

# revenue optimization for coffee shop

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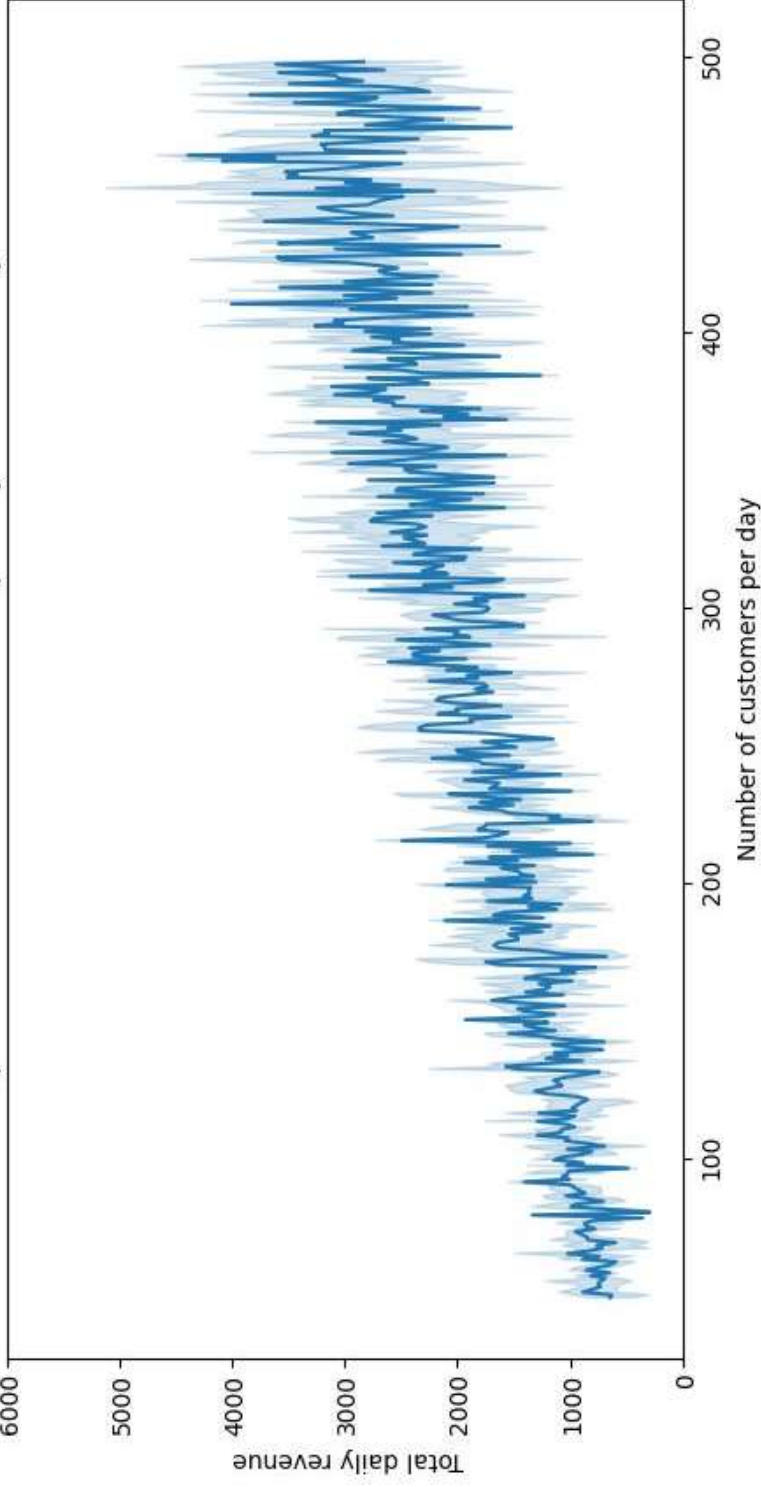
# objective of data analysis

To understand **historical revenue data** and give **insights and recommendations** for future revenue optimization based on it.

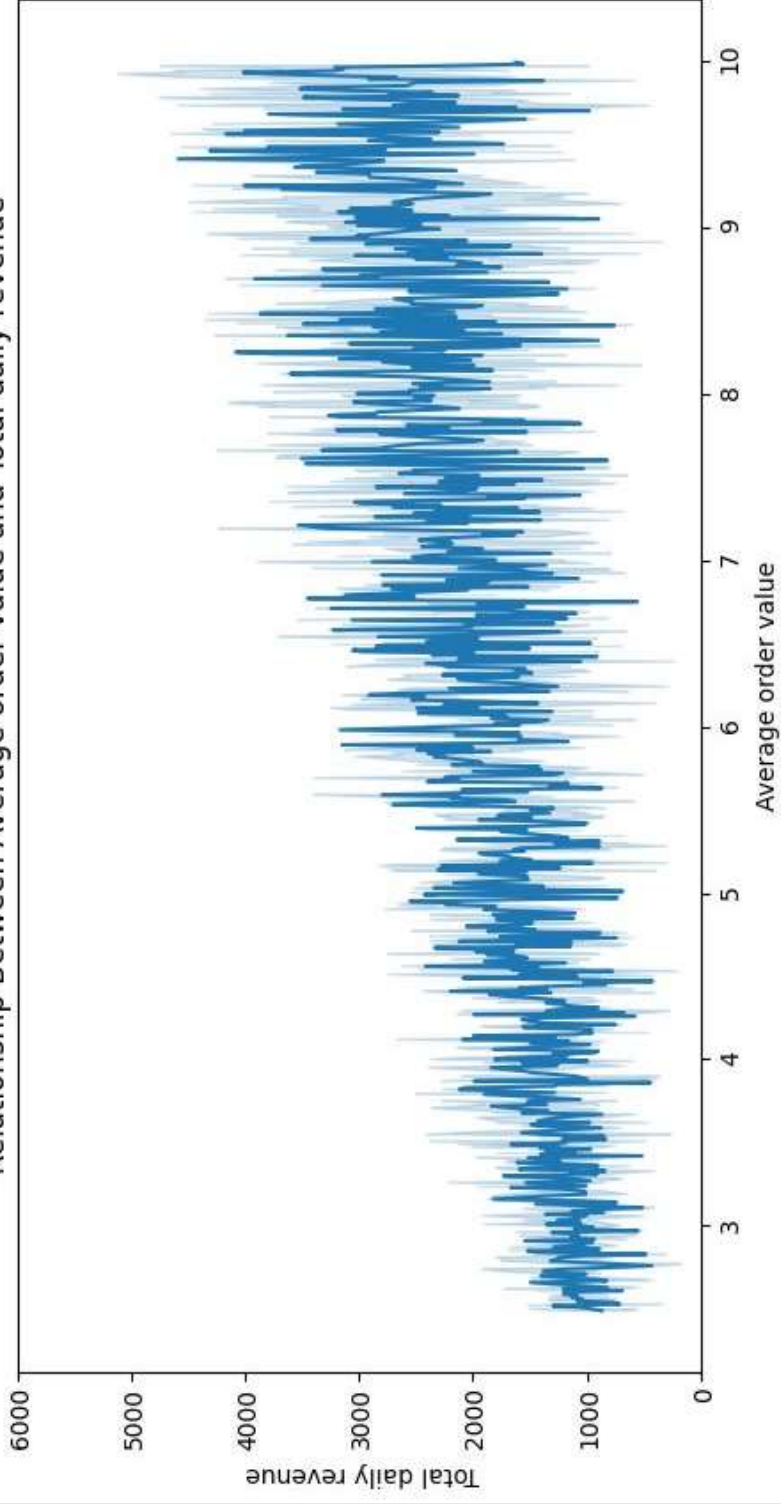
# visualizations and insights

## for understanding the key findings

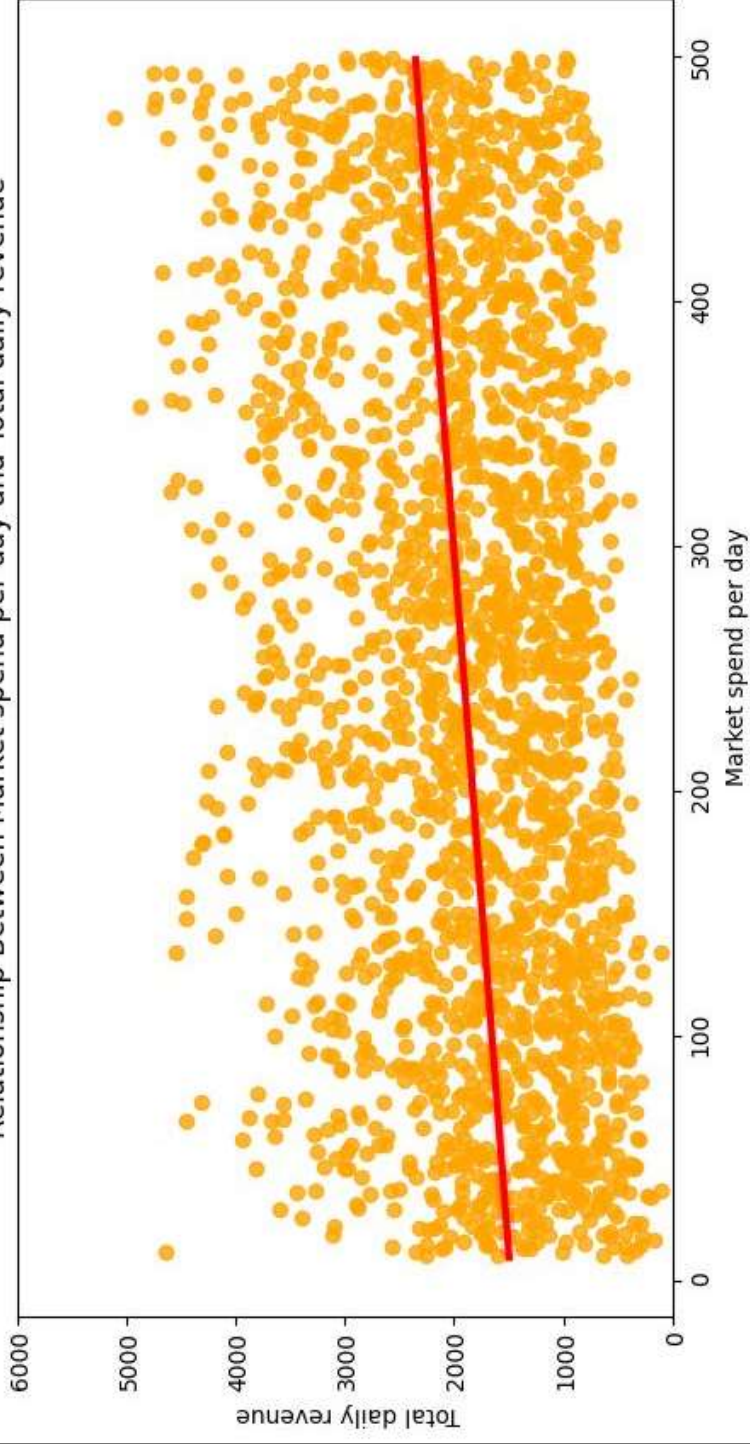
Relationship Between Number of customers per day and Total daily revenue



Relationship Between Average order value and Total daily revenue

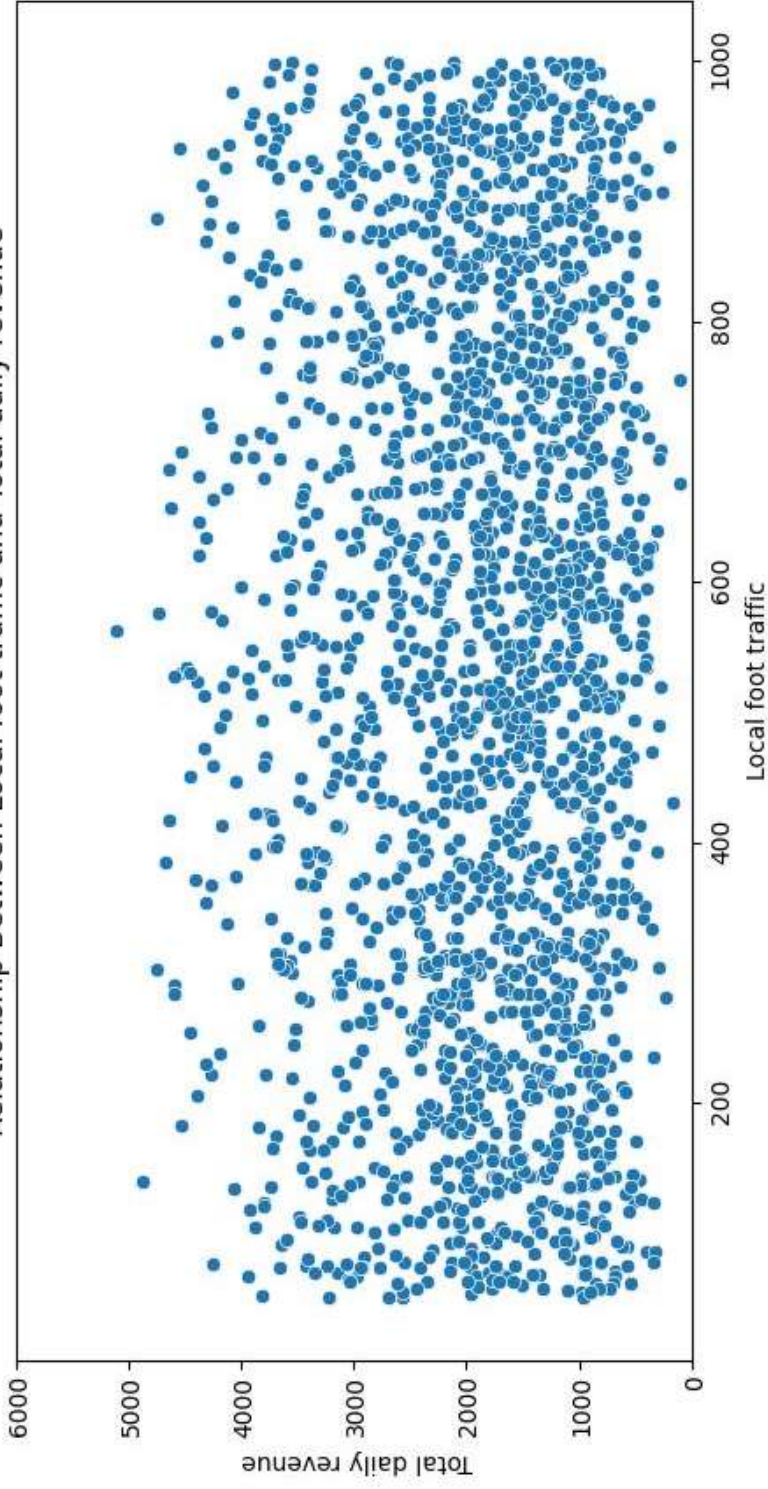


Relationship Between Market spend per day and Total daily revenue



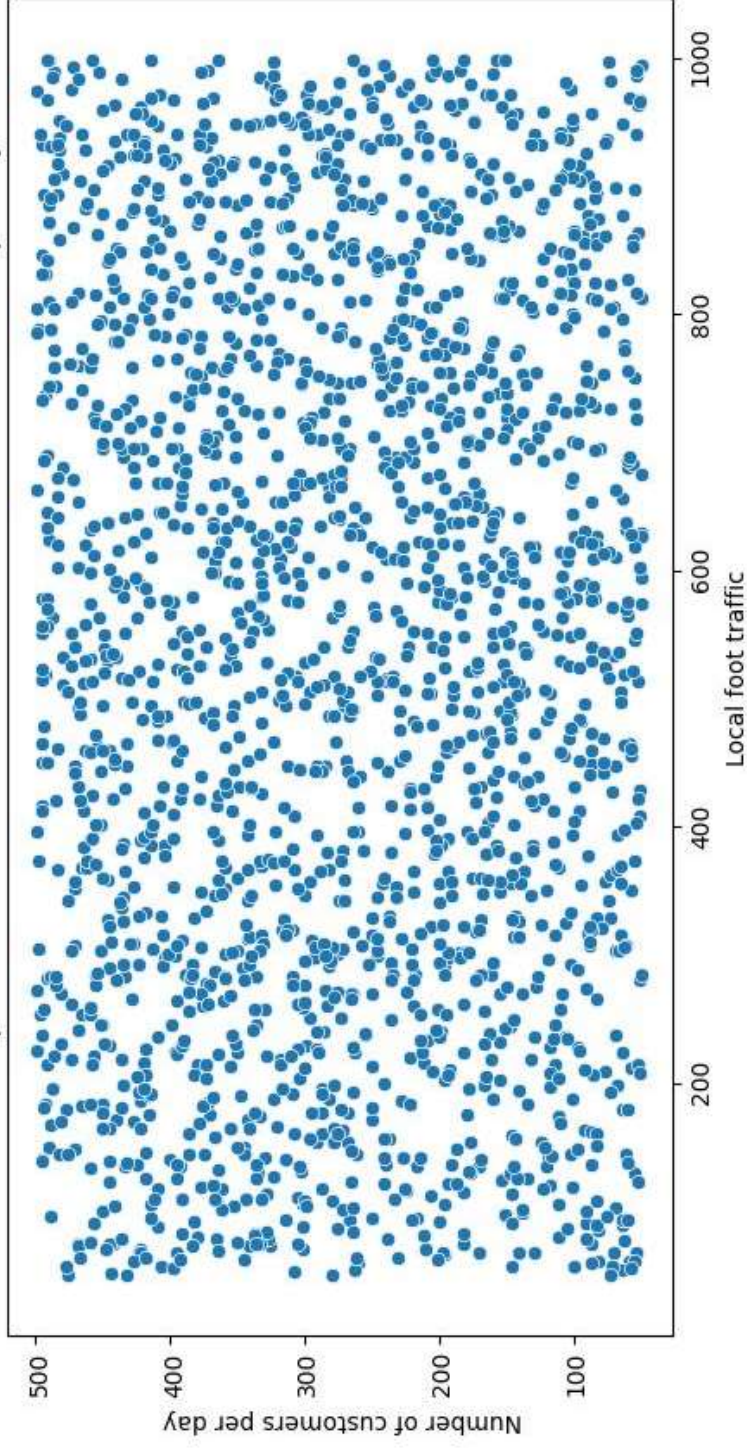
the more the **orders** and the **customers** are there on the coffee shop and **marketing spend** is **high**, on a given day, the **higher** is the **total revenue** for that day. This means the **marketing** is being done **in-person** in the shop, so it is leading to instant increase in daily revenue.

Relationship Between Local foot traffic and Total daily revenue



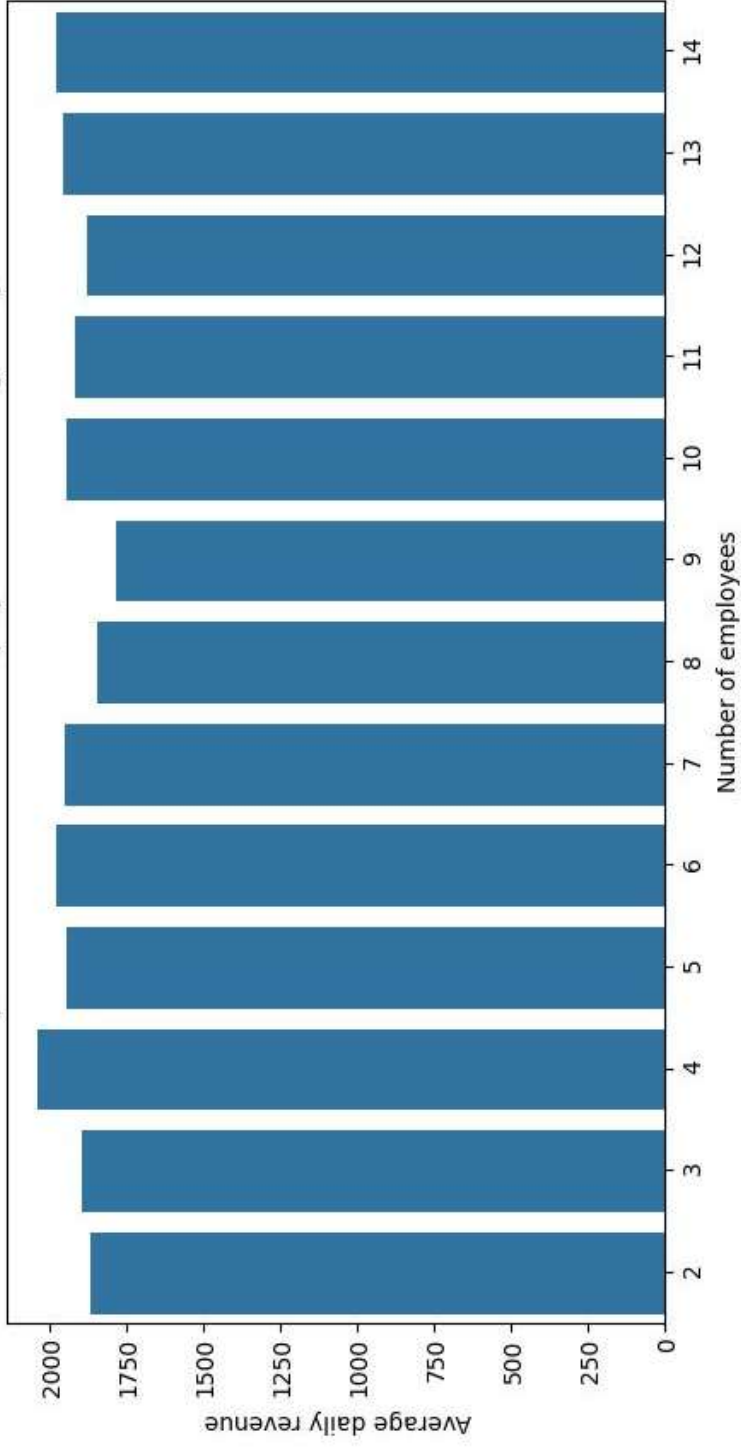


Relationship Between Local foot traffic and Number of customers per day



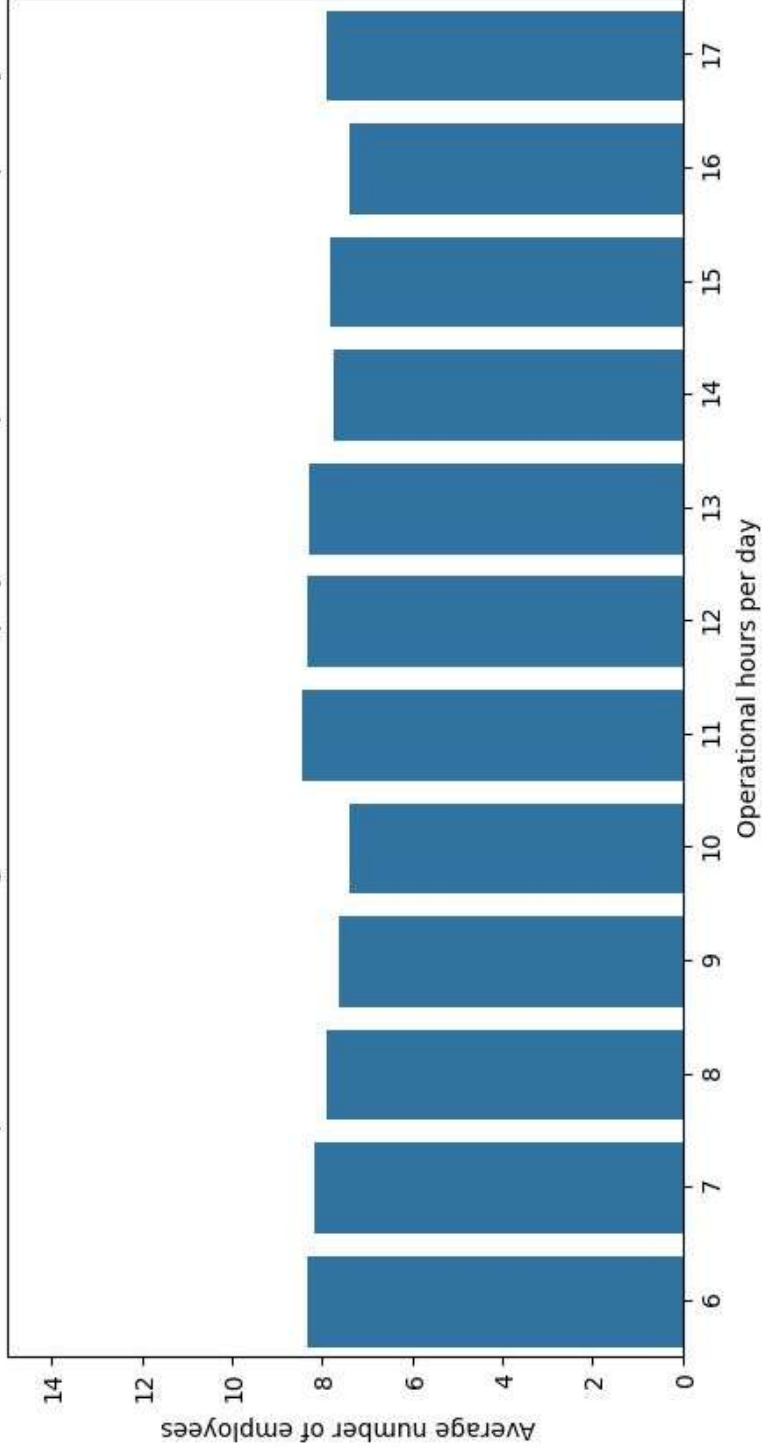
the local foot traffic has **no relation** with daily revenue and number of customers per day in any way. This is **not a good sign** as the local foot traffic should have some conversion rate. This also states that the **marketing is not being done outside the shop/store**, so it is not able to attract the local foot traffic.

Relationship Between Number of employees and Average daily revenue



the amount of average revenue happening  
with 6 employees is also happening with 14  
employees, so there is **no employee  
efficiency** in the shop.

Relationship Between Average number of employees and Operational hours per day



with an average of 8 to 9 employees and 11 to 13 hours operational day, the coffee shop is achieving the maximum efficiency. It shows **low employee efficiency and lack of management** in the shop.

# why optimization is needed

though the coffee shop has earned \$3,834,651.88 in approximately 5 years, there is **still a lot of potential** to optimize the revenue, as even the **long operational hours** are **not leading** to any significant **growth in the long term.**

# recommendations for optimizing future revenue



- while keeping the marketing spend constant, marketing outside the shop/store is needed to attract the local foot traffic.
- employee training programs need to be organized to maximize employee potential.
- divide the operational hours into day-time and night-time, with employees assigned accordingly.

- **appoint supervisors** to oversee the employees to increase management and efficiency.
- reduce the number of **less efficient employees** and replace them with a **smaller and highly efficient workforce** to improve overall productivity.

**conclusion**

**steps to be prioritised**

**dividing the operational hours into day-time and night-time shifts will have an immediate effect, leading to increased profits.**

**thank you!**