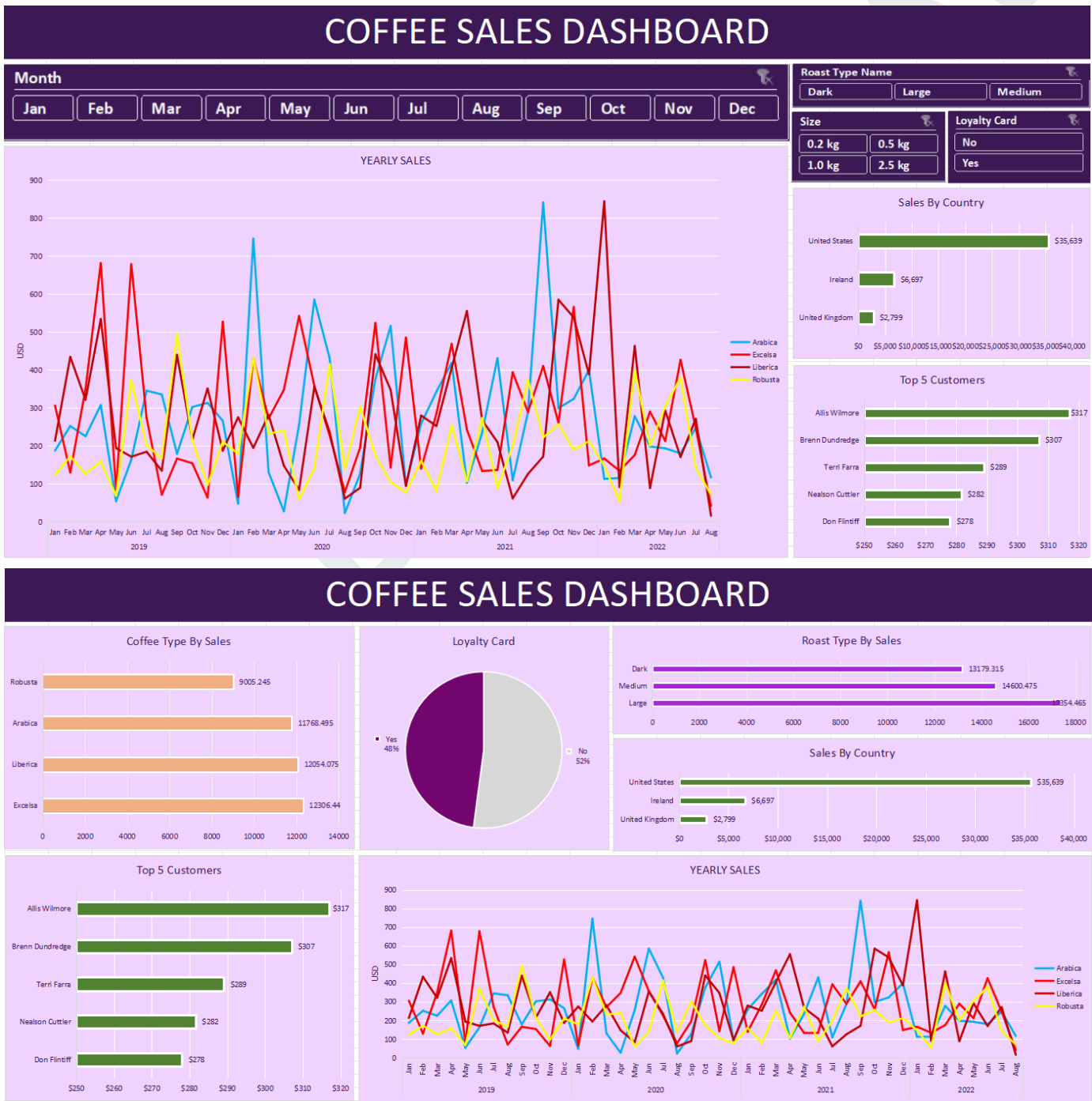


COFFEE ORDER ANALYSIS

PROBLEM STATEMENT

The objective of this project is to analyze and understand the sales performance of a coffee business by examining various factors such as coffee type, roast type, and regional preferences. The dataset contains detailed records of coffee orders. The aim is to identify key insights and trends, such as the most popular coffee types, preferred roast levels, and sales distribution across different countries. By creating a comprehensive dashboard, the project seeks to provide actionable conclusions that can guide strategic decisions to optimize sales and enhance customer satisfaction.

DASHBOARD



INSIGHTS

- Data of 8 columns are missing from the 'order' sheet
- Email ID of 204 Customers are missing
- Phone Number of 130 Customers are missing
- The Coffee Shop made Total Sales of \$45134.25
- No Duplicate Values found
- Excelsa contributes the most in total sales
- Large Roast Type has the Highest Sales
- Majority of the Customers doesn't have a Loyalty Card
- The Highest Sales were Recorded in 2021
- United States Contributes the most to Sales
- Allis Wilmore is the Leading Customer
- In United States most customer prefers Arabica with Medium Roast
- In Ireland most Customer prefers Arabica with Dark Roast
- In United Kingdom most Customer prefers Excelsa with Medium Roast

ASK AND ANSWER

- Which coffee type contributes the most to total sales?
 - Excelsa
- In which year were the highest sales recorded?
 - 2021
- Which roast type has the highest sales?
 - Large Roast
- Which country contributes the most to sales?
 - United States
- Who is the leading customer by total sales?
 - Allis Wilmore
- What is the preferred coffee type and roast combination in the country who contributed the most in sales?
 - In the United States, most customers prefer Arabica with medium roast.
- What percentage of customers do not have a loyalty card?
 - 52%
- What is the preferred coffee type and roast combination in the United Kingdom?
 - In the United Kingdom, most customers prefer Excelsa with a medium roast.

CONCLUSION

The analysis reveals Excelsa as the top-selling coffee type, with large roast being the most popular. The United States leads in sales, with Arabica and medium roast being the preferred combination. There's also potential to expand the loyalty program, as many customers do not currently have a loyalty card.