# "Sally's Coffee Dashboard: Insights and Strategies for Growth"

## Executive Summary

Sally's Coffee, founded by Sally, is one of the largest coffee roasteries and online retailers in the U.S., based in Irvine, California. Despite significant annual revenue exceeding $35 million, the company faces challenges with low profitability and high shipping costs. This report presents an analysis of sales data and customer survey results, leading to actionable recommendations aimed at increasing profitability and expanding the business.

## Introduction

The Sally's Coffee Dashboard is an interactive web application designed to visualize sales data and coffee preferences. The dashboard provides insights into sales trends by ZIP code, coffee preferences among customers, and overall sales performance over time.

**Dashboard Link**: Interactive dashboard: http://localhost:8051/

## Key Insights

1. **Top-Performing ZIP Codes**:

   - The analysis identified the top-performing ZIP codes for sales, including **2860**, **2895**, and **2909**, indicating strong market presence in these areas. This suggests that targeted marketing efforts in these regions could yield higher returns.

2. **Customer Preferences**:

   - A significant number of respondents (1,425) prefer **light roast coffee**, highlighting a potential area for product focus. This insight can guide product development and marketing strategies to cater to customer preferences.

3. **Shipping Costs Impact**:

   - High shipping costs are impacting profitability, particularly for orders originating from distant locations. Addressing these costs is crucial for improving overall profit margins.

## Recommendations

1. **Resolving High Shipping Costs**:

   - **Optimize Shipping Partners**: Evaluate and negotiate contracts with shipping partners to find more cost-effective solutions.

   - **Consider Regional Warehousing**: Establish regional warehouses to reduce shipping distances and costs for customers in high-demand areas.

- **Implement a Tiered Shipping Fee Structure**: Introduce a tiered shipping fee structure based on order size to incentivize larger purchases while managing shipping costs.

2. **Increasing Share of Own Brand Coffee**:

    - **Launch Targeted Marketing Campaigns**: Develop marketing campaigns that highlight the unique qualities of Sally's own brand coffee, particularly light roast options.

    - **Create Product Bundles**: Offer product bundles that include own brand coffee along with complementary products (e.g., coffee accessories) to increase sales volume.

3. **Expanding into the Café Business**:

    - **Conduct Market Research**: Identify optimal café locations based on sales data and customer demographics to ensure successful openings.

    - **Open a Pilot Café**: Launch a pilot café in a high-performing ZIP code, featuring a menu that prominently includes Sally's own brand coffee to attract local customers.

## Visualizations

The dashboard includes several visualizations that provide insights into sales performance and customer preferences:

1. **Bar Chart**: Displays sales by ZIP code, allowing users to see which areas generate the most revenue.

2. **Heatmap**: Illustrates coffee roast preferences among survey respondents, highlighting the popularity of different roast types.

3. **Line Chart**: Shows sales trends over time, providing insights into how sales have changed month over month.

These visualizations are designed to facilitate data-driven decision-making and strategic planning.

# Sally's Coffee Dashboard

## Top ZIP Codes by Sales



## Coffee Preference Heatmap



## Sales Trends Over Time
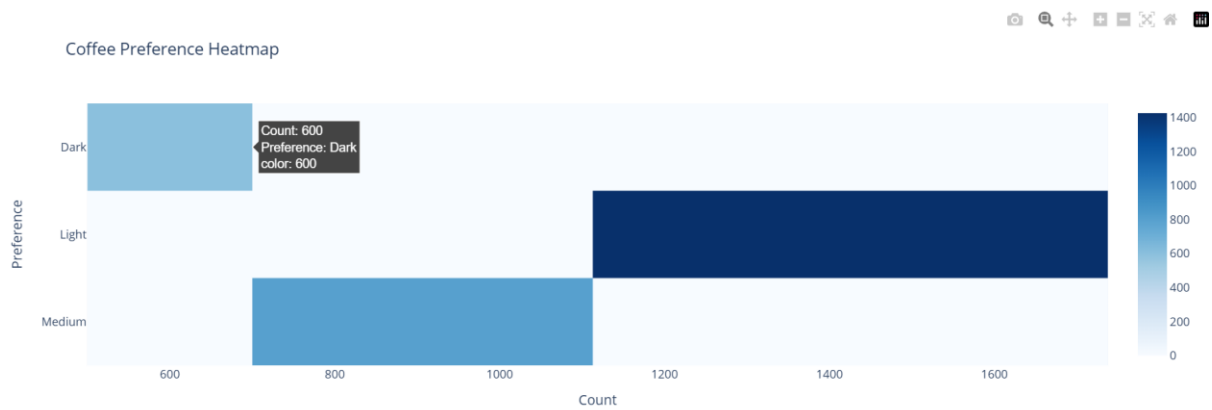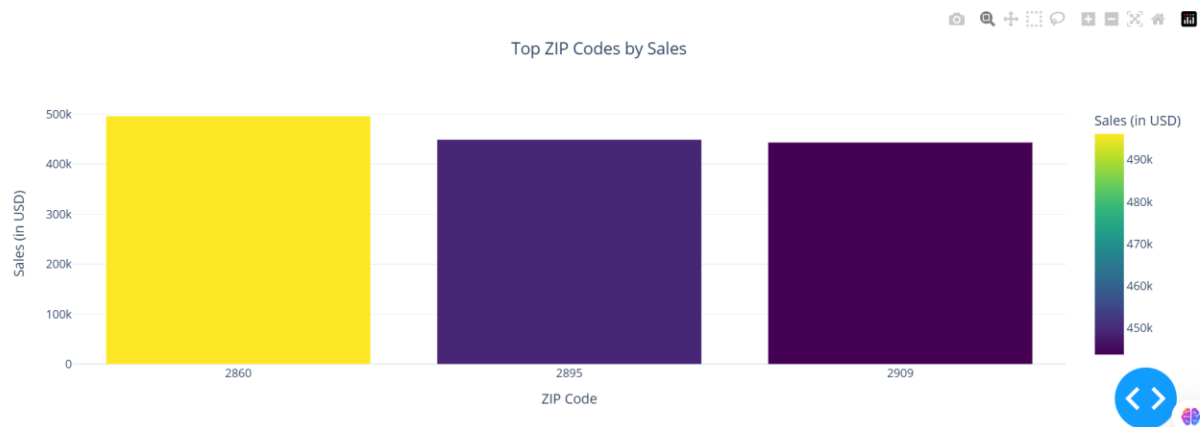


## Conclusion

Sally's Coffee has significant opportunities for growth through strategic adjustments in shipping, product offerings, and potential café expansion. By leveraging customer insights and optimizing operations, the company can enhance profitability and market presence.