

The background features a complex, geometric pattern of overlapping hexagons and lines, creating a sense of depth and movement. The pattern is composed of thin, light gray lines that form a series of nested, slightly offset hexagonal shapes. On the far left, there is a solid orange vertical bar.

Cocktail Cafe

Coffee shop environment
serving classic cafe drinks and
alcoholic indulgences.

Business Questions - Objective



What are Cocktail Café's best-selling menu items and what quantity of supplies are needed?

Maximize profits
Increase efficiencies
Support demand



Which are the busiest stores and is staffing optimal?

Do any adjustments need to be made to support peak-hours?
Are stores maximizing hours and labor efficiently?



Which menu items require the highest cost of supplies and could be removed from the menu? Would a membership program increase visit per customer?

Are any pricy drinks not performing well and can be removed?
Maximize profits on strong performing items

Business Questions – DM/DW Process and Lessons Learned

Data
Warehouse

Data Mart

Visio
Studio

Bulk
Load Data

- We considered our business questions to accurately build our Data Mart.



Problem Occurred

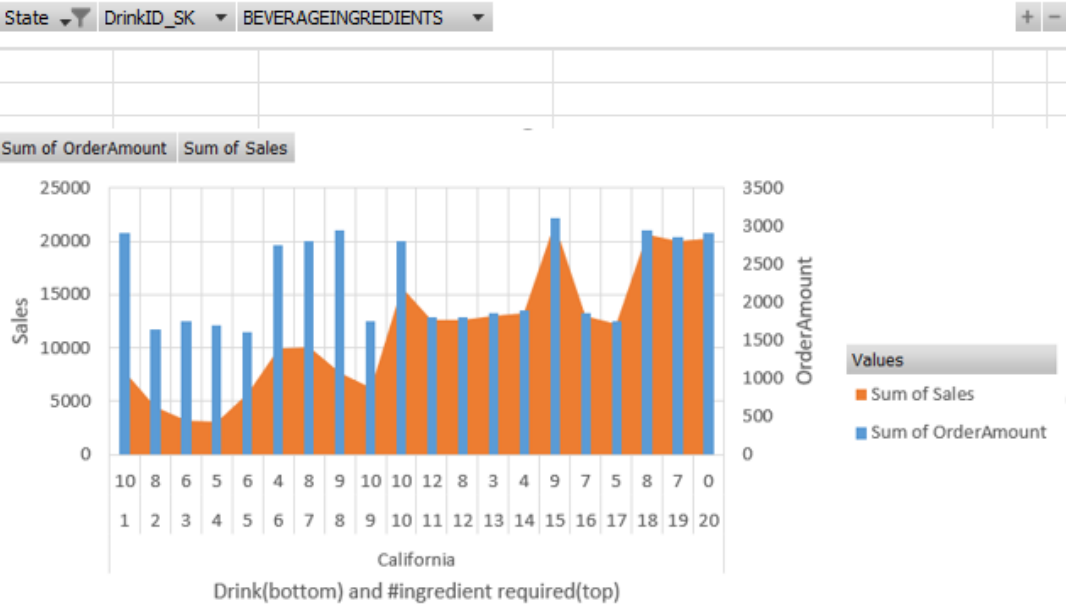
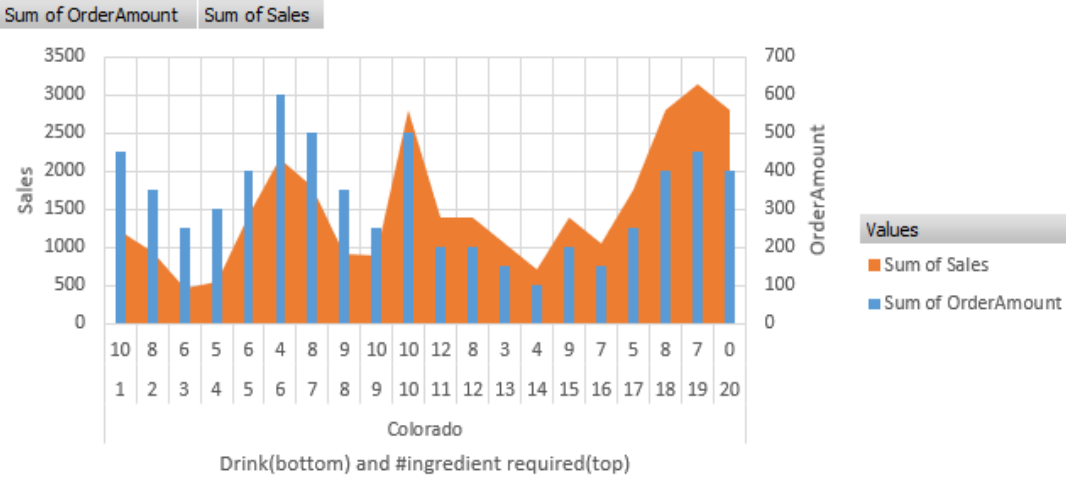
- Linking Table
- *Small* Data Type
- Data Type Issue
- Delete In Reverse Order

- Slowly Changing Dimension

Business Requirement: **What are the best-selling menu items in each state and what quantity of supplies are needed to support demand over time?**

Row Labels	Sum of OrderAmount	Sum of Sales
Colorado		
1		
10		450
2		
8		350
3		
6		250
4		
5		300
5		
6		400
6		
4		600
7		
8		500
8		
9		350
9		
10		250
10		
10		500
10		
11		200
12		
12		200
8		
13		150
3		
14		100
4		
15		200
9		
16		150
7		
17		250
5		
18		400
8		
19		450
7		
20		400
0		
0		2800
Grand Total	6450	30660

Business Requirement:
What are the best-selling menu items in each state and what quantity of supplies are needed to support demand over time?



Power Pivot Dashboard I.

Analysis:

- Looking at the graph on the left, we can see how many of each drink is ordered, how much revenue that drink brings in, and the sum of all sales for that drink. In some cases, the sum of order amount does not equal a higher sum of sales. For example, drink 20 only had an amount of \$400 but brought in the highest volume of sales.
- By comparing this information to the two graphs, we can see this information relayed again while also showing how many ingredients those corresponding drinks each need. In Colorado, drink 6, 7, and 10 are three top selling items. Drink 6 requires 4 ingredients. Drink 7 requires 8 ingredients. Drink 10 requires 10 ingredients. Among the 3 drinks, their profits are similar. In California, Drink 8, 15, and 18 are three top selling items. Drink 8 and 15 both require 9 Ingredients and drink 18 requires 8 ingredients.

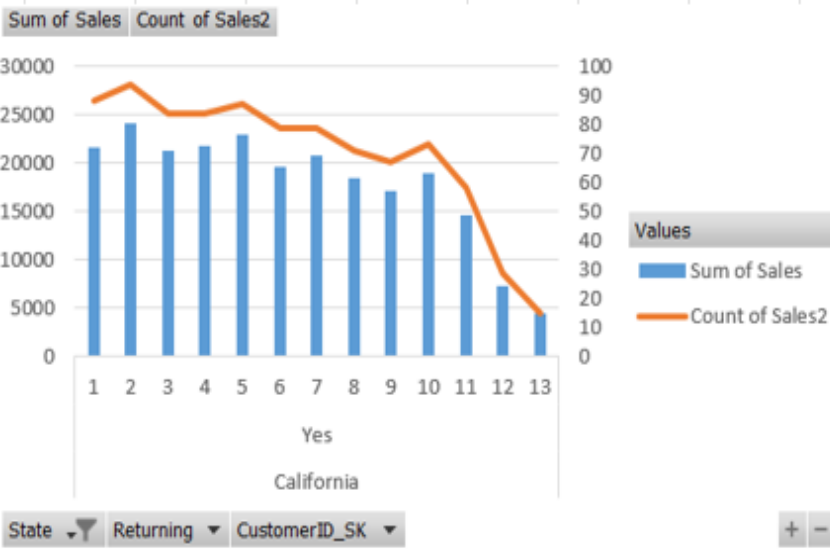
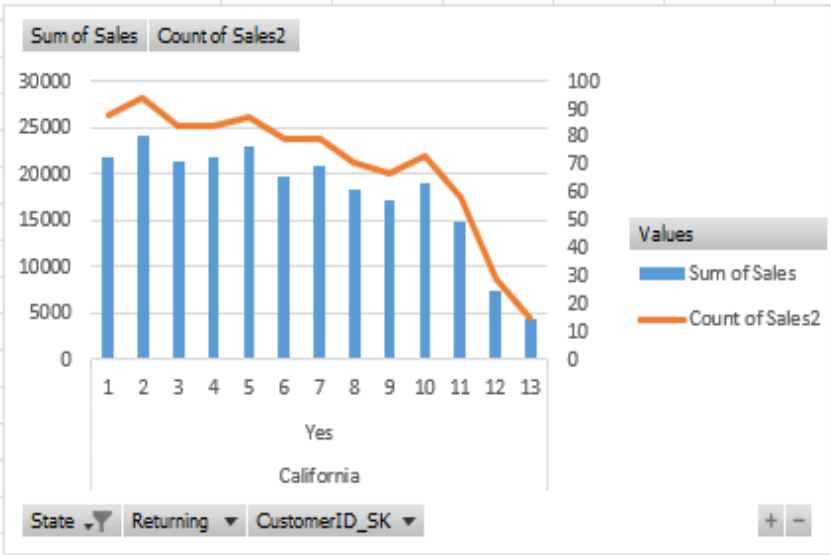
Business Recommendations:

- From looking at the information in these three graphs, we can see that drinks 7, 8, and 10 in Colorado all bring in similar profits and are equally ordered. The ingredients needed to make these three drinks should be always kept on hand. We can also recommend possibly cutting out a drink that requires a lot of ingredients and but does not bring in much profit; for example, drink 15 uses 9 ingredients and brings in a low amount of sales in Colorado.
- Conversely, in California, we can recommend these stores always stock ingredients for drink 15 since it brings in much higher sales than in Colorado. This drink may be iced and much more popular in the warmer California weather than in cold Colorado. We would also recommend California stores cut drink 2 from their menus since it requires 8 ingredients and doesn't bring in enough sales to remain on the menu. By removing drinks each year and offering new ones, both States' stores can continue to bring in customers looking for something 'new' and get existing customers to find a new favorite, as well.

Row Labels	Sum of Sales	Count of Sales2
California		
Yes		
1	21700	88
2	24175	94
3	21250	84
4	21780	84
5	22910	87
6	19585	79
7	20785	79
8	18400	71
9	17185	67
10	18915	73
11	14690	58
12	7330	29
13	4430	15
Grand Total	233135	908

Business Requirement:

How many customers come back more than once in each city and would Cocktail Café benefit from introducing a membership program?



Business Requirement:

How many customers come back more than once in each city and would Cocktail Café benefit from introducing a membership program?

Power Pivot Dashboard II.

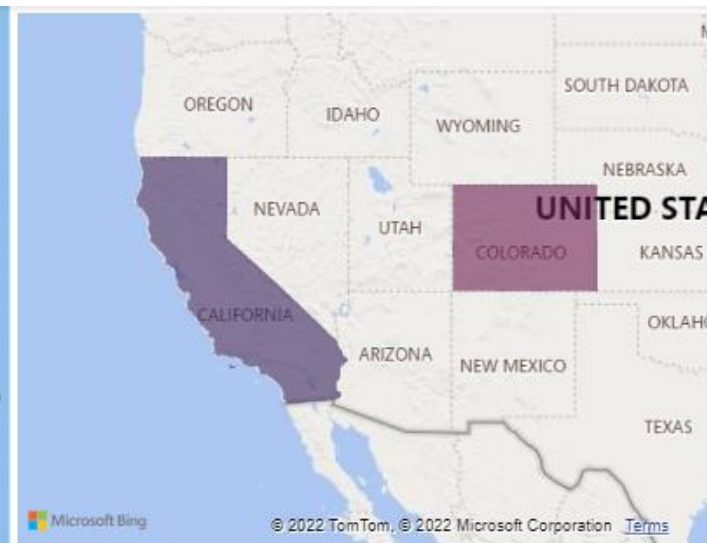
Analysis:

- From all three graphs, we can see that over time, clients gradually stop frequenting Cocktail Cafe's establishments in both California and Colorado. If trends continue
- this way without a change being made, business will suffer. We can see that sales stay strong, and even increase, after a customer's first visit. Visits increase around
- the second and fifth visit, and then slowly decline after this. In Colorado, all the customers are returning customers. There are 5 customers who have already visited
- CocktailCafe for more than 10 times. In California, all the customers are returning customers. Most of the returning members has visited CocktailCafe for more than 70 times.

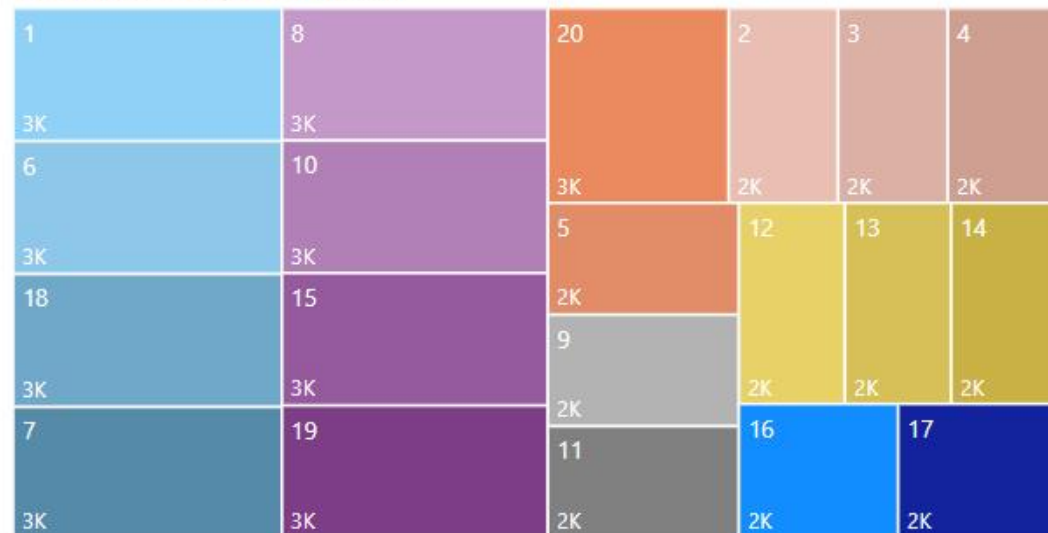
Business Recommendation:

- Based on this analysis, it is necessary to implement a membership program in California and consider implementing a different membership program in Colorado. Given the
- trends of drinks purchased in California compared to Colorado, we can predict the same membership program will not work the same in both states. The level or visit at which they receive perks should differ to incentivize customers to come back again and again. However, given Colorado's sales are stronger during customer's first visits, opening more locations may produce more sales than a membership program.

Sales and Average of BEVERAGEINGREDIENTS by DrinkID_SK



OrderAmount by DrinkID_SK



\$263.8K

Sales

Cocktail Café

Business Requirement:

What are the **best-selling menu items** in each state and what **quantity of supplies** are needed to support demand over time?



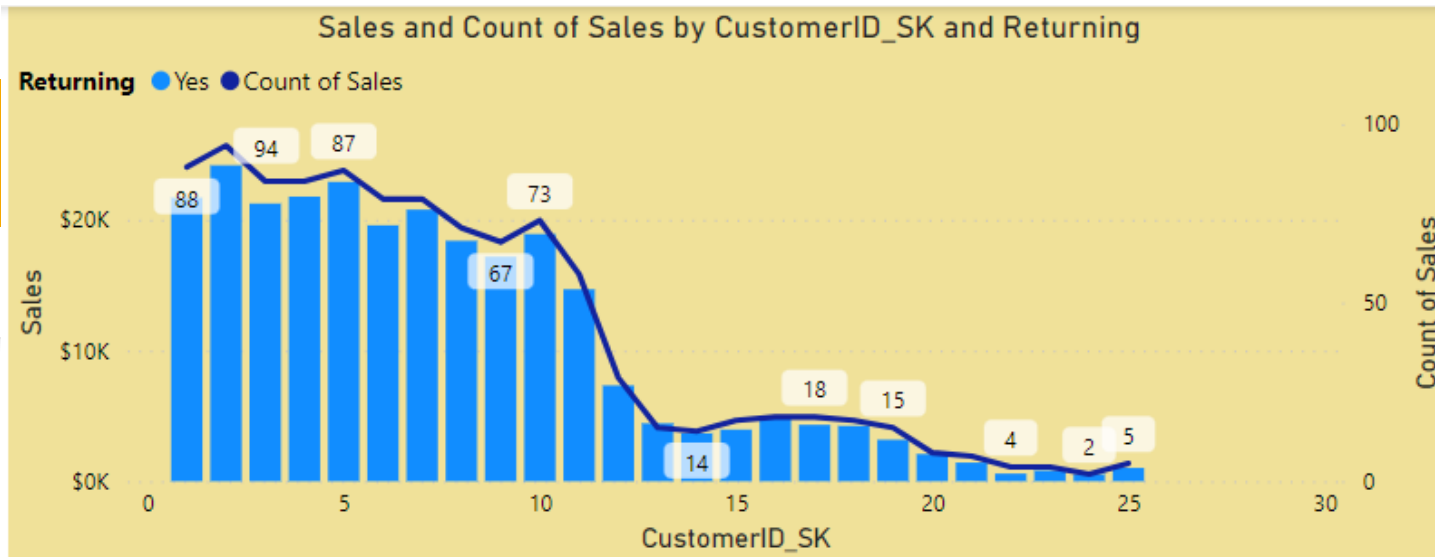
Power BI Dashboard I.

Analysis

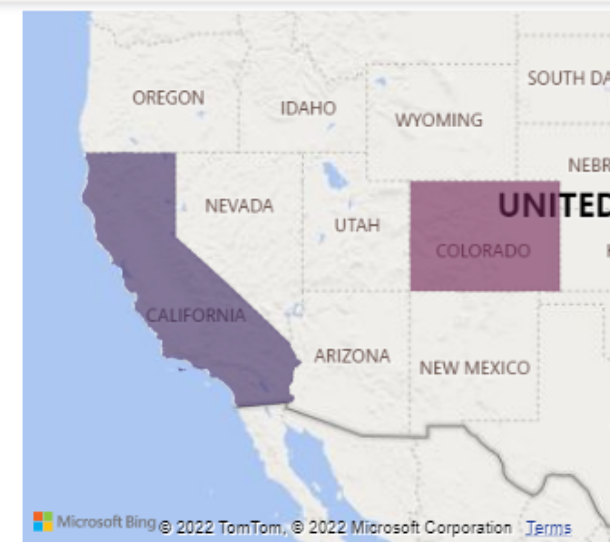
- Given we have stores in two states, we consider the sales and ingredients used in each location. From the large graph, there is some value in the ingredients used in that some bring in higher sales than others that do not. From the graph, drinks 18, 19, and 29 bring in the most profits and do not require as many ingredients. Some drinks use many ingredients and do not bring in a lot of profits. Drink 20 is the top performer because it does not require any additional ingredients and brings in quite a bit of sales.

Business Recommendation

- From the analysis, the recommended course of action would be to remove the drinks that use the most amount of ingredients and bring in the least number of sales. By doing so, the cafes can either introduce new drinks that may be appealing to current customers, or they can choose to continue operating under their current offerings and increase profits selling those they know have a history of performing well.



- CustomerID...
- ☐ (Blank)
 - ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
 - ☐ 6
 - ☐ 7
 - ☐ 8
 - ☐ 9
 - ☐ 10
 - ☐ 11
 - ☐ 12
 - ☐ 13



Count of CustomerID_SK by Returning



1.04K (100%)

Cocktail Café

\$263.8K

Sales

Returning
1037



Business Requirement:

How many **customers** come back more than once in **each State** and would Cocktail Café benefit from introducing a membership program?

Power BI Dashboard II.

Analysis

Seeing the number of sales from the returning customers gives us a basis for considering a membership program. We can see the number of repeating sales by customer and know how many times they visit and how much they have spent at our cafes. Our original customers are those who repeat the most times and spend the most money. Looking at customers one through 10 visit over and over. As new customers try our establishment, however, we see the amount of sales dip significantly.

We can also see that so far; all our customers do return at least once (circle chart) and the resulting sales from those customers.

Business Recommendation

Based on the decline in new customers returning more than a few times, introducing a membership program with various rewards would increase the number of visits each individual customer visits a cafe and would also increase spend over the course of their visits. We might want to implement a first-time discount, a recurring weekly reward for those who visit on our slowest profit days. We could also offer birthday treats and consider a free drink per every 10 visits. In order to maximize profits, the membership programs and rewards will differ by region and will maximize how these customers visit in each state, and city.