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| coffee sales |
| report(2019-2022) |
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| SUMMARY |
| This report analyzes sales from 2019 to 2022 across the United States, Ireland, and the United Kingdom, highlighting key insights like the US market dominance, fluctuating performance in Ireland, and challenges in the UK. It examines sales trends for coffee types (Excelsa, Liberica, Arabica, and Robusta), roast types (light, medium, and dark), and loyalty programs, noting significant growth in 2021 and declines in 2022. The analysis covers annual performance, consumer preferences, and year-over-year changes, providing a detailed overview of market dynamics and trends. |

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| Introduction |
| sales by country This document will cover the total sales by country, providing an overview of the United States, Ireland, and the United Kingdom's sales performance from 2019 to 2022. It will highlight key insights such as the United States' market dominance, Ireland's fluctuating market performance, and the significant challenges faced by the United Kingdom's market. coffee type sales This report provides a comprehensive analysis of coffee type sales from 2019 to 2022, highlighting key trends and insights. It covers annual sales performance by comparing each year's results, noting significant changes and identifying the highest and lowest sales figures. Additionally, it offers a detailed breakdown of sales for Excelsa, Liberica, Arabica, and Robusta coffees each year, including their percentage contributions to total sales.   roast type sales This report will cover the sales performance of three coffee roast types—light, medium, and dark—from 2019 to 2022. It will provide annual sales data, highlight shifts in consumer preferences, and analyze revenue contributions for each roast type over the four-year period. It will explore the roast type sales from each country and coffee type. |
| Loyalty programme sales This report provides an overview of loyalty card sales, focusing on customer preferences for different coffee types from 2019 to 2022. It details annual sales performance and year-over-year (YoY) changes for both loyalty card holders and non-loyalty card holders, highlighting market dynamics, growth trends, and challenges faced each year. Key points covered include an analysis of total sales for excelsa, arabica, liberica, and robusta coffees among loyalty card holders; a comparison of YoY sales changes in 2020 with insights for both groups; significant growth in sales during 2021 indicating market recovery; and substantial declines in sales in 2022, reflecting a challenging market environment. |

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| Decorativesales by country **Total Sales by Country**  Based on the last four sales reports, the United States achieved the highest sales at $35,000, followed by Ireland with $6,600, and the United Kingdom with $2,800. It is important to note that the fourth quarter sales data for 2022 was not available at the time of this report.   1. United States Sales Overview (2019-2022)   2021: Recorded the highest sales at $11,090, reflecting an 18.38% increase compared to the previous year (PY).  2022 (Excluding 4th Quarter): Registered the lowest sales at $5,725, indicating a 5.5% decrease from PY sales for the same timeframe.   1. Ireland Sales Overview (2019-2022)   2021: Achieved peak sales at $2,032, marking a 21.35% increase from PY.  2022 (Excluding 4th Quarter): Observed the lowest sales at $1,208, reflecting a 22.63% decline from PY for the same period.  2019 and 2020: Experienced consistent sales at $1,781 and $1,674, respectively.  The notable drop in 2022 signifies the necessity for targeted marketing strategies to regain momentum.   1. United Kingdom Sales Overview (2019-2022)   2022 (Excluding 4th Quarter): Registered the lowest sales at $129, marking a 61% decrease, the largest Y/Y drop among the three countries.  2021: Experienced a 40% reduction in sales from PY, totalling $643.  The significant decline in sales for 2022 indicates substantial market challenges and underscores the need for immediate interventions to address the decreasing consumer interest.  **Monthly and Quarterly Performance**  **Ireland**  In Ireland, March achieved the highest profit at $933.44, indicating strong performance during this month. Conversely, December reported the lowest profit at $217.83, suggesting possible seasonal effects or market conditions impacting sales. The first quarter (Q1) emerged as the most profitable period, showing sustained growth at the start of the year, while the fourth quarter (Q4) was the least profitable, reflecting a downturn towards the year's end.  **United Kingdom**  In the United Kingdom, March recorded the highest profit at $633.45, representing a peak in financial performance. In contrast, May experienced the lowest profit at $143.21, indicating challenges during this period that may have affected revenue generation. The first quarter (Q1) was the highest performance quarter, showcasing robust performance early in the year, whereas the second quarter (Q2) was the least profitable, indicating a decline in profitability.  **United States**  In the United States, June achieved the highest profit at $3,750.44, demonstrating a significant surge in financial performance. On the other hand, August recorded the lowest profit at $1,642.50, suggesting a downturn in sales or market activity during this month. The second quarter (Q2) emerged as the most profitable period, reflecting robust mid-year performance, while the fourth quarter (Q4) registered the lowest profitability, indicating a decline towards the year's end.  **key insights**  **United States Market Dominance**:  The United States consistently leads in total sales, indicating a strong market presence and consumer demand. Continued focus on this market can drive substantial revenue growth.  **Ireland's Market Performance**:  Ireland shows a notable increase in sales in 2021, followed by a significant decline in 2022. The similar sales figures for 2019 and 2020 indicate a stable market, but the sharp drop in 2022 highlights the need for targeted marketing strategies to regain momentum and address any underlying issues.  **United Kingdom's Market Challenges**:  The United Kingdom experienced the most significant sales decline among the three countries, with a 61% drop in 2022 and a 40% drop in 2021. This indicates substantial market challenges and the need for immediate intervention to address declining consumer interest and improve market performance. |
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| Decorative  Coffee Type Sales  Coffee Type Sales Report (2019-2022)  Based on financial data from 2019 to 2022, the highest sales were recorded in 2021, reaching $13,766, while the lowest sales occurred in 2022, amounting to $7,063. It is important to note that the fourth quarter sales data for 2022 was not available at the time of this report.   1. **2019 Sales Overview**   In 2019, Excelsa coffee achieved the highest sales figures with $3,481, contributing 28.57% to the total revenue. Liberica followed closely with $3,378, representing 27.72% of the overall sales. The lowest sales were recorded for Robusta coffee, generating $2,401 and accounting for 19.7% of the total revenue.   1. **2020 Sales Overview**   Excelsa maintained its position as the top-selling coffee variant for a consecutive year with sales of $3,663, contributing 30.2% to the total sales. Arabica followed with $3,356 (27.7%), showing a year-over-year (Y/Y) increase of 3.7% in total sales, primarily due to Liberica's 6.2% decline in sales from the previous year. The lowest sales were recorded for Robusta at $2,493, contributing 20.6% to the total revenue.   1. **2021 Sales Overview**   In 2021, significant changes were observed in sales across all four coffee variations. Excelsa saw a 5% decline in sales and a 5.3% reduction in total sales contribution. Liberica experienced notable growth with a 47.3% increase in sales Y/Y, raising its total sales contribution by 6.4% to 27.87%, slightly lower than Arabica's 29.4%. Arabica saw a 20.5% increase in sales, reaching a three-year high for any coffee variation with $4,045 in sales. Robusta continued to have the lowest sales at $2,414, down 3.2% from the previous year, reducing its total sales contribution to 17.5%.   1. **2022 Sales Overview**   In 2022, Arabica experienced the most significant sales decline, decreasing by 34%, followed by Excelsa with an 18.9% decline. Conversely, Robusta sales increased by 10.5%, and Liberica saw a 3.7% increase in sales. |
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**Monthly and Quarterly profit** (2019-2021) (excluding 2022, lack of data)

The historical monthly and quarterly profit analysis for Arabica, Excelsa, Liberica, and Robusta coffee types reveals significant trends. For Arabica, the highest sales were $1,339.62 in February, while the lowest was $436.45 in April. Excelsa peaked at $1,270.48 in April, with its lowest at $437.34 in August. Liberica saw its highest sales of $1,241.16 in October and lowest at $320.31 in August. Robusta had its highest sales at $1,017.00 in September and lowest at $389.97 in November.

Examining the average sales per quarter, Arabica had the highest average in Q4 at $937.20 and the lowest in Q2 at $683.84. Excelsa experienced the highest average sales in Q4 at $964.75 and the lowest in Q1 at $702.51. Liberica's highest average sales were in Q4 at $968.35 and the lowest in Q1 at $674.42. Robusta showed the highest average sales in Q3 at $759.03 and the lowest in Q2 at $513.79.

**Key Insights:**

Excelsa and Arabica: These coffee varieties have shown robust performance despite market fluctuations. Continued promotion efforts are essential to maintain their competitive position in the market.

Liberica: The substantial growth observed in 2021 indicates significant potential for further market expansion. However, the modest increase in 2022 highlights the need for targeted marketing strategies to sustain growth momentum.

Robusta: Although it currently records the lowest sales figures, the increase in 2022 suggests a potential resurgence. Enhancing quality and addressing pricing issues could improve its market share.

Market Volatility: The considerable changes in sales across all coffee varieties in 2021 underscore the importance of agile marketing and sales strategies to adapt to evolving consumer preferences.



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| ROAST TYPE SALES |
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**Coffee Roast Type Sales Report (2019-2022)**

The company offers three types of roasts: light, medium, and dark.

**2019 Sales Overview**

In 2019, the sales of light roast beans reached $5,625, accounting for 46% of the total revenue. This reflects a significant consumer preference for lighter roasts during this period.

Medium roast coffee followed, with sales amounting to $3,790, capturing 31% of the total market share. This performance underscores the demand for medium-roast coffee.

Dark roast coffee recorded the lowest sales at $2,773, representing 22.7% of the total revenue. This indicates a lower consumer inclination towards darker roasts in 2019.

**2020 Sales Overview**

In 2020, light roast coffee sales declined by 24% from the previous year, amounting to $4,271. Despite this decrease, light roast maintained the highest contribution to total revenue at 35.2%.

Dark roast coffee sales increased substantially by 43.8% from the previous year, reaching $3,987. Its contribution to total revenue rose to 32.9%, indicating increased consumer interest in darker roasts.

Medium roast coffee saw a modest sales increase of 1.8%, maintaining its total market share at 31%. This stability reflects steady consumer demand for medium-roast coffee.

**2021 Sales Overview**

The year 2021 was characterized by sales growth across all three roast types. Medium roast coffee experienced the highest increase in sales by 20.9%, demonstrating strong market performance.

Dark roast coffee sales increased by 11.3%, indicating continued consumer interest in this roast type.

Light roast coffee sales grew by 9.2%, maintaining their position as a popular choice among consumers. Each roast type contributed equally to the total revenue, with a 33% market share each.

**2022 Sales Overview**

In 2022, both dark and medium roast coffee sales declined, with decreases of 20.1% and 17.9%, respectively. This downturn suggests a shift in consumer preferences or market conditions.

Conversely, light roast coffee experienced a growth of 3.9% over the same period (3rd quarter), indicating sustained consumer demand for this roast type.

Monthly and Quarterly Performance

Analyzing the historical average sales data, Dark Coffee had its highest sales in February at $1,699.42 and its lowest in April at $557.19. For Light coffee, the highest sales occurred in April at $1,641.28, while the lowest were in August at $688.39. Medium coffee reached its peak in sales in March at $1,366.95 and had the lowest sales in May at $758.12.

Quarterly, Dark coffee achieved its highest average sales in Q1 with average sales of $1,110.90 and the lowest in Q3 with $794.00. Light coffee saw the highest average sales in Q4 at $1,383.33 and the lowest in Q1 at $1,015.52. Medium coffee had its highest average sales in Q2 at $1,118.92 and the lowest in Q4 at $768.36.

* **Key Insights on the Relationship Between Roast Type and Coffee Variety**

1. **Market Dominance of Light Roast**:

Light roast consistently holds the highest market share, indicating strong consumer preference. It is advisable to promote light roast variations, particularly Arabica and Excelsa, which have shown steady contributions.

1. **Fluctuations in Dark and Medium Roasts**:

Dark and medium roasts have experienced sales fluctuations. Addressing the underlying factors such as quality, pricing, and availability can help stabilize and expand these categories.

1. **Potential growth in Liberica**:

Liberica has shown growth in both light and medium roasts, peaking in 2022. Leveraging this trend by promoting Liberica variations can attract more customers and enhance market share.

1. **Stability of Robusta**:

Robusta remains relatively stable across all roast types, with a notable increase in dark roast sales in 2022. Maintaining quality and competitive pricing is essential to sustain and grow Robusta sales.

1. **Consumer Preferences**: The data indicates a strong consumer preference for light roast coffee, followed by medium and dark roasts. Arabica and Excelsa types within each roast category showed varying performance, with notable increases and decreases over the years.

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LOYALTY PROGRAMME SALES

**Loyalty Card Sales Overview:** Based on the sales report from 2019-2022, loyalty card holders have shown a preference for buying EXCELSA coffee, with sales totalling $6,124. Customers also enjoy Arabica and Liberica at similar levels, with total sales over the four years amounting to $5,400 and $5,240, respectively. Robusta is the least favoured choice among loyalty card holders, with total sales of $4,156, which is 47.5% lower than EXCELSA and approximately 30% lower than both Arabica and Liberica. However, sales from non-loyalty card holders remain higher than those from loyalty card holders, with the highest sales coming from Liberica and the lowest from Robusta.

**2020 Sales Performance:**

* **Non-Loyalty Card Holders:** Sales increased by 2.02% year-over-year (YoY).
* **Loyalty Card Holders:** Sales decreased by 3.34% YoY.
  + **Insight:** In 2020, non-loyalty cardholder sales experienced a slight uptick, while sales from the loyalty program saw a decline. This divergence suggests differing market dynamics or consumer behaviour impacting each category.

**2021 Sales Performance:**

* **Non-Loyalty Card Holders:** Sales surged by 23.48% YoY.
* **Loyalty Card Holders:** Sales grew by 2.48% YoY.
  + **Insight:** In 2021, both categories saw growth, with non-loyalty card holders showing a substantial increase. This indicates a strong market recovery or favourable conditions benefiting both categories, especially for customers not in the loyalty program.

**2022 Sales Performance:**

* **Non-Loyalty Card Holders:** Sales plummeted by 54.84% YoY.
* **Loyalty Card Holders:** Sales dropped by 40.35% YoY.
  + **Insight:** In 2022, both categories experienced significant sales declines, with the non-loyalty cardholder category facing a more substantial drop. This suggests a challenging market environment or external factors adversely affecting sales across both categories.

**Sales from country and Top customers:**

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| **Row Labels** | **Sum of Sales** |
| Allis Wilmore | $317.07 |
| Brenn Dundredge | $307.05 |
| Terri Farra | $289.11 |
| Nealson Cuttler | $281.68 |
| Don Flintiff | $278.01 |

Sales from loyalty cardholders exhibit substantial differences across countries, with historical sales data showing that 78.71% of sales originated from the United States, followed by Ireland at 17.05%, and the United Kingdom at 4.9%. This trend is consistent with the top customers, as four out of the top five customers are from the United States, with the fifth customer hailing from the United Kingdom. This data underscores the significant contribution of U.S. customers to the loyalty card sales and highlights the geographical disparities in customer engagement.



**FORECAST**

Forecast based on 2022 sales from January to August.

**fluctuating Sales**:

Sales values from January to July 2022 show significant fluctuations, with peaks in March ($1,315.21) and June ($1,155.39), and a notable dip in February ($393.63).

**Forecasted Stability**:

The forecasted sales for the latter part of 2022 indicate a potential stabilisation, with values ranging from $244.25 in August to $1,013.21 in October. However, the wide confidence bounds suggest uncertainty in the forecast.

**Potential Risks**:

The lower confidence bounds for October and December indicate potential risks of negative sales values, highlighting the need for proactive measures to mitigate these risks.

Forecast based on sales data from 2019 to 2022

**Forecast Trend**

The forecast values exhibit a stable and gradual upward trend from October 2022 to December 2024. Starting at $988.33 in October 2022, they steadily increased to reach $1,004.61 by December 2024. This consistent rise indicates growth and stability in the forecasted values.

**Lower Confidence Bound Trend**

The lower confidence bound values show a steady decrease from $227.59 in October 2022 to $119.88 in December 2024. The trend suggests decreasing confidence in the lower range of the forecast values as the variance reduces over time. This implies a narrowing of the range and greater precision in forecasting as we move forward.

**Upper Confidence Bound Trend**

The upper confidence bound values similarly exhibit an upward trajectory from $1,749.07 in October 2022 to $1,889.33 in December 2024. This indicates a growing upper range of forecast values, reflecting potential optimistic scenarios.

**Summary:**

Between 2019 and 2022, the United States led in total sales with $35,000, followed by Ireland at $6,600 and the United Kingdom at $2,800. The U.S. achieved its highest sales in 2021 with $11,090 but saw a decline in 2022 to $5,725. Ireland peaked in 2021 at $2,032, with a significant drop to $1,208 in 2022. Similarly, the UK experienced substantial sales declines in 2021 and 2022, indicating market challenges. Quarterly performance highlighted the U.S.'s dominance, with June being the highest profit month and Q2 the most profitable quarter. The UK and Ireland exhibited varied monthly and quarterly performances, emphasizing the need for targeted strategies to regain market momentum and address declining consumer interest.

From 2019 to 2022, sales of light, medium, and dark roast coffee fluctuated, reflecting changing consumer preferences. Light roast consistently led in revenue, although it saw a decline in 2020. Medium roast maintained steady demand, with notable growth in 2021. Dark roast experienced significant increases in 2020 and 2021 but faced a decline in 2022, highlighting varying consumer interests over the four years.

In the same period, Excelsa consistently led coffee sales, with varying performances among Arabica, Liberica, and Robusta. Excelsa and Arabica showed robust performance despite market fluctuations, with Excelsa peaking at $3,663 in 2020 and Arabica reaching $4,045 in 2021. Liberica experienced substantial growth in 2021, while Robusta, despite its lower sales, saw an increase in 2022. Monthly and quarterly profit analysis revealed significant trends for each coffee type, emphasizing the need for targeted marketing strategies and agile approaches to adapt to evolving consumer preferences and market conditions.

Furthermore, loyalty card holders predominantly purchased Excelsa coffee ($6,124), followed by Arabica ($5,400) and Liberica ($5,240), with Robusta being the least favoured ($4,156). Non-loyalty card holders had higher overall sales, particularly for Liberica. In 2020, non-loyalty card sales increased slightly, while loyalty card sales declined. Both categories saw growth in 2021 but experienced significant declines in 2022. Most loyalty card sales came from the United States (78.71%), with Ireland and the United Kingdom contributing 17.05% and 4.9%, respectively. This data underscores the need for targeted marketing strategies to address differing market dynamics and consumer behaviours

**Recommendations for Enhancing Coffee Bean Sales and Operations**

**Focus on High-Performing Categories** **Arabica and Excelsa**:

Given their consistent performance, we should prioritize promoting these coffee types. Developing targeted marketing campaigns that highlight their unique qualities and benefits will attract more customers and reinforce their market position.

**Address Declining Sales** **Liberica and Robusta**:

It is crucial to investigate the reasons behind the significant drop in sales for these categories. Conducting comprehensive market research will help us understand consumer preferences and address any issues related to quality, pricing, or availability.

**Seasonal Promotions and Discounts**

Implementing seasonal promotions and discounts can effectively boost sales during low-performing months. Offering bundle deals and enhanced loyalty programs will encourage repeat purchases. For new buyers, we can introduce first-time buyer discounts and referral benefits to expand our customer base.

**Product Diversification**

Introducing new coffee blends or variations will cater to evolving consumer preferences. Consider offering limited-edition Flavors or speciality coffee types to attract niche markets. For example, exotic beans such as Geisha, prized for their floral and citrusy notes, and Caturra and Catuai, known for their bright acidity and vibrant flavours, can attract coffee enthusiasts and enhance brand engagement.

**Customer Feedback and Engagement**

Collecting and analysing customer feedback is essential to identify areas for improvement. Engaging with customers through social media, surveys, and loyalty programs will build strong relationships and enhance brand loyalty.

**Optimize Supply Chain and Inventory Management**

Ensuring efficient supply chain and inventory management is critical to prevent stockouts or overstock situations. Utilizing data analytics to forecast demand accurately and adjust inventory levels accordingly is recommended. If not already in use, adopting digital twin technology can significantly benefit logistics operations by creating virtual replicas of physical assets, processes, or systems. This technology can improve decision-making, enhance real-time risk management, and offer greater visibility into the supply chain.

**Expand Market Reach**

Exploring new markets or distribution channels will help expand our customer base. Consider partnerships with local cafes, restaurants, or online platforms to increase visibility and accessibility. Collaborating with micro and nano influencers who have strong local engagement can effectively reach targeted customers.

**Sustainability Initiatives**

Implementing sustainability initiatives will appeal to environmentally conscious consumers. Promoting eco-friendly packaging, fair trade practices, and sustainable sourcing will enhance our brand reputation. Additionally, the application of digital twin technology can optimize routes and improve asset utilization, contributing to reduced fuel consumption and lower carbon emissions. This aligns with our sustainability goals and enhances the company's environmental reputation.