

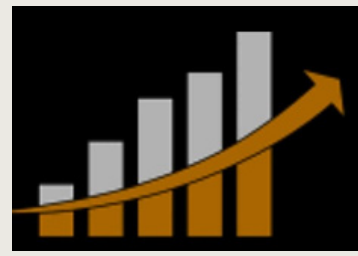
Monday Coffee Expansion Plan Analysis

Solve business problems with
SQL



By - Faraz Ahmad

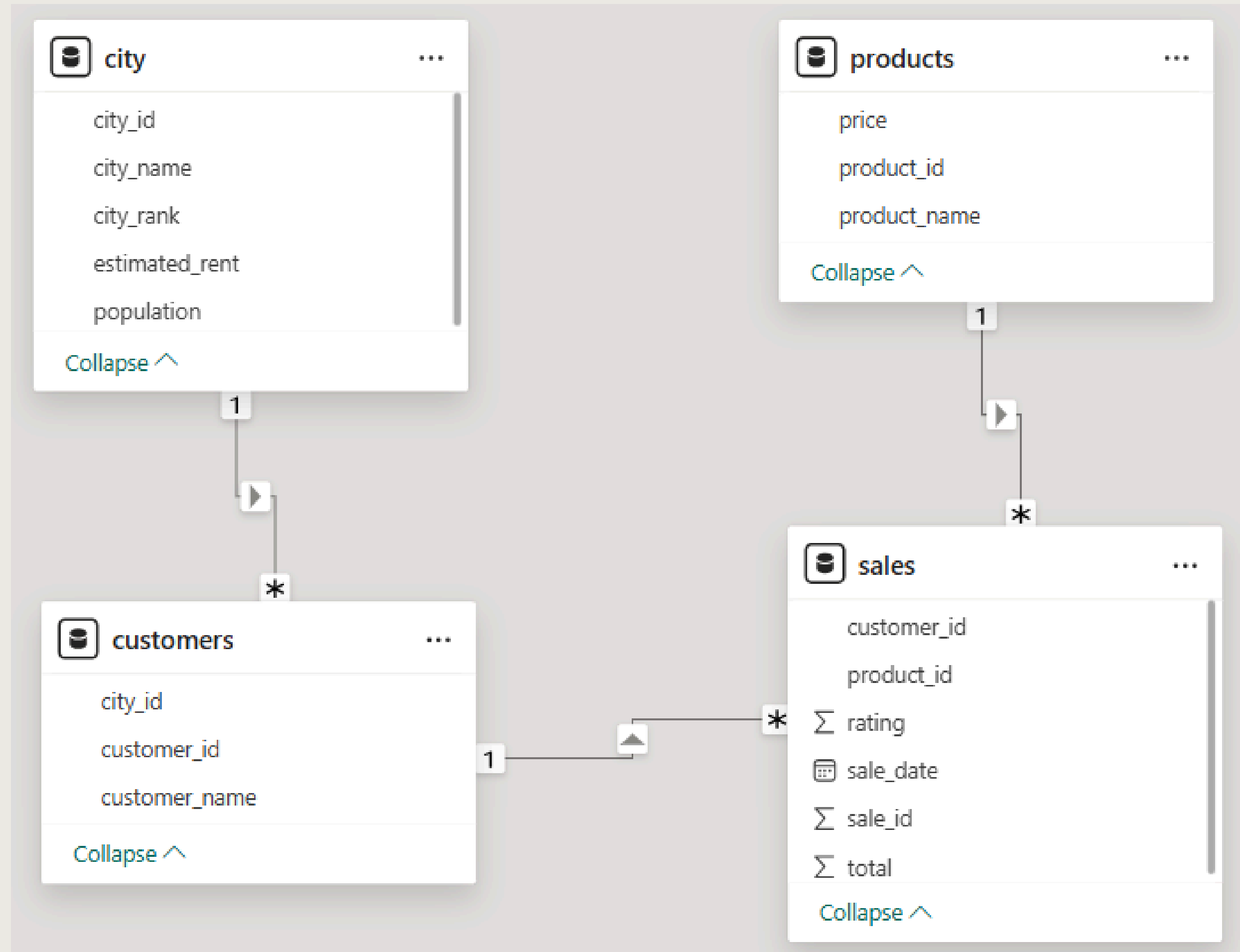
Objectives



The primary objective of this SQL-based project is to analyze and recommend the top three cities for Monday Coffee's expansion strategy. Since its inception in 2023, Monday Coffee has demonstrated strong market performance, and this analysis aims to identify cities that offer the highest potential for growth.



Data Model



Easy-Medium Questions

1.Coffee Consumers Count

How many people in each city are estimated to consume coffee, given that 25% of the population does?

2.Total Revenue from Coffee Sales

What is the total revenue generated from coffee sales across all cities in the last quarter of 2023?

3.Sales Count for Each Product

How many units of each coffee product have been sold?

4.Average Sales Amount per City

What is the average sales amount per customer in each city?

5.City Population and Coffee Consumers

Provide a list of cities along with their populations and estimated coffee consumers.

Medium - Advanced Questions

6.Top Selling Products by City

What are the top 3 selling products in each city based on sales volume?

7.Customer Segmentation by City

How many unique customers are there in each city who have purchased coffee products?

8.Average Sale vs Rent

Find each city and their average sale per customer and avg rent per customer

9.Monthly Sales Growth

Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly).

10.Market Potential Analysis

Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer

Recommendations

1. Pune

- Pune has the highest turnover with over 1.2 million in sales in the past 2 years.
- It also has the highest sale amount per customer resulting in better profit margins and indicating customer loyalty. This makes it the best contender for sustainable profitability.
- Pune has the third-lowest average rent, making it an ideal destination for opening new stores and ensuring a faster return on investment.

2.Jaipur

- Jaipur has the highest current customer count for the Monday Coffee, making it the largest market by states.
- From a cost structure and ROI perspective, Jaipur's lowest rent makes it an attractive choice for higher profit margins and scalable expansion.
- It is also the leading state with the maximum number of coffee products ordered, which indicates brand acceptance & growth potential.

3. Delhi

- Delhi has the highest estimated coffee consumers at over 7.7 million, making it ideal place for business expansion.
- It also has the second largest current consumers count at 68, indicating brand acceptance.
- Though the average estimated rent per customer stands at 330 rupees, it is still below the average rent.

Thank You.