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# Coffee Chain Sales & Profit Analysis

Insights using Power BI

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# High Sales in Large Markets

- Large market areas show consistently higher sales.
  - Indicates a strong customer base and brand presence.  
Focus marketing efforts in these regions for better ROI.
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# Profit Margins Vary by Product

- Some products generate high sales but low margins.
  - Need to optimise pricing or reduce COGS.
  - Focus on high-margin products for better profitability.
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# Sales & Marketing Over the Years

- Sales have grown over time, but marketing spend also increased.
  - Important to track ROI on marketing.
  - Consider data-driven budget planning.
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# Inventory Margin vs Profit

- Areas with high inventory margin also show higher profits.
  - Efficient inventory management leads to better financial performance.
  - Improve inventory turnover in low-performing regions.
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# Conclusion

- Focus on large markets and high-margin products.
  - Optimise inventory and reduce COGS.
  - Track marketing effectiveness for better returns.
  - Data insights can guide strategic business decisions.
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