**COFFEE BEAN SALES ANALYSIS AND OPTIMIZATION REPORT**

**GLOBAL COFFEE SUPPLIES LTD.**

**Executive Summary:**

This report presents a strategic analysis of Global Coffee Supplies Ltd’s coffee bean sales performance and data-driven insights, focusing on understanding sales trends across different coffee types and regions, evaluating the impact of pricing on sales volume and identifying opportunities for revenue and efficiency improvements. The findings highlight key growth opportunities and areas for operational optimization.

**Sales Performance Overview:**

Key Metrics:

* Total Revenue: $45,135.35
* Total Quantity Sold: 3,551 kg
* Total Orders: 957
* Average Price per 100g: $1.44

**Coffee Type Performance Analysis:**

Insights:

* Arabica has the highest quantity sold (947 kg)
* Excelsa generates the highest revenue ($12,306.71)
* Robusta, despite having high sales, has the lowest revenue per kg, indicating potential pricing issues.

**Revenue by Country:**

Findings:

* The United States dominates sales, contributing over $30,000 in revenue.
* Ireland and the UK contribute smaller but steady sales.
* Expansion in high-performing regions should be a priority.

**Monthly Revenue Trend Analysis:**

Key Observations:

* The highest and lowest revenue months vary across the years.
* Identifying patterns helps in optimizing sales strategies.

Yearly Highs and Lows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Highest Revenue Month | Revenue | Lowest Revenue Month | Revenue |
| 2019 | April | $1680.75 | May | $398.57 |
| 2020 | February | $1798.34 | August | $300.4 |
| 2021 | September | $1643.58 | June | $763.105 |
| 2022 | March | $1315.21 | August | $244.25 |

**Regression Analysis (Pricing Impact on Sales):**

Findings:

* R² = 0.0018, meaning unit price has little to no impact on quantity sold.
* P-value > 0.05, so price is not a statistically significant factor in predicting sales.
* Implication: Adjusting prices alone won’t drive higher sales-marketing and demand factors play a bigger role.

**Key Takeaways & Recommendations:**

Actionable Steps:

1. Invest in marketing campaigns instead of price reductions.
2. Expand sales efforts in high-performing regions like the U.S.
3. Optimize inventory based on seasonal demand fluctuations.
4. Reevaluate pricing strategy for Robusta, which has high sales but lower revenue per kg.
5. Investigate why August 2020 and August 2022 had the lowest revenues and develop strategies to mitigate similar declines in the future.

**Conclusion:**

This analysis provides data-backed insights to optimize coffee sales performance. Future steps should focus on targeted marketing, strategic regional expansion, and inventory management to sustain growth.