Unveiling Insights from Coffee Product Analytics

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Purpose

Delve into the nuances of customer choices, product types, roast levels, sizes, and the financial landscape that influences our profitability
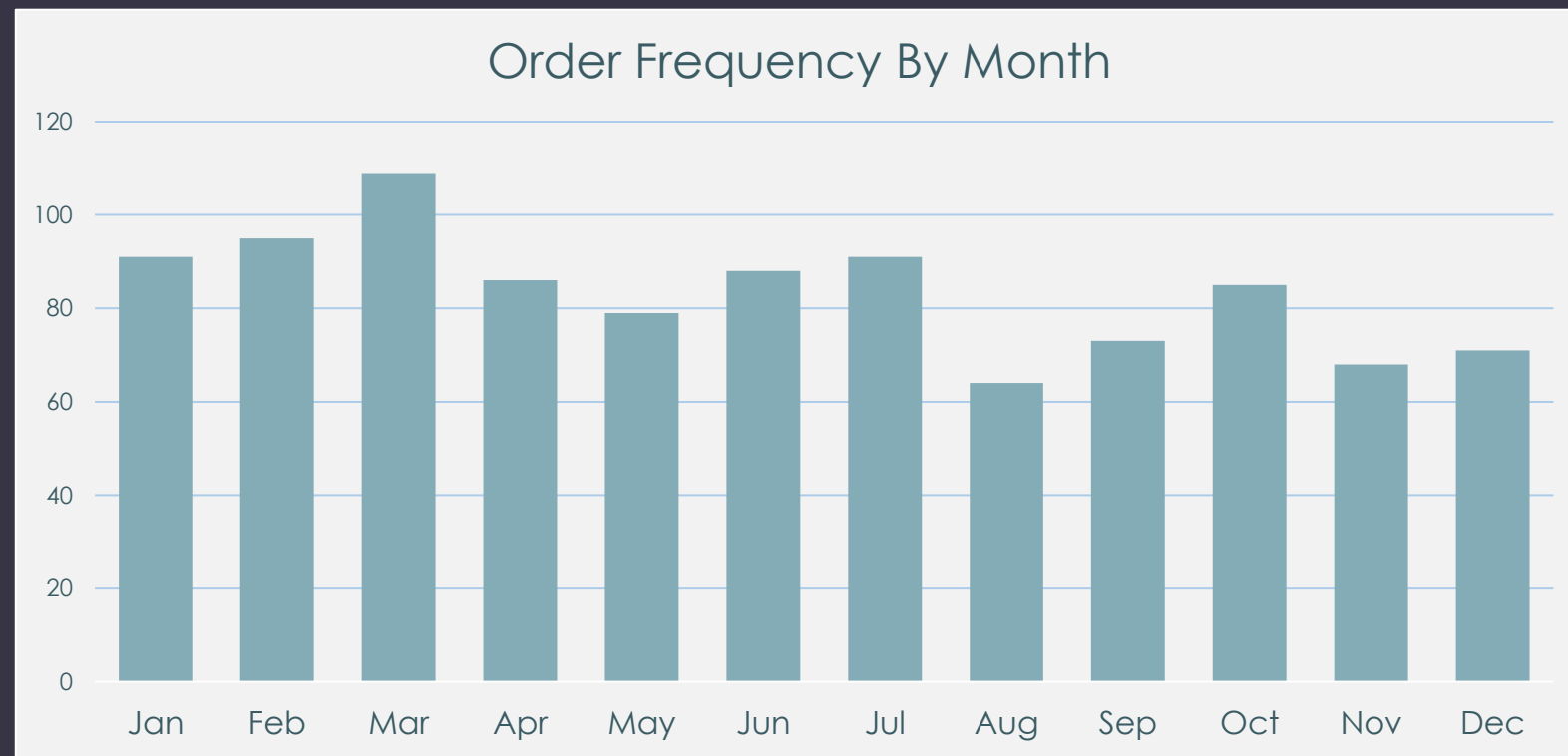
In this journey through the data, we unveil valuable insights into customer preferences, helping us make informed decisions for our inventory management and pricing strategies.

Key Findings Overview
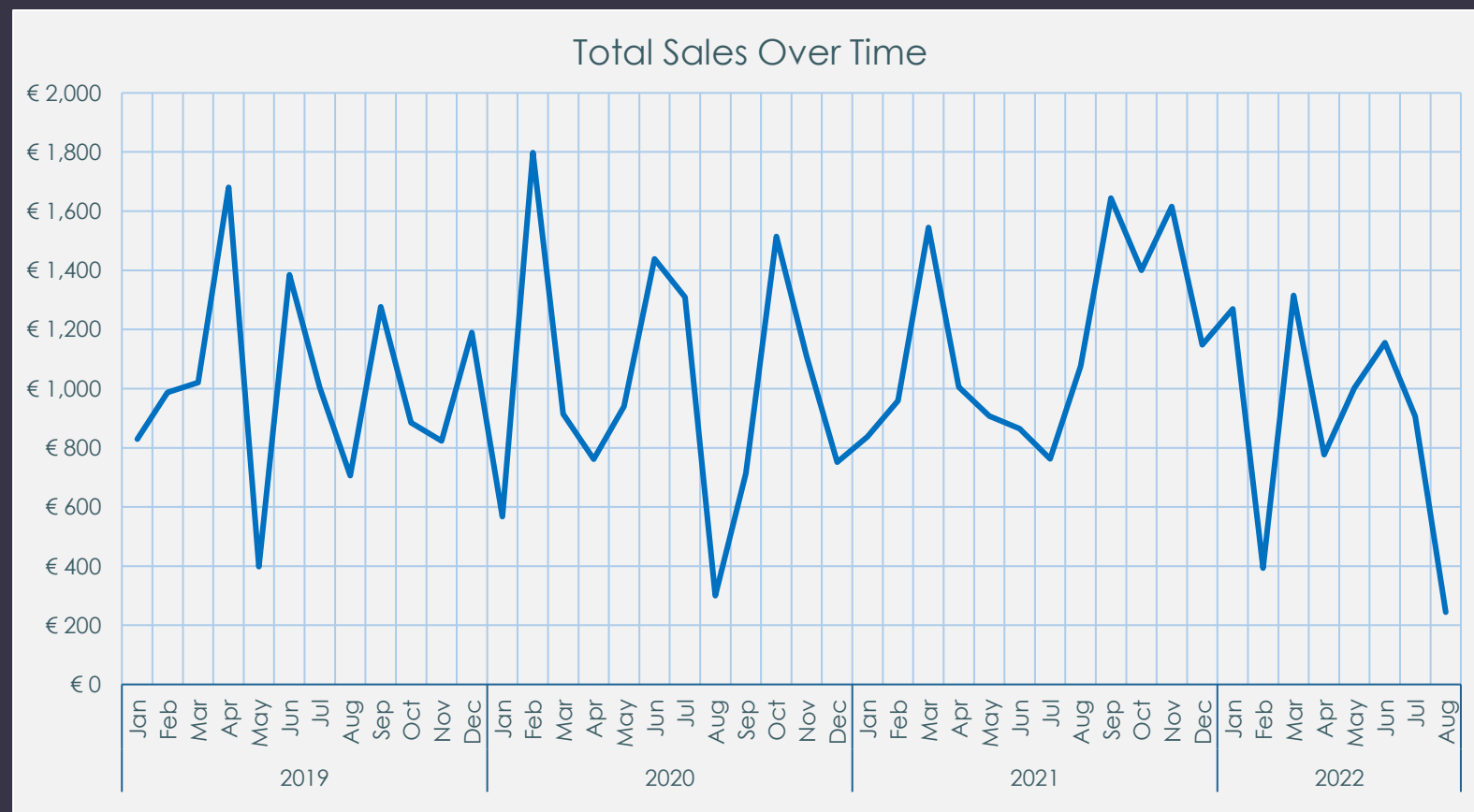
Our analysis has yielded compelling patterns and trends
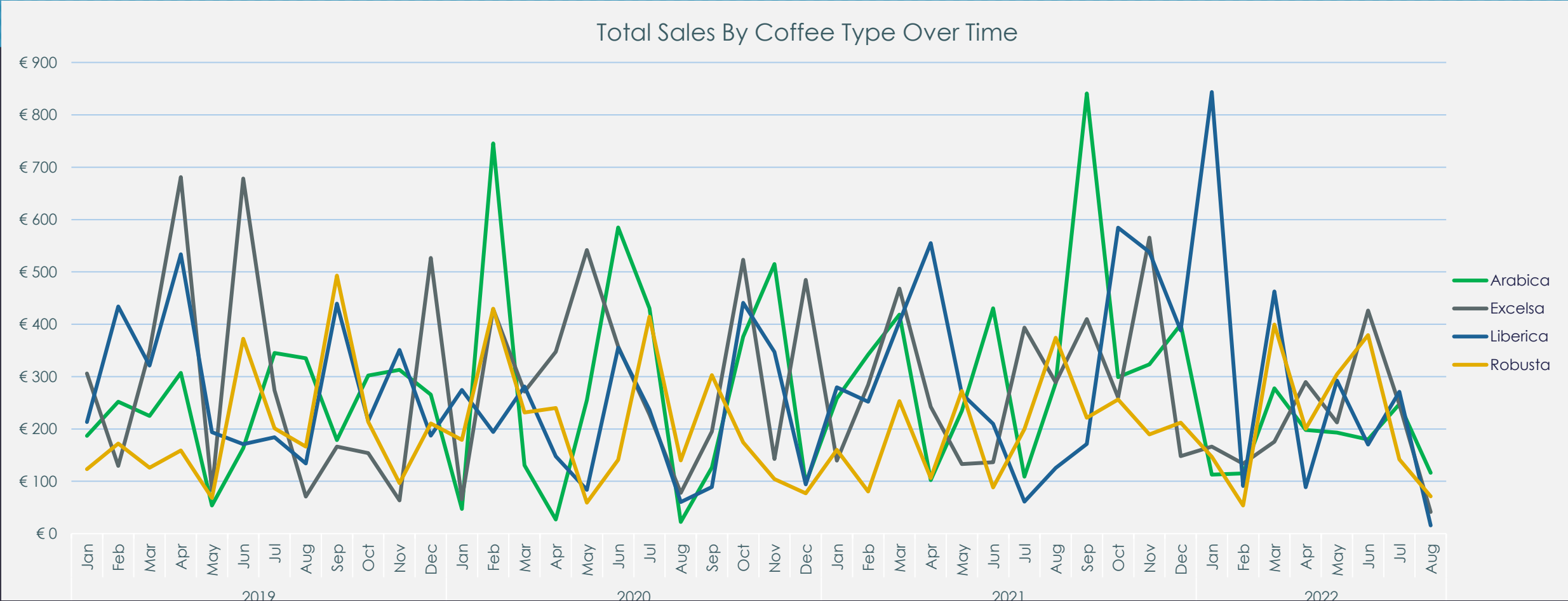
Decrease every 3 months

Order Frequency By Month

Key Findings Overview

The sales are fluctuating a lot

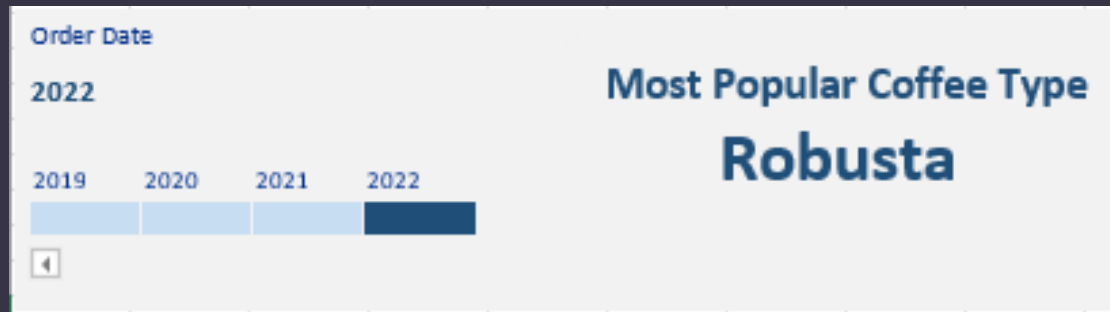The period from September 2021 to November 2021 was the most stable

Total Sales Over Time
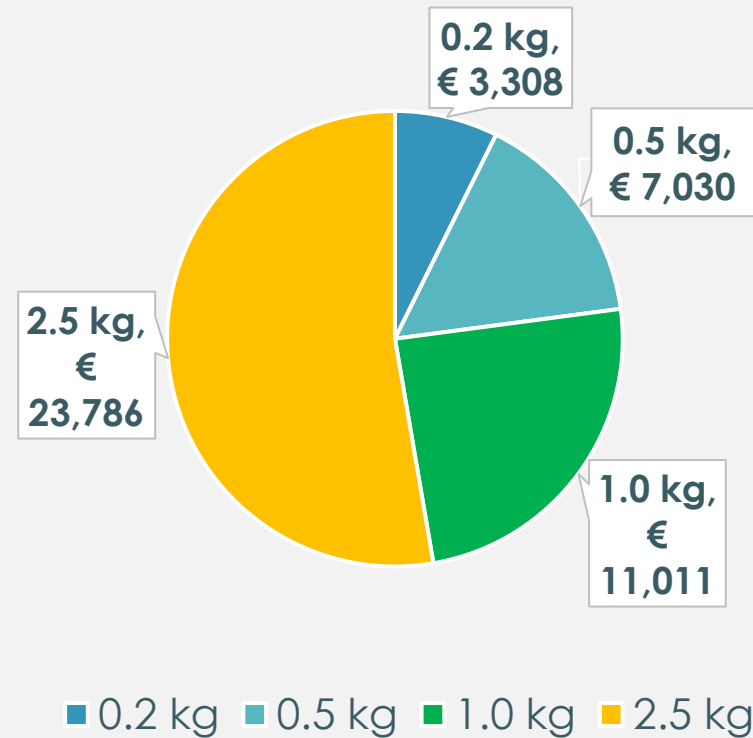
Key Findings Overview

Total Sales By Coffee Type Over Time

Key Findings Overview

Each year different popular coffee type

Order Date

2019

2019   2020   2021   2022

Most Popular Coffee Type

Robusta

Order Date

2020

2019   2020   2021   2022

Most Popular Coffee Type

Excelsa

Order Date

2021

2019   2020   2021   2022

Most Popular Coffee Type

Arabica

Order Date

2022

2019   2020   2021   2022

Most Popular Coffee Type

Robusta

Key Findings Overview

Total Sales By Size

0.2 kg, € 3,308

0.5 kg, € 7,030

2.5 kg, € 23,786

1.0 kg, € 11,011

- 0.2 kg
- 0.5 kg
- 1.0 kg
- 2.5 kg

Total Order Count By Size

25% | 25%

23% | 27%

- 0.2 kg
- 0.5 kg
- 1.0 kg
- 2.5 kg
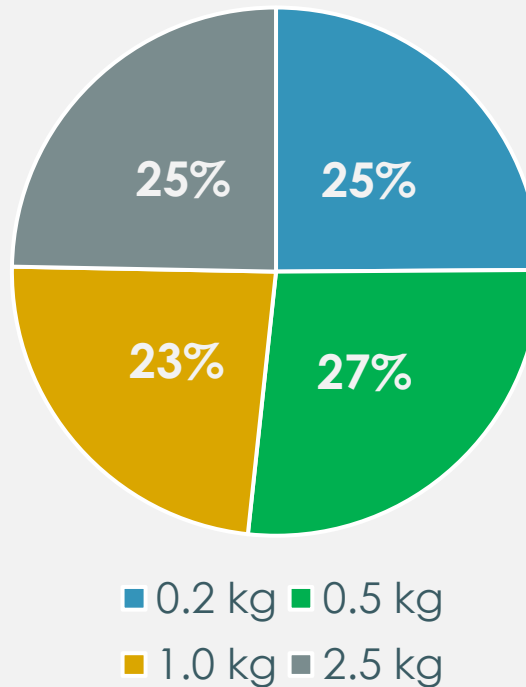
Order Count By Roast Type

33% | 33%

34%

- Light
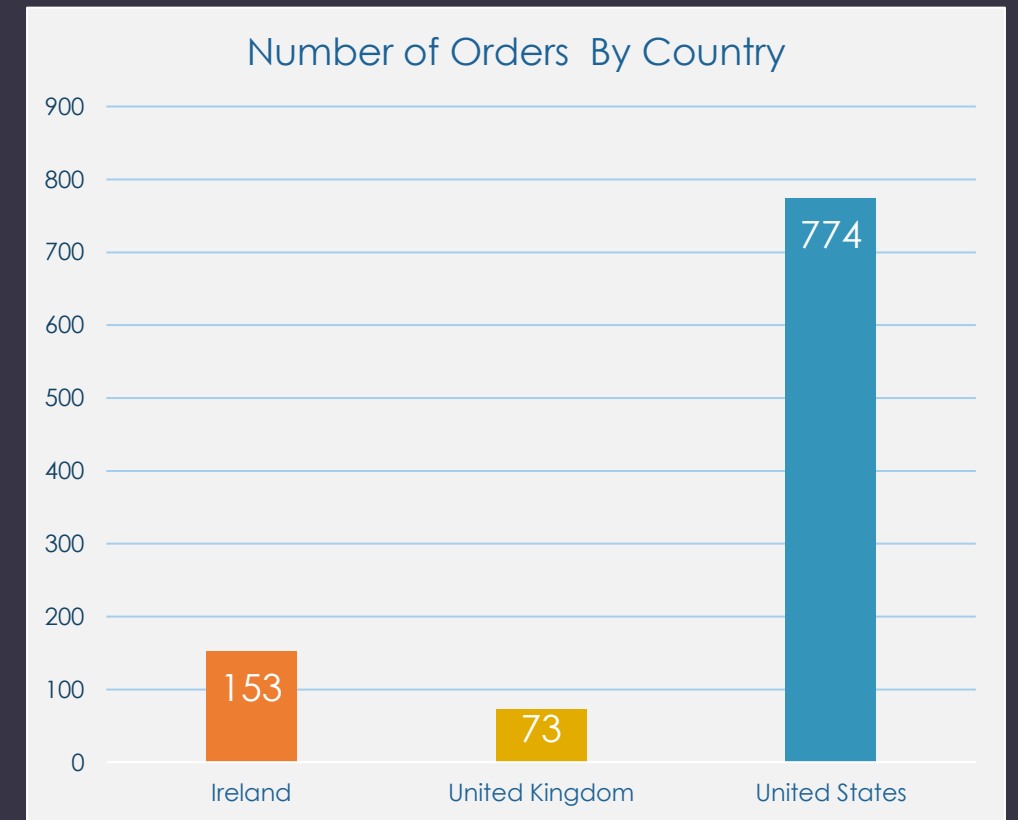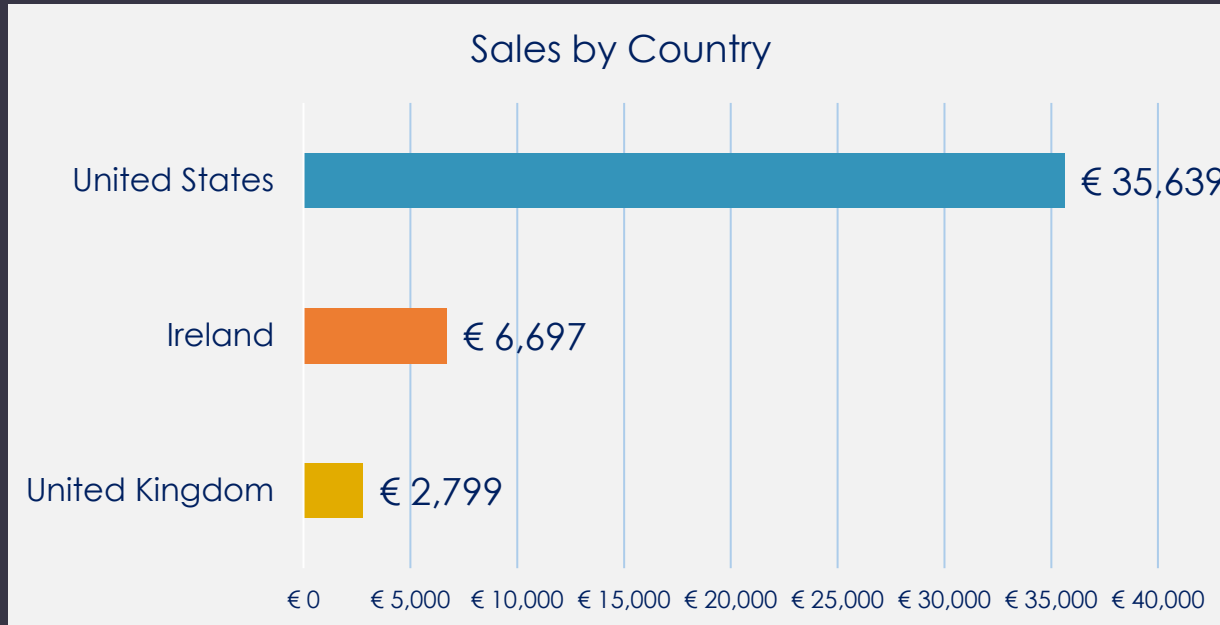- Medium
- Dark
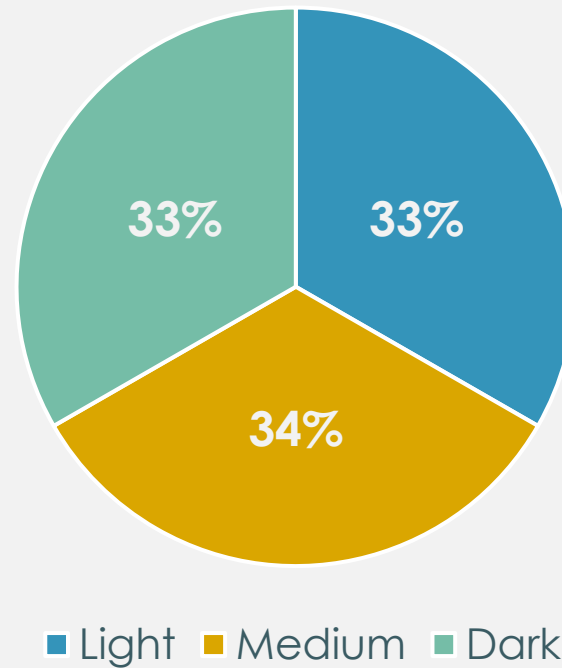
Diversity in coffee products plays a significant role in our sales dynamics.

Key Findings Overview

It is obvious that Ireland and the UK are not the main targets

Sales by Country

Country	Sales
United States	€ 35,639
Ireland	€ 6,697
United Kingdom	€ 2,799

€ 0 — € 5,000 — € 10,000 — € 15,000 — € 20,000 — € 25,000 — € 30,000 — € 35,000 — € 40,000

Number of Orders By Country

Country	Orders
Ireland	153
United Kingdom	73
United States	774

Key Findings Overview

Loyalty Card

No

Yes

Total Sales

€ 20,917.85

Loyalty Card

No

Yes

Total Sales

€ 24,216.41
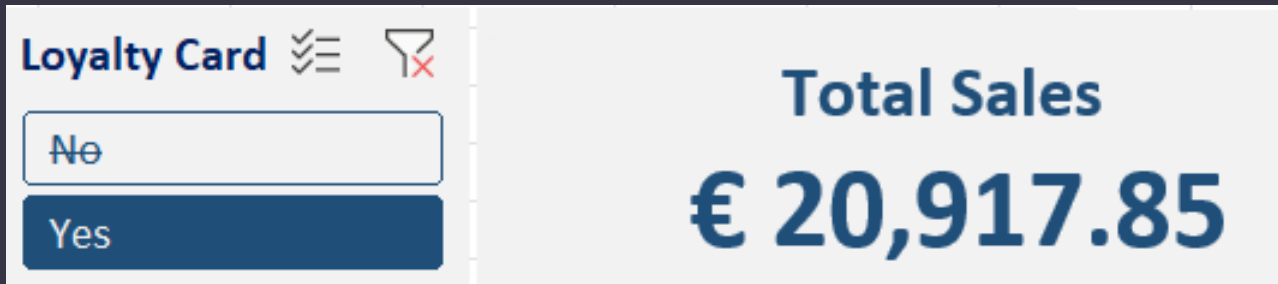
We would want to collaborate with the marketing team to develop a new marketing strategy to improve loyalty and engagement of our customers

Conclusion

- Our sales are going well, but we could put more effort into advertising

- Focus on countries other than the US