

Key Insights from Telecom Churn Analysis :

1.Overall Revenue – *How much coffee was sold?*

- Total revenue for 2024: ₹82,644.80 , for 2025: ₹29,600.78.
 - Combined revenue for both years: ₹1,12,245.58.
 - Coffee sales show consistent contribution, with 2024 being the strongest year.
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2. Average Sale per Transaction – *How much does each customer spend?*

- Average sale per transaction is ₹31.65.
 - Customers consistently spend a moderate amount per visit.
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3. Top Revenue-Generating Coffee Type – *Which coffee earns the most?*

- 2024: Latte leads revenue generation.
 - 2025: Americano takes the lead.
 - Combined: Latte emerges as the overall top earner.
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4. Most Sold Coffee Type – *Which coffee is bought the most?*

- 2024: Americano with Milk ranks highest.
 - 2025: Americano ranks highest.
 - Combined: Americano with Milk remains the most frequently purchased coffee.
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5. Least Popular Coffee Type – *Which coffee is least preferred?*

- Espresso consistently ranks as the least popular coffee across both years.
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6. Highest Average Price Coffee – *Which coffee is sold at premium rates?*

- 2024: Hot Chocolate has the highest average price.
 - 2025: Hot Chocolate, Cappuccino, Cocoa, and Latte are equally priced highest.
 - Combined: Hot Chocolate remains the highest-priced coffee overall.
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7. Peak Sales Hours – *When are customers buying the most?*

- 2024: Peak at 10 AM; top five hours – 10 AM, 11 AM, 7 PM, 4 PM, 9 PM.
- 2025: Peak shifted to 4 PM; top five hours – 4 PM, 3 PM, 5 PM, 10 AM, 2 PM.

Coffee Sales Analysis Report – Summary & Recommendations

- Combined: 10 AM remains the top hour, followed by 4 PM, 11 AM, 7 PM, 5 PM.
 - Morning and evening consistently drive high sales; afternoons gained importance in 2025.
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8. Time of Day Performance – Which shift earns most?

- 2024: Night shift (4 PM – 10 PM) highest revenue: ₹29,568.90.
 - 2025: Afternoon shift (12 PM – 4 PM) leads revenue: ₹11,801.34.
 - Combined: Night shift is the overall top-earning period: ₹38,186.34.
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9. Day of Week Analysis – Which days are best?

- 2024: Tuesday (₹14,122.28) and Monday (₹11,990.96) highest; Sunday lowest (₹11,194.94).
 - 2025: Monday (₹5,372.14) and Friday (₹5,370.16) top; Sunday lowest (₹2,141.12).
 - Combined: Tuesday (₹18,168.38) and Monday (₹17,363.10) lead, weekends remain lowest.
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10. Weekday vs Weekend Performance

- Weekdays consistently outperform weekends.
 - Monday–Tuesday dominate, Saturday–Sunday contribute least.
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11. Monthly Performance – Which months are strongest?

- 2024: October highest (₹13,891.16), April lowest (₹5,719.56).
 - 2025: February highest (₹13,215.48), January lowest (₹6,398.86).
 - Combined: March (₹15,891.64) and October (₹13,891.16) are top months; April & January lowest.
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12. Seasonal Trends – Which seasons sell more coffee?

- Autumn: ₹32,470.34 (highest in 2024).
 - Summer: ₹22,147.54.Spring: ₹29,775.62.
 - Winter: ₹27,852.08.
 - Autumn and Winter drive strong seasonal sales; Summer is comparatively lower.
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13. Daily/Weekly Trends – How does sales evolve over time?

- Daily peaks: 11 Oct 2024 at ₹836.66; lowest 29 Aug 2024 at ₹23.02.
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- Daily sales show steady upward trend, especially from August–October 2024. Weekly trends: steady growth with peaks above ₹3,000 by Week 34.
- Monthly revenue: fluctuating upward trend; strong growth from May 2024, peak in Oct 2024, moderate dip Nov–Jan 2025, rebound Feb–Mar 2025.

14. Coffee Preference by Time – *Morning vs Afternoon vs Night*

- Morning: “Americano with Milk” most popular.
- Afternoon: “Latte” most popular.
- Evening/Night: “Latte” continues as favorite. Espresso consistently least popular.

15. Weekend vs Weekday Preferences

- Slight increase in Cappuccino and Cortado on weekends.
- “Americano with Milk” remains top choice both weekdays & weekends.
- Customers spend similarly on coffee regardless of day type.

16. Seasonal Coffee Favorites

- Summer: “Americano with Milk” top; “Cocoa” least.
- Autumn: “Latte” top; “Espresso” lowest.
- Winter: “Americano with Milk” top; “Espresso” lowest.
- Overall: “Americano with Milk” & “Latte” dominate; “Espresso” least favored.

17. Coffee Type Performance – *Repeat Purchase Trends*

- Most sold consistently: “Americano with Milk” – 310 days.
 - Close competitor: “Latte” – 302 days.
 - Moderate sales: Cappuccino – 252 days; Americano – 243 days.
 - Lower sales: Cortado – 172 days; Hot Chocolate – 157 days; Cocoa – 138 days.
 - Least sold: Espresso – 102 days.
 - Trend: Americano with Milk and Latte dominate daily purchases; others are occasional choices.
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Overall Business Implications :

1. Focus on Peak Hours & Shifts

- Morning (10 AM) and Night shifts drive most sales.
 - Staff and stock should be optimized during these hours.
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2. Promote Top Coffee Types

- Latte and Americano with Milk generate most revenue and repeat purchases.
 - Feature these in combos, loyalty programs, or promotions.
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3. Encourage Seasonal Products

- Hot Chocolate in winter, Latte in Autumn, and Americano with Milk in Summer perform well.
 - Offer seasonal promotions to boost engagement.
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4. Weekday Promotions

- Monday–Tuesday show highest sales; weekends are weaker.
 - Incentivize weekend visits through discounts or specialty drinks.
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5. Monitor Less Popular Products

- Espresso consistently underperforms.
 - Consider price adjustments, promotions, or bundling to improve sales.
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6. Customer Retention & Pricing Strategy

- Average spending is consistent across weekdays/weekends.
 - Consider upselling premium coffees like Hot Chocolate to maintain profitability.
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7. Optimize Coffee Bundles & Combos

- Combine popular and moderately-selling coffees into bundles to increase overall sales.
- Offer “morning combo” (Americano with Milk + pastry) or “evening combo” (Latte + snack) to encourage higher transaction values.

8. Introduce Loyalty Programs

- Reward repeat customers, especially those buying top-selling items daily like Americano with Milk and Latte.
 - Implement point-based or tiered rewards to drive long-term customer retention.
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9. Adjust Inventory Based on Seasonal Demand

- Stock Hot Chocolate more in winter and Latte in Autumn to prevent shortages.
 - Reduce stock of less popular items during off-season to minimize wastage.
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10. Analyze Customer Segments

- Identify high-spending customers or frequent buyers.
 - Offer personalized promotions, e.g., discounts on their preferred coffee or free upgrades.
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11. Promote Premium Pricing Strategically

- Hot Chocolate commands the highest average price; advertise it as a premium product.
 - Encourage upselling by pairing premium items with standard coffees.
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12. Enhance Marketing for Slow Days

- Focus promotions on weekends or low-performing weekdays to balance revenue.
 - Use social media or in-store campaigns highlighting special offers on these days.
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13. Track Repeat Purchase Patterns

- Leverage data showing Americano with Milk and Latte dominate daily sales.
 - Encourage trial of other coffees through “buy 1, try 1” offers to diversify customer preferences.
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14. Improve Customer Experience During Peak Hours

- Reduce wait times during 10 AM and Night shifts by increasing staff and optimizing workflow.
- Ensure quality consistency and timely service to maintain high customer satisfaction.

15. Use Data for Future Product Launches

- Seasonal and time-based insights can guide new flavors or limited-edition coffees.
 - Test products in high-performing hours or seasons to maximize initial uptake.
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16. Implement Data-Driven Forecasting

- Use historical sales trends to predict demand by coffee type, time, and season.
 - Helps in planning stock, staffing, and reducing wastage.
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17. Personalize Customer Experience

- Track individual preferences and suggest drinks based on past purchases.
 - Offer personalized discounts or custom combos to increase loyalty.
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