

# ✓ Key Insights & Findings For Coffee Shop Project

## 1. Regional Performance (Top 3 Countries)

The analysis reveals a significant revenue concentration in the **United States**, which outperforms the other top regions combined by over **300%**.

- **United States:** \$35,639 (Market Leader)
- **Ireland:** \$6,697
- **United Kingdom:** \$2,799

**Strategic Note:** While the US is the primary revenue driver, Ireland shows strong secondary market potential, nearly tripling the revenue of the UK.

## 2. Top 5 Customer Analysis

Total sales among the top 5 customers are remarkably balanced, with only a **\$39 spread** between the #1 and #5 spots. This indicates a stable high-tier customer segment without over-reliance on a single individual.

1. **Allis Wilmore:** \$317
2. **Brenn Dundredge:** \$307
3. **Terri Farra:** \$289
4. **Nealson Cuttler:** \$282
5. **Don Flintiff:** \$278

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## ❖ Technical Implementation

To process this specific data, I implemented the following in Excel:

- **Data Aggregation:** Used `SUMIFS` and **Pivot Tables** to consolidate raw transaction logs into country-level and customer-level totals.
- **Dynamic Ranking:** Applied the `RANK.EQ` function to automatically identify and sort the Top 5 customers.
- **Conditional Formatting:** Highlighted the United States as the primary outlier in the regional dataset to draw immediate attention to the key market.