

Symantec_IncreaseTheNumberOfCustomers

Problem statement:

Suppose you have a coffee store, what do you do to increase the number of customers?

Category	Applied Data
Questions	<ol style="list-style-type: none">1. What is the size of the business?2. Where is it located: near residential, near IT, in malls, etc.?3. Are there any competitors aligning the location?4. Is it only a coffee shop?5. Is there an economic crisis/ how well is the store reputed?
Data Collection	<ul style="list-style-type: none">• Customer feedback data• Data about the food/beverages they offer• Data about inventory: to know which ingredient gets consumed fast• Data about staff and pricing• Data about the seasonal sales• Data about the frequently visited hours and most bought product• Data about how frequent the customer visits and orders the same or similar food/drink• Data on age vs food/beverage ordered• Data on the number of people vs food/beverage ordered• E-commerce data (if any)
Analysis	<ul style="list-style-type: none">• Customer feedback gives insights on customer experience and how it can be improved. Whether for ambience, staff, food, or location(how far is it for the customer).• The variety of food/beverages that the store has to offer matters , especially to assess with competitors• The inventory data helps us understand which ingredient the consumers like more, hence its use can be increased/decreased• Data about staff helps us understand the workforce associated. If I feel I dont need 10 but 8 staff, I can work upon it. Also the staff's behavior towards the consumer affects the customer experience as well• Sales data can be used to analyse which product is consumed the most, is there any shortage/waiting time during heavy hours, is it consumed for its price or its taste, which age category consumes it the most, what are its sales over the weekends vs over the weekdays.• How is the market ratio for the variety of products
Suggestions	<ul style="list-style-type: none">• We can set a sample store/ stall in metropolitan areas and keep limited items (preferably the best sellers) to attract customers• Participate in any public events to promote the brand• Be active on social media, either by influencers, or by the store handle• In social media, have a video of the backend of the product: like the coffee beans are hand-picked, the kitchen is sanitized, the staff has all precautions, customer feedback, etc.• During fests, give discounts or add a product that has low sales to the product that has the most sales at a lower price.• Target different age groups: set a stall/ have a contract with the cafeteria in schools, colleges, offices, etc. For some selected products• Introduce DIY coffee mugs to make the sales increase• Introduce some savouries that are unique and tastes best with the signature coffee• Make a presence in public/metropolitan places more where working professionals prefer coffee breaks every hour
Conclusion	An analysis on the best seller, staff, customer experience, ingredient, age, time, and sales can give insights on how and where to increase the business that have the potential to attract many customers