

Chill.Coffee

YOUR BEST ONLINE COFFEE APPLICATION

LIFE IS GOOD
COFFEE MAKE IT BETTER

Contents

- 1. Current coffee market situation**
- 2. Our mission**
- 3. Customer interface**
- 4. Staff interface**
- 5. Assumption and data validation**
- 6. Potential ROI for investors**
- 7. Summary**



1. Current Coffe Market Situation

Intense competition

Variety of similar competitors

Numerous local coffee shops

High Operation Cost

Increasing rent, utilities, and raw material prices



Changing Customer Preference

changing preference for sustainability or local sourcing.

Lack of Customer Data Analysis

Inability to segment customers for targeted promotions

2. Our Mission



Diverse High quality coffee
bean



Streamline ordering and sales
process



Provide smooth online shopping
experience

3. OUR CUSTOMER JOURNEY



STEP 1:



Life is Good.

Coffee Makes It Better

Start Your Coffee Journey!



**Click on start your
journey**

STEP 2:

Membership System

UserName:

Password:

Membership ID:

Password:

First Name:

Last Name:

Birthdate:

Log- in for your
exclusive discount OR

Sign up for more
new user discount

STEP 3:

Membership System

The screenshot shows a login interface with a dark blue background. On the left, there's a graphic of a white cup filled with coffee beans and a yellow brain, with the text "coffee GRAINS good for BRAINS" written vertically next to it. The login form includes fields for "UserName:" (containing "Arty") and "Password:" (containing "987654321"). Below the fields are two buttons: "Login" and "Sign Up". At the bottom, there's a "Change Password" button with a cursor arrow pointing to it.

UserName: Arty

Password: 987654321

Login Sign Up

Change Password

Log- in for your
exclusive discount

The screenshot shows a password change page with a dark background. It displays three input fields labeled "Membership ID:", "Birthdate:", and "New Password:". A large "Change" button is positioned at the bottom right. The text "Please enter needed information:" is displayed above the first field.

Please enter needed information:

Membership ID:

Birthdate:

New Password:

Change

Change Password if
you forget

STEP 4:

Shopping Process



Start shopping by
clicking Shop Now!

The screenshot shows a product selection interface. It includes fields for "Select Category :)" with a dropdown menu, "Select Product :)" with a dropdown menu, and "Unit Price:(\$)" with a text input field. Below these are sections for "Product Description" and "Choose Quantity:)" with a dropdown menu and a "Return" button. To the right of the quantity dropdown is an "Add to Cart" button.

Choosing products
page

STEP 5:

Choose your products

Different categories:

Select Category :))

- Cold Drink
- Warm Drink
- Coffee Beans
- Merchandise
- Equipment
- Pastry
- Snack

Different products under categories:

Select Category :))

Select Product :))

- Espresso Roast
- Light Roast
- Dark Roast
- Single Origin Colombia
- Decaf Blend
- House Blend
- French Roast

Select Category :))

Select Product :))

- Espresso Roast
- Light Roast
- Dark Roast
- Single Origin Colombia
- Decaf Blend
- House Blend
- French Roast

Unit Price:(\$) 85

Product Description

Full-flavored coffee without the caffeine; perfect for late-night enjoyment without the jitters.

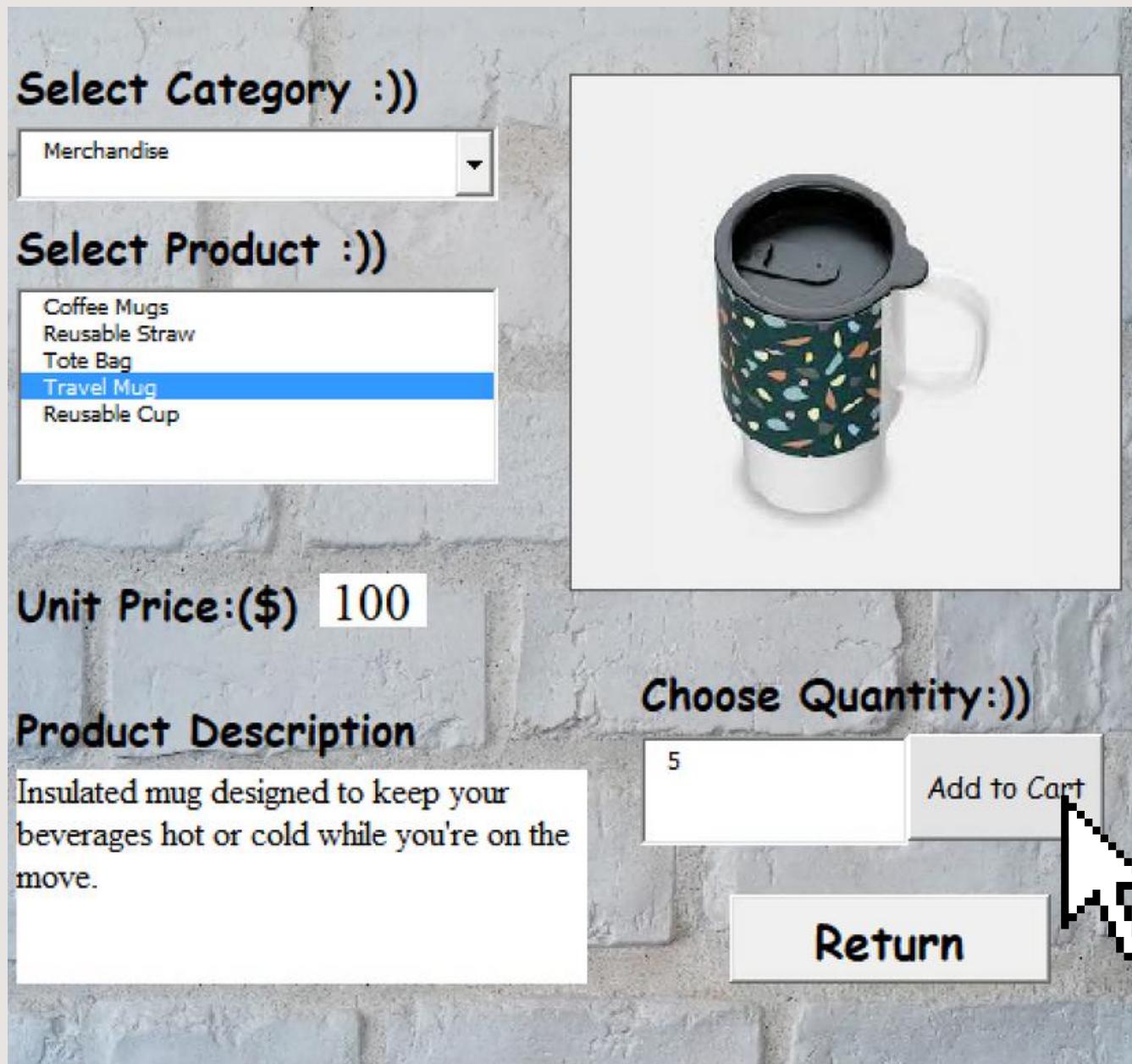
Choose Quantity:))

 Add to Cart
Return

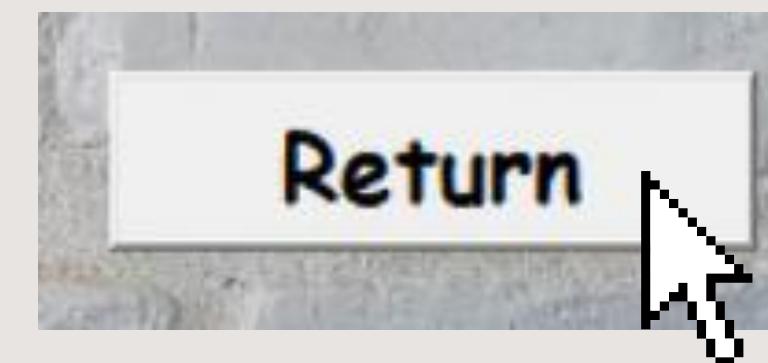
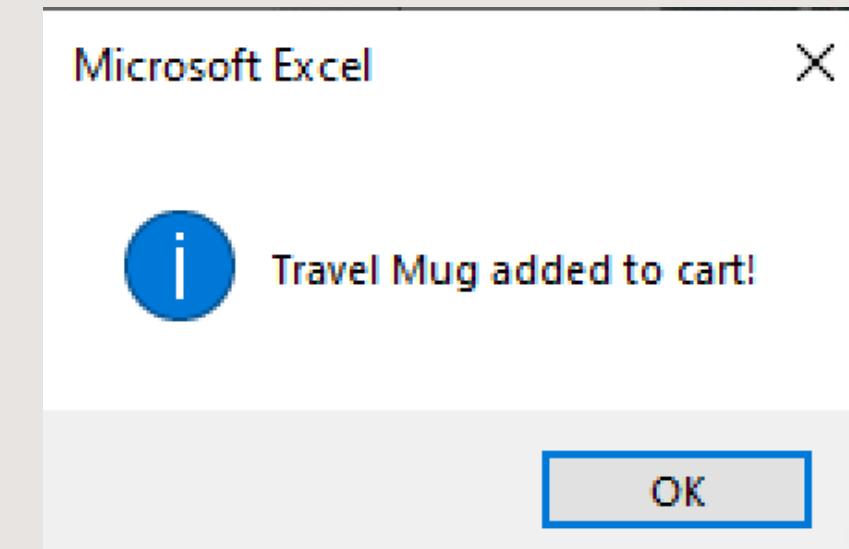
Show the Unit Price, Product Description and Image of the product

STEP 6:

Add your products to the cart



Click Add to Cart



After add products into the cart, click Return button back to the home page

STEP 7:

View your cart



**Click View Cart
and ready to checkout**

Your Cart:)

Travel Mug-Travel Mug- Qty: 5- Price: \$500
Decaf Blend-Decaf Blend- Qty: 3- Price: \$255

Remove Item

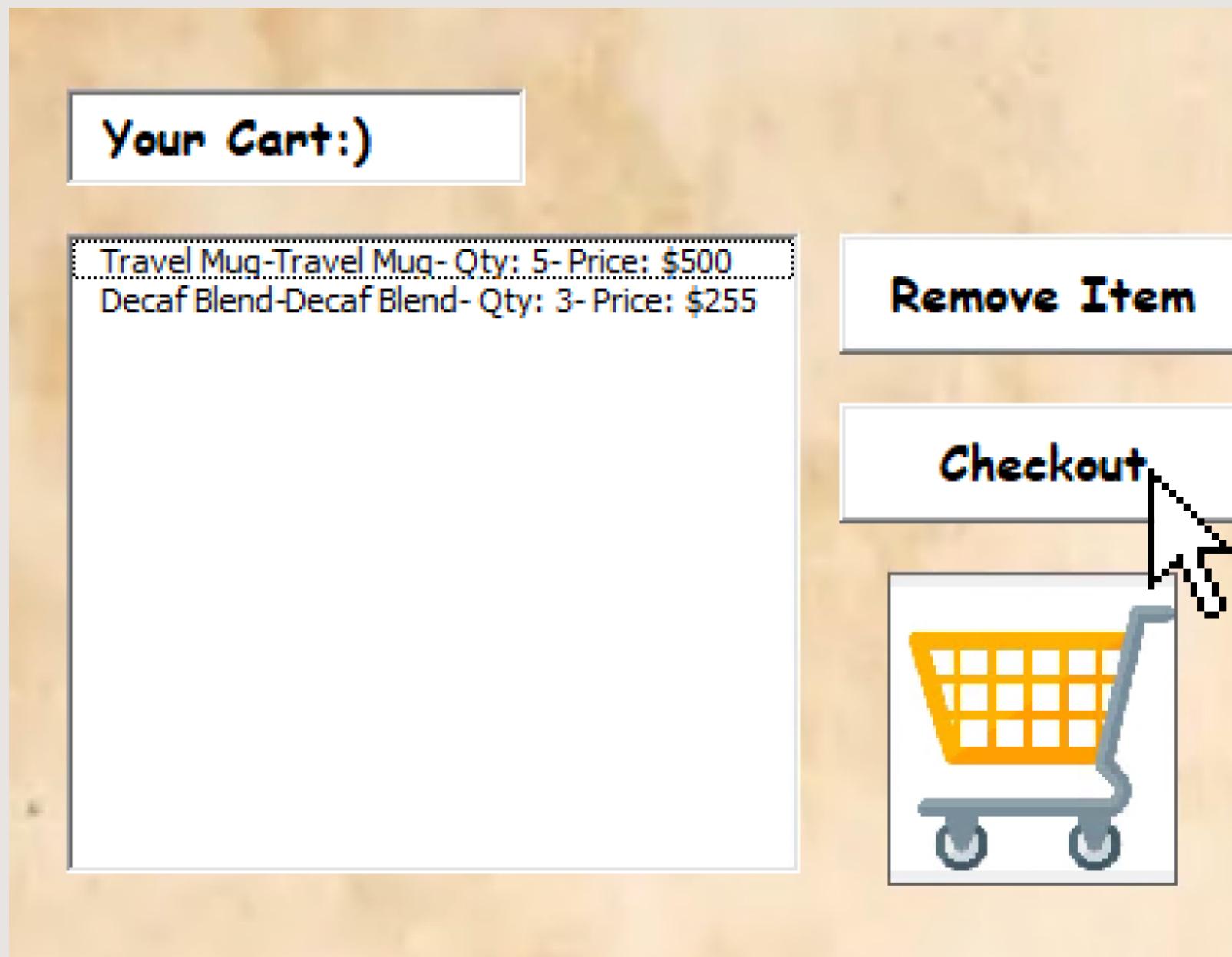
Checkout

A screenshot of a "Your Cart" page. It shows a list of items: "Travel Mug-Travel Mug- Qty: 5- Price: \$500" and "Decaf Blend-Decaf Blend- Qty: 3- Price: \$255". Below the list are two buttons: "Remove Item" and "Checkout". To the right of the buttons is an icon of a shopping cart.

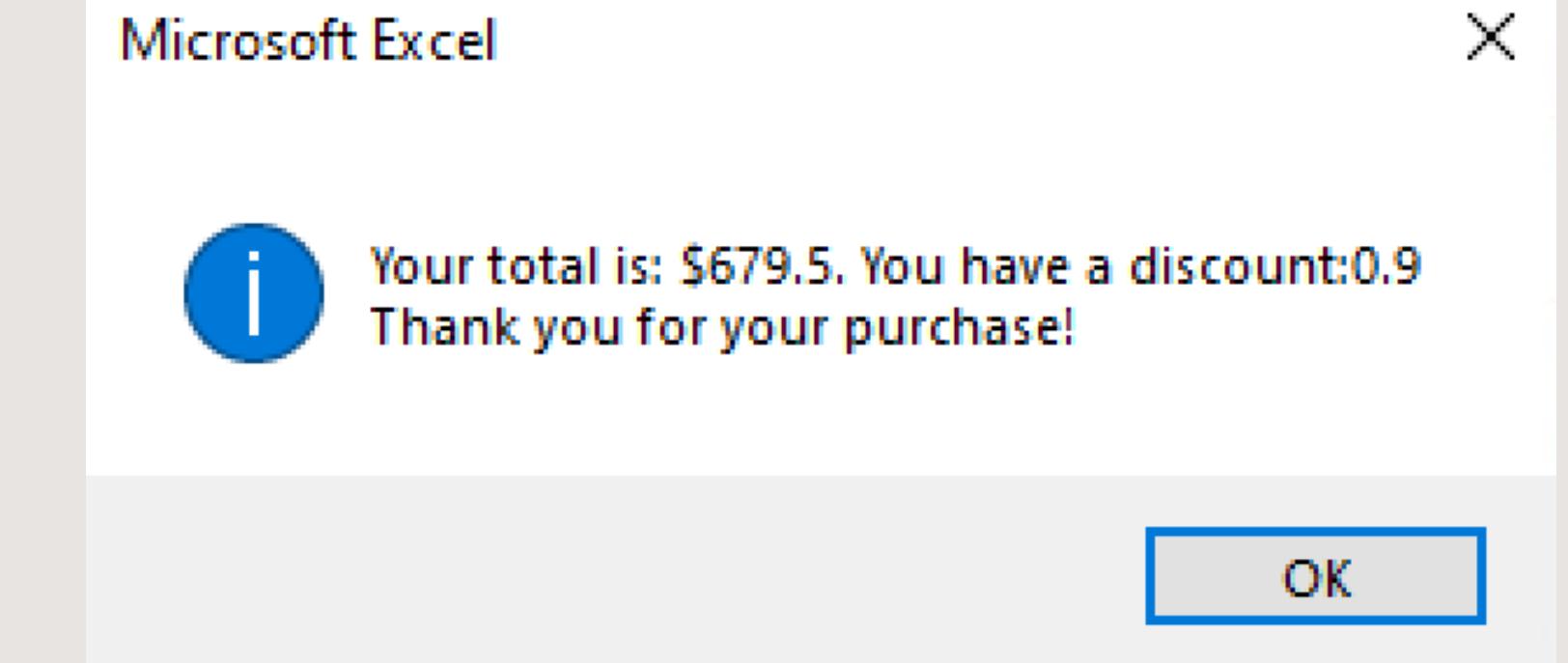
**Double check your products (click
Remove Item if you do not want)**

STEP 8:

Checkout Process



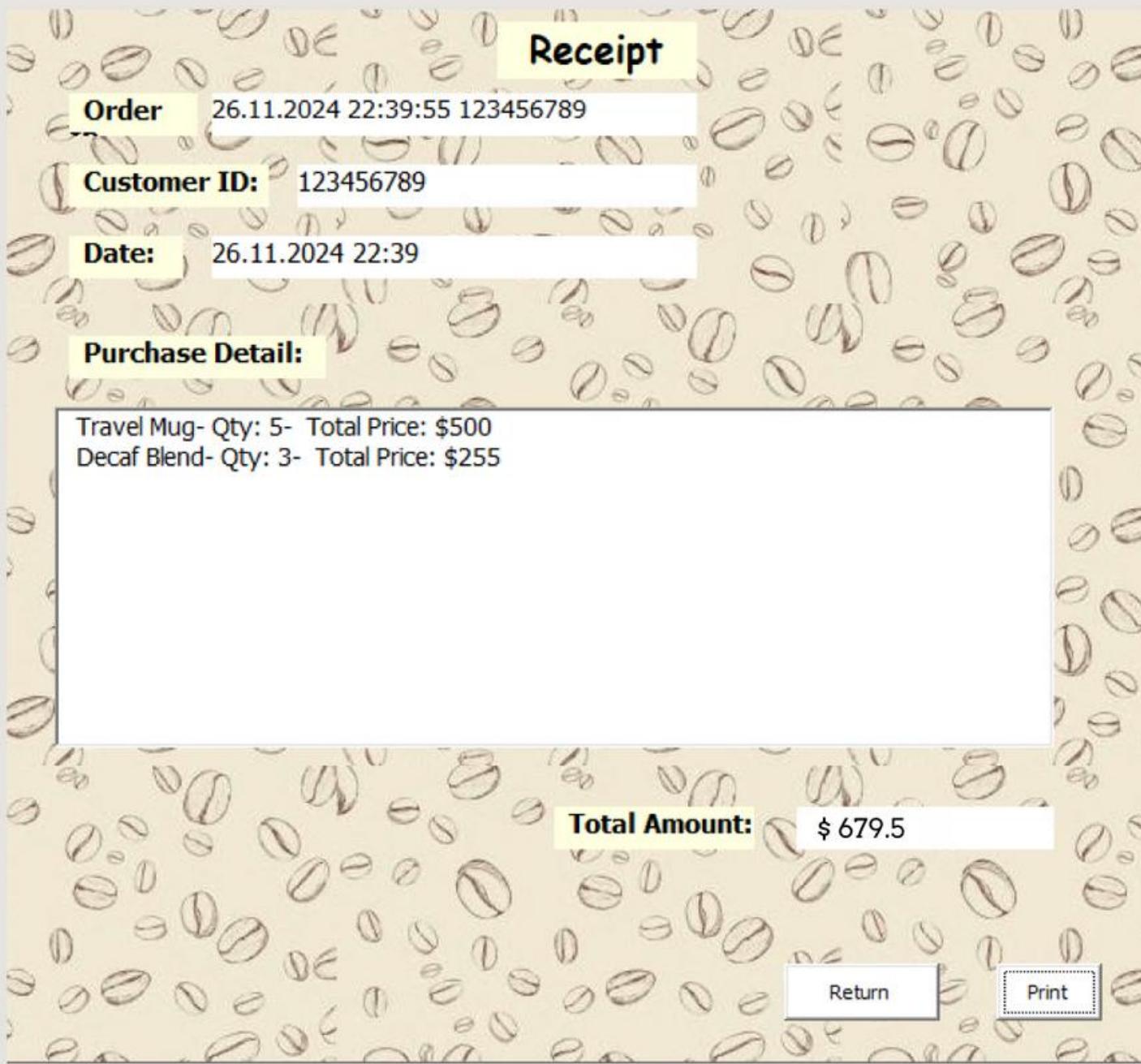
Click Checkout



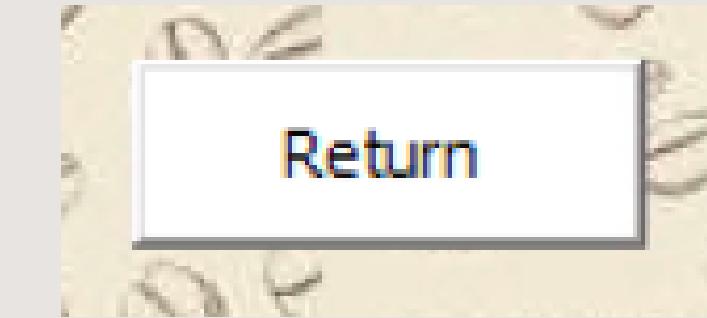
**It will show the total money
you spent plus a 10% off if you
sign up a membership**

STEP 9:

Generate the receipt



The Receipt will pop up



Click Return: back to home page, shop again or end shopping



Click Print: print the receipt

Special Features Customer Interface

Streamlined Membership Integration

- New users receive exclusive discounts upon signing up, promoting immediate engagement.
- Membership incentivizes loyalty through additional discounts (e.g., 10% off during checkout).

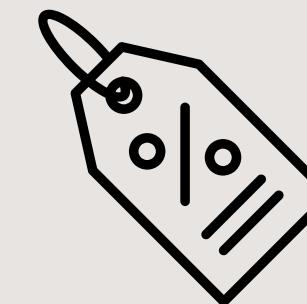


Enhanced Customer Convenience

- Auto-generated receipts at checkout with print and shop-again options ensure convenience.
- Password recovery functionality adds a layer of accessibility.

Increased Customer Satisfaction Through Discounts

- Discounts for members directly impact customer satisfaction and encourage repeat purchases.



Smooth Shopping Flow

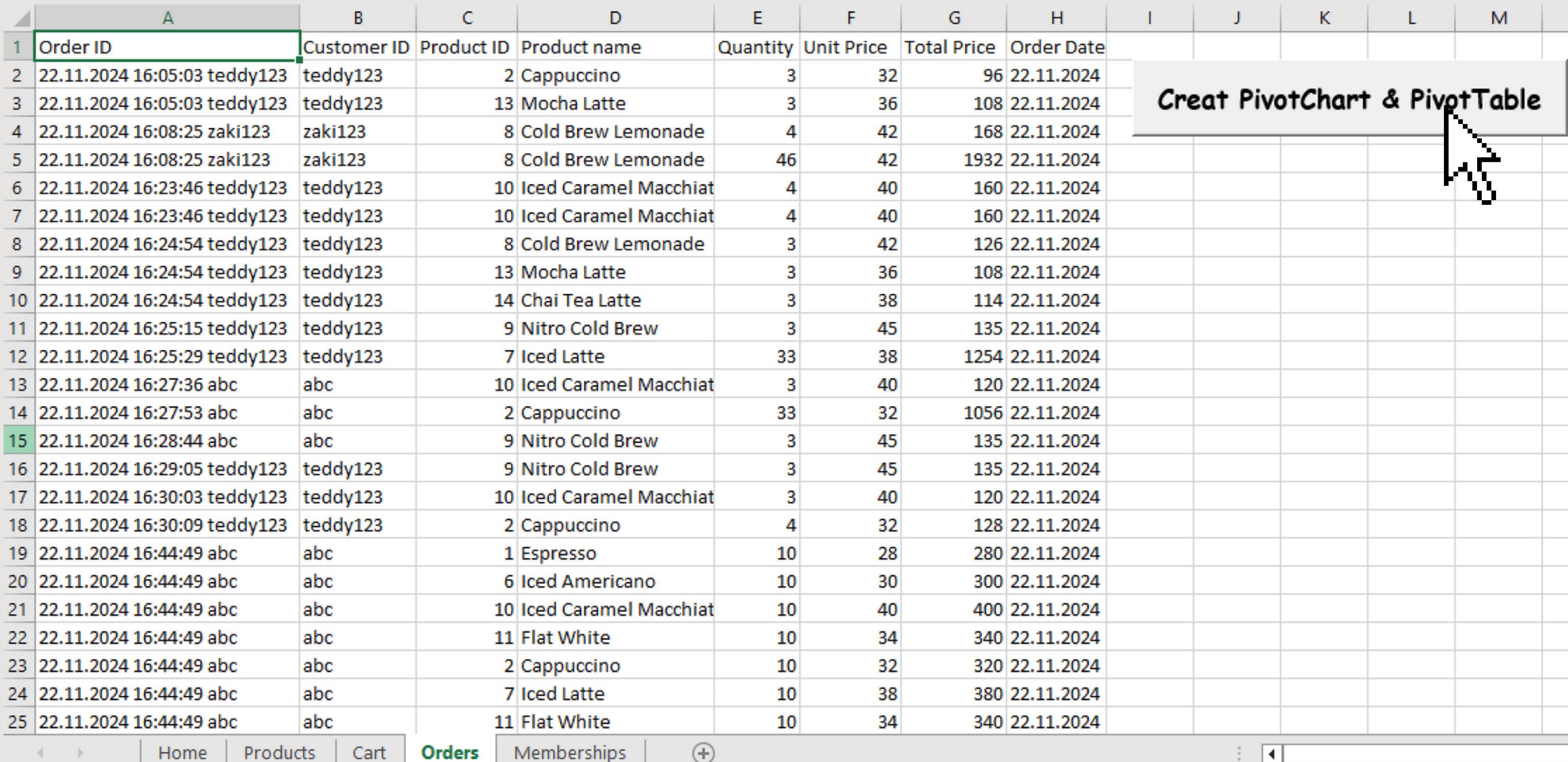
- Simplified navigation from login to product selection, adding to the cart, and checkout.
- Category-wise product organization ensures easy discovery of desired items.
- Comprehensive product information (price, description, and images) enhances the shopping experience.

4. STAFF INTERFACE



STEP 1:

Create Sale Analysis



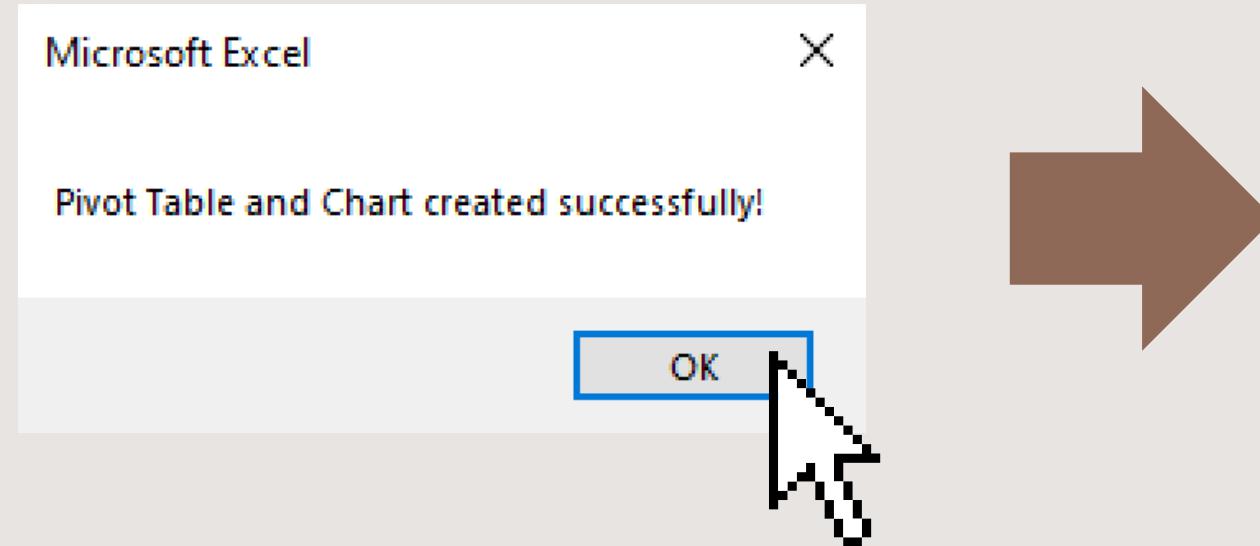
The screenshot shows an Excel spreadsheet with data from rows 1 to 25. The columns are labeled A through M. Row 1 contains column headers: Order ID, Customer ID, Product ID, Product name, Quantity, Unit Price, Total Price, and Order Date. Rows 2 through 25 contain specific order details. A callout bubble with the text "Create PivotChart & PivotTable" and a cursor icon is positioned over the ribbon tab for the "Orders" worksheet.

Order ID	Customer ID	Product ID	Product name	Quantity	Unit Price	Total Price	Order Date
22.11.2024 16:05:03 teddy123	teddy123	2	Cappuccino	3	32	96	22.11.2024
22.11.2024 16:05:03 teddy123	teddy123	13	Mocha Latte	3	36	108	22.11.2024
22.11.2024 16:08:25 zaki123	zaki123	8	Cold Brew Lemonade	4	42	168	22.11.2024
22.11.2024 16:08:25 zaki123	zaki123	8	Cold Brew Lemonade	46	42	1932	22.11.2024
22.11.2024 16:23:46 teddy123	teddy123	10	Iced Caramel Macchiato	4	40	160	22.11.2024
22.11.2024 16:23:46 teddy123	teddy123	10	Iced Caramel Macchiato	4	40	160	22.11.2024
22.11.2024 16:24:54 teddy123	teddy123	8	Cold Brew Lemonade	3	42	126	22.11.2024
22.11.2024 16:24:54 teddy123	teddy123	13	Mocha Latte	3	36	108	22.11.2024
22.11.2024 16:24:54 teddy123	teddy123	14	Chai Tea Latte	3	38	114	22.11.2024
22.11.2024 16:25:15 teddy123	teddy123	9	Nitro Cold Brew	3	45	135	22.11.2024
22.11.2024 16:25:29 teddy123	teddy123	7	Iced Latte	33	38	1254	22.11.2024
22.11.2024 16:27:36 abc	abc	10	Iced Caramel Macchiato	3	40	120	22.11.2024
22.11.2024 16:27:53 abc	abc	2	Cappuccino	33	32	1056	22.11.2024
22.11.2024 16:28:44 abc	abc	9	Nitro Cold Brew	3	45	135	22.11.2024
22.11.2024 16:29:05 teddy123	teddy123	9	Nitro Cold Brew	3	45	135	22.11.2024
22.11.2024 16:30:03 teddy123	teddy123	10	Iced Caramel Macchiato	3	40	120	22.11.2024
22.11.2024 16:30:09 teddy123	teddy123	2	Cappuccino	4	32	128	22.11.2024
22.11.2024 16:44:49 abc	abc	1	Espresso	10	28	280	22.11.2024
22.11.2024 16:44:49 abc	abc	6	Iced Americano	10	30	300	22.11.2024
22.11.2024 16:44:49 abc	abc	10	Iced Caramel Macchiato	10	40	400	22.11.2024
22.11.2024 16:44:49 abc	abc	11	Flat White	10	34	340	22.11.2024
22.11.2024 16:44:49 abc	abc	2	Cappuccino	10	32	320	22.11.2024
22.11.2024 16:44:49 abc	abc	7	Iced Latte	10	38	380	22.11.2024
22.11.2024 16:44:49 abc	abc	11	Flat White	10	34	340	22.11.2024

Click Create PivotChart & PivotTable on the “Orders” worksheet

STEP 2:

Choosing PivotTable fields

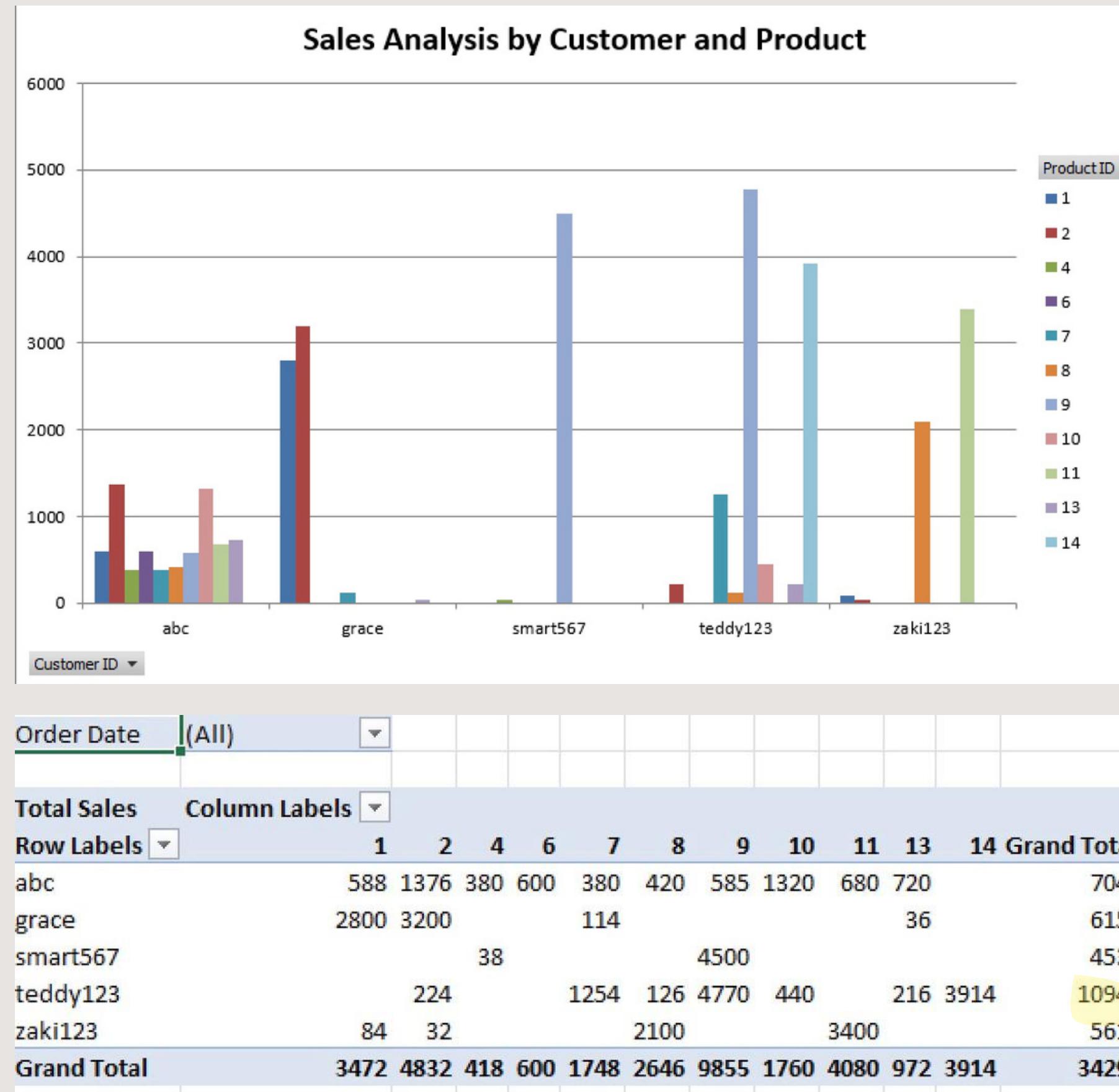


Generate two worksheets

A screenshot of the "PivotTable Fields" dialog box. On the left, a list of fields includes Order ID, Customer ID (checked), Product ID (checked), Product name, Quantity, Unit Price, and Total Price. In the center, fields are being dragged into four categories: Filters (Order Date), Columns (Product ID), Rows (Customer ID), and Values (Total Sales). A search bar and a settings icon are also visible.

By selecting or dragging fields to Filters/Columns/Rows/Value, you can generate the table and chart you want.

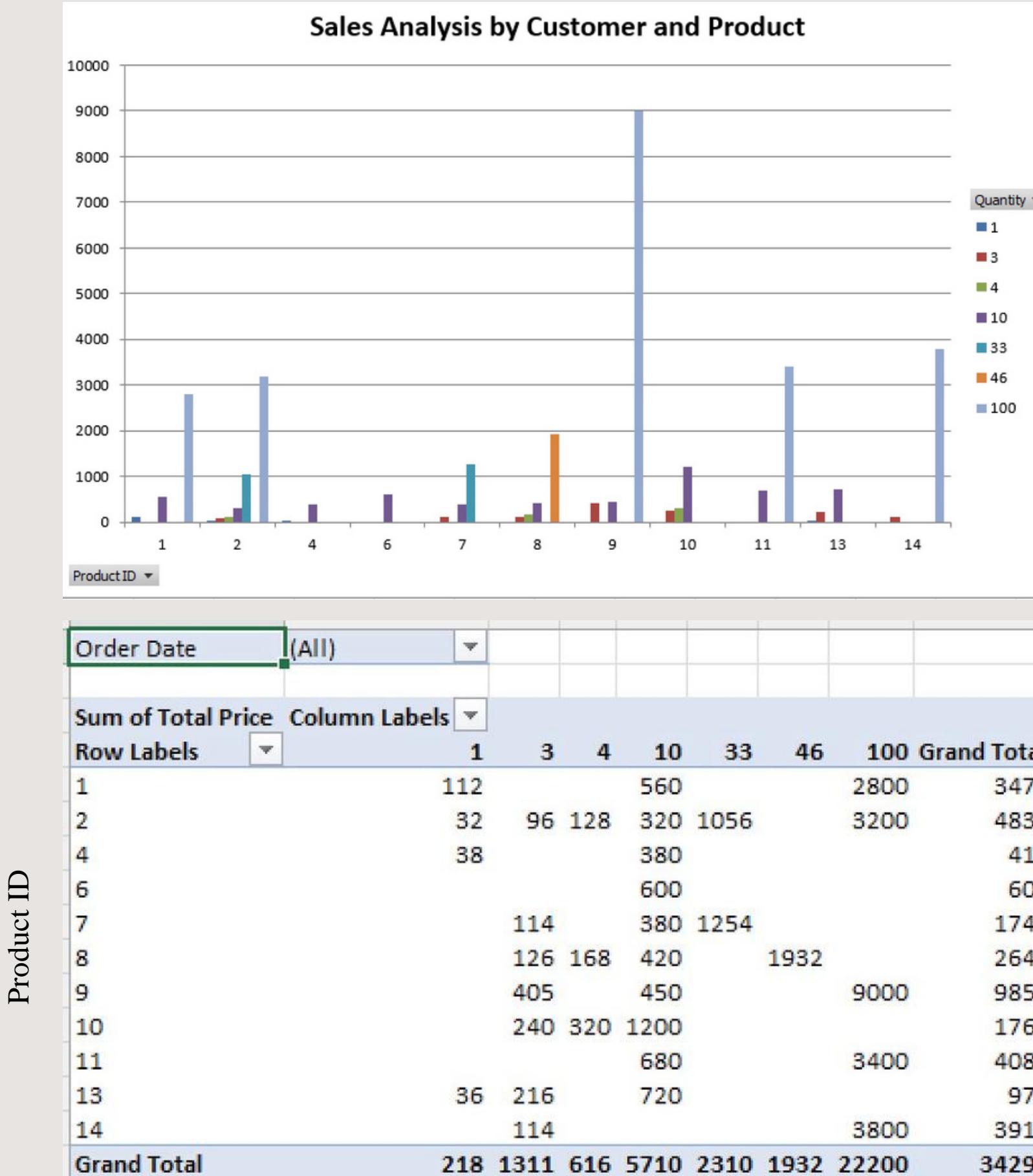
STEP 3: Create customised table & chart #1



Sale Analysis of Customers:

- **Top Customers:**
 - Teddy123 is the largest contributor, accounting for over 30% of total sales. Focus on retaining them with tailored promotions and rewards.
 - abc is the most loyal customer because abc purchased a wide range of our products. In the future, we need to focus on boosting the quantity of the products abc will buy.
- **Opportunities:**
 - Smart567 and Grace show room for growth. Use cross-selling strategies and personalised promotions to increase their engagement.
- **Actionable Steps:**
 - Focus marketing efforts on high-value and loyal customers.
 - Reposition and promote underperforming products to broaden their appeal.

STEP 3: Create customised table & chart #2



Sale Analysis of Products:

- **Product Performance:**
 - Product 9 is the highest-selling product, generating substantial revenue and volume across multiple customers.
 - Products 6 and 4 show the lowest revenue and quantity sold, indicating underperformance.
- **Actionable Insights:**
 - Promote underperforming products (Products 6 and 4) through bundling or targeted discounts.
 - Use top-performing products like Product 9 to cross-sell underperforming items.

The first graph focuses on total sales, while the second adds depth by analysing quantities and pricing, highlighting opportunities to diversify sales across products and customers for better balance and growth.

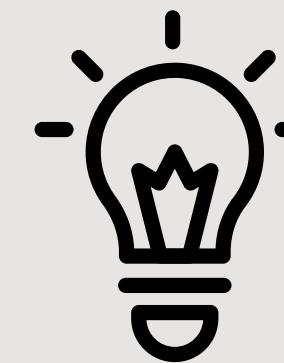
Special Features Staff Interface

Investment potential

The sale analysis system provides a **business insights**



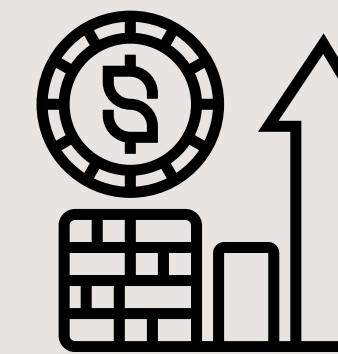
Identify
Best-Selling
Products



Understand
Customer Preferences



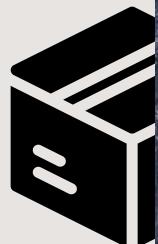
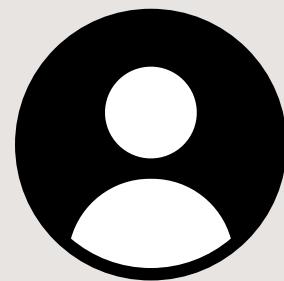
Less
Save time
Reduce
error



More
Adjust inventory
Plan marketing campaigns

5. Assumptions and data validation

Assumptions



A screenshot of a web application demonstrating data validation. The interface includes fields for Product Description, Unit Price (\$), and Choose Quantity. A dropdown menu lists various products like Coffee Mugs, Reusable Straw, Tote Bag, Travel Mug, and Reusable Cup. An input field for quantity contains the value '-1'. Three error messages are displayed in separate windows:

- An alert box says "Please select a product from the list." with a red oval highlighting the entire window.
- An alert box says "Please enter a valid quantity (positive number)." with a red oval highlighting the entire window.
- An alert box says "Please enter a valid quantity (positive number)." with a red oval highlighting the entire window.

The quantity input field also has a red oval highlighting its value.

Data Validation

A screenshot of a Microsoft Excel dialog box titled "Microsoft Excel". It displays the message "Please enter a valid quantity (positive number)." with a yellow warning icon. The "OK" button is visible at the bottom right. A red oval highlights the entire dialog box.

6. Market Potential

Potential ROI for Investors:

Operational Efficiency

Automated ordering, membership registration, & check out and receipts creation

=

Increased Efficiency



Improved Customer Experience

User-friendly interface,
improved order process

=

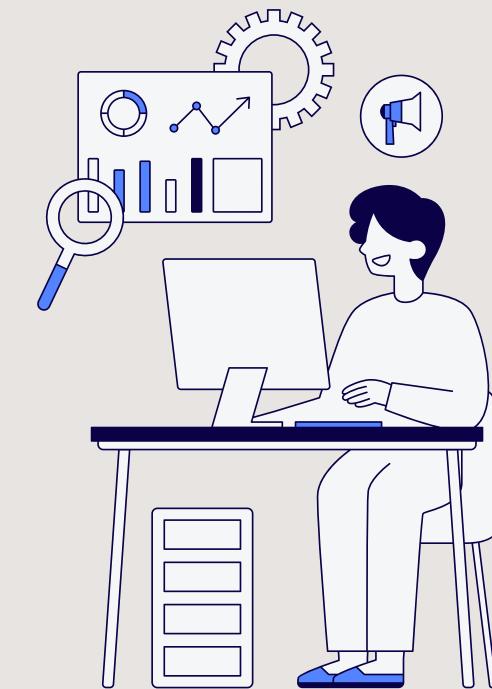
Increased Satisfaction



Data-Driven Decision Making

Monthly sales reports ->
Pivot tables & charts
Create Data-driven insights for

Optimized Decisions



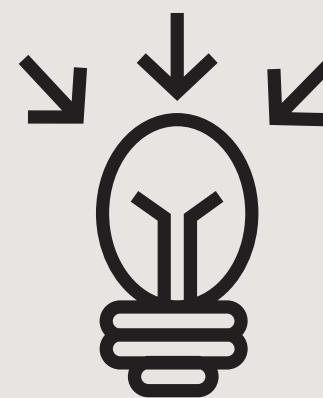
7. Summary

Project summary



Successfully implemented a VBA application, resulting in improved efficiency, enhanced customer experience, and data-driven decision-making.

Key Functions



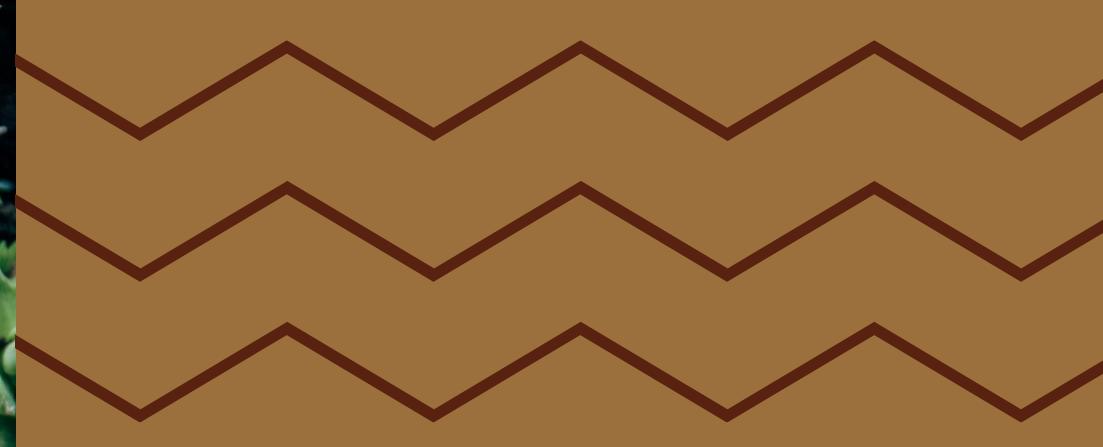
User Login/Account Creation: Secure and easy account management.
Online Ordering: Browse and order from 50+ coffee items.
Cart Management: Add, remove, and modify items in the cart.
Checkout & Receipt Generation: Secure payment processing and automated receipt creation.
Membership System: Record of customers' membership status
Reporting & Analytics: Monthly sales reports, pivot tables, and charts.

Next Steps & Potential



Implement inventory management system
Implement predictive analytics for sales

THANK



You