



## OVERVIEW

ACTUAL vs  
TARGET

PRODUCT  
PERFORMANCE

COST &  
INVENTORY

MARKETING

Yash Shirke | July 2025

Market  
☐ Central

Product\_line  
☐ Beans

State  
☐ California

10/1/2012

8/27/2015

203K

Sales

179K

Target sales

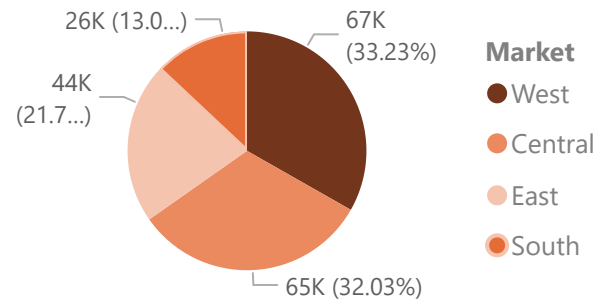
58K

Profit

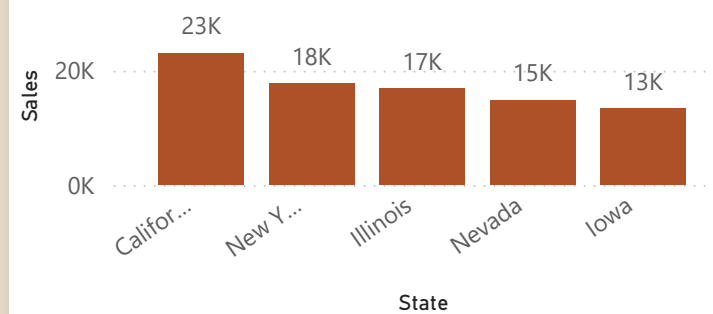
64K

Target profit

Regional Data Sales



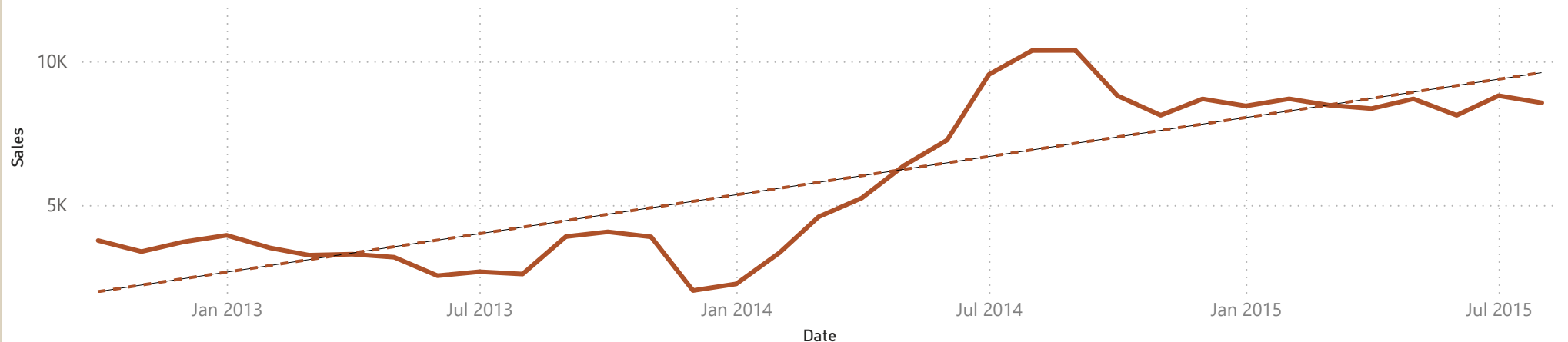
Top 5 State



Product-Level View

Product	Sales	Profit	Margin
Amaretto	6781	1303	3342
Caffe Latte	8665	2461	4760
Caffe Mocha	21716	4466	11418
Chamomile	19295	6251	10744
Colombian	30761	11387	18150
Dark Roast	17758	6178	8862
Total	202895	58213	108774

Trend Over Time





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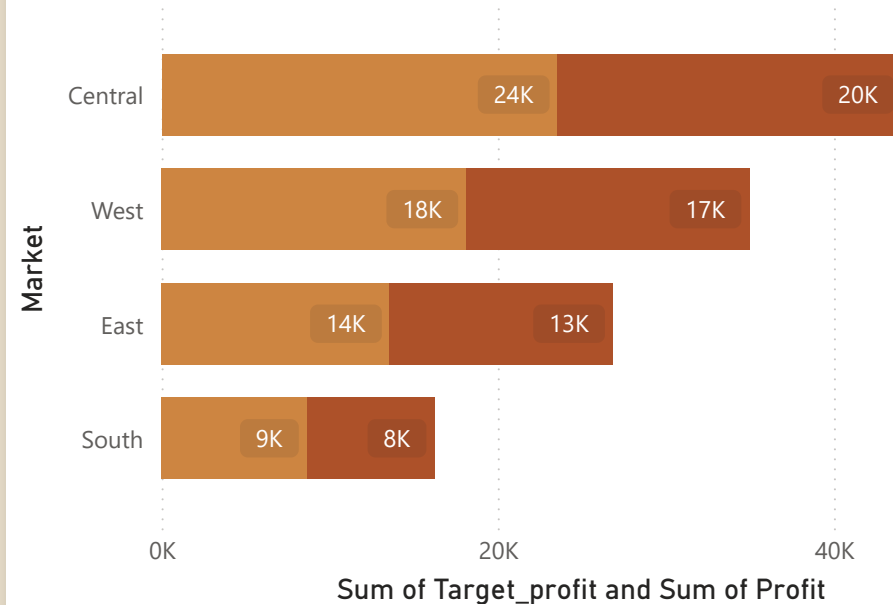
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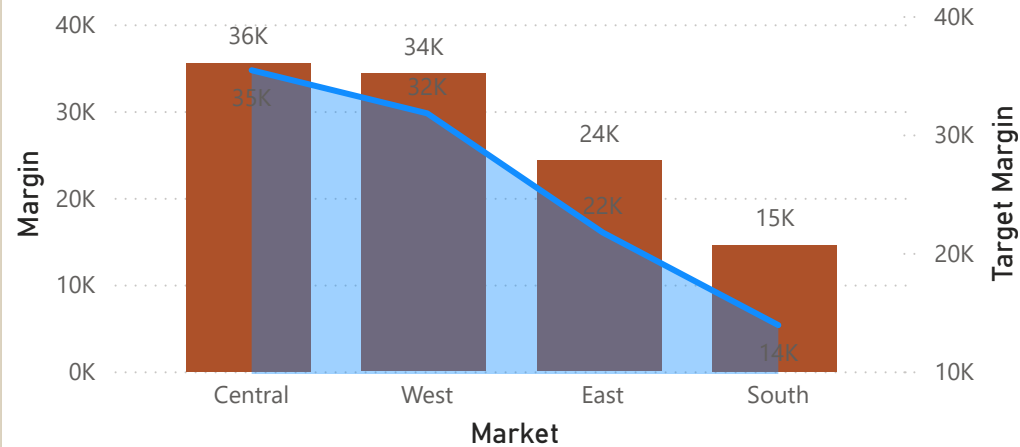
### Profit vs Target Profit

Sum of Target\_profit Sum of Profit



### Margin vs Target Margin

Sum of Margin Sum of Target\_margin



Market

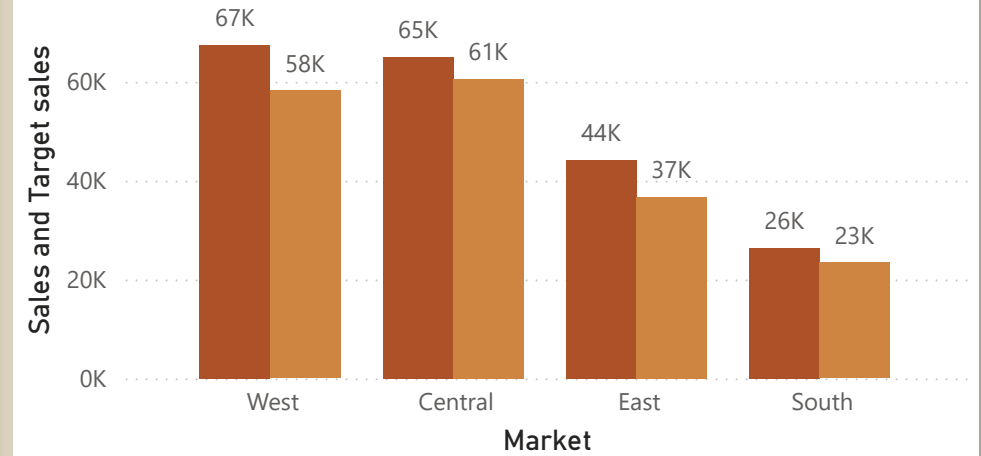
Central

10/1/2012

8/27/2015

### Sales vs Target Sales

Sales Target sales



### Profit in State

State	Profit	Target_profit	Profit variance (Actual - Target)
California	6642	6480	860
Colorado	3966	4600	-150
Connecticut	1876	2080	-14
Florida	2531	2600	194
Illinois	6476	7460	-80
Iowa	4783	4260	1152
Louisiana	1829	2020	6
Massachusetts	3221	3220	490
Missouri	964	1660	-704
Nevada	2532	2300	256
Total	58213	63900	411



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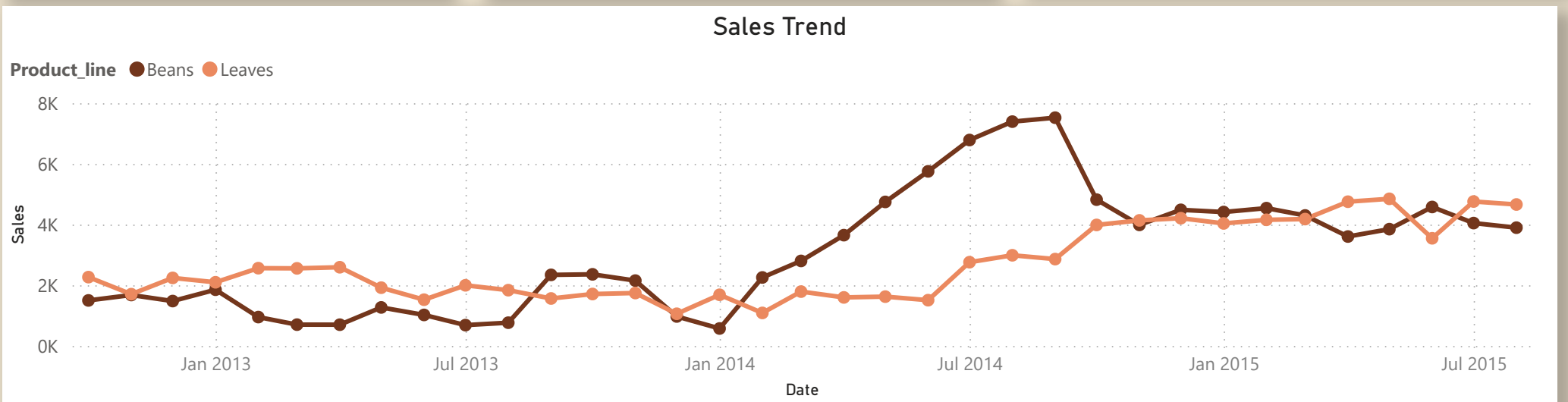
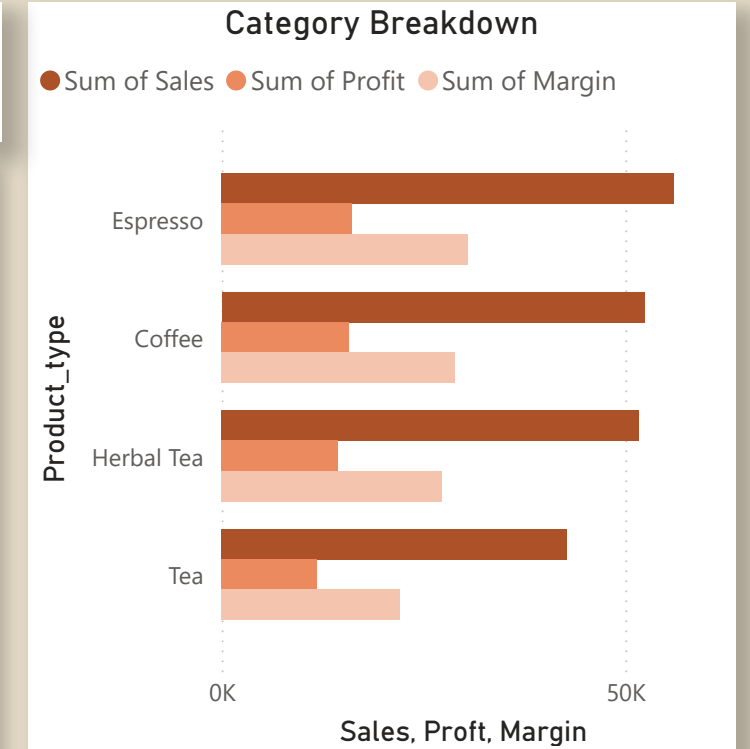
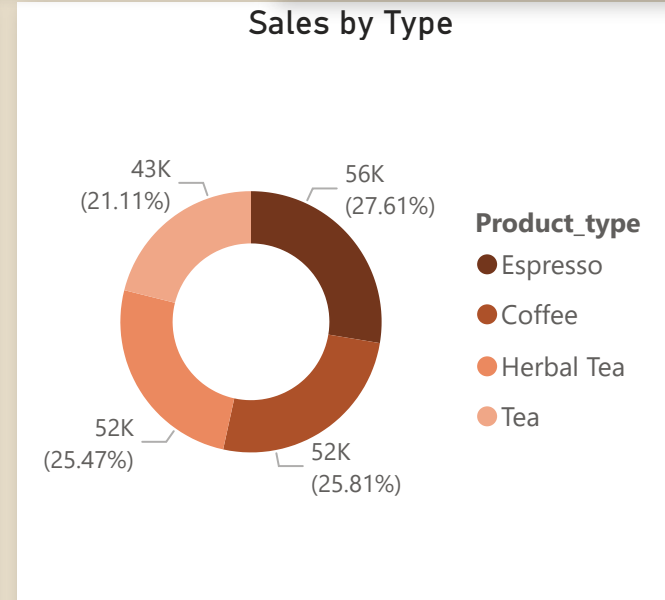
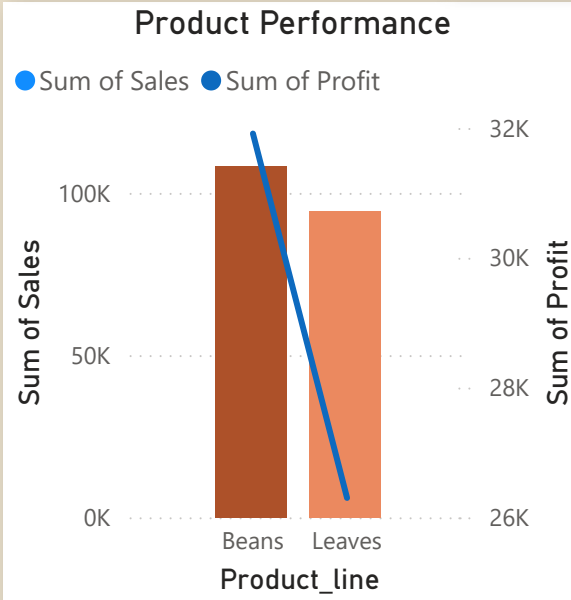
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Market  
Central

State  
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10/1/2012

8/27/2015





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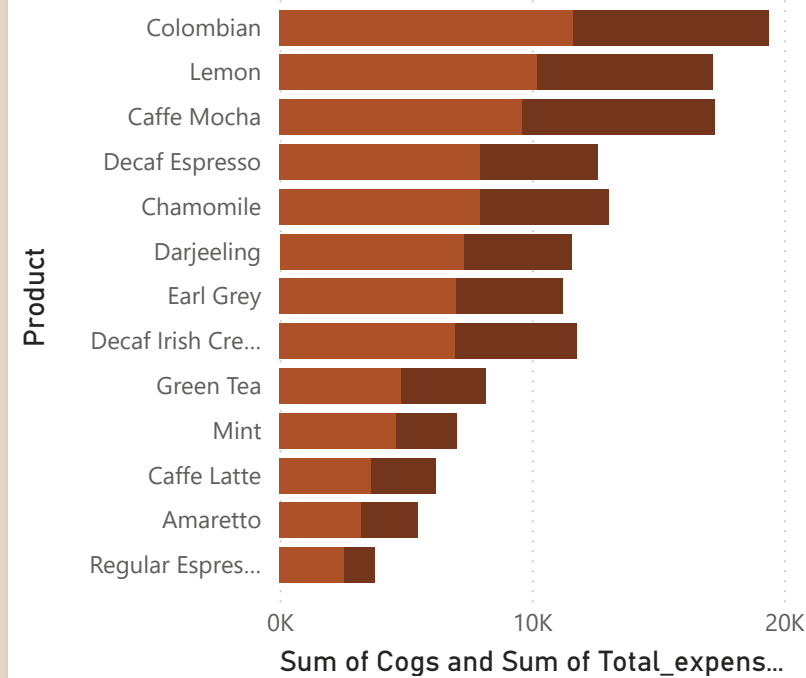
COST &  
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### Expense by Products

● Sum of Cogs ● Sum of Total\_expenses



State

☐ California

Market\_size

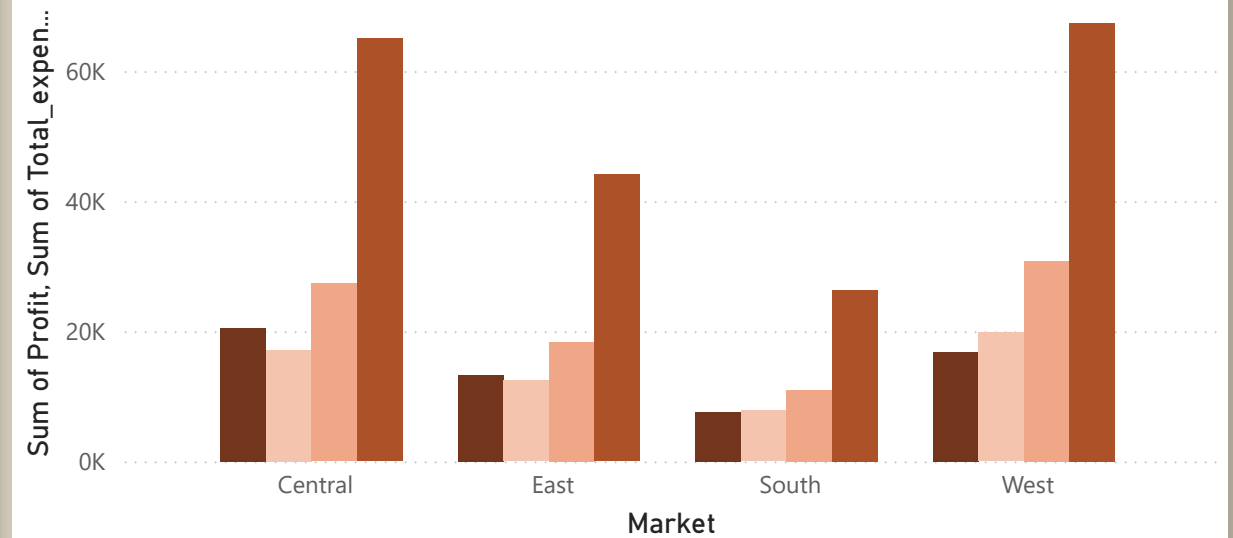
☐ Major Market

Type

☐ Decaf

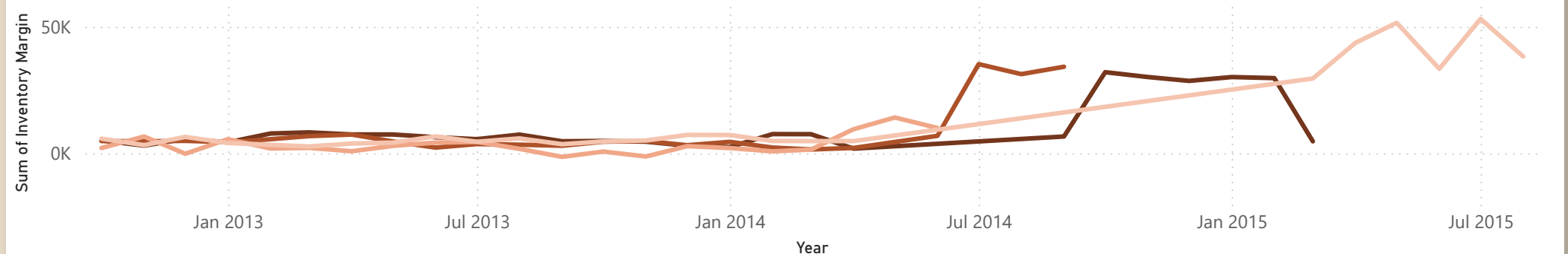
### Market-wise Financial Metrics

● Sum of Profit ● Sum of Total\_expenses ● Sum of Cogs ● Sum of Sales



### Inventory Trend Over Time

Market ● Central ● East ● South ● West





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ROI

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Beans

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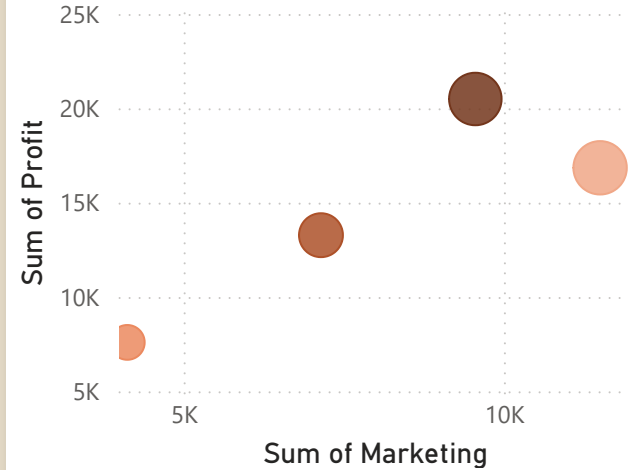
California

10/1/2012

8/27/2015

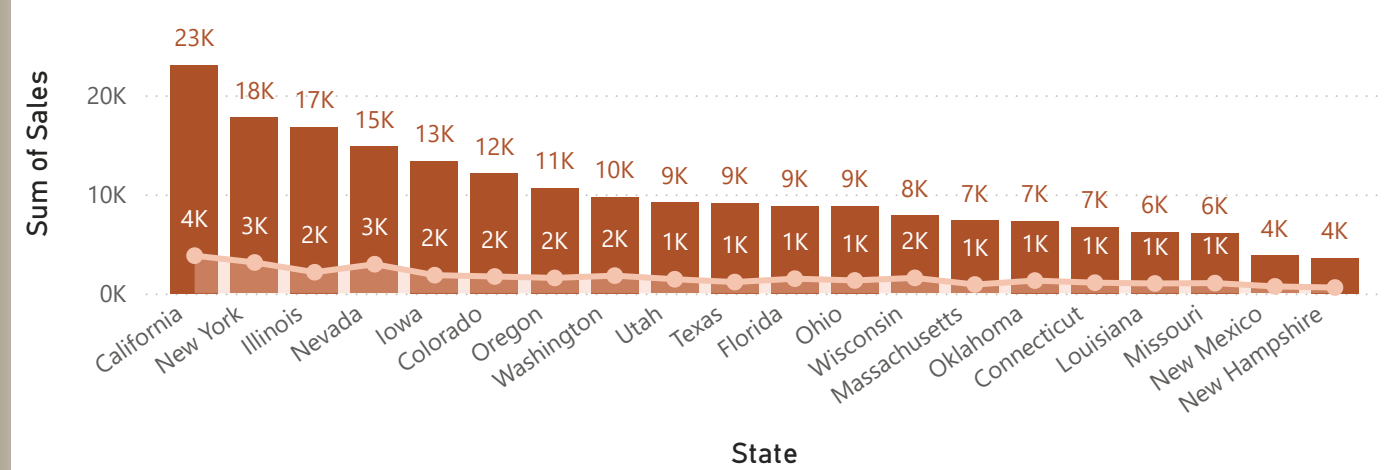
ROI by Market

Market ● Central ● East ● South ● West



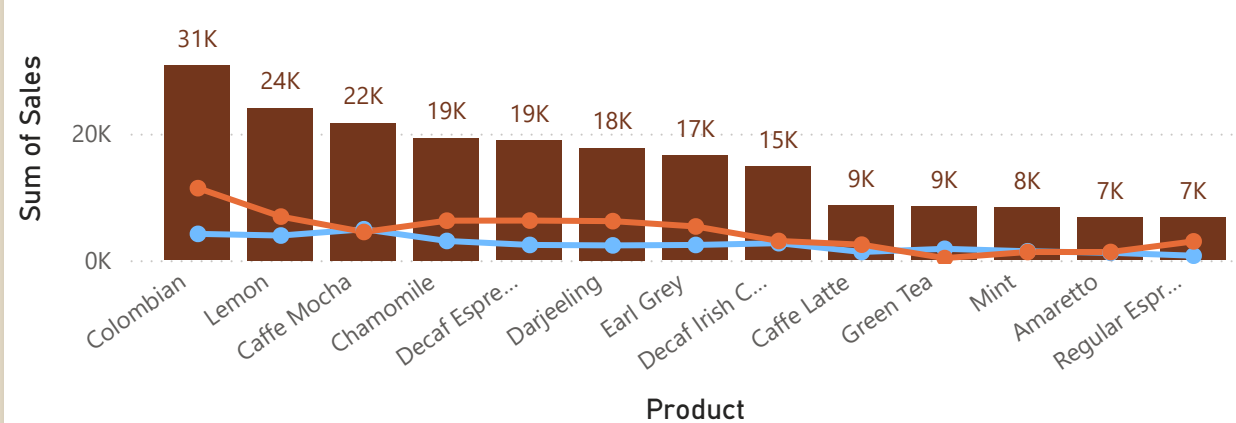
Sales vs Marketing

Sum of Sales Sum of Marketing



Market Performance

Sum of Sales Sum of Marketing Sum of Profit



Marketing Split

