

EXECUTIVE SUMMARY

Product Optimization & Revenue Contribution Analysis Aficionado Coffee Roasters

This project analyzes transaction-level sales data from Aficionado Coffee Roasters to evaluate product performance, revenue contribution, and category-level dependence across store locations.

Retail analytics techniques were used to identify high-impact products, underperforming menu items, and revenue concentration patterns. The analysis shows that a small number of products contribute a significant portion of total revenue, while several long-tail products generate minimal financial impact.

Category-level analysis indicates strong dependence on core beverage categories, particularly coffee products. Store-level comparisons also reveal differences in revenue performance across locations.

Based on these findings, product optimization strategies such as promoting high-revenue products, reviewing low-performing items, improving pricing strategies, and optimizing inventory planning are recommended.

The results of this analysis support data-driven decision-making and demonstrate how transaction-level retail data can be used to improve operational efficiency and revenue performance.