COFFEE SALES REPORT

OBJECTIVE

This establishment wants to create a report in 2022 using the last four years record sales (2019,2020,2021 and 2022) in order to understand their customers needs and grow more sales in 2023.

DATA SOURCE

Kaggle (Excel file)

SAMPLE QUESTIONS

- Which country contributed mostly to the revenue of the sales.

- Distribution of coffee type sales over the years

- Top 5 customers for recognition and reward

SAMPLE INSIGHTS

- United State generate the highest revenue sales of coffee
- Robusta is the only coffee type that is less ordered over the years. Still fair enough.
- Don Flinff, Nealson Cuttler, Terri Farra, Brenn Dundredge and Allis Wilmore are the top 5 customers.

FINAL CONCLUSION (CALL TO ACTION)

In order to boost revenue in Ireland and United kingdom we should make the coffee accessible by leveraging technology (Mobile app order), offer rewards like buy one get one free, seasonal promotion (offering hot coffee in cold weather) etc.

THANK YOU