**Part 1: Coffee shop**

1. **Guided solo practice.**
2. **Individual data exploration**

Both questions are interrelated to each other. So, I am joining these parts questions together to get the solution.

What kinds of products generate the most profits?

Or

Which products offer the best margins?

A screenshot of a computer

Description automatically generated

Which products generate the most sales?

A screenshot of a computer

Description automatically generated

● What kinds of customers generate the most sales? Can you explain why?

Or

Are particular customer groups spending more?

A screenshot of a computer code

Description automatically generated

The data contains 119355 null values. As it contains null values, the coffee shop analysis does not provide accurate results. However, baby boomers are the one who is generating more sales. The reason could be they have free time to meet friends or family. There life is more relaxed with no work pressure as compared to other generations. Another reason could be they are alone and look out for some company.

Which segment of its customer base should the coffee shop target a marketing campaign towards?

A screenshot of a computer code

Description automatically generated

The data contains 119355 null values. As it contains null values, the coffee shop analysis does not provide accurate results. However, there are few strategies that can be applied to increase the marketing campaign. These are as follows:

* Baby boomers are the second highest as per the data. So, providing discounts to these generation can create a goodwill in the community.
* Providing discounts on products that are low in sales.
* Introducing loyalty programs to registered customers so that the coffee shop will have more registered customers so that the shop owners can understand the demographics of the customers.
* Organizing more cultural sales events such as Easter sales or Ramadan sales to attract customers from diverse community.