

Clients churn

Discovering clients

Charts

Log out

Helsinki

Espoo

Tampere

Vantaa

Oulu

Turku

Jyväskylä

Lahti

Kuopio

Kouvola





*For a life full of flavour.*

## JUNCTION



Sam



&

Polina

[Log in as manager](#)

[Log in as customer](#)

### Project: Coffee2Vec

We will present to you the web application for Paulig managers and Paulig business customers. It will combine already gathered data with 3rd party data for helpful visualizations and insights, moreover, we will recommend useful actions for B2B managers to keep partnership with customers more effective

### Main points of our solution

- It solves problems like stockouts (using weather data but not only), product recommendations, churn detection, and COVID lockdowns awareness. We also have a charity direction
- Our approaches will increase customers engagement and retention, and it will make the world better

# Let's see your statistics and new features!

Clients churn



Discovering clients



Charts



Customer	Sum customer revenue last month	Address	City
Jack's coffee shop	10400	street 1, b.1	Helsinki
Milk & sugar	11300	street 2, b.2	Oulu
Lifehouse cafe	15900	street 3, b.3	Kuopio

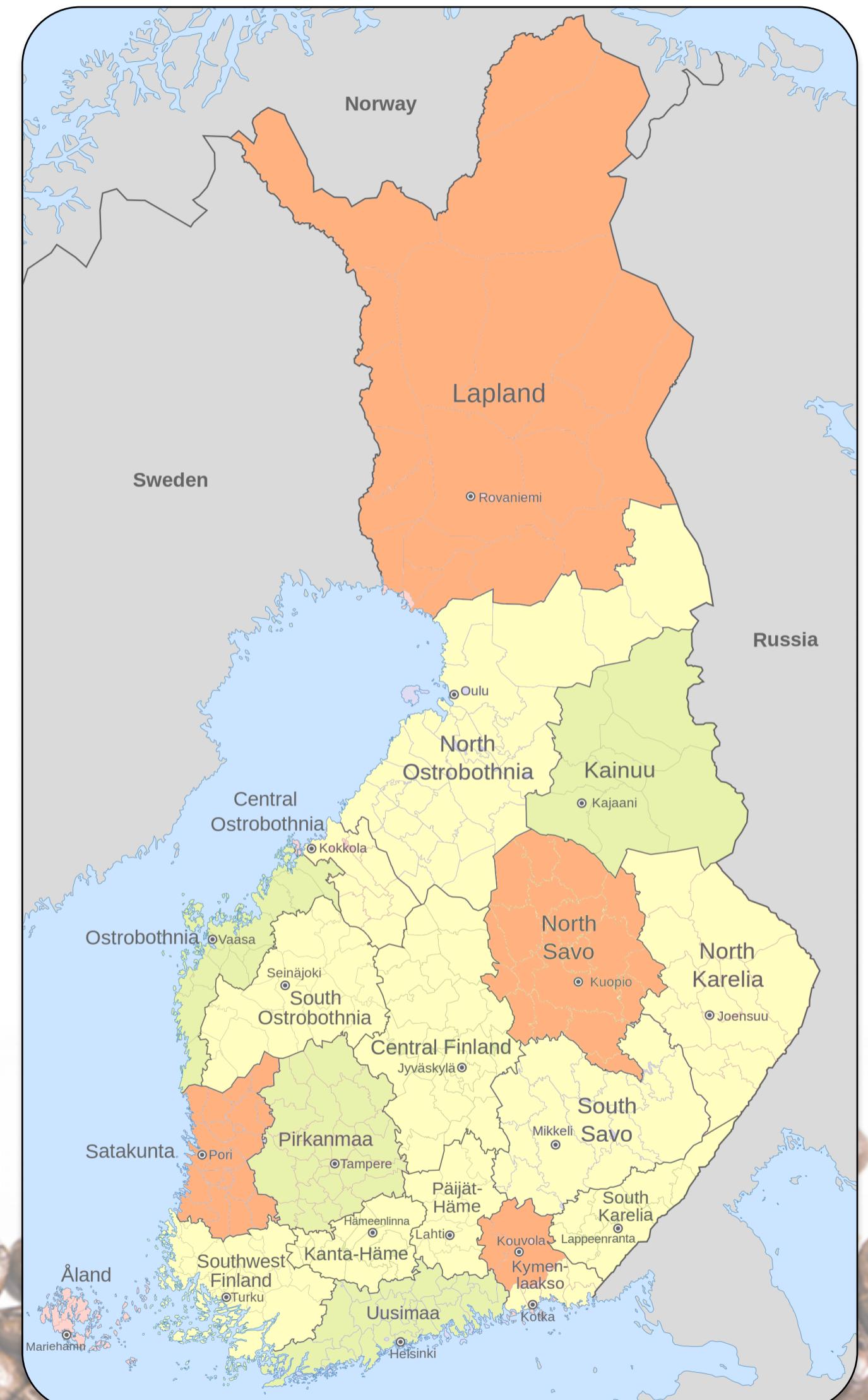


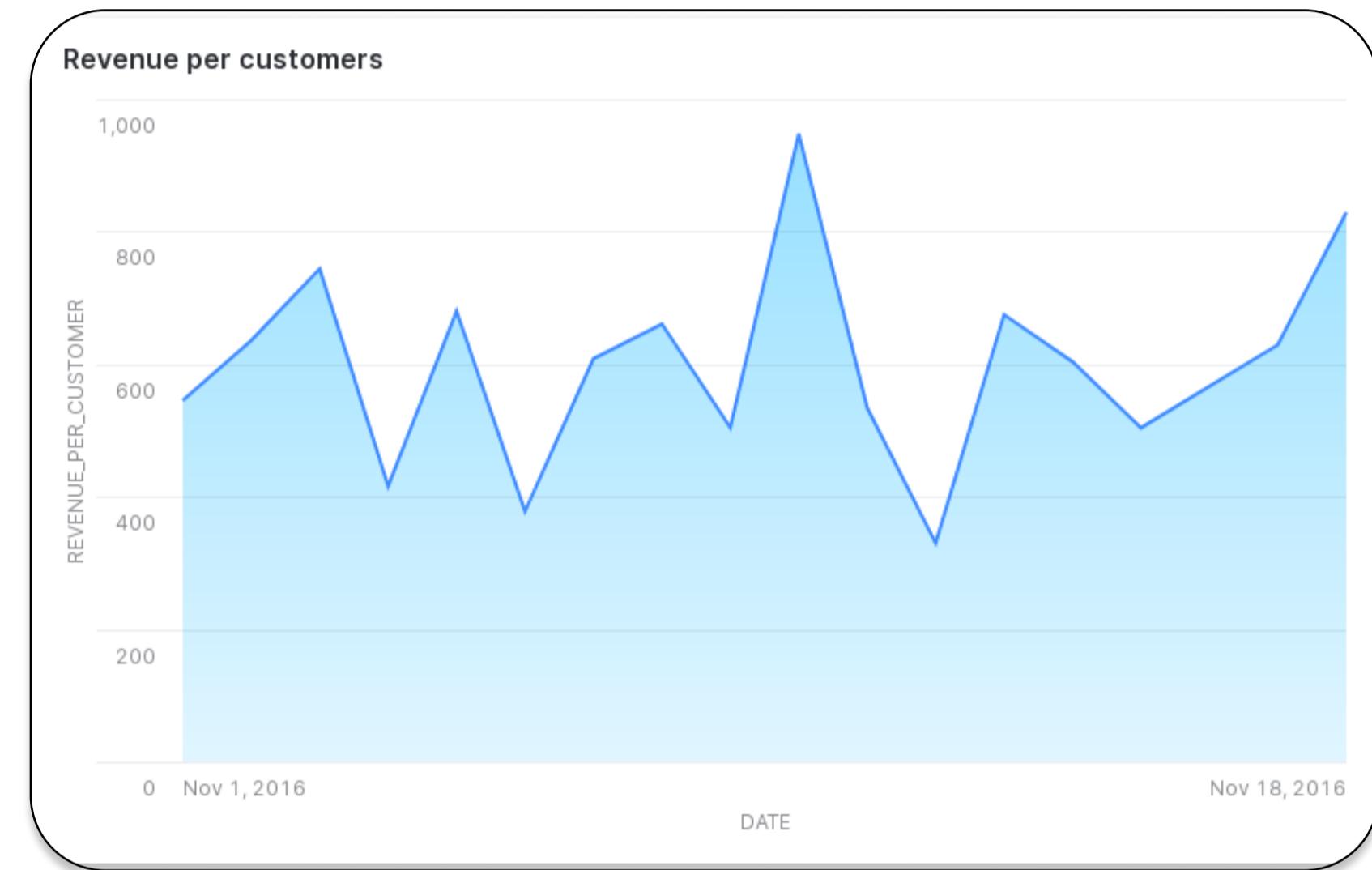
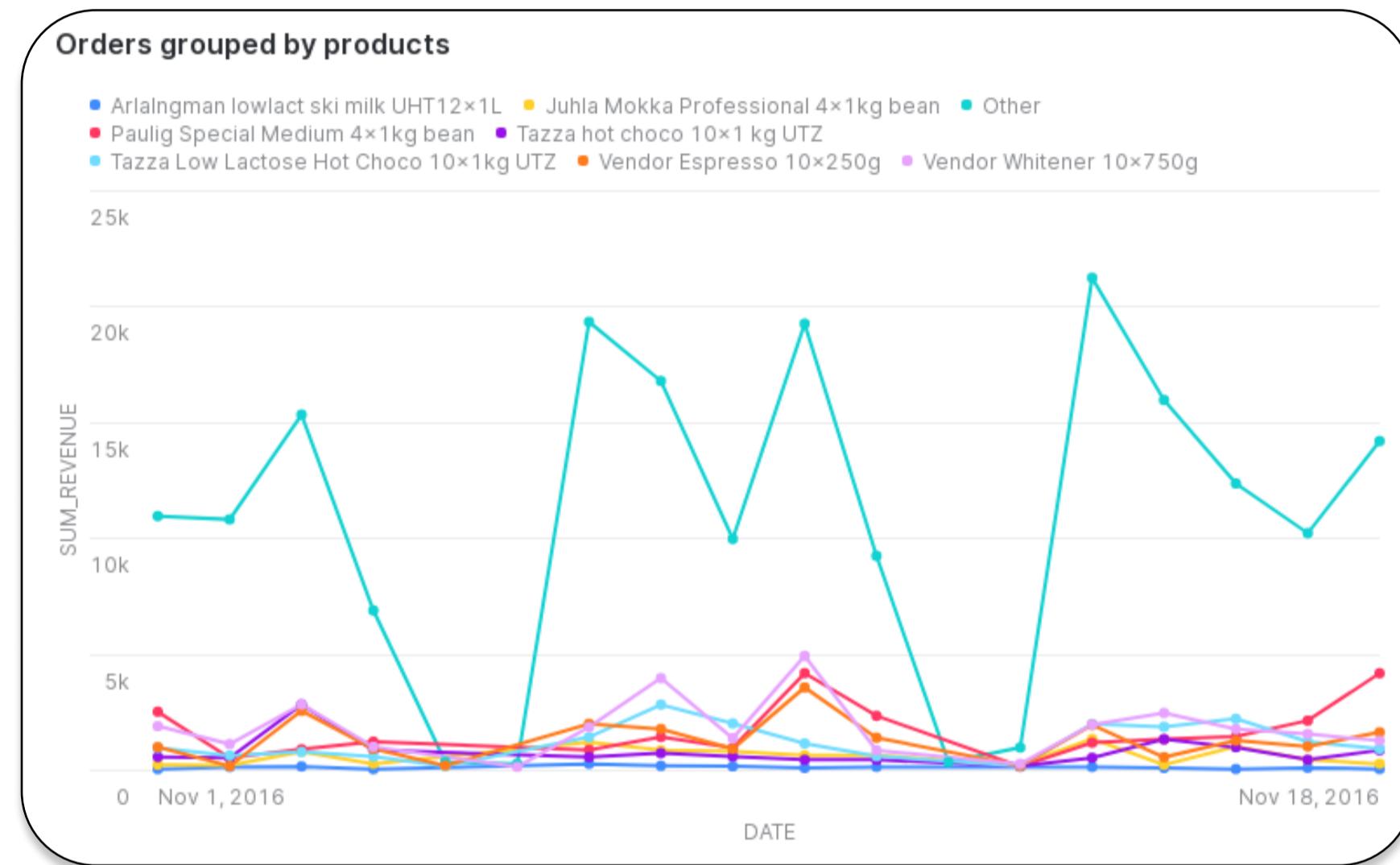
% OF THE POPULATION

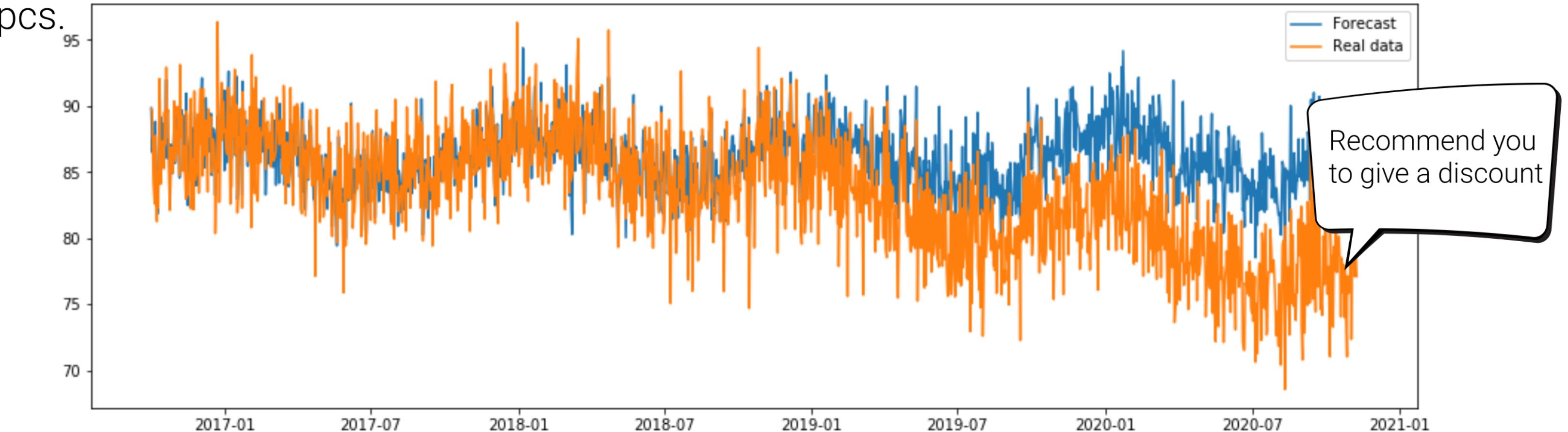
% OF COFFEE SHOPS

Choose criterion

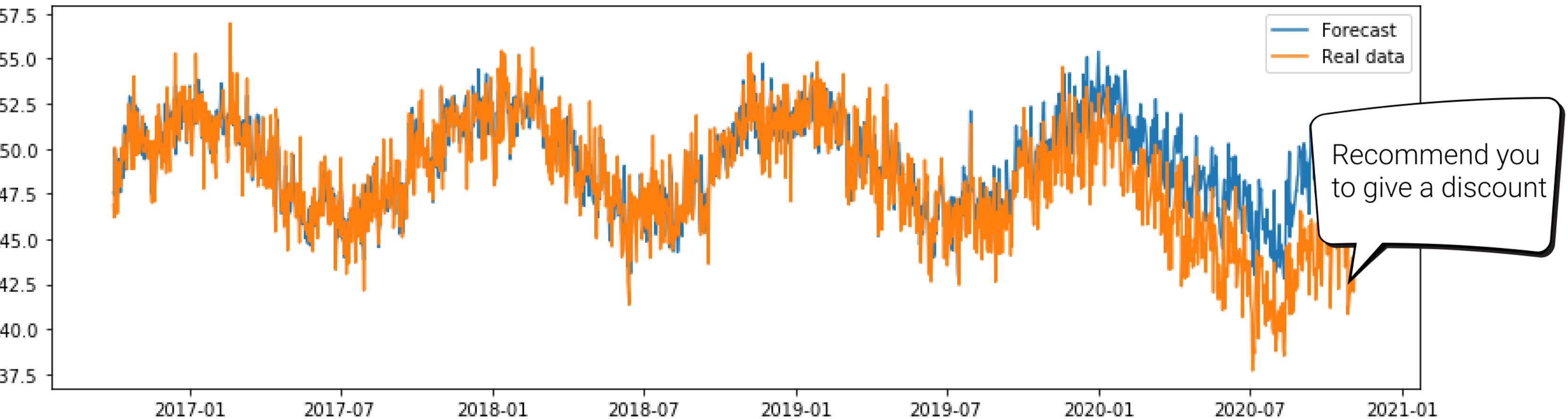
Region	Percent of population covered by Paulig	Percent of coffee shops covered by Paulig
North Savo	10%	15%
Satakunta	15%	19%
Lapland	17%	20%
Kymen-laakso	20%	22%





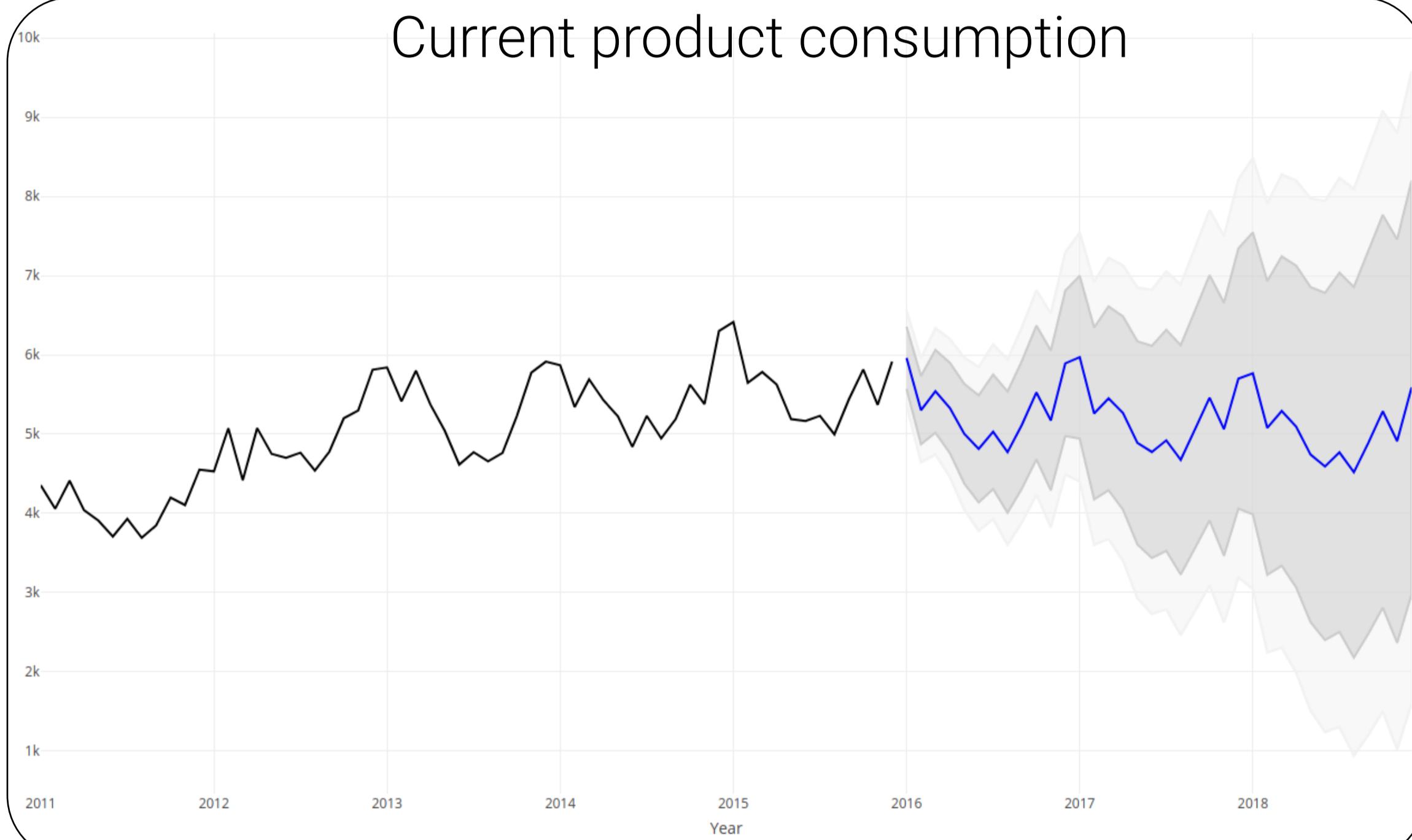


pcs.



Choose product

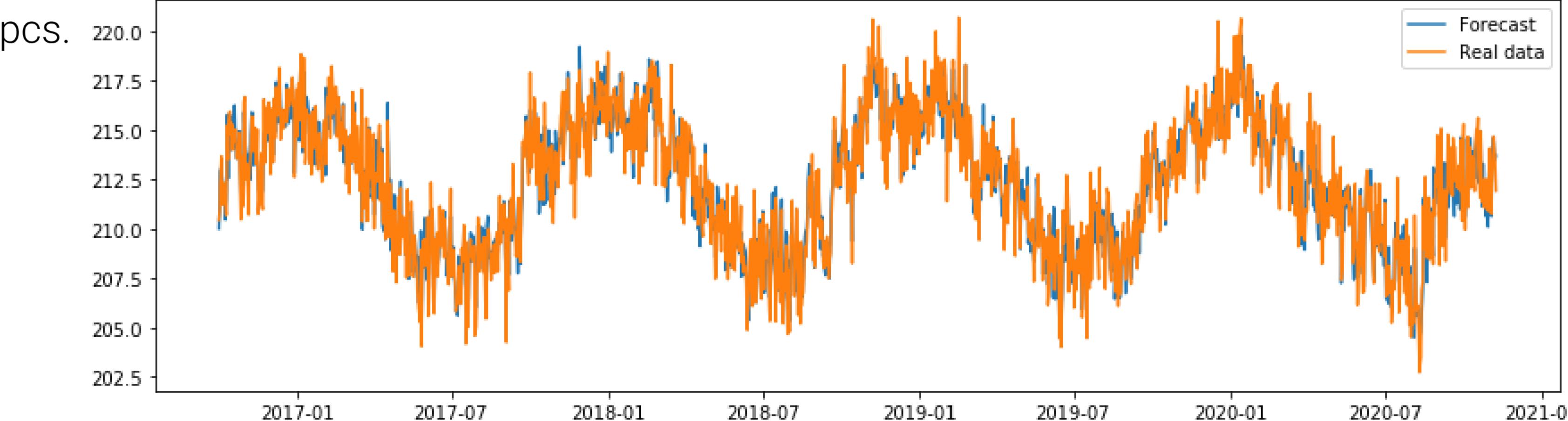
## Current product consumption



Here will be our advice  
for customer about buying  
more specific items

Buy

Do you know about our  
new charity direction?



Helsinki

Espoo

Tampere

Vantaa

Oulu

Turku

Jyväskylä

Lahti

Kuopio

Kouvola

Your DATA

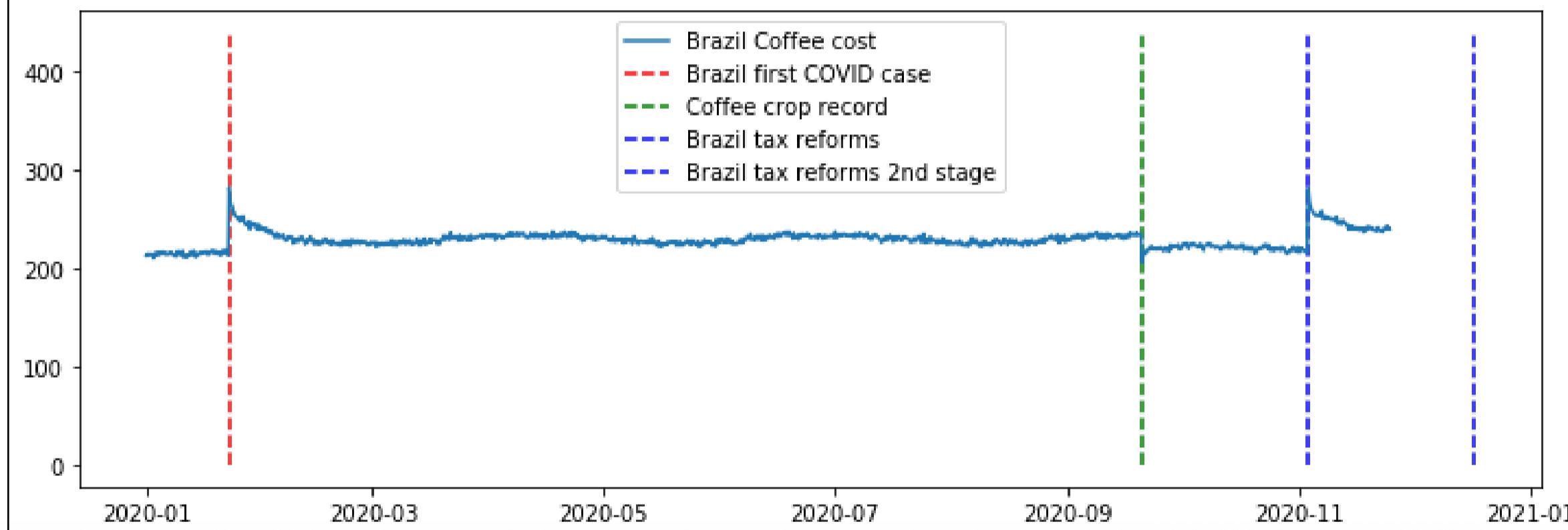
Recommendations

Log out

Load your .csv data here



Here will be your chart with both your data and Paulig common trends



Recommend you  
to buy this product  
now



Brazil Tumma Paahto 8x500g coffee  
beans UTZ

Buy

Do you know about our  
new charity direction?

**MENU**

RECOMMENDATIONS

Hello, KAFFECENTRALEN!

Here is information on the history of your orders.

Coffees

Cups & disposables

You may be interested in

Do you know about our  
new charity direction?

Coffees

Cups & disposables

choose product



Paulig Mundo Dark 8x450g bean

Order #647  
10/02/2020  
Repeat order



Paulig Signature Espresso 4x1kg bean

Order #646  
09/15/2020  
Repeat order



Paulig Milk 10x1L lactose free UHT

Order #645  
09/01/2020  
Repeat order



Paulig Take Away cup 500 ml 1000  
pcs

Order #854  
10/10/2020  
Repeat order



Paulig Take Away cup 250 ml 1600 p  
Order #853  
09/21/2020  
Repeat order



Wooden stirrer 1000 pcs. Length  
14cm.

Order #852  
09/05/2020  
Repeat order

We advise you to create a new service in the cafe - **suspended coffee** (*it. caffè sospeso*). Someone will be able to buy one coffee for themselves and another one for another stranger who has no extra money.

Paulig invites you to buy a batch of cups with a new design (especially for suspended coffees + old price). The barista will place the newly designed suspended coffee cup on the counter. Therefore, anyone entering a cafe (an elderly person, a student from another country, etc.) will be able to see if there is any suspended coffee today, come up and ask the barista to pour the suspended coffee into one of these cups.

Let's do good together!





Vendor fine granulated skimmed milk  
10x500g

Buy



Tazza Hot Choco 10x1 kg UTZ

Buy



Take away lid white 3.5/5 dl 1200  
kpl/cas

[Buy](#)



Menu Fast Food napkin 165x303mm Paulig Take Away bio cup 100ml 2000  
300 pcs

[Buy](#)



[Buy](#)