**COFFEE SALES TREND ANALYSIS**

In this project, we conducted a comprehensive analysis of the coffee shop’s sales data to uncover key insights that can support strategic decisions aimed at maximizing sales and enhancing customer satisfaction. The coffee types analyzed were Ara, Exc, Lib and Rob. Below is a summary of the findings, methodologies, and recommendations:

1. **Sales Trends by Coffee Type**: We assessed total sales across the 4 coffee types to identify popular products and monthly trends. **Coffee types like Ara and Lib consistently outperformed others, with peak sales noted in September 2021 and January 2022**. These insights suggest opportunities to align marketing campaigns or special promotions with demand surges, potentially timed around seasonal spikes in specific coffee types.
2. **Top Customers by Sales Contribution**: By ranking customers based on their contribution to total sales, we highlighted the top 10 patrons. **Top customers, including Allis Wilmore, Brenn Dundredge and Terri Farra have contributed significantly to sales**, demonstrating their potential as candidates for exclusive loyalty programs, personalized offers, or early product releases. Referral bonusses can also be offered to the top customers to motivate them to bring in more customers. These high-value customers represent an opportunity to foster loyalty and increase average transaction values.
3. **Total Sales by Country**: The geographical analysis revealed **the United States as the leading contributor to sales**, followed by **Ireland and the United Kingdom**. This insight enables targeted marketing efforts by region, aligning product offerings and promotions with regional preferences and demand. Sales can be increased during the winter seasons by offering discounts and loyalty programs that suit the specific regions. Identifying high-performing markets also offers potential areas for further investment or expansion.
4. **Total Quantity Ordered by Coffee Type**: We analyzed the quantity ordered per coffee type to understand product popularity beyond revenue alone. **Coffee type Ara particularly high volumes**, with Rob and Exc following each other closely, guiding decisions around inventory management and potential bundling strategies for high-demand items.
5. **Interactive Dashboard and Filtering Options**: The dashboard was designed with key filters, allowing users to explore data based on roast type, loyalty card status, year, and coffee size. These filtering options make it easy to derive insights based on specific interests, whether that’s focusing on loyalty cardholders, analyzing trends for a particular roast type, or viewing changes across different years and product sizes.
6. **Presentation and Documentation**: In the attached documentation, each step of the analysis is carefully documented, with insights and visualizations presented in a visually engaging, easy-to-navigate dashboard. A picture format of the Dashboard has also been provided as an overview. This includes organized tables and charts that provide a clear snapshot of trends and performance metrics.

**Key Recommendations**:

* **Increase focus on high-performing coffee types** with tailored marketing during peak months.
* **Target top customers with loyalty rewards and exclusive offers** to drive further sales and build brand loyalty.
* **Introduce referral bonuses** and offer them to the top customers in order for them to draw more people as potential customers
* **Leverage regional insights** to adjust inventory, ensuring popular products are prioritized in top-performing countries.
* **Invest in marketing platforms like social media** in regions with low sales to attract more customers that might not have heard of the products
* **Use interactive dashboards for ongoing data exploration**, providing stakeholders with flexible tools to adapt insights as market trends evolve.