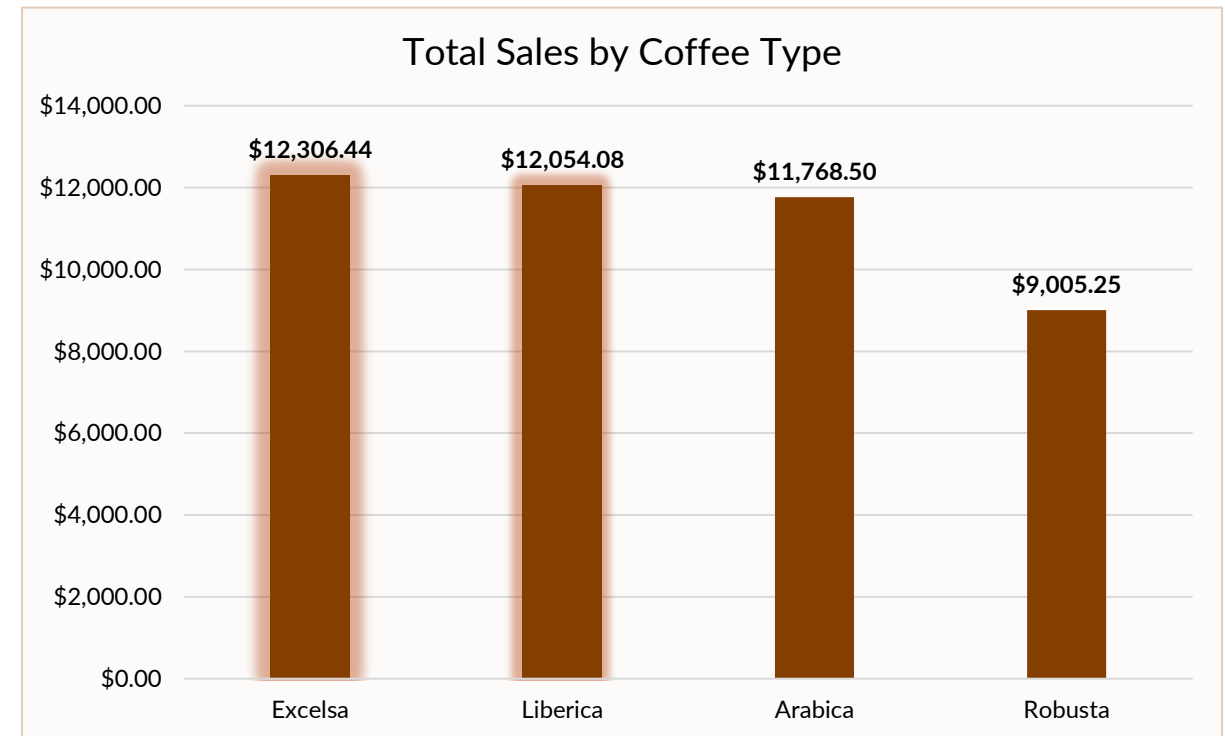
# PERFORMANCE BY COFFEE TYPE

## Key Takeaways

1. **Excelsa leads total revenue (\$12.3K)**, driven by high seasonal peaks, suggest strong customer preference in specific periods; considering targeted promotions and inventory planning.
2. **Liberica slightly trails Excelsa (\$12.1K)**, despite sales volatility; potential for growth if stabilized through pricing, bundling or loyalty incentives.
3. **Arabica delivers consistent baseline revenue (\$11.8K)** with lower volatility, optimal for core range anchoring and supply reliability.
4. **Robusta underperforms (\$9.0K)**, indicating weak customer traction. Thus, re-evaluate shelf space, marketing or consider phase-out unless strategic need exists.

## Strategic Recommendation

Shift resources toward **Excelsa** and **Arabica** to maximize short-term gains and long-term consistency. Reassess **Robusta's** role in portfolio and investigate **Liberica's volatility** to unlock stable revenue upside.



# REVENUE VS. RELIABILITY: HOW COFFEE TYPES DIFFER IN STRATEGIC VALUE

Coffee Type	Line Chart (Stability)	Bar Chart (Total Revenue)	Business Insight
Excelsa	Volatile and spiky	Highest	High peaks drive revenue. Worht promoting in key seasons
Liberica	Volatile and inconsistent	Second Highest	Underlying potential, but investigate margin/campaigns
Arabica	Stable and reliable	Third	Consistent baseline sales, ideal for core offering
Robusta	Low and flat	Lowest	Underperforming, assess market fit or pricing

Excelsa and Liberica outperform in total sales, but their revenue depends on seasonal peaks — indicating promotional or external demand drivers. Arabica provides stable revenue, suggesting suitability for long-term strategic focus. Robusta’s underperformance may require repositioning or discontinuation.

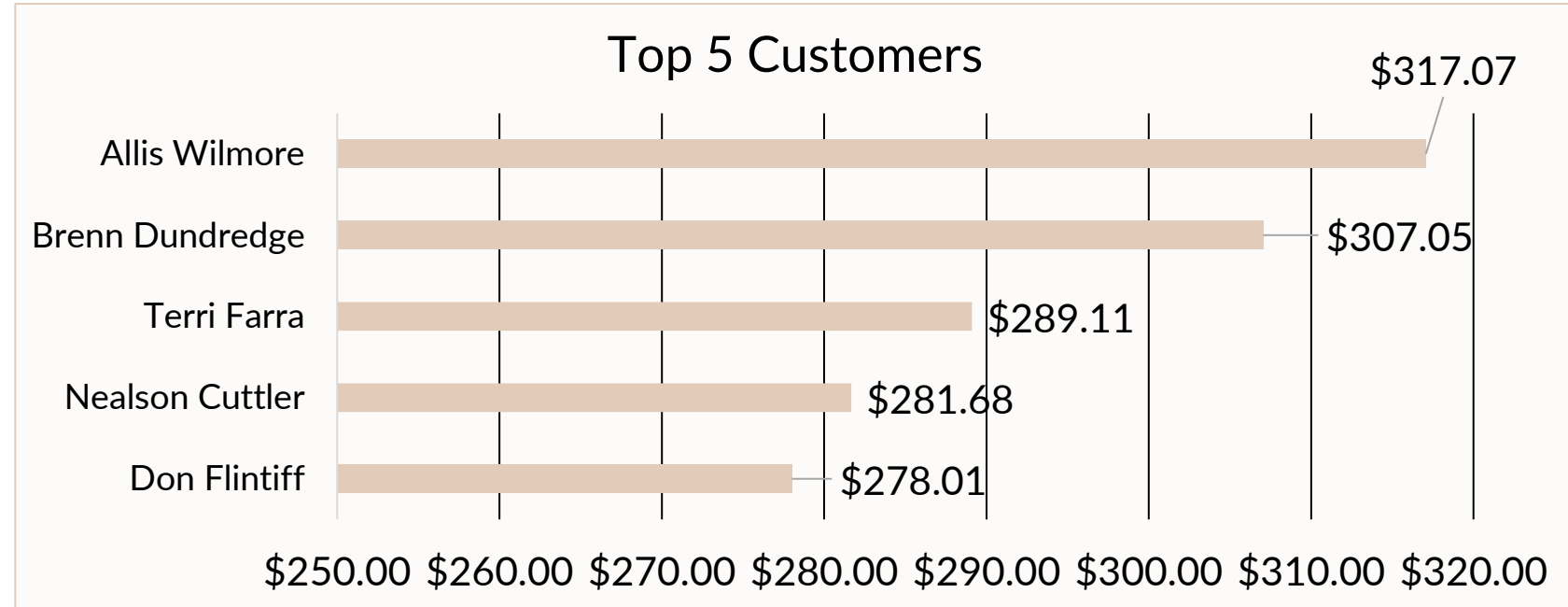
# KEY CUSTOMER INSIGHTS – UNDERSTANDING OUR POWER BUYERS

## Top Customer Contribution

- Allis Wilmore and Brenn Dundrede are the top 2 customers, contributing ~€624 combined.
- Total value from Top 5 customers is €1,470+, suggesting revenue is heavily concentrated among a few buyers.

## Loyalty Leverage Opportunity

- Not all top buyers use **loyalty cards**, indicating room to:
  - Strengthen loyalty program adoption
  - Introduce exclusive tiers or perks for high-value customers
  - Use loyalty to shift one-time buyers into repeat purchasers



## Strategic Takeaway

- **Customer retention and expansion** strategies should prioritize top 5 buyers.
- Data supports the case for **personalized campaigns**, bundling, or early access offers.



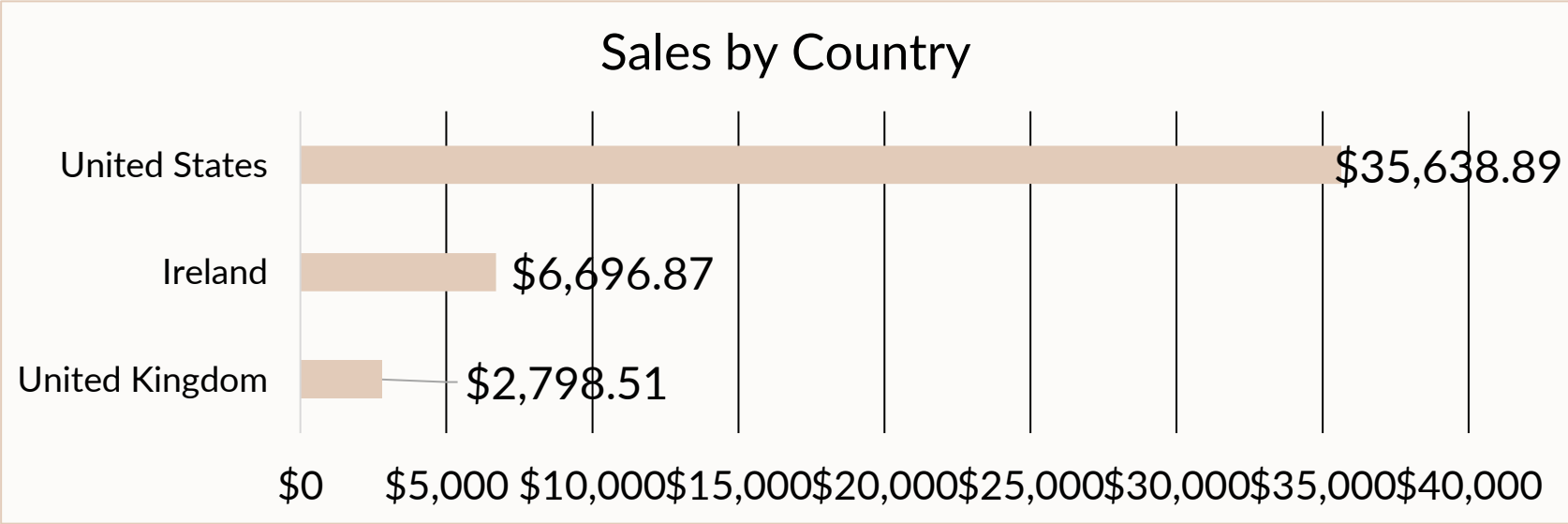
# MARKET CONCENTRATION ANALYSIS – GEOGRAPHIC REVENUE BREAKDOWN

## Heavy Revenue Concentration

- The **United States** contributes approximately **€35,639**, representing **75%+** of total revenue.
- High dependency on a single market poses risk if demand shifts or competition intensifies.

## Untapped Market Potential

- **Ireland (€6,697)** and the **United Kingdom (€2,799)** account for a small portion of sales.
- Indicates **limited market reach** or **ineffective targeting** in these geographies.



## Strategic Recommendation

- Pursue **differentiated country strategies**:
  - **United States**: Maintain leadership with retention and upselling strategies.
  - **Ireland/UK**: Launch awareness campaigns and tailor value propositions.
  - Consider **pricing localization**, **loyalty offers**, or **regional partnerships**.

**Key Insight:** While the U.S. drives most revenue, growth will depend on unlocking value in secondary markets. A tailored approach by region is essential for sustainable expansion.

# LOYALTY CARDS: A LEVER FOR REVENUE GROWTH?

## 1. Loyalty Card Customers Spend More per Order

- Although loyalty card users make up only **46.35% of purchases**, they generate nearly **€20,918** in revenue.
- Their **average basket size is significantly higher** than non-users.
- Indicates potential for higher **Customer Lifetime Value (CLV)** among loyal customers.

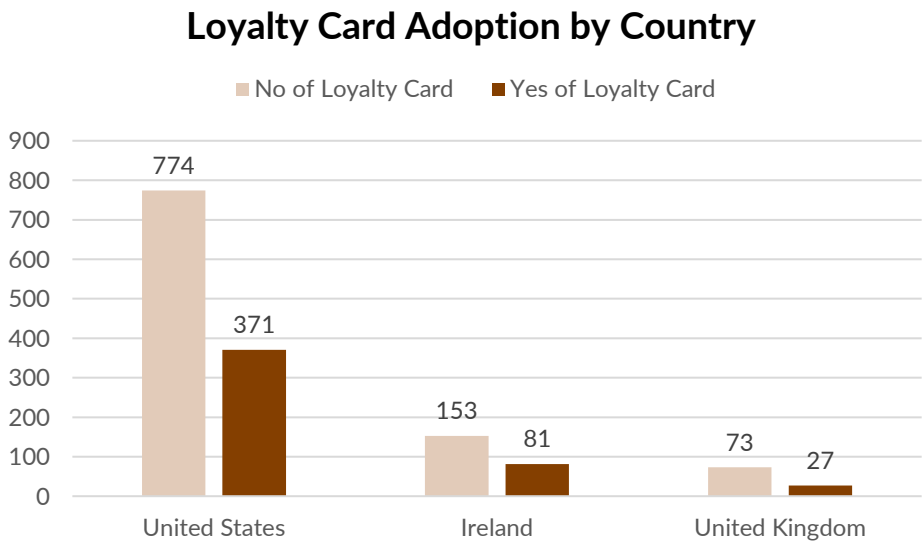
## 2. Adoption Remains Concentrated in the U.S.

- Over **70% of all loyalty card usage** occurs in the U.S. market.
- **Ireland and the U.K. lag significantly** in both adoption and spend.
- Suggests untapped growth potential in these geographies.

## 3. Business Opportunity: Unlock Revenue in Underpenetrated Regions

- Expand loyalty initiatives in **Ireland and the U.K.**, where adoption remains low.
- **Incentivize sign-ups** with exclusive discounts, tiered benefits, or referral bonuses.
- Use successful U.S. strategy as a model for other markets.

**Conclusion:**  
Loyalty card users generate **disproportionately high revenue despite lower transaction count**. Scaling the program into underperforming regions could unlock incremental sales and deepen customer engagement.



Loyalty Card	Sales %	Sales \$
No	53.65%	\$24,216.41
Yes	46.35%	\$20,917.85

# STRATEGIC CONCLUSIONS & PATH FORWARD

## Key Takeaways:

- **Revenue driven by seasonal peaks and top performers:**  
Arabica and Excelsa emerged as revenue leaders, with Excelsa showing strong seasonal gains and Arabica offering stable long-term performance.
- **Heavy dependence on U.S. market & power buyers:**  
Over 75% of revenue comes from the U.S. and just 5 key customers — a clear **concentration risk** that requires diversification.
- **Loyalty card program delivers value but lacks reach:**  
Loyalty card users generate higher revenue per transaction, but adoption outside the U.S. is low — **expansion could unlock additional growth.**

## Strategic Imperatives:

1. **Expand loyalty program** to Ireland and the U.K. using incentives and segmentation.
2. **Balance short-term gains with long-term stability** by promoting Excelsa while securing Arabica supply and pricing.
3. **Develop tailored country playbooks** to reduce geographic over-dependence and increase customer acquisition in secondary markets.
4. **Strengthen key account management** for high-value customers and replicate their behavior in broader segments.



**THANK YOU!**