MONDAY COFFEE
Start your week with a sip!

Objectives:

The business aims to expand by opening three coffee shops in India's top three major cities. Since its launch in January 2023, the company has successfully sold its products online and received an overwhelmingly positive response in several cities. As a data analyst, your task is to analyze the sales data and provide insights to recommend the top three cities for this expansion.

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Recommendations & Reasons

City 1: Pune
1. total sales is more compared to other cities
2. average rent per customer is low
3. average sales per customer is high

City 2: Delhi
1. highest coffee consumers which is 7.75 million
2. average sales per customer is also high
3. highest total customers is 68
4. average rent per customer is low as 330(still under 500)

City 3: Jaipur
1. highest customers is 69
2. total sales is also good compared to others
3. average rent per customer is very less which is 156