

# Mocca'Mommas Coffee Shop Sales Analysis

**Name And Surname:** Phumlani Nobengela

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## -Problem Identification and Business Understanding:

The name of the coffee shop is Mocca'Mommas, it is in East London, Southernwood Wynne St 15. The primary challenge faced by Mocca'Mommas coffee shop is its inability to effectively analyze and capitalize on sales patterns. Despite offering a wide range of popular coffee blends and pastries, the shop struggles to determine which items consistently perform well and at what times they are most in demand. This lack of insight results in the shop frequently having too much of slow-moving products and not enough of customer favorites, leading to missed sales opportunities and higher storage costs. Without harnessing the power of data analytics to monitor product trends and peak sales periods, the shop is unable to develop targeted promotional strategies that could significantly increase its revenue. By prioritizing the analysis of sales trends, the coffee shop could optimize its inventory, tailor its marketing campaigns, and ultimately improve both customer satisfaction and profitability.

Mocca'Mommas coffee shop currently operates by offering a variety of coffee blends, pastries, and light snacks, catering to both regular customers and occasional visitors. However, they face significant challenges in understanding and leveraging sales trends, which impacts their ability to stock popular items effectively. This results in overstocking less popular products and understocking customer favorites, leading to missed sales opportunities and increased storage costs. Their primary goal is to optimize inventory management by utilizing data analytics to track sales trends and peak hours, enabling them to craft effective promotional strategies. By addressing these challenges, the coffee shop aims to enhance customer satisfaction, streamline operations, and ultimately increase profitability.

Data analysis can really help us understand sales trends at the local coffee shop. By diving into the sales data, we can figure out which coffee blends and pastries are the top sellers and when they're most popular. This insight lets us adjust our inventory so that we always have customer favorites in stock, avoiding the hassle of running out or overstocking items that don't sell as well. Plus, knowing the peak sales hours means we can staff the shop more efficiently and provide better service during busy times. Data analysis can also highlight seasonal trends and customer preferences, helping us tailor our marketing campaigns and promote what people want. Focusing on sales trends through data analysis will help us make smarter decisions, boost revenue, and keep our customers happy.

## Descriptive Statistics Application

### **Measures of Central tendency**

Sales	Valid	1000
	Missing	0
Mean		45.1343
Median		29.7850
Mode		17.91

### **Measures of variability**

Sales	Valid	1000
	Missing	0
Std. Deviation		42.22045
Variance		1782.567
Range		216.05

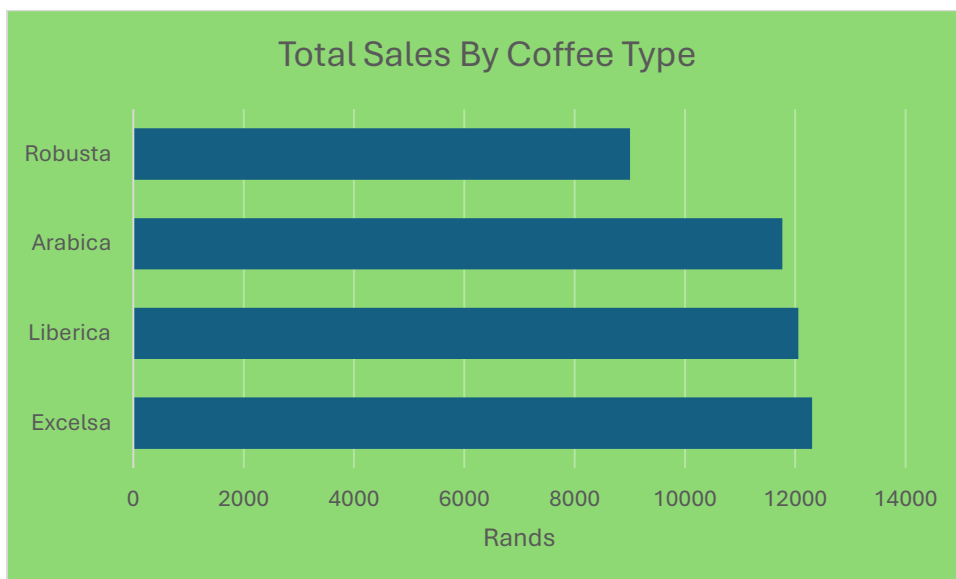
### **Descriptive Statistic Summary**

Sales	Valid	1000
	Missing	0
Mean		45.1343
Median		29.7850
Mode		17.91
Std. Deviation		42.22045
Variance		1782.567
Range		216.05
Minimum		2.69
Maximum		218.73
Sum		45134.26

## Data Visualization

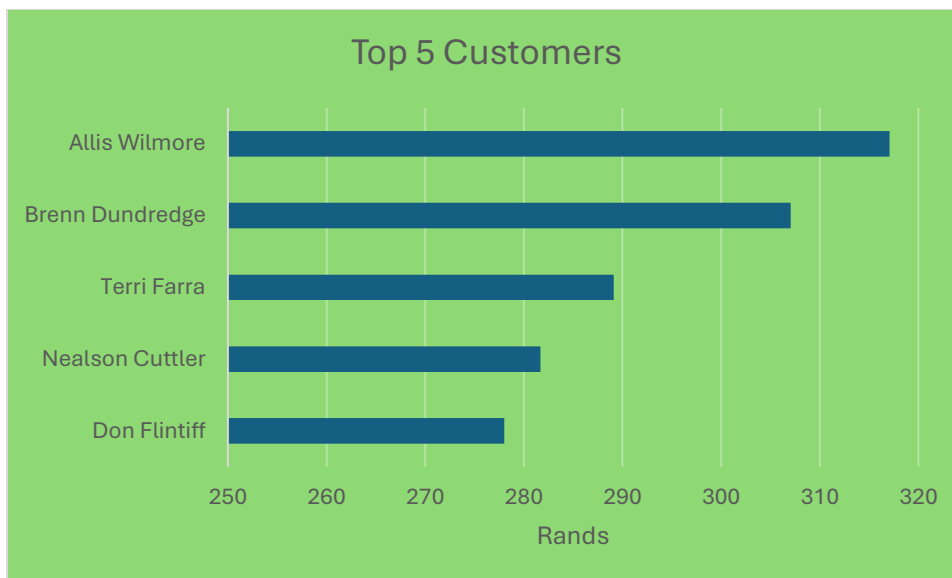
### Total Sales by Coffee Type

Based on our coffee sales analysis, Excelsa coffee leads with the highest sales at R13,000 Rands, followed closely by Arabica at R12,000 Rands, suggesting strong customer preference for these types. Liberica and Robusta Coffees are performing well but with slightly lower sales at R11,000 and R10,000 Rands respectively. Mocca Mommas should focus on promoting the top sellers while finding ways to boost the lower-performing options, that could optimize sales strategy and better meet customer demand.



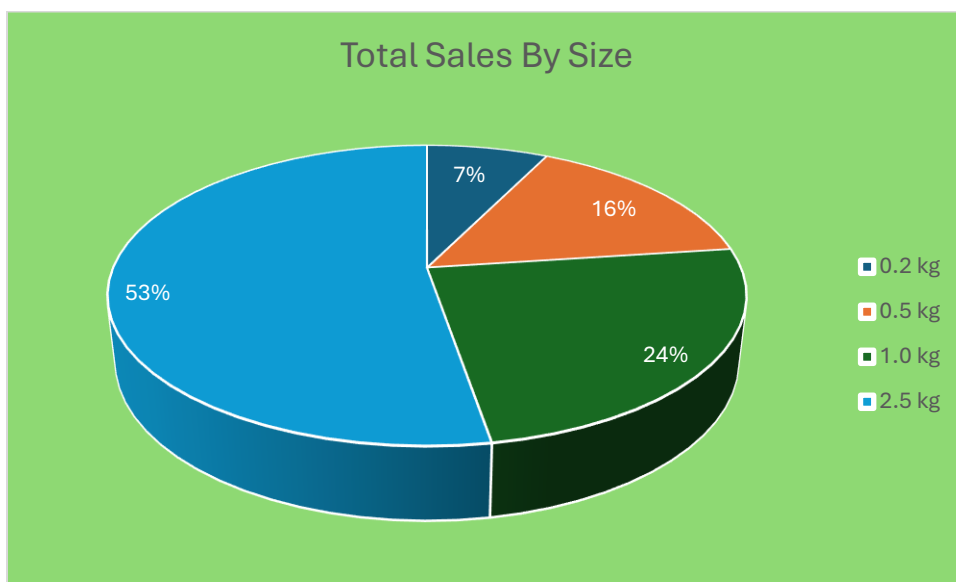
## Mocca'Mommas Top 5 Customers

Our analysis of coffee shop sales reveals that Allis Wilmore is our top customer, followed closely by Brenn Dundredge, Terri Farra, Nealson Cuttler, and Don Flintiff, indicating that a significant portion of our revenue comes from these key patrons. Strengthening relationships with these top customers through personalized promotions and loyalty rewards could further drive sales and enhance customer satisfaction.



## Total Sales By Size

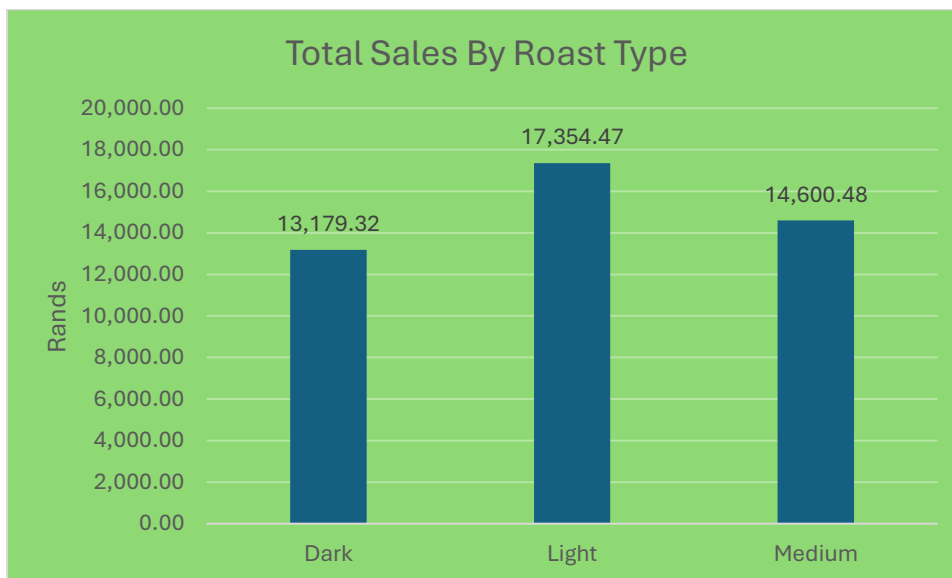
Our sales analysis reveals that 2.5 kg packages are the bestsellers, accounting for 53% of total sales. Meanwhile, 1.0 kg packages hold a solid 24%, and 0.5 kg makes up 16%. However, the smallest 0.2 kg packages represent just 7% of sales. This indicates a strong customer preference for larger sizes, suggesting we focus on promoting and stocking these while reassessing the demand and marketing strategies for smaller sizes.





## Total Sales By Roast Type

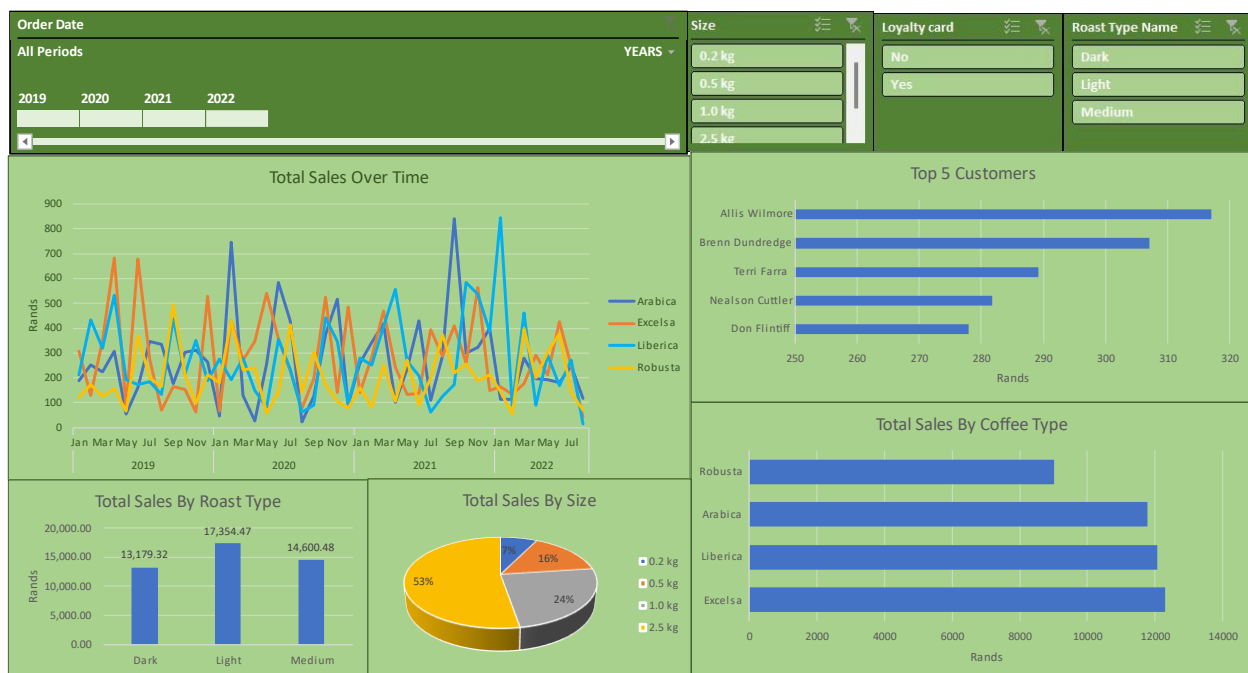
Our analysis of coffee sales by roast type shows that Light roast is the top seller with R17,354.47 Rands, followed by medium roast at R14,600.48 Rands, and Dark roast at R13,179.32 Rands. This indicates a strong customer preference for lighter roasts, suggesting we should focus on promoting and stocking these while perhaps re-evaluating our strategies for Dark roasts.



## Coffee Shop Sales Dashboard

Our coffee shop sales analysis reveals key insights to drive growth. Top customers, including Allis Wilmore, Brenn Dundredge, and Terri Farra, should be targeted with personalized promotions to further enhance their satisfaction and boost overall sales. Excelsa and Arabica coffees lead in popularity, generating the highest sales and indicating a strong customer preference.

In terms of packaging, 2.5 kg packages are the bestsellers, accounting for 53% of total sales. Smaller packages, such as 1.0 kg (24%) and 0.5 kg (16%), hold solid positions, while 0.2 kg packages represent just 7% of sales. Focusing on top-performing products and sizes, while reassessing marketing strategies for slower-selling varieties and smaller packages, can optimize sales, drive growth, and enhance customer satisfaction.



## Recommendations And Implementation

Plan Based on our reactive dashboard insights, we recommend focusing on promoting our bestsellers, Excelsa and Arabica coffees, while strengthening relationships with top customers like Allis Wilmore through personalized promotions and loyalty rewards. Additionally, we should ensure adequate stock of the popular 2.5 kg packages, while reevaluating demand for smaller sizes and optimizing inventory accordingly.

To further boost sales, we should develop new marketing strategies for Liberica and Robusta coffees, emphasizing their unique qualities. Implement these initiatives over an eight-week period as follows: Weeks 1-2 for inventory audit and adjustment, Weeks 3-4 for launching targeted marketing campaigns, Weeks 5-6 for developing the loyalty program, and Weeks 7-8 for executing new marketing strategies for Liberica and Robusta. Regular reviews and adjustments will ensure performance optimization.

## Conclusion

In conclusion, our comprehensive analysis of coffee shop sales has provided valuable insights into customer preferences and product performance. By focusing on promoting bestsellers like Excelsa and Arabica coffees, strengthening relationships with top customers through personalized promotions, and optimizing inventory for popular package sizes, we can drive growth and enhance customer satisfaction. Additionally, developing new marketing strategies for lower-performing products like Liberica and Robusta coffees will help diversify our offerings and capture a broader market. Implementing these recommendations over an eight-week period, with regular reviews and adjustments, will ensure we stay aligned with customer needs and market trends, ultimately leading to a more successful and profitable coffee shop.